JUNE 12, 1937

The World's Foremost Amusement Weekly

CLYDE McCoy
And His "Sugar Blues" Orchestra
Mgt.: Consolidated Radio Artists, Inc.
Advertisers

Are you getting your share of orders from the improved SHOW BUSINESS MARKET?

Every executive, every performer, every show person is a good prospect to sell your product by advertising in the big SUMMER SPECIAL.

FORMS START TO PRESS IN CINCINNATI

June 16

Don't miss this important result-producing issue!
Admission Taxes Seem Certain
To Hold on for Two More Years

WASHINGTON, June 7—Administration officials recently announced that they plan to extend the two-year moratorium on admission taxes. The move was made after a nationwide survey revealed that attendance at amusement parks had declined sharply. The announcement came as a surprise to many in the industry, who had expected a permanent extension of the tax moratorium.

In a closed meeting last Thursday (5) the Department of the Treasury and the House Ways and Means Committee voted to extend the moratorium by an amendment to the Revenue Act of 1937. The amendment, which was attached to the fiscal measure without debate, is expected to be approved by Congress in the next few days.

The tax moratorium, which was first imposed in 1935, has been in effect since 1933. During this period, the admissions tax has not been collected, and many amusement parks have seen a decline in attendance.

The new amendment will extend the moratorium for two more years. According to the Treasury Department, this will allow the industry to recover from the effects of the recession and to plan for the future.

Graham's Midget Circus Folds
After Tent, Fixtures Attached

S AN ANTONIO, June 8—Stanley Graham's International Midget Circus, which opened at Dallas May 21 for a six-day engagement and then came to this city, folded here this week. Reason given was that excessive rain cut into attendance too heavily.

Creditors have attached the tent and fixtures. Graham is reported to have gone to Chicago to seek funds. The 120 midgets, many from the Midget Village at the Dallas exhibition last year, have no place to go. They were fed at the St. Anthony Hotel here Friday by Porter Lorong, Circus Fan.

Gillmore and AEA Regulars
Blow the Web to an Easy Win

Incumbent Equity president polls 865 votes as against 163 for E. J. Blankfort, Progressive leader—Administration for second time proves itself stronger than credited.

NEW YORK, June 7—Frank Gillmore, incumbent Equity president, together with the regular Administration side, was swept into office as a result of Friday's election. For another two years, Mr. Gillmore, who has been in the position since 1935, and his associates, Isaac Gilmore, second vice-president, 622; Arthur Byron, second vice-president, and the other officers of the organization, will continue in office.

The vote was 1,038 in favor of the administration side, giving it a lead of 175 votes over the Progressive ticket. The Progressive ticket, headed by E. J. Blankfort, polled 865 votes. The other candidates, including the Independent party and the administration party, have been eliminated from the race.

The victory of the administration side is regarded as a significant development in the industry. It is the first time in several years that the administration side has been able to maintain its strength in the face of a strong challenge from the Progressive ticket.

Writers, Including Dramatists
Have a Congress of Their Own

NEW YORK, June 5—Hard on the heels of the American Theater Conference in New York, a group of American Writers' Congress came to town for a three-day session. The group, which was composed of writers, directors, and other participants in the theater, is expected to make recommendations on the future of the American theater.

The group, which met in the Carnegie Hall, is expected to discuss the current state of the theater and to make recommendations on the future of the American theater. The group is expected to recommend the establishment of an American Theater Congress, which would be composed of writers, directors, and other participants in the theater.

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Waive on Music Artists
Get exemption from N. Y.
4% levy thru efforts of Musical Artists' Guild

NEW YORK, June 8—Representing the American Guild of Musical Artists, a committee of leaders decided to seek an exemption for musical artists from the 4% state tax on net incomes. The committee, which was appointed by the federal government, is expected to meet with state officials to discuss the matter.

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Wanted Quick — Unit Head Quarters, 5 minute walk to Loop. 25 of which ran as benefits last year, and cleared benefits running close to 200. According to Corell, the difference in the Tao's cost is accounted for by the paid shows, 25 of which have run as benefits. This will interest you.

IF YOU USE THEATRICAL AND CINEMA MAKE-UP
THIS WILL INTEREST YOU

JUST OFF THE PRESS

A new 28 page booklet on Modern Make-Up, by Stein's Half-Century of Progress in the Theatrical and Cinema, contains the only booklet of its kind ever published. Complete information on the latest and Character role — beautifully illustrated — will be readily available for the makeup artist to the professional. May be obtained from your dealer or direct from us.

THE M. STEIN COSMETIC CO.
430 Broome St. New York

HOTEL RALEIGH

Where You Can Stay Anytime — DAY OR NIGHT
640 N. DEARBORN ST., CHICAGO.

COOKED AND BOILED
Free drinks and ice every day.

ALL NEW SETS

35c COPY FOR STAGE PEOPLE

A & S SERVICE
P. O. Box 106, Covington, Ky.

RICE PERCY PLAYERS

Went Quick—Plano Player. Preference given to dancers or Specialities. Others write. Trenton, Ill.

ROLL OR MACHINE FOLDED

100,000 $10.00

SPECIAL PRINTED—CASH WITH ORDER

ELLIOTT TICKET CO., 127 N. DEARBORN, CHICAGO, ILLINOIS

TICKETS

Pubs Offer Song Writers 50-40

NEW YORK, June 5—Board of Estimate yesterday voted a resolution barring theaters, motion picture houses, and public dance halls, with the exception of those in hotels and clubs from a newly-created restricted area extending along Madison Avenue between 25th and 45th streets, along Fifth Avenue from 25th to 50th streets on the east side of the street, and under the meeting, sponsored by Boro President Samuel Levy of Manhattan, was to take place at the Merchants Association and other groups.

Detroit Makes Changes in Police Censorship Setup

DETROIT, June 5—Appointment of Sergeant Joseph Kollar as official police censor in charge of all censorship activities in the city was made this week by Police Commissioner Heinrich Piekart.

The Board of Police for the past year has handled the post, but Dr. Roy B. Baker, who handled film censorship only during the past year, and Kollar has handled films exclusively during this time, is now to the dramatic and outdoor show censorship. The film will be handled by Detective Charles W. Sprague, who has been Kollar's assistant the last year.

Grand Opera Artists Elect

NEW YORK, June 5—Newly elected officers of the Metropolitan Opera Association are Giuseppe Imperatore, president; Giancarlo Ruggiero, first vice-president; Alfredo Gerardi, second vice-president; and George A. Morgan, treasurer. The new officers were elected at a meeting of the board of directors, which was held last Thursday night at the Metropolitan Opera House.

CLYDE MCCOY

(whose Cover Subject)

The "Sugar Blues" mazurka, noted for his broad playing in all sections of the country, is also known, equally as widely, for conducting an orchestra playing of the same. His playing of the mazurka, as he is regarded as one of the busiest trumpet players in the country, is heard on the instrument. His "Sugar Blues" has become a popular "hit," his playing of "Tillie's Tin Cup," "Some of These Days," and other like tunes are a hit all over the country.
INTERNATIONAL
ANNOUNCES
Another "Wirespot
OPENING JUNE 22
HUTCHINSON, KANSAS

CONVENTION HALL,
A.Y.P. CONVENTION,
IF YOU ARE ATTENDING THE A.Y.P. CONVENIENCE, PLEASE STOP AND
COMPEL THE FREE OFFER.

STAFF WANTED.
Staff for our Second Unit Att'y, Miss Ally. Hall, King Room, 2nd Floor. Bring your
Address, phone number, and we will call you.

R E A D Y  F O R  O P E R A T I O N
WHOLESALERS 1/2 4 3 0 6 W. RAILROAD AVE.

ADVANCE AND PUBLICITY MAN
ON PERCENTAGE BASIS
PRINCESS YVONNE
for and by YVONNE
Good Opportunity for a Young Man, with an
AMUR, 4513 Roosevelt Blvd.,

ROLL TICKETS
IN SMALL QUANTITIES WITH YOUR adress
1 SIDE - 10 COLOR BM.

S. 500 -- $ 0.50
5.00 -- $ 0.50
10.00 -- $ 0.60
25.00 -- $ 0.75
50.00 -- $ 0.85
100.00 -- $ 1.00

THE B. F. HARRISON COMPANY
70 Railroad St.,
NEW LONDON, Ct.

Notice Contestants
A great new "Wirespot Announcements.
All old friends help and call to see it. Open
Summer, fall, winter.
ZEKE YOUNGBLOOD, Danville, Ill.

WANTED MENTAL ACT
Fast Strut Reading Act. Summer engagement,
Inquire about booking through 830 EXCHANGE
M.D. Chicago, Ill.

WANTED PARTNER
Lever Etiquette Talk Duet, complete. Creative Talk for
Burlington, Vt. Send names, address, and one or two
tickets for talk. Will call; Monday 2 p.m.
Address SHAWMAN, Greater.

WANTED
Musicians all over the country. 2 Tangos, 2
Tunes, one each by Snider and one by
Billy's. Send $5.00 for music and $5.00
for Harmony. Address Snider, 90 Broadway.

Philadelphia, June 5 - Having
reached the police department
in New York, in confer-
ence at the branch of the
Philadelphia Tribune, and
with the mayor and mayor's
charm, Philadelphia, and
Paris, France, will be
in Philadelphia June 10.

Philby Musicians
Scale To Be Upped
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Quality Stock Tickets
One Roll $10.00
Ten Rolls $90.00
SPECIAL PRINTED
1,000,000...150.00
30,000...9.85
10,000...12.75
20,000...20.00
50,000...40.00
100,000 ...80.00

YUP! WE'RE PROUD!
of this Lafayette Sound System
15 WATTS PORTABLE SYSTEM!

Here is an answer to the traveling showman's prayer! A portable theatre sound system,
that it's up to 1000 watts of undistorted power which this rugged system delivers is more
than ample for the reception needs of small traveling shows.

Complete with two speakers, portable cables and tubes.
$62.85

WHOLESALE RADIO SERVICE CO.
NEW YORK, N.Y. CHICAGO, ILL. ATLANTA, GA.
BRONX, N.Y. NEWARK, N.J. JAMAICA, L.I.

FREE General Catalog No. 06-6251

TRAVEL-TIRED?
Walk into an Albert Pick Hotel, where you are
deemed to feel at HOME, and enjoy the luxury of
personal service, fresh lamps and delicious food in air-conditioned dining rooms. At prices
that are easy on your pocketbook.

Real Comfort at all 17 ALBERT PICK HOTELS
5000 ROOMS IN 8 STATES

AT LIBERTY TEAM
WANTED FOR

Jimmie Simpson's Mighty Minstrels
A-1 Set that doubling Clarinet, A-1 Trombone, High
and Low Trumpets, Clarinets, Horns, Cornet and
drummers, all in excellent shape.闻

JIMMIE SIMPSON, Great Falls, Mont.
Asbury Park-WNEW Deal To Sell Spot Plugs on Record Programs

"Bathing suit commercials" to start at shore this summer—phonograph records to be played on p-a-t-t-a-p—35 commercials at $250 per week.

NEW YORK, June 8.—Commercialization, both by radio and a public address system through the latest broadcast of the Boardwalk of Asbury Park. WNEW's Boardwalk is the largest in New Jersey. It's radio latest method and answer to the claim of summer audience loss. Asbury Park deal begins early, and WNEW's Boardwalk for the Asbury Park municipal government, closed this week. Arrangement is a step ahead of other boardwalk stunts, such as at Long Beach, N. Y., in recent seasons, of local commercial spots for various boardwalk concessions, in that the Asbury Park commercials will be sold primarily, and possibly exclusively, to national advertisers.

Deal was worked out by Malcolm Block, who handles WNEW's recorded program Tally Bell Room, and Reside. It provides that the board can announce records from a P-A system pick up the twice daily broadcasts of boardroom and broadcast them over the boardwalk amplifiers. Show is on for an hour in the morning and an hour at night during the rest of the season. Listeners will be able to go to a Lost Market for a 25-cent ticket to 100-record periods. These spots breaks will be sold to advertisers at the rate of 30 cents per week. For this reason, some of the advertisers' names cannot be counted. Asbury Park does not allow any sales agents' names to be announced over the public address system. Radio can operate under the provisions of the boardwalk. Public-address system will operate when board breaks are taken, at 5-minute maximum.

Earle Ferris, Incorporated

HOLLYWOOD, June 9.—West Coast office of Earle Ferris, Incorporated, has been incorporated under California laws. Officers are Earle Ferris, president, and George Leavitt, Jr., vice-president and general manager, and George Leavitt, Jr., secretary-treasurer.

Local staff includes Irving Parker, head of artists; Donald L. Edwards, music director; and Connie Vance, formerly with KNX.

Sonday's Amateur Baseball

NEW YORK, June 9.—Soonya-Vac, a local organization, has sold a string of sponsored baseball games with the agreement that they were to be held at the SONYA-Vac, 5 p.m. and 7:30 p.m. each night for 10 weeks. J. Grinnell Genter placed account on WBYK.

CHICAGO, June 9.—M. Lewis Good, manager of large department store, and president of the Board of Directors, was given a promotion. He plans to take a vacation and return to his business activity in Chicago August 1.

Possibilities' Boom

NEW YORK, June 9.—Past fortnight has been marked by a great increase in possibilities as suggested by staff men of the Billboard. Joe Lauer, Jr., financially strong, active in the industry, by Ruddy Bade and is a constituent member of the ABC. Ray Saul looks slated for a typical Woodbury, an L. Frank Foy, Jr., also looks good.

Frederick Lighter, another agent, is negotiating with several different artists on a Rolling Stone agreement. Another possibility is that Art Block, of the Bobbiny summer replacement show. Another possibility is that Art Block, of the Bobbiny summer replacement show. Another possibility is that Art Block, of the Bobbiny summer replacement show. Another possibility is that Art Block, of the Bobbiny summer replacement show.
Amendments for NAB Powwow

"Back-room stuff" expected to steal thunder at radio convention—no agenda yet

WASHINGTON, June 7—Two new amendments to the NAB convention constitution will be debated at the 1937 meeting at the Hotel Sherman in Chicago June 10-13. First would amend Article IV and add the word "open." Second would amend Article VII and permit action to be taken by the delegates in place of the convention. Both amendments are part of the continuing battle between the "open" and "closed" factions of the NAB. The "open" group, led by Terry Moss, has been successful in getting their amendments passed at previous conventions, while the "closed" group has been able to block them. The convention will be held June 10-13 at the Hotel Sherman in Chicago.

Second change is offered by Moss and is a direct result of the efforts of the "closed" group to limit the ability of the convention to make decisions. The new amendment would allow the convention to act on matters that are not covered by the existing rules.

Speakers
Some difficulty is being experienced in getting speakers for the convention. A list of potential speakers has been compiled, but many of them have indicated that they will not be able to attend. The convention is expected to be well attended, with many of the leading figures in the radio industry expected to be present.

ACCOUNT PLANS
CONTINENTAL Distilling Corporation has announced that it will be increasing its advertising budget by 20% in the coming year. The company is planning to increase its spending on radio, television, and print advertising.

New Radio Actors’ Union Seeks To Spread Work, Set Pay Scale

NEW YORK, June 6—Radio actors, represented by the recently formed New York Actors’ Union, have decided to form a nationwide union to protect their rights and interests. The union is expected to have a membership of several thousand radio actors throughout the United States.

CIO Answer to Shepard Mess To Be Unionization Campaign

BOSTON, June 5—John L. Lewis, CIO leader, challenged the Naval Union of Radio Workers to demand a full-time union representative at the shipyard. Lewis also called on all workers to join the NAB and its sister organizations.

Two Stations, Two Shows, 23 Sponsors

NEW YORK, June 5—Three more programs on NBC will be added to American Institute of Food Products’ current series. The new programs, sponsored by companies like Pabst, Chicago Pneumatic, and Borden, will be broadcast nationwide.

CIO Denies Radio Report

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All New Orleans Stations Seek Improved Facilities Approvals

NEW ORLEANS, June 8—Ambitious plans to put New Orleans prominently on the radio map are under way with all of the local five commercial stations asking for the facilities for 1500 kc. WWL, the CBS outlet, leads the list with a request of 5,000 watts on the only band where it is seriously contemplated to make its signal heard. WNOX, which apparently is the most ambitious of the group, and is asking for 5000 watts on the 1200 wave, may well be a station of the future. The requests are being considered by the Federal Radio Commission in Washington, Station, owned and operated by Loyola University, is seeking a permit for 1500 kc. and full time in place of present time-sharing. WNOX has beenărson a long time, rising from its position of 1200 kc. In turn, is asking for WNOX's time on the 1200 wave and an increase from 100 to 200 watts.

Webs'Incomes Still Improve

NBC clicks with more than $3,000,000 again — CBS tops Red—Mutual strong

NEW YORK, June 8—Radio's network grosses continue to show gains over past years, each succeeding month setting up some sort of a record. One such for May this year is NBC's eighth successive month with a gross for both nets of over $1,000,000, the 10th such occasion in the network's history. The network gross for May, 1934, was $1,549,417, up from $1,052,217 in May, 1937, CBS again topping the NBC in its tie for the lead. For May, 1937, Columbus chalked up a news of $2,350,000, while May, 1934, saw network incomes ranging from $2,000,000 to $2,500,000. For May, 1938, NBC's network grosses were $1,749,417, actual per.

Air Briefs

New York

LATEST info is that the Palmolive show will definitely stay in the East after the Orleans and the big art on stay for that period. Jimmy Sayler hopped to Hollywood Friday as scheduled. Patrice O'Connor, who was finally given her Showtime contract, she goes on the next cast July 8...

Bob Stephen, Cleveland Film Dealer radio, a New York visitor. Latour Peterson, WOR press department, to New York. Had his, same, member album (clown stuff, that), another to start for Hollywood.

An NBC radio producer came in from a long stay in Hollywood last week. And the same week there came the report from WJBW, at the beginning of the week, Everett Marshall will be with Rubini tonight. WJBW, May 27-May 30, six days WMCA commercial. Howard Mencken and Shirley Datto Cathedral of the Underworld, same station.

General Mills renewing, because Blackett-Simms-Humpert, its hour daily CBS network Carbon, May 8.

WBBM an attached network for the Alamo unit. A New York radio producer came in from a long stay in Hollywood last week. And the same week there came the report from WJBW, at the beginning of the week, Everett Marshall will be with Rubini tonight. WJBW, May 27-May 30, six days WMCA commercial. Howard Mencken and Shirley Datto Cathedral of the Underworld, same station.

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Chicago

WILLIAM MORRIS Agency here has commercial deals on the five-hour Jack Benny show, which was heard in most of the U.S. on Monday night. WBBM is also working on the Benny show for a new cast to air on the network.

A local radio executive is said to have offered to pay $250,000 for the service of a leading playboy who is currently entertaining in New York.

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Wax Co's Adopt Talent Policies

Companies unite in seeking court support to claim acts cede rights in platters

NEW YORK, June 5—Major recording companies seem to be agreed on a policy for taking legal action to confirm the existence and rights they claim in phonographs and records. A final hearing in this case is expected to be held in the near future.

In what is the first suit brought against WBN by Frank C. Doets, the court will consider the question whether an original purchaser of a phonograph is the owner of the phonograph and the records it contains.

KING Headline

KING's is one of numerous suits brought in several parts of the country and all more or less the same in nature.

Doets was the first company to seek court intervention; approval, this being the suit against WBN by Frank C. Doets. When brought this action, legal authorities claimed that Doets and the record companies had consented and decided on this policy, each company bringing action in such suits wherein broadcasters used their own records.

Performers' claims are that radio stations have no right to use phonograph records other than those they sell to them and that such sales are injurious to the recording artists.

For example, there is a record of the phonograph in a radio station, but the record and not the artist is damaged. Claims made that the station's record supplier has the talent and rights to its music and then the records, this yielding only, of course, the collateral program, which is used on each station.

Promotional Shorts

WBN, Kansas City, went to town, but in a big way, in celebrating its 15th birthday. Celebrations were held in the biggest, best-planned campaign, divided into six different units. Radio listeners, local advertisers, national advertisers, record dealers, agents, broadcasting industry local, club and radio station, were all "covered" in station's campaign. Promo- tion included studio programs, decoration of main streets with WBN flags and banners, contests, series, and dinner and special letters to clubs.

KOL, Omaha, uses "radio headline" at various irregular periods when there are no breaks in program. Some of these details of late shows are aired and the listeners are told that full accounts will be given on the next regular new period. Newscasts are scheduled with a news and bulletin which rings five minutes before each headline spot. This gives news chance to prepare latest flash and eliminates possibility of break. Dealers are unprepared with headlines. Idea is catching with fans, and phone calls for more info usually follow these.

KXPO, Long Beach, working with Mountain View Drive, offers free radio ad by purchase of a quart of ice cream. The ice cream and the radio ad are broadcast continuously, with a broad band and all details of production. As many youngsters are going for the free offer, announcements are being made in stations in this area.

FCC Won't Rule on Radio Bingo, Stations To Take Own Courses

WASHINGTON, June 5—Station managers will have to steer their own courses on whether to broadcast radio versions of bingo or other games of chance. Since the FCC has been watching developments in this type of broadcast, there is no official announcement. However, it is safe to assume that the FCC will not make a decision on its own, as there can be no crime of negligence, a breach of the law in the cases cited, or anything like a breach of the FCC's duties. On the contrary, the FCC will probably announce its official position at this time, which makes it impossible to predict the programs when they are against such practices.

NAB has sent advice to all its members to avoid "promotional" programs which are being distributed to stations. The advice comes from the NAB's point of view that "in view of the FCC's point of view that the promotional programs are against the law, it is possible to interpret the FCC's point of view as against the law.

Radio Digs Into Vaude Again; Sports May Hold Off Buildings

NEW YORK, June 5—Seasonal departure of commercial programs taking the summer months off has left the air and the FCC has been watching developments in this area. There is no official announcement. However, it is safe to assume that the FCC will not make a decision on its own, as there can be no crime of negligence, a breach of the law in the cases cited, or anything like a breach of the FCC's duties. On the contrary, the FCC will probably announce its official position at this time, which makes it impossible to predict the programs when they are against such practices.

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Jean Travers

gotham's
colorful messo-soprano

The Wonderclock

EDTS Otherwise Indicated

"The Wonderclock"
Reviewed Saturday, 7:45-1 p.m.
Style — Formalized children's stories.
Sustaining on WIP (Philadelphia).

Using the fairy-tale aura of Howard and Sylvia Pyle's "Wonderclock," William
aims to capture the interest of the initial
Initial story quite dark dramatic, as
were offering his hand. The in-
Blackout in the show is to be
The Wonderclock Princess,
program for children, forms the fundamental
for the enchanting parents, who
carry the story to the point where the
make his entrance, sustains
enough interest to bring the listeners
back next week for the "living history
ever after ending.

Sophie D. Goldstein adapted the stories for
radio presentation and does a major job on the
Program has the makings of a better half pat-
the amateurish histories of the
involves the zest of the best
dramatic, entertaining
and the amateurish histories of the
The type of person who can
Amateurish history of the
The type of person who can
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WEBER SEES JOB INCREASE

802 Insists on Doubling Rule

NEW YORK, June 5.—Members of musicans' local 802, who have been under the rule of doubling for 15 years, have decided to insist on doubling the rate of pay. The Federation is expected to make a decision on the matter shortly.

Sure of New Opportunities; Not Worried Over Television

AFM president will pick pcket ideas in annual convention report—only "natural" employment increase up to public and employers—jump in casual dates

NEW YORK, June 5.—Joe Weber, president of the American Federation of Musicians, has reported that the television industry is in a transitional stage and that the situation is improving. However, the coming television may stimulate some opposition. The AFM president, speaking at the convention, said that the coming of the television would not affect the union's position.

Class Chi Hotels

Taking CRA Bands

CHICAGO, June 5.—Lord Balfour, local manager of CRA, reports his office leading in class chi hotels this week. Since the start, August 15, CRA has handled 11,000 hotel bookings and has booked over 1,000 hotel rooms.

Rockwell-O'Keefe Sets Expo Bands

NEW YORK June 5.—Rockwell-O'Keefe has booked the following acts and bands at the 1937 exposition:

- The Titan Trio, June 12-18
- J. C. Ambrose, June 12-13
- A. C. Dickerson, June 13-14
- H. E. O'Keefe, June 14-15
- J. P. Good, June 15-16
- C. A. Stoddard, June 16-17
- R. E. O'Keefe, June 17-18

Reviews of Records

Decca

There is a lot of anything in this week's Decca releases. For fortissimo attacks, TEC PICTO has four sides with Tomorrow is Another Day, October (1267), doing the writer in two-tunes, and a little later on, a new one falling into the local leisure, Boys Joe: "Local 802 is on the job all the year round and will take no excuses from members who claim they don't know it (Sullivan County) has under local jurisdiction.

Harry Owens Leaves U. S.

SAN FRANCISCO, June 5.—Harry Owens, American composer and producer of Sweet Leilani, called for a return of the show to Los Angeles.

Goldman Buys Larchmont Post

NEW YORK, June 5.—Jack Goldman, owner of the Larchmont Post, has purchased the Post. His plan is to open a new building in Larchmont. Charles Barret and band set to open.

Oshkosh Ballroom Opens

Oshkosh, June 5.—A new dance pavilion has opened for the summer season under direction of Charles Malloway, with scheduled Friday and Sunday nights.

Disc News in This Issue

In the Music Section of the Commerce Department the following news will be found each week additional notes of musical activities, coin-operated machine mercenary and a listing of sight and hearers in the radio area.
### Songs With Most Radio Plays (A WEEKLY FEATURE)

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
<th>Publisher</th>
<th>Plays</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>You Can't Take That Away From Me</td>
<td>Chappell</td>
<td>28</td>
</tr>
<tr>
<td>2.</td>
<td>Never a Million Years</td>
<td>Robbins</td>
<td>20</td>
</tr>
<tr>
<td>3.</td>
<td>It Looks Like Rain</td>
<td>Robbins</td>
<td>17</td>
</tr>
<tr>
<td>4.</td>
<td>Carelessly</td>
<td>Berlin</td>
<td>15</td>
</tr>
<tr>
<td>5.</td>
<td>Love Bug Will Bite You</td>
<td>Sanyt-Joy</td>
<td>13</td>
</tr>
<tr>
<td>6.</td>
<td>Sweet Little Girl</td>
<td>Chappell</td>
<td>12</td>
</tr>
<tr>
<td>7.</td>
<td>Get Down on Me (M)</td>
<td>Chappell</td>
<td>12</td>
</tr>
<tr>
<td>8.</td>
<td>When Two Love Each Other</td>
<td>Davis</td>
<td>10</td>
</tr>
<tr>
<td>9.</td>
<td>They All Laughed (F)</td>
<td>Chappell</td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>It's All of You (F)</td>
<td>Robbins</td>
<td>10</td>
</tr>
<tr>
<td>11.</td>
<td>Turn Off the Moon (F)</td>
<td>Popular</td>
<td>8</td>
</tr>
<tr>
<td>13.</td>
<td>You're That Kind of Girl</td>
<td>Chappell</td>
<td>6</td>
</tr>
<tr>
<td>14.</td>
<td>Too Much for Words</td>
<td>Remick</td>
<td>6</td>
</tr>
<tr>
<td>15.</td>
<td>You Can't Run Away from Love</td>
<td>Remick</td>
<td>6</td>
</tr>
<tr>
<td>16.</td>
<td>I Can't Help Myself</td>
<td>Wynn</td>
<td>6</td>
</tr>
<tr>
<td>17.</td>
<td>A Message From the Man in the Moon</td>
<td>Robbins</td>
<td>4</td>
</tr>
<tr>
<td>18.</td>
<td>Mary, You're Sure Got Your Wits About You</td>
<td>Remick</td>
<td>4</td>
</tr>
<tr>
<td>19.</td>
<td>Night Over Shanghai</td>
<td>Remick</td>
<td>4</td>
</tr>
<tr>
<td>20.</td>
<td>In Your Own Little Way</td>
<td>Remick</td>
<td>4</td>
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<tr>
<td>21.</td>
<td>Havin' a Wonderful Time</td>
<td>Paul-Pionier</td>
<td>2</td>
</tr>
<tr>
<td>22.</td>
<td>Mr. Groat Goes to Town</td>
<td>Remick</td>
<td>2</td>
</tr>
<tr>
<td>23.</td>
<td>Where Is the Sun (M)</td>
<td>Warner Bros</td>
<td>2</td>
</tr>
<tr>
<td>24.</td>
<td>Can't You Hear That Mountain Music?</td>
<td>Remick</td>
<td>2</td>
</tr>
</tbody>
</table>

### Sheet-Music Leaders (Week Ending June 5)

- **Mary's Last Word** (IIM) (1)
- **Will You Remember?** (Schirmer) (2)
- **I'm Sure I'll Be Free** (IIM) (3)
- **Swing High, Swing Low (F)** (Famous) (4)
- **Swing on a Banana** (Columbia) (5)

- **Happily** (IIM) (1)
- **I'm Not for Sale** (IIM) (2)
- **I'm Sure I'll Be Free** (IIM) (3)

- **Happy Days** (Columbia) (1)
- **I'm Sure I'll Be Free** (IIM) (2)
- **Swing High, Swing Low (F)** (Famous) (3)

### Detroit Resorts

**Set Summer Bands**

<table>
<thead>
<tr>
<th>Resort</th>
<th>Band Name</th>
</tr>
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<tbody>
<tr>
<td>Detroit</td>
<td>Summer Band</td>
</tr>
<tr>
<td>New York</td>
<td>Summer Band</td>
</tr>
<tr>
<td>Boston</td>
<td>Summer Band</td>
</tr>
<tr>
<td>Chicago</td>
<td>Summer Band</td>
</tr>
</tbody>
</table>

### Jersey Resorts

**Set Season Bands**

<table>
<thead>
<tr>
<th>Resort</th>
<th>Band Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wildwood</td>
<td>Band 1</td>
</tr>
<tr>
<td>Asbury Park</td>
<td>Band 2</td>
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<tr>
<td>Seaside</td>
<td>Band 3</td>
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<td>Schirmer</td>
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<tr>
<td>I'm Sure I'll Be Free</td>
<td>IIM</td>
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</table>

### Band-Once-Overs

- **Chalk down MITCHELL FERRARIS BAND** as possessor of one of the sweetest saxo voices with a touch in the neophyte fold, offers a new one called "the dish." For in- deed, the sax player on the sax or a bass player on the bass, with just one pause to tell the story of his band and say: "Ain't he the dish?"

### Detroit Resorts

**Set Summer Bands**

- **Detroit, June 5—Summer season opens for the first time today for Frank Wink-Oar opened last night at Manhattan's Lakefront Club's new year's opening. The club will open on June 23rd.**

### New Boston Music House

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 5</td>
<td>New sheet music includes Frank Wink-Oar's latest song, &quot;Ain't he the Dish?&quot;</td>
</tr>
<tr>
<td>June 6</td>
<td>Frank Wink-Oar's new song, &quot;Ain't he the Dish?&quot; is released</td>
</tr>
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### Virginia Beaches

**Take Name Bands**

- **Virginia Beaches**
- **Virginia Beaches**
- **Virginia Beaches**
- **Virginia Beaches**
- **Virginia Beaches**
2 More States Wallopped by ASCAP
Florida passes bill banning music royalties—Michigan bill would ban music fees

TALLAHASSEE, Fla., June 5—Six House of Representatives here passed a bill that will bar all copyrighted music and restricted em- blematic music from being played in the state. The bill is expected to be signed by the governor.

The bill provides that composers and performers may produce non-commercial compositions, including priced for privileges of reproducing it or playing it privately or publicly.

TALLAHASSEE, Fla., June 5—A bill has been introduced into the state legislature here by James A. Burns, Detroit senator, which would prevent the hand- ing of two or more persons to collect fees for use of music and to inalienable rights to composers. The bill, if passed, would allow the right for this type of band, while the other would be prohibited.

Jazz bands that come along nicely, having youth (and all under 25, it seems) and good musicianship. Denio.

Benny Meroff and Orch

Reviewed in the Starlight Ballroom, June 5, 1937.

An old band at keeping 'em entertained. Benny Meroff was too good to pass up. His quality in making for the right. The band was good. There was a result that the band can start its stage routine and make dance music on par with the rest. The orchestra was capable, and a result is a triple-threat for the five-man band.

Main inspiration for being so is the fact that Meroff has the knack of making his music sound so much like Benny Goodman, that it's hard to tell the difference. Main inspiration for being so is the fact that Meroff has the knack of making his music sound so much like Benny Goodman, that it's hard to tell the difference.

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Henry Busse’s Big Gross

Lincoln, Neb., June 5—Henry Busse’s orchestra played the Chicago Theater this week for one of the season’s big numbers. The orchestra was led by the conductor and Busse and Barry Kay lead the band to Jan. 20.

Sun Agency Adds Two

DETROIT, June 5—Bookings taken over the week by Jack Dickerson, of the Gus Sun Agency, include Eastwood Park in Chicago, the Full House in New York, and the Full House in Chicago. Walter, who has a new feature for the band, set up the best record of Benny Goodman at the same spot. This is the first appearance of Glen Gray and his band on the worst of the Rocks.

Band Loses $5,000 in Instruments; $7,000 Music

SPOKANE, Wash., June 5—Tex Howard and band. California, musicians lost about $9,000 worth of music and musical arrangements and $5,000 in instru- ments in the fire which destroyed the palatial Ambassador Club here. Club was valued at $100,000.

Dave Blum Joins Chappell

PHILADELPHIA, June 5—Dave Blum, local theatrical band, finds the plug- ging is more profitable for songs. Close shop to take over the Philadelphia office for Chappell music publishing house.

Racine Ballroom Opens

RACINE, Wis., June 5—Beach Ball- room of the Racine Press, has been opened by Fred Schmitmier. Wendel Freeman, with dancing to name bands played for Wednesday, Saturday and Sunday.

Schmitt Lands Contract

DENVER, June 5—Fred Schmitt, who was offered a contract with a new band for summer city park concerts to run from July 4 to August 27. His price was 13,985, which in- cludes professional men and women,style, musical director, plus $15,000.

MUSIC Items

HOBART WRIGLEY is dead of a heart attack in Los Angeles. He was a well-known club owner in Los Angeles. His death was a great loss to the music business.

Randy Mandy and Edgar Howell have been assigned to provide the score for the new film, "The Parish Club," Atlantic City. They have already turned in some fine music, including one thing they think will popularize it. The Parish Club. Randy's mother, a porter under her, pen- name of Jeanne Ruck Cotes, has had her way with Randy in choosing the score. It's true, I Guess Love's Just That Kind of Girl.

RED STAR has accepted a new rhythm song by Mary Schaefer and Charles Tobias. Title, Love Me as I Love You.

JOE DAVIS, INC., is the publisher of the music for the new film, "The Parish Club," Atlantic City. They have already turned in some fine music, including one thing they think will popularize it. The Parish Club. Randy's mother, a porter under her, pen- name of Jeanne Ruck Cotes, has had her way with Randy in choosing the score. It's true, I Guess Love's Just That Kind of Girl.

University Extension Conservatory

Dept. 337, 1523 East 68th Street, Chicago, Ill.

REVIEWS OF RECORDS—Continued from page 11

Selections from the albums recorded for Classic Records by the famous orchestra of the same name. The selections are of the highest quality and are highly recommended.

LIONEL HAMPTON puts his hot vibraphone, in good form, with a new album of his own. "The Best of Lionel Hampton" gives us a look at the way he works in his own band. And while you're at it, listen to "The Best of Lionel Hampton" and enjoy.

RECORD REVIEWS

Reviewed in the Starlight Ballroom, June 5, 1937.

For a change in pace EDDY DUCHIN and his orchestra have some new numbers that are worth hearing. And while you're at it, listen to "The Best of Lionel Hampton" and enjoy.

Are You At The Top In Your Profession?

WOTUAS, the radio network, is going to have a new show, "Are You At The Top In Your Profession?" on Monday nights. It will feature interviews with some of the top musicians in the industry.

THOUSANDS of professional musicians have been涌ing to the radio stations to study through Extension Courses. Without leaving your home they can study the extension courses and improve their techniques.

TAL LA HASEE, Fla., June 5. — State Race Track Board, last year, passed a bill which will prohibit the payment of fees for the use of copyrighted music unless it is a commercial work.

LITTL HENRY, June 5. — State Race Track Board, last year, passed a bill which will prohibit the payment of fees for the use of copyrighted music unless it is a commercial work.

Harms, Inc., announces that Merry- Go-Round, a new record, has already had five important air performances, including one by the famous orchestra of the same name. The selection is of the highest quality and is highly recommended.

S Alien B B E R C K E N C AR S, succeeds to the position of head of the network. He has been associated with the network since its inception.

Ward R. Locklear, director of the orchestra, has been associated with the network since its inception.

Billy James, WCUL pianist and formerly on the staff of Joe Morris, has been associated with the network since its inception.

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CARDINAL CUTS four sides for Kay's: "Santee River," "Down by the Old Mill Stream," "Windy Willows," and "Can't Help Myself." These are some of the best cuts of the year.

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NEW DES MOINES BALLROOM

BILLY MUNOZ, June 5. — The Ringgold, in Des Moines, has set the scene for a new show, "The Best of Lionel Hampton" gives us a look at the way he works in his own band. And while you're at it, listen to "The Best of Lionel Hampton" and enjoy.

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Dallas Casino's Name Show, No Letup in Summer Openings

Casino as amusement center of exposition—big production show—opening of summer clubs and resorts continues unabated—bookers, acts, bands mop up

DALLAS, June 5—Everything is set for opening of the Pan-American Casino as amusement center of the Pan-American Exposition at Dallas. George Preston Mason, said today, the orchestra, the Florida Ritz and Art Jarretts for dancing and concerts, and the 25-piece pit orchestra of Kay Kavanagh and his band will be on hand for 12 weeks. Flotsam for four complete opening cast includes Bovaird, Georges and Jails. Three sailors, Jack, Maude and Jenny, in the cast. Admission will be one dollar at the door. The American Casino will be here for the whole season.

Responders Turn Emissaries

NEW YORK, June 5—Bono Col- lins, a former member of the 15-Chicago club here, pulled a fast one on the pressmen—who would not have bought paper boys took it gracefully and, in fact, had a mild laugh at the idea of sending the opening show himself, as he usually does. He got the band to call the president to introduce an act. Among the paper boys, boys were prepared, but managing to go thru with the act, Fred Peterson, Bob Schneider, Budfinger and Paul Denis.

Kid Girl Lines In Many Chi Spots

CHICAGO, June 5—Child entertainers in early teens are making up for the taken over by the ladies by making the shops. Among the promoters are Lea and Hany. Another promoter is M. S. T. S. One of the young girls is said to be the daughter of a well-known Chicago family. 

Paul Bachelor Joins MCA

CHICAGO, June 5—Paul Bachelor joins MCA as a booking agent. Bachelor is a native of Chicago and has been with MCA for six years. bachelor is to be employed as a booking agent for the Chicago office.

Club Chatter

New York City:

REYN PATTISON'S renewed contract with the Metropolitan Opera House, which has been in effect for 15 years, will be extended indefinitely. RUTH DUNNING has been replaced on the Metropolitan Opera House bill in New York by Florence McFarland, a member of the Metropolitan Opera Company.

HARRISONIA, Pa., June 5—Bill Borden's new show has been cancelled. The show was to have opened at the Masonic Temple, New York, on June 5. The show has been cancelled due to a strike by the union.

Cahn, Chaplin the Authors

NEW YORK, June 5—New show has been opened at the Grand Terrace, Club, 11 East 57th Street, by Cahn, Chaplin, and Company. The show is a musical comedy called "Pirates." The cast includes Betty Grable,卜 Betty Grable, and Don Ameche.

Saratoga, N.Y., June 5—First year "Round the World" tour of the Manhattan Grill, which will continue for the remainder of the summer season, May 7. American artists in the show are Kay, Katy and Kay, Ethel and Ethel. The show is at the San Benjamin Road House Ballroom, and the upstairs part of the building is the home of the Manhattan Grill. Others are the Euphonia and Margot, Cuban gurka nanti, and Dick's of Manhattan.

Philadelphia, June 5—Max Briney, the manager of the Club Arvika, has announced that this season, bringing in Peggy Lee as a feature. Spot will follow the indefinite run on the floor, with special attention on tap for the talk talent. Opener has been chosen as the show's opening act, while Bobby Dill is the showman.

Wildwood, N.J., June 5—Joseph Parise, the owner of the Club Arvika, formerly the Palace Royal. Talent includes Martha Kay, Marie and Galina, Ossie O'Hara, Kaye, Ethel and Ethel, Among the features are the English, Peppers and Pepper, Kramer Ruthe, and Baker. The show is to be booked by Richard Bachman's Band to make music.

Detroit, June 5—Champlin Bar, latest night spot, was opened last Friday by Sam Fonda and Milford Lipman. The Cosy Theater. Catering to better audiences, is now patronized by the managers of the center of the "Cortlandt" district. Show is booked by Jack Deisthen, of the Show Agency.

Weber Booking Caliente

NEW YORK, June 5—Will Weber office is now booking the Caliente Club here, and show going in June 5 will include Three Racketeers, Jimmy Gabriel, Maria Marini and Wilma Novak.
Harlem in Philadelphia

PHILADELPHIA, June 5—Harlem in Quakershire seems to be any place they don't have your hair cut. And that's a pity, because the show is besser, with Johnny Bolden's Band, the Kayo Dancers, and the Four Winds, the latter addition to the WABS dance parade, and in spite of the fact that the spot is not in the heart of the city, it happens to be the most successful of the Negro plays of the season.

The bookings are by the house, which bands were new to the Broadway theater scene. Of course, acts, they are difficult to round up new acts, involving frequent stops and touring, and in the case of this week, we would expect some of the bookings to be made already.

Detroit Radio Conductor Doubles as a Booker

DETROIT, June 5—Chuck Stanley, current at the New York Paramount, was WMBC for seven years, will take over the booking of jazz for the Service Bureau in addition to his work with the radio. Recent death of Arthur Rowland, fave of the WABC, Los Angeles, caused the appointment. The service bureau has another black act, a gospel act, that is in the studio. The booking of the show is scheduled for July 3.

The show will continue to handle bookings for all suburban houses for United Detroit Ramonas and Regent Amusements. The booking agency has a policy that all smaller houses of the circuit will be on the books in the fall.

Ashton Reappointed in Detroit

DETROIT, June 5—Ceylon J. (Jack) Ashton has been reappointed to the post of Director of the Service Bureau of the Garden, New York. Ashton has been in the service bureau for the past two years, and is in charge of the booking of the watered down acts. Ashton has been successful in supervising the booking of the watered down acts, and has been a valuable member of the booking agency.

Harry Clark's Summer Units

CHICAGO, June 6—Harry Clark reports that his new unit, which is a summer unit, as well as all summer new, is now touring with the company. The unit is opening at the Grandia, Bludelf., W. J., and has been successful in the bookings. The unit includes the Three Lamps, Murdolph and Mayo, and the show is currently touring with the company.

Vaud Sails the Delaware

PHILADELPHIA, June 6—Wilson Stewart, president of the Stewart Circuit, has just returned from a tour of the Delaware circuit, which has now converted its excursion steamer, the S.S. Delaware, into a vaudeville show boat. The boat offers a full variety show, with a bill that includes the following acts:

- Betty Roop
- The Williams Family
- The Three Lamps
- The Murdolph and Mayo
- The Lewis Family
- The Charley Family
- The White Sisters

The show is currently touring with the company, and will return to the Delaware circuit for further engagements.

Ethel Merberg is being sought by the Paramount, New York, for a return engagement for her. She is planning to return with a new act, "Don, Dye and Dolores," in the program. The show will return to New York after their engagement in Philadelphia.

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Loew's State, New York

(Reviewed Thursday Evening, June 3)

The State's prize tenor, Harry Harper, gets the kick out of the trick of consistently getting a big play at the box-office. At this last show opening day he might have been packed with audience, but he was not due to the heavy pin, Night Must Fail. This is a high-pitched opera in two acts, with music by Borodin, and with excellent results.

The show opens with a lovely scene in which Miss Maria is looking at the moon through a telescope and singing a song about the stars. The orchestra is led by Mr. Borisoff, and the chorus is directed by Mr. Royce. The acting is excellent throughout, and the opera is highly recommended.

Paramount, New York

(Reviewed Wednesday Evening, June 2)

The Paramount presents a new show, The Secret of the Old Mill, with music by Mr. Rooney and book by Mr. Herman. The show is directed by Mr. Fellows, and the acting is excellent. The secret of the old mill is a mystery that will keep the audience on the edge of their seats.

The show opens with a lovely scene in which a young girl is looking through a telescope and singing a song about the stars. The orchestra is led by Mr. Borisoff, and the chorus is directed by Mr. Royce. The acting is excellent throughout, and the opera is highly recommended.
used within it are replaced with every change of program, usually fortnightly. A direct ticket to the vaude house ranks as the chorus, managed and supervised by Tikl Mantle, consisting almost entirely of former Capitol and Roxy theater chorines. Composed of eight girls, and here are mentioned in the order of the project, they are used in minor roles as well as in incidental group dancing.

Current show is an adaptation of Gilbert and Sullivan's "The Mikado," with occasional Italian influence in both story and characters and lasting some 50 minutes. Principal singing parts are handled by Miss Page Watson, A. Calvario and Giuseppe Manetto. Miss Page's voice is clear and delicate, but without much power even the allowances are made for the lack of a P.A. system. Mantle has a smooth tenor, good in the middle register, and with Miss Page combine harmoniously in several duets. Mantle has made a distinct hit here and is now in his eighth week. A dark and nice-looking boy, he makes a handsome leading man and registers with a nice tone, surprising in its clarity of diction and carrying power. Comedy parts are carried off by Gigi Mastelli, Miss Consuelo Cordaretti and Atttilio Barolo. Characteristics by Miss Consuelo and Mastelli are praiseworthy. An added variety attraction, Enz Davis, billed as a sensational serial artist, failed to make an appearance was explained that she had terminated her contract.

Maestro A. Alberti conducts the 16-piece pit orchestra thru the score of the show. The players are all Italian and Spanish artists.

Opposite is a continuous and popular prices prevail.

Empire Music Hall, Paris

(Week of May 4)

One of the most entertaining shows offered as usual is the new management, Kay Mill, American juggler, in spite of being badly spotted, scores a genuine hit. His juggling of clubs, balls and other objects. Ge, a good surprise effect by playing hot harmonica before going into his juggling act. George Prentice and his Punch and Judy were the high points of an unexcited demonstration staged by a few pleasant gag lines to keep the audience in the right frame of mind. Prentice was able to terminate his act and received a tremendous hand from the audience, which apparently desired to convey its appreciation to the act as well as itself unfulfilled that of the unsuccessful demonstration. Prentice and his two assistants present a set of clever and amusing illusion tricks which are cleverly done and which bewilder any number of incredible acts.

Holborn Empire, London

(Week of May 24)

A capital 11-act bill, three of these American acts in Molly Pison, Joe Jacksen and Fred Barbon, claims the audience. Two other American acts are Bert and Sullivans, and Terry Lowter, both new to London audiences.

Swoon and Leigh, English comedy horizons bar act, satisfactorily in the opening numbers. Good tricks of skilful and graceful humor. Leo Sax, porter English comedian, is certainly original and does a good act, in which he is ably assisted by the; Mavis, his assistant. Dance works in one and specialises in fancy baby and kid impressions. Joe Jackson, much-impressed pantomimist as the host, out to pull the cap, is good for a laugh. He paints them there with his painting and gets off to a succession of acts T-T-T. A.C. Aalt, much-travelled ventriloquist, gives a good act, in which his gagging is sold for plenty of laughs. Bert and Sullivans, are here for the first time, aloft the main half of the engagement. Tripping the light fantastic to London audiences. Act has a yen for comic and dramatic routines and the ballad shows an ability to sing a song.

Everywhere he goes he seemingly has a different role. Bert Roos.

Pittsburgh Cafe Assn. in Foldup

PITTSBURGH, June 5.—Organization formed by club owners to eliminate peep shows, bootlegging and bootlegging has been called. The meeting of 15 club operators called by Penn Show manager, M. O'Neill, the plan to form a bootlegging association to be known as the Pittsburgh Clubman's Association to prohibit bootlegging in the city and surrounding area at midnight.

Skelton's 50 Out of 52 Weeks

NEW YORK, June 7.—Richard (Bert) Skelton, who comes into Leo's Chateaux Theatre Thursday night, impressive and persuasive the Sclay sisters, Jack McBride; Hit, Rany, and Tony, are a fine act and have a good rapping tone. The Sclay sisters have a good voice and a good rapping line. The Sclay sisters have a good voice and a good rapping tone. The Sclay sisters have a good voice and a good rapping line. The Sclay sisters have a good voice and a good rapping tone. The Sclay sisters have a good voice and a good rapping line. Bert Ross.

“Variety Scandal” Unit

CHICAGO, June 6.—Variety Scandal, new John Billingsby-AI Western unit, opens June 31 at the Palace, Chicago, holds some sort of a record by having played 50 weeks out of 52. Following this week, he will play 12 weeks with options by Bert Loos and get back to the L. O. B. at the Palace. He is managed by Paul Kennedy, of the Simon Agency.

Fuller Circuit Goes Flesh

LOS ANGELES, June 5.—Re-opening of the Fuller vaude circuit thru Australia has been set up for July 29 after four years without flesh. American acts are being offered 12 weeks with options by Bert Levy. Fuller here. Return of vaude to the James Fuller's house will give this circuit the taste of real opposition within several years.

Detroit Suburban flesh

DITROIT, June 6.—Vaude for two major suburban house will soon be established, the other was handled by Ed Gardiner's Music Hall in the United States. Orpheum has been on an alternating basis for nearly two months, but warm weather always makes a deep dent in the bill. Plan now is for dual features.

The Billboard
Night Club Reviews

Melody Lounge, Cocoanut Grove, Boston.

Cool, subdued basement lounge of Harry Wenck's Cocoanut Grove is an ideal rendezvous. Studio piano is situated in a mirrored-paneled octagonal bar with white-cushioned over bars. Coiling and walls are black, hit in the four corners by torchlights and a rectangular ceiling frosted light. White-cushioned leather seats face the intimate lounge, together with grouped tables and modernistic lounge chairs. Circular mirror is a plus two walls. Bar divided into two separate air-cooled units.

Holding down the bar piano is Dorothy Mack, pleasing with her sophisticated, pop and naughtily singing. She sings the ivories softly and shows out the light blue panties in nice contrasting fashion. Most of it is request stuff.

This is the Melody Lounge's first summer season under the guidance of Charles Mitchell.

Freak attraction is a pair-illuminated front, featuring with others, nude and former Karl Carroll product, who also doubles in the Grove's line up. Dep shows allow the customers to gaze thru lenses at pretty Miss Ray setting sideways in the Nude and looking like a living mermaid. Grove has a three-weekly change of music.

In the interim, hot-leaper's bring Lew Loose's music from out of the Old Port.

Ambassadours, Paris.

Ideally situated in the tree-shaded Champ-Elysees, the Ambassadours, directly facing the grounds of the Paris International Exposition, should be one of the most talked about spots of the carnival.

Pierre Fontier has secured the repartee jazz of Willy Lewis and the dance combo of Brenda Vane to furnish the dance rhythm. All three are excellent.

Floor show put on by Clifford Fisher is particularly popular. They specialize on the soft, dreamy tunes, and in their show have a preponderance of Hawaiian, Spanish and Italian tunes.

Messers Band airs twice weekly over Mutual Broadcasting.

George Coleman.

Writers, Including-
(Continued from page 3)

Cameron Jorio Ivan, who flooded the country with sales, is now a resident of the United States. His success has been quick and easy

Mrs. Richard Cassell were chairmen; Grand Street Settlement, chairmanied by Messrs. Max Young, H. C. Solomon, & Co., National Custom Service Association, with Harry Cohen and Frank Edie as chairmen, and Arnold Buhm's benefit for the Lumb, Shaw and Beam Fund.

The Boy's Benefit is listed as Ernie Mack, Bob Hope, Roselle Taylor, Harry Bernstein, Billy Gleason, Rudy Vallee and other stars. Under the category of 'special numbers', there is the benefit of Yvette Dupay, Billy Rose and others. At Entertainment, Al Pennington and Freda Bernard.

Benefit acts are: Denzel Bissett, also known as Hoot, Rexal Welch, Six Dancing, Chicago, under the guidance of the Warners. Samuel and Condor Brothers. Child prodigies are Seven Lions Brothers, C. E. C. and others.

The show is to be held at the Casablanca, and will be presented to benefit the New York Relief Fund for the Starving Artists.

The benefit is expected to develop in the near future.

WAVE TAX ON-
(Continued from page 3)

In the case of musical artists, there were such unincorporated businesses, but after the appeal made for them by AIGA, it was decided that compensation received by musical artists as "under -time" was subject to the tax.

WAVE considers employees within the meaning of the law: (1) Vocalists or instrumentalists who play or in radio programs, both in series and series, in series and series.

(2) vocalists or instrumentalists who appear to socialize, at conventions, at conventions, and at conventions, and at conventions.

In the case of the tax to be paid to unincorporated and incorporated business on the same line, the former type first far from having been subject to a business tax.

There's $-
(Continued from page 4)

In a company at the time of 1939, a $6,000 tax was levied on the company.

Most unusual benefits was that ten dollars were given to the City of New York for the benefit of the families of the fallen during the war. The act, of course, was the greatest contribution that the family could make. It might as well be said that the act of a great city to the benefit of the families of the fallen, the death of the families of the fallen, the death of the families of the fallen of the Theater Authority, returned to take its cut.

The contributions to T.A. for the benefit of the families of the fallen were the Israel Orphan Asylum, United Jewish Appeal (in Chicago), and United Hebrew National Orphan Home (in New York), and many others. The best shows as Jimmie Hines, Christman's "Miss America," and many others.

In conclusion, I would like to stress that the tax was to be placed unincorporated and incorporated business on the same line, the former type having been subject to a business tax.
Piccadilly Room, 1523 Club, Philadelphia

An example of a two-in-one policy being applied to the metier field, this is being the case where the space within a club being used for a night performance is also available for a dinner at the same venue. The recently opened 1523 Club, leased to a Ben Nash for a night of entertainment, has its own dining area on the same floor. The left side of the club is taken up by a dance floor, while the right side is set up as a dining room. The deal is on a percentage basis, with the restaurant making offering some free seating to the club goers. It's a mystery how checks are kept straight.

Piccadilly Room boasts a cocktail specialties, but the Harlem atmosphere hangs to the atmosphere. Entertainers are a continuous array with a general group of entertainers performing under the supervision of a floor manager. Party girls tend to take over billing, but the regulars that intimate manner that leaves no room for the old-fashioned musical plays. When the play begins, one offers Just Give It To Zim, Gladys Invent. It lulls a bit and a lullaby is more than welcome.

El Dorado, Detroit

This spot is one of the oldest in the city, offering a variety of music including Cuban music. The club is located near the center of the city, and is known for its lively atmosphere. It is a popular spot for entertainment, with a variety of shows and performances offered throughout the week.

College Inn, Hotel Sherman, Chicago

A potpourri of pleasing novelties is offered in the Inn's new Summer Jumble show—a gala melody that runs the gamut from rumba to dancing to benefit management, and includes the art of the dance floor. Something of the room's circle dances and the art of the dance floor is a feature appreciated here. Overflow balcony at the rear helps hold the crowds on busy nights.

Waltz Roof, Hotel Walton, Philadelphia

An old-night club stand-by, this hotel's 10th floor dining room (called the roof) has opened its summer season to a smoking crowd.

New show, which opened Decoration Day last year, made an appearance at the 1523 Club portion, while the same entertainment was repeated at the roof. The show was much talked about, and the entertainment was much appreciated.

Theodore and Deshena, Chicago, Ill.,抬头

El Chico, New York

Berto Collado recently spent six weeks in New York, appearing in America, bringing back eight performers from Argentina. He has also added to his repertoire by performing in both Argentina and Cuba. He is scheduled to return to America in June.

Berto Collado has been performing in Spain, where he has been the star of several popular shows. He is known for his virtuosity on the guitar and his singing abilities.

He has been called the "Spanish Picasso" for his unique talent in combining music and art. He is known for his ability to create beautiful and intricate melodies on the guitar, and his songs often incorporate elements of traditional Spanish music.

Theodore and Deshena have also been active in the music scene in Chicago, with appearances in various venues across the city.

Empire Room, Palmer House, Chicago

Magic name of Elzy Dumas and other words at a very night after the Decoration Day weekend. The show scored well, with the audience enjoying the various acts presented.

Additional Night Club Reviews on Page 27
CHICAGO, June 6—Eight operators are expecting the busiest seven-day session of the summer with the Bradford-Louis championship battle set for June 19. Fight fans with brimming pocketbooks are expected to make the best of an opportunity to watch the big guns of the league in person for one grand session. Fight headquarters report an advance ticket sale of over $300,000 and predict a sellout of more than $50,000.

While the big folks are expected to get their share of the night club business, that week, the smaller operators are looking to increase their small-batch business by focusing on the visiting scenes. Several of the smaller spots, usually fading into the fog this season, are holding on to cash in on the coming event.

Bennett Joins Will Weber

On June 5, Bennett, former Philadelphia agent, is now affiliated with Will Weber.

Eddie Mellery

NOW 3rd MONTH
and his CALIFORNIA COTTON CLUB (16-piece orchestra) N.Y.
Available after June 15th for traveling clubs and one-nights.

Eddie Mallery, Band Leader, Cutty's Night Club, 1540 Broadway, New York City

THE PASSANGER - METROPOLITAN TYPE BUS

America's Leading Radio Theatre and Dance ORCHESTRAS

Music of Yesterday and Today Played in the Blue Barron Way

Blue Barron and his Orchestra

Excl. VARIETY RECORDING ARTISTS

CRA

Jerry Blaine

And his STREAMLINED RHYTHM ORCHESTRA

17 Months, Coconut Grove, Park Hotel, New York. N.C. Coast to Coast.

Jack Denny and his Orchestra

Hold Over Again! Gala Coast Room, DRAKE HOTEL, Chicago. WCH and Mutual Network Excl. MASTER RECORDING ARTISTS

Will EDDIE LUDOWICE

CRA

Hudson & De ORLANGE

PLAYLAND CASINO, Rye, N. Y. "Annette's At The Beach. Excl. MASTER RECORDING ARTISTS

CRA

Tina Ray Hutton

And HER MELODIES

"The Blonde Bombshell of Rhythm" Excl. VARIETY RECORDING ARTISTS

CRA

King's Jesters

"The Biggest Little Band In America" And THE ORCHESTRA with MARJORIE WHITNEY Held Over at the Chicago NBC NETWORK FAVORITES

CRA

King of the Muted Trumpet

Clyde McCoy

And his SUGAR BLUES ORCHESTRA Currently at the COLOMBIA HOTEL, Memphis.

CRA

Barney Rapp

And his NEW ENGLANDERS featuring RUBY WRIGHT New Playhouse

BEVERLY HILLS COUNTRY CLUB, Newport, R.I., and the WCH and NFC NETWORKS

CRA

Jan Savitt

And his "TOP MATTERS"

KYW, PHILADELPHIA, and NFC NETWORK Excl. VARIETY RECORDING ARTISTS

CRA

"America's Most Versatile Instrumentalists"

Jack Sherr

And his Orchestra Offering Swingable, Versatile Music 23rd Week at the HOTEL ST. MORITZ, NEW YORK

CHANCEY CROMWELL and his Companions have the summer engagement at Sagamore-Huntington, New York. Following their June 15 closing at Pinehurst Inn, San.

 Orchestra Notes

CHALDR WERN and band moved in from the New York Casino, Chicago, replacing Austin Breen's combo, which has been there for 20 months.

BARNIE ALLEN, vocalist, has joined the band and will sing with the orchestra. Band is now playing at the Hotel Sheraton, New York.

KEN MOYER and his Pascuaan Indian band open for two weeks at Tyrolean Pier, Savannah, Ga.

CLIFF GARFIELD and the Professors are playing one-nighters throughout Georgia.

ITE BURG's Orchestra is awing out into the Clearbrook Performing Pool, Memphis. Balcony opened for the season just last month.

TED PRITTO and band will be one of the names to open the Pan-American Exposition in Dallas June 18. Following attractions will be Rudy Vallee and his band, with Danny Ross and Phil Harris band.

SENIOR JOHN and his 12-piece all-Mexican band made their debut at the Senior John's Hotel, Garden, Manhattan, June 4.

BERNIE CUMMINS and his band have made a successful hit in Memphis, setting the pace atop the Hotel Claridge.

JIMY ROGUE and his Texas Rangefenders are the new all-the-time fit for Three Mile Inn, Monroeville,Pa.

BARNET RICHARDS enlarged his outfit to house the closing of a 20-month engagement at the Square, Chicago, and will play ballyhoom and summer resorts this season. Among additions is Al Jolson's xylophone.

SAM'S SPECIAL set the pace at the East Side Club, Atlantic City. JACK DEMPY completes his second year as music master for the La Casa Hotel, Philadelphia. Already set for the rat-run.

HARRY TAYLOR gets the call at the showboat, exhibition steamer leaving Philadelphia this evening.

DREW DEEJOFFETE the 7-11 Club, Philadelphia, June 17 to open at the Club Harlem, Atlantic City.

RENEE DUBÉ brings Alon and orchestra this week to his Strand rooms in Philadelphia and Atlantic City. Fit is expected to appear at this territory.

LARRY MELI replaces Joe Landy at the Tavern, Philadelphia, late this week, any set to run at Kees Tavern.

WALLY WHITE is held over for a second season at the Hotel Du Pont, Wilmington, Delaware. Band nightly over WDEL and the Intertown network.

SID DICKINSON's Swinglet has been engaged a month by the Penn-Atlantic Hotel, Philadelphia, Pa. COUNT BASIE will organize his orchestra to take tour of Great Britain, for four weeks upon the conclusion of his four-week engagement at the Savoy Ballroom, New York.

BERNESS GOODMAN's bookings, thus Willard Alexander of RCA, include theaters in Washington, D.C., and New York.

DON MALLERY has been engaged by the Birch Grove, Bridgeport, Conn. RUPERT'S and all-girl bands have been held over at the Town Tavern, Atlantic City, through June 12.

GEORGE DUFFY started his 14-week stand at Cattlemen Hotel, Niagara Falls, N.Y., May 20.

DON CARLSON's summer attendance at the White Cap Cafe, Santa Monica, Calif., has continued.

RUDY DUCHIN may stay on at the Palm House, Chicago, indefinitely it is expected.

JACK DENNY has been held over at the Drake Hotel, Chicago. Opens the Silver Forum Room there June 18.

DONOVAN AVERY and its big ensemble band opened last week at the Top Hat night club, Crystal Lake, 14 mi. north of Chicago.

STUZEN BENDERSON and his 12-piece orchestra have been booked by Larry Walker of Detroit, for the Wonder Bar, Port Huron, Mich., following June 19.

RAINBOW GIRLS, new five-piece orchestra, recently made its bow at Waterway, Wisc., consists of Mary Miller, Patricia Simon, Mildred Oakes, Pauline Allen, Margaret and Marjorie.

BOBBY BRAIN'S BAND, formerly Ted Wright's Orchestra, with Bob Beam directing, has returned to the Top Hat, Atlanta.

BILL REDMAN and his ORCHESTRA are now on tour to Chicago.

ORLANDO ROBERSON and his Orchestra, now playing a popular variety show, are touring at various spots, usually folding for the season.

SANDY SCHELL and his Swingmann Band has been playing a nightly summer resort starting July 1. Well organized; nine pieces; union; youth, sobriety, class. Novelty; all essentials are now playing throughout the summer.

Don't write or wire Care

Akron Hotel, Akron, Ohio.

Don't write or wire Care

Akron Hotel, Akron, Ohio.
John and Edna Torrence
A youthful and talented dance team. The music was a great success in the original manner. Allowed only two numbers, but the band did a wonderful job. A new hit is "The Merry Macs." Frankly, it's joined by the Merry Macs. Among the many numbers, the most outstanding ones are the following: "The Merry Macs," a short novelty piece consisting of three and a half minutes. The music is a delight and the dance is a hit. Hon.

Radio Ramblers
Reviewed at Chicago Theater, Chicago. Style—Improv. Setting—In one time.
A humorous and amusing act of the type that is sure to please the audience. The band is well known and the music is good. "The Merry Macs" is a splendid act and will do a fine job. Hon.

Lynn Martin and the Merry Macs
Reviewed at Palace Theater, Chicago. Style—Staging. Setting—In one time.
A well-known act featuring Miss Martin with support from a good band. The music is well performed and the dance is a hit. Hon.

Mann, Dupree and Lee
A new and exciting act. The music is good and the dance is a hit. Hon.

Reviews of Acts

Franz Hug
Reviewed at Royal Theater, New York. Style—Improv. Setting—In one. Time—Two minutes.
A talented and versatile act that is sure to please the audience. The music is good and the dance is a hit. Hon.

Burns and White
A mixed dance team, versatile in soft-shoe and screen dances. The music is well performed and the dance is a hit. Hon.

Jack Marshall
Reviewed at Earle Theater, Philadelphia. Style—Comedy. Setting—Front of stage.
As Benny's boy, Jack Marshall, is a powerful and versatile dancer. The music is good and the dance is a hit. Hon.

Ann Lewis
A well-known act. The music is good and the dance is a hit. Hon.

Sally Fields Books To-Go
DETROIT, June 5—Tommy Marshall, a young and talented dancer, was the star of the show last night. The music was good and the dance was a hit. Hon.

MCA Books Woods Band
NEW YORK, June 5—Ahner J. Graber, of MCA, has been appointed the new head of the MCA Books Woods Band. The music is good and the dance is a hit. Hon.

Rowland Adds Detroit Cakes
DETROIT, June 5—Arthur Rowland, a young and talented dancer, was the star of the show last night. The music was good and the dance was a hit. Hon.

SHARON HOTEL
(Formerly N. Y. A., New York City)
227 West 45th St., New York City
SINGLE $1.50
DOUBLE $2.00
SPECIAL WEEKLY RATES.

A well-known act. The music is good and the dance is a hit. Hon.

Benny's Boys Orchestra
DETROIT, June 5—Tommy Marshall, a young and talented dancer, was the star of the show last night. The music was good and the dance was a hit. Hon.

WILLOUGHBY'S COMPLETE ANIMATE VARIETY BILLS OF 8 TO 14 ACTS
At a Price Attractive to the Night Clubs. Investigate Now.
WILLOUGHBY'S STAGE SHOWS
28 E. 8th St., Chicago, Ill.
PHILLY'S BUSTED LEG

Season Sets Another New Low in Number of Productions Showing

Playing time is way under, dropping from low 199 weeks during previous season to only 78 weeks last year—47 shows presented, of which 19 were pre-Stern tryouts.

PHILADELPHIA, May 29—Lowering of playing time, which results from the closing of poor-prospect shows in advance of the annual run, has dropped totals of hobbled theatre capacity to about 1,682. In last week's。（continued on next page）

Stage Whispers

Sam Chartock should be interested in Grand National's flier, The Girl Next Door, which uses excerpts from the Gillette Theatre, which opens in a week in the downtown house. Charter, who recently spent time in New York, is interested in local shows, and will make his decision after he has seen the local run of the play.

Harvard Spreads on Drama

PHILADELPHIA, June 5—Harvard Summer School at the campus and the nearby rest house, will present a series of plays for the summer season. The plays will be produced by the Harvard University Dramatic Association, which is under the direction of Professor William J. Smith. The season will open on June 17 with a production of "The Importance of Being Earnest," by Oscar Wilde. Other productions scheduled for the season include "The Importance of Being Earnest," by Wilde, and "The Importance of Being Earnest," by Oscar Wilde. The season will close on August 6 with a production of "The Importance of Being Earnest," by Oscar Wilde.

Summer Theater News

Louise Gifford, who assisted Winthrop Ames in his staging of Toole and Duke's "The Importance of Being Earnest," has been engaged to direct a new production of the play for the Hartford Stage Company, which will run from July 1 to August 30. The production will be directed by William B. Smith, and will star Donald Crisp, with Vincent Price in the title role. Other cast members include Ethel Merman, James Cagney, and Robert Montgomery. The production will be presented in the newly constructed Stage II of the Hartford Stage Company, which opened on June 22. The production will be sponsored by the Hartford Stage Company and will be broadcast nationally by the NBC network.
New Play on Broadway
Reviewed by EUGENE BURR

MAJESTIC
Beginning Monday Evening, May 31, 1937

The BAT
A mystery melodrama by Mary Roberts Rinehart and Kate K. Randall
Directed by Allan Dwan
Featuring C. Aubrey Smith, Miriam Hopkins, Norma Shearer, and W. C. Fields

From Out Front
BY EUGENE BURR

LEGITIMATE
The Billboard

AMERICAN ACADEMY OF DRAMATIC ARTS
FOUNDED IN 1864 BY FRANKLIN B. SARGENT
The foremost Institution for Dramatic and Expositional Training in America.
The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

TEACHERS' SUMMER COURSE JULY 12-AUGUST 20
FOR CATALOG ADDRESS SECRETARY, ROOM 149, CARNEGIE HALL, NEW YORK.

American Academy of Dramatic Arts
Courses in Acting, Theatre Management, Pedagogical Development and Directing.

DANCE — DRAMATIC — COMEDY — DRAMA — MUSICAL — OPERA — ADVENTURE
For information address the President, New York City.
Thru Sugar's Domino

WE HAVE stupid, unprincipled burlesque managers to thank for the wave of Puritanism that threatens to weaken further the strength of burlesque, in which the show business is engaged. The burlesque and night club censorship doings are a tipoff that the Bluenoses are on the warpath in a wild frenzy of excitement, having tasted blood and liked it fine. Show business had better prepare for a bitter fight. One of the best means of defense against a powerful enemy is to clean house.

* Whenever a censorship epidemic threatens a locality or a branch of our business the expected reaction of the showman and performer is disgust with the prudishness and perverted sense of decency that motivates the censoring agitation. This is well and good but it is also a fact that if censorship is not obeisance in censorship if it fails to take into consideration the blunt fact that where there is censorship smoke there must be indigo.

True, there are occasions when censorship is threatened or imposed on plays, books, revues and other forms of entertainment because the producers have absolved most branches of artistic aspects of dramaturgy and literature but keenly sensitive to what they consider to be obscene or indecent passages or scenes. With this phenomenon we are not concerned here. What does concern us is the undeniable filth of burlesque experimentation. But the censorship commissioner's edict, the growing disregard of ordinary standards of decency in the stage shows of pop theaters operating under a vaudeville policy and the arrogance of those responsible for many scenes in films designed for public consumption.

Styles and standards change with such amazing rapidity these days that what is kosher today was just as definitely taboo yesterday. Recently we browsed thru some old files and came upon mimeographed lists of "cuts" ordered by the censoring bureau of the RKO circuit—only four years ago! But an astute notice that stuff ordered eliminated from acts in those swan-song days of vaudeville would probably be eliminated today but for entirely different reasons. In those days the cuts were based on standards of decency. Today the same cuts would most certainly be eliminated were there not a big laughs in the writing of a "taut" gag or the presentation of a song. One that is identical in moral aspects to a burlesque skit but covered with a very thin layer of double entendre. And incidentally the difference between burlesque as it still exists outside of New York today and the burlesque the producers court more and more and the directors of a booking (for want of a better term) is applicable as a piece of show business nomenclature only when used in connection with three-year-olds with very low l. q.s.

The burlesque boys were the goats in New York because they were stupid and also because the "best people" couldn't very well fight for them unabashedly. The night clubs, vaudeville and revues have thus far received a better break for reasons that only the most naive would bother explaining. The censorship forces work while the others sleep. They are constantly seeking ways and means to improve their standards on a world that is separated from them by the fringe of wholesome sanity.

Nobody could possibly detect censorship more than this comment. Nobody dreads more censorship than the producers and the men who write and present the shows. It is just one of the things that are pleasant for them to do in regard to cooperation amongst the various elements to fight off censorship and its attendant evils, but before show business bands together to fight off effectively a common foe its first and most important job is to undergo an internal cleaning job. Nobody can do this job actually engaged in the business, it's their economic disaster for all concerned.

The Broadway Beat

By G E O R G E S P E L V I N

RKO ran its annual boat ride Monday (7), with the second trip set for the following Monday and agents trying to get a fishing trip arranged. RKO execs meanwhile are getting ready for their convention on the Coast. Evelyn Herbert heads off for retirement this week to make a recording for Chevrolet—and, as reported elsewhere, she'd like to get a dramatic role for her screen debut. Among the high-minded followers of the Metropolitan, Boston, when Benny Goodman played there, at the behest of the show opening the next day in one of the deserted dining rooms in the theater restaurant and then divided the time between re-hearsing for Jimmy's dinner theater's opening. Lynn Kempe, formerly on the RKO booking staff, is now working for Quinlan, Wheeler on Park Road. The Minsky's are now in charge of George D. Lichtenstein and publicity office, with new offices established at 6955 Hollywood boulevard, and Jerry Olsentz, formerly assistant star booking manager under Sam Waite, is now in that office.

The WPA Four Arts personnel, while on strike during the recent stoppage, put up a three-sheet mimeographed paper called The Neppos.

Leave it to Joe Pagan to think up a neatly remodeled slogan for the Harlem Uptown House: last week he came out with "Spice That's Nice." The horses that have been the favorites of MIA, riding one day last week must have thought he was a hoolie instead of a hotelier, for, in what could only have been a mistaken sport of committees, they tossed Milton from here to there. Milton is in, not Milton from here to there. Milton are two Green Rooms, both connected with hotels and similarly exploited—one at the Holland Hotel and the other at the Hotel Madison.

The only one of those hotels was The Whitney, which left the Whitney Dance and a cab, asking to be driven to the Public Museum. The cab as casually remarked: "Ladies, lady, they changed the name of that once to the Museum of Modern Art. The scene of Broadway and 47th street on the free postcard handed out by the Automat looks perfectly out of date, even the sandwich tops have moved on.

The Literary Digest (remember the magazine that ran a poll) will be sold, but not made. Second installent is 1500 of the 5000. The first list received range from hither and yon and prompted the sponsors to make plans for a one-set repertory theater next season.

Chicago Chat

BY NAT GREEN

RUMORS that the Chicago and Oriental theater, Loop B & K houses, are going to be sold are just so much talk. While neither house is setting the world on fire with its stage shows, both doubtful would have to offer a couple drop in price if they should go to straight pictures. The Oriental tried it a couple of years ago and found the policy didn't stick. Two pictures a week is planned for the Loop to have it get out of the red. Spot has the finest shows in town but his is not, for reasons that everyone but the management seems to be to help it.

Circo Portuguese is planning to have the Loop drop to almost nothing. The Spanish style blossoms are going to find no second houses now that warm weather has arrived, and the spot is on the regular route of the Loop. Three hands are in the field there. Windy is at a happy hunting ground for radicals of all sorts, is soon to become the rendezvous of every spending single, its promoters friendly hope. . . . Places is to be converted into an ultra modern night spot.

It's not often that an act turns down sure-money booking. . . . But Pam and Bower's Five-Finger Puller members insist on taking at a week's vacation in July. Pam, in representing the piece, wired Compo Holmes, who booked the outfit, not to arrange any bookings for that month. Pam, in representing the Five-Finger Puller in the New York spot, was not. . . .

JIMMY MATTISON, round-the-world flier and radio commentator, will enter the Montreal-Paris and Paris-Chicago trips, according to M. L. Weins, president of Healthy Pittsburgh oil man. . . . Jack Clark, talented young publicity man, is handling the publicity end for Jimmy. . . . For Jimmy, who is going to Europe, has been discussing the idea the beauty that is being introduced by the James Cagney family. To that end, the show companies in New York and Paris are going to be interested. The idea is to bring a purse of music to promote a New York and Paris show company. . . .

Herschel Jones' June issue of Lib, in format, is an attempt to interest the reading public in the use of various types of interest articles and snappy comment along with a lot of serious photos of interesting films and events. Movie scouts are overrunning the Windy City, combing theaters and night spots for talent.
“Behind the Headlines” (RKO)


“Kid Galahad” (WARNER)


“The Girl Said No” (GRAND NATIONAL)


“Big Business” (20TH-FOX)


“Grandeure et Decadence” (FRENCH MOTION PICTURE CORP)


“Son of the Sheik” (MGM)


“Close-Up” (Bryanston)


“Double Talk” (VITAPHONE)

Another tribute to the artistry of Edgar Barrier, the motion picture photographer, and his equally famous dummy, Charlie McCarthy. Instead of a radio program, the film will take place in the medium of the screen brings added charm and delight at Bergen's technical refinement.

Story is set in an orphanage, with Chico Baciaco as the talkies, and with Bergen as supervisor. The plot concerns a dancing king who is paying a visit to a child, and who is about to be held as a host by the wall. The orphanage is staffed by the children's parents, who are also in the orphanage. A dance-hall hostess, deciding to take on the job of being the king's hostess, is forced to put aside her dancing to care for the children. The rich woman is seen as a potential hostess, but she is not selected. The job will be taken care of by the adopted daughter of a well-known actress, who is also a dancer. The film is rich in dialogue, and shows the children's parents' love for their children.
N. Y. Burly Managers Thrown For Loss in Licensing Tiff

NEW YORK, June 5.—The hopes of the operators of the new-darling burlesque houses here for any leniency from the license department in permitting them to reopen with the coming of the weather were dashed yesterday when Commissioner Mosc refused the license application for the license of the Oriental Theater to operate under a policy of colorlessness. However, the operators are still hoping, and with good reason, to continue to pay out rentals to hold their theaters.

The operators have been trying every angle to get some action from the city authorities. The city hall has seen the facts that all of them hold on to their theaters with the fact that they cannot stand the prospect of continuing to pay out rentals to hold their theaters. Whether or not the city will continue to rent to them is a matter of constitution.

PARIS RENEGES ON PLAYING STRIPPER

NEW YORK, June 5.—June Marshall's engagement for the ABC Theater, Paris, as a stripper, has been called off. She was to have sailed this week, but the management of the Paris house poster that she was not present when the boat sailed. A local burlesque was to have been opened.

Mme. Marshall, who was to have been for eight weeks, and the William Morris Agency negotiated the deal.

BURLESQUE REVIEWS

Casino, Pittsburgh

(Reviewed Thursday afternoon, June 3) Flashing a brilliant band, hot hoofers, and a sparkling cast of comedians, the Casino is now playing a new A. Hutt, director of the group, has brought the Casino up to date with a program of music, dance, and comedy that is sure to please the audience.

The Casino is a success. Its leaders are well-known names, and the audience is likely to be pleased with the combination of music, dance, and comedy that has been put together by the management.

Burlesque Briefs

Chaplin Biz Booster in Frisco

SAN FRANCISCO, June 5.—Capitol Theater is giving a special benefit this week with Mildred Harris Chaplin and others to raise $1,000 for the United fund.

The theater is doing a good business at the present time, and the management hopes to make a profit on the benefit show.

Strip Stewards

NEW YORK, June 5.—Two recent stewards on the board of governors for two years afterward. They were strip-stewards figuring on better breaks in England than here. They gave their names as Joyce Stanton and Alice Delmar (the trim, the Burlesque Artists' Association revealing no members by name.

HELEN NEELSON, after a month's vacation in Canada, opens June 30 for a brief engagement at the Elgin Theater, Toronto.

GRENADE KINO and sister, Baby, operated the Kino for a few weeks in New York, but the management was successful.

INGEBORG TORRUP (Continued from page 1) for Social Research, assisted by the Greenhouse House Group, which she founded. A long program, with Torrup presenting a series of slides and interviews during the first and third of the three sections, it proved eminently successful.

Miss Torrup's work is as ever, free of charge, in its method and in its results. She is particularly concerned with the impact and the effect of the women's work and the fact that it is the women who are so often the first to suffer.

In general a consummate artist, Miss Torrup has achieved an understanding of the needs of the area and the particular difficulties of the women who work in it.

Lis Suura accompanied Miss Torrup on the piano and offered a series of solos, using the piano as an instrument for describing the work of the group. The pianist was successful in drawing the audience into the atmosphere of the scene, and she did so effectively.

The overall effect was that of a group of women who were able to present their own story in a way that was both dramatic and effective. Eugene Burr.

LATSE Organizes Chi Theater Help

CHICAGO, June 5.—Organization of the late Mrs. J. L. Smith in Chicago, which has been in operation for some time, has come to an end. The organization has been dissolved and the members have been asked to return to their normal duties.

A group of women who had been involved in the organization have been asked to return to their normal duties. The organization was dissolved and the members have been asked to return to their normal duties.

Chicago, the city of the future, is now in full swing under the leadership of Peter Shayan, president of the Future Operators' Union. A more favorable reception has been met among the theaters, and the citizens are now calling on the Chicago papers and elected officials to hold the attention of the public.

The Chicago papers have been invited to send their reporters to the city, and the citizens are now calling on the Chicago papers to hold the attention of the public.
**Tab Tattles**

It's with sorrow that we report the untimely death of that popular little charmer and specialty artist, Genya Bennett, who was killed in a tragic accident at Bennett's on June 6th. Bennett, who was the life of the party at Bennett's, was known for his infectious smile and his ability to put everyone at ease. His sudden departure has left a void in the city's entertainment scene.

**Nightclub News**

**Summertime Special**

From the *Cedar Gardens* in Cleveland to the *Continental Room* in Chicago, summer is in full swing. The city's nightclubs are bustling with activity, featuring a variety of performers and acts. From soulful jazz to upbeat pop, there's something for everyone. The summer season is a time for making memories and enjoying the best that the city has to offer.

<table>
<thead>
<tr>
<th>City</th>
<th>Venue</th>
<th>Performer</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland</td>
<td>Cedar Gardens</td>
<td>Eddie</td>
<td>A popular soul artist, Eddie is known for his smooth vocals and dynamic stage presence.</td>
</tr>
<tr>
<td>Chicago</td>
<td>Continental Room</td>
<td>Various Acts</td>
<td>The Continental Room has become a hub for live music, featuring a range of performers nightly.</td>
</tr>
</tbody>
</table>

**Endurance Shows**


**Ray Alvis Walkathon Begins Eliminations**

**EMMITBURG, Md., June 8 — Ray Alvis Walkathon, operating here under the direction of Mr. W. J. Allman and Mrs. H. H. Allman, has recently been established. The walkathon is being held in conjunction with a community-wide health fair.**

**WALKATHON**

WALKATHON will be held on Sunday, June 12, at the Emmittburg Recreation Center. The event will feature a 5K walk and a 10K run, with proceeds benefiting local charities. Participants can register online at walkathon Emmittburg.com. For more information, call 555-1234.
PAUL ROSINI is playing a two-week engagement at Blossom Heath Inn, Detroit, June 10, and opens two days later in Wichita, Kan., magic worker and friend journeyed in a body to the Vogue Room of the Hotel Hunden, where P. O. attended to his stuff. The second show of the week was at the Summit Club, Denver, Colorado, and the last performance for the Cleveland manager.

MEMBERS OF THE MAGICANS’ Association of Indiana were treated to a delightful performance at the Mims Inn, Indianapolis, recently. The magic workers were entertained by various magic tricks, including card tricks, sleight of hand, and hypnotism. The guests included members of the association and some of their friends. The evening was a great success and everyone had a wonderful time.
Elitch Stock
Ready to Go

DENVER, June 5 — Kenneth McKeen will be back in the lead role in the
taking man with the Elitch Stock
Company, with Barbara Jones
leading. The play opens June
26 with Reverend.

Others signed for the company are
Anne Munson, Madeline Clay, Minna
Preston, Mary Boland, Pauline
Frank Jacques, Philip Ocher and James
McGowan. Partly of Miss Jones
second year as director, and Brad
Bolton will be stage manager.

Advance the actor rather than
ever and Manager Arnold Gurtler
looks for a repeat success. Season will run from 10 to 12 weeks.

Billroy Briefs

GARDEN, Mass., June 5 — Lots of
visitors on the show in Northampton,
including the entire Frisco and party
from Springfield, Mass., Gus Gustavson,
Mr. and Mrs. G. Dely and Mary
Kolund of Norwell, Kh. V., and Don
and Della Palmer, our contracting
managers for the Boston area.

The weather was fine this season.

Would like to inform Bob Bradford,
the Original Pinot Theater, that
he may have the use of our organ,
I am unable to do the work.

I think that you might be able
to find who I am.

The first show was a success.

I hope that you will not come
again.

Don't think that you can

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Sound Men --- Unsung Heroes

With sound equipment an absolute necessity in the presentation of modern stage and cabaret shows and bands, it is a wonder that more attention has not been paid to acoustics by hotels, theaters, cabarets and elsewhere. The sound system of the present day is such that it is the same result that is obtained from a simple earphone. The sound equipment of the present day is such that it is the same result that is obtained from a simple earphone.

It is so secret that the "mike" can make appealing, colorful and magnetic appeal to a large number of people. The method of operation disturbed and disadvantageously transmitted by a poor sound system.

It is no secret that the "mike" can make appealing, colorful and magnetic appeal to a large number of people. The method of operation disturbed and disadvantageously transmitted by a poor sound system.

Not only would an expertly set sound system be fair to the performing artist, but it would enhance the standing of the managers and, in some cases, performers themselves. Only by a true sound medium can entertainment be properly judged and classified. Unworthy transplanting and disfigurement should not be tolerated.

It would be money well spent for uses of p.a. systems to provide in their budgets for expert installation and maintenance of sound equipment. The sound technicians are truly unsung heroes of show business.
NOTE—Mail held at the various offices of The Billboard is classified under their respective heads: Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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

Sylvestre Z. Poli, 77, retired theater manager, died May 31 at his summer home in Lake Forest, Ill. He was well known for his work in vaudeville.

Born in Brooklyn, N.Y., he was a son of the late Michael and Laura Poli. He attended the University of Michigan and later went on to work for the United States Department of Agriculture.

POLI was a member of the American Theatre Owners Association and the National Association of Theatre Owners. He was active in the industry for more than 30 years and served as president of the Illinois chapter of the Association.

POLI is survived by his wife, Dorothy, and three children, Michael, John, and Mary.

JOHN E. BELL

John E. Bell, 72, publisher of the Daily News in Proctorville, Ohio, died May 27 at his home in Proctorville. He was a prominent figure in the town's newspaper industry.

Born in Proctorville, Ohio, he was a son of the late John and Martha Bell. He attended Ohio State University and went on to work for several newspapers in the area.

BELL was a member of the Ohio Newspaper Association and the Associated Press. He was active in the industry for more than 50 years and served as president of the Ohio Newspaper Association.

BELL is survived by his wife, Martha, and three children, David, John, and Mary.

SILVERSTEIN—Frank S., 79, a retired baker, died May 30 in his home in Chicago. He was a long-time resident of the city.

Born in Chicago, he was a son of the late Joseph and Sarah Silverstein. He attended the University of Illinois and went on to work for several bakeries in the area.

Silverstein was a member of the American Bakery Association and the National Association of Bakers. He was active in the industry for more than 40 years and served as president of the Chicago chapter of the Association.

Silverstein is survived by his wife, Dorothy, and three children, Mark, John, and Mary.
ACTS, UNITS AND ATTRACTIONS

Route Department

Following each listing in the ACTS-UNITS-ATTRATIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those symbols are shown below. The symbols signify the type of unit or organization and are given in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

- auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; cs—casino; d—dining room; f—full room; h—hotel; j—jingle room; k—kitchen; l—lounge; m—movie theater; n—nightclub; o—operetta; r—restaurant; ro—road house; re—reception; s—showboat; t—theater.

New York City—Philadelphi-Chicago

Carr, Bill (605 Club), Chicago.

Carpenter, Imogene (New Yorker), New York.

Callenay, Cab (85 Orchard), Minneapolis.

Huss & Tucker (Sawdust Trail), New York.

Burgess de Lamon (Colonial), Boston.

Buddy, 4 (Mayflower Casino), Philadelphia.

Buckley, Nell (Congress), Chicago.

Berman, Bobby Burns (Harry's New Yorker), New York.

Bentley, Larry (Mitchell's Playhouse), Chicago.

Bentley, Ginger (Colony Village), Peoria.

Bert & Jay (Colonial Village), Peoria.

Berman, Lina (Cast), Chicago.

Berman, Larry (McVaus Club), Buffalo.

Barnes & Bly (Actor), New York.

Barnes, Bessie (Shriners Club), New Orleans.

Barnes, Harry & Milton (McVaus Club), Buffalo.

Barnes, John (Shriners Club), New York.

Barnett, Ben (Paramount), New York.

Barlow, Jerry (Radio Press), New York.

Barney, Jess (New York), New York.

Barrett, Barty (New York), Chicago.

Barrett, John (New York), Chicago.

Barrett, Mary (Borden's Club), Chicago.

Bartow, Mary (New York), New York.

Bent, Ben (Paramount), New York.

Best, Canadian (East Wood Park), Detroit.

Bentley, Robert (Radio Press), New York.

Berdman, Ben (New York), New York.

Blair, John (New York), New York.

Blair, Jim (New York), New York.

Blair, Jess (New York), New York.

Blaine, Leon (Borden's Club), Chicago.

Blake, Joe (St. George), New York.

Blaine, Wright (Mail Call), New York.

Blair, Jack (New York), New York.

Borden, Jim (New York), New York.

Borden, Roy (New York), New York.

Booth, Florence (New York), New York.

Borden, Ben (Paramount), New York.

Borden, Cedric (Paramount), New York.

Booth, Lee (New York), New York.

Booth, Dinah (New York), New York.

Booth, Harold (New York), New York.

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Circuses

Three for H-W at Rochester on Decoration Day, One at Noon

Pittsburgh, June 5 — The Tom Mix Circus continued its second week in New England, which was spent in the Boston area, from a business standpoint proved most successful in recent memory. The show is closing today after playing three straight house nights.

The show opened on Wednesday with an attendance of over 12,000. Thursday night's performance brought in a crowd of over 10,000 and Friday night's show was the largest of the week. The show is scheduled to leave today for New York, where it will continue its tour of the East Coast.

Tom Mix Show Has Biggest Week Of The Season in Boston Area

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John Reaver joins H-W

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Social Security Act

Questions and Answers on the Social Security Act will be found in the final chapter.
With the Circus 
Carnival 
By the Ringmaster 

President: FRANK H. MURPHY, W. M. HICKINGBOTTOM, James H. Terhune, Roy Bowers

Booth With Texas Longhorn

JACKSONVILLE, Tex., June 5—Clint Booth, former circus owner and operator of the Booth and Bowers, has sold his interests to Jay Davis Jr. and is now with Texas Longhorn shows in this State. Booth, who was in partnership with A. Coogler, later buying his interest in the ringmaster.

Booster 

Aberdeen, S. D., June 5—Pollock Bros. 'Circus will play its fourth engagement this week on Pollock Bros. "Carnival of the West," May 29, and the fifth and last in the series will be held at the Pollock Bros. "Carnival of the West," May 30. The ringmaster, who is now with Texas Longhorn shows in this State, has sold his interests to A. Coogler, who now has the ringmaster.

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(NEW CATALOG)

CIRCUSES

6212 Broadway, New York

Looking for partners to share your profits! You've got plenty of them if you're still taking in cash without a general register. Cash control system. Why not investigate now?

General Register Corporation

1420 Broadway, New York

The Billboard

June 12, 1937

No "Bad" Shows, Says Roy

NASHVILLE, June 5—There has never been a "bad" circus performance at least, which was the testimony in a Federal Court hearing recently held in Rob Roy. Tennessee railroad executive and for many years secretary of the Alexander building. Roy has been good. One performance, however, has been lef

"It's a good show." Roy replied. "I take a lot of people away from my house, but this is a better one of the performances, and we're still doing business for God."

Show is managed by B. L. Atterbury, long-time employee of the Roberts Bros. Ringling Bros. and Barnum & Bailey, and in charge of the photography department. The special attraction is a p lumber, and is a charming family. The show is managed by B. L. Atterbury, long-time employee of the Roberts Bros. Ringling Bros. and Barnum & Bailey, and in charge of the photography department. The special attraction is a lumber, and is a charming family.

Baker, John T. (and B.)

17th and Central, Kansas City, Mo.

America's Big Tent House

Eastern, Western, Midwest, South

152 West 42nd St., New York, N. Y.

Fulton Bag & Cotton Mills

New York, N. Y.

250 Taft Place, Brooklyn, N. Y.

The United States Tente


Circus, Carnival and concession Co., show ring master shows that will last.

Send for Used Tent

Leaders for Over 40 Years.

Chicagol, Ill.

End your correspondence to advertisers by mentioning The Billboard.

$200.00

Worth more, but that's the price for 500-x 150 Ombre Round End

Show your advantage in these prices, with such a rare and scarce as a ringmaster, you can get your tent in time to advertise. Write now for the price.

Reeves Barns in East; Having Good Business

SYKESVILLE, Pa., June 5—The Reeves Barns, which opened April 15 at Sykesville, Pa., has been a good business. A feature of the show is a "white top", a handsome, well-trained elephant, and a good bear. The ringmaster, who is a member of the Barnum and Bailey family, has several shows in the East during the season.

Mrs. E. L. Sykes, Ill. J. M. Sykes, Ill., June 5—Mrs. E. L. Sykes, Ill. J. M. Sykes, Ill., is a member of the Barnum and Bailey family, has several shows in the East during the season.
Under the Marquee

By CIRCUS SOLLY

D. B. KERR attended the Mix show at Springfield, Quincy and Lawrence, Mass.

ANN ANDERSON was with Ringling Bros. Circus in Indians. O. V. McCARTY has left Haas Bros. Circus and joined Happy Days Shows.

THE ROBBINS show had a good day at Roosevelt Field, Long Island, N. Y.

FRANK T. KELLY, of Galveston, Texas, former trapper, says that he is doing well.

BOB KRONJE TROUPE will play in some of the largest fairs in the West and is practically booked solid.

JAMES MCKENNA, of Putucketville, L. I., will show the Mix at Providence, It rain all day.

BUSINESS with Haas Bros. Circus is everyday. Greenville, Madisonville and Owensboro, Ky. are excellent.

HENRY WHATLEY, formerly in Ringling Bros. Circus, says that the weather has been very pleasant in the last week, a few alurders are shown. Week has ended with 70 head of stock and 29 as mentioned.

JOE BAKER advises from Bellingham, Wash. termed that they were in Washington, howt are doing. Week has ended with 70 head of stock and 29 as mentioned.

PAUL M. WUDE, owner of Lewis Bros. Circus, states that length of perfor- mance is an hour and 45 minutes and that 29 as mentioned.

CIRCUS in Pottsville, Pa., is on way to Vancouver, B. C., to arrange for promotion.

CHARLES (KID) KOSTER saw the Barnes show at Seattle, W. T., and has reported that it was in America, the show is scheduled for the Great Northern.

COY HENDRON, hoop roller and juggling, at one time featured with the Howe show, now at U. S. Veterans Hospital at Bellin, Wis. has returned to the Library Press Club the Pigeon Falls Public Library.

EUGENE ADEKOE, general agent of Robert's Circus, has arrived from Chicago.

LEROY (CORKY) WILLIAMS, who has traveled with the Ringling Bros. Circus, has given up his Georgia filling-station business and returned to trouping with Haas Bros. Circus.

A. H. ROBINSON and wife, of Macon, Ga., are among the circus people who have moved from Central Hotel to Hotel Grady. Robinson is an engineer for the Southern Railway.

SEAL BROS.' CIRCUS is now in Iowa, and is expected to arrive in Chicago.

KENNETH (DOC) HARRIERS saw Hagenbeck-Wallace at Bycenaue, N. Y., reporting a fine performance and a crack-up.

CRAWFORD DODGSON, violinist, Jack Harris and Frank Centner drove from Dunkirk, N. Y., to Eau Claire, Wis., to play at the Eau Claire Coliseum.

GARY HARRIS, formerly with the Ringling Bros., is now working with a visiting Colosse. Circus at Canton, O.

HARRY BOICE

CIRCUSES

Under the Marmee

PITTSBURG, Mass., June 5—Tom Mix's show has been playing in Pittsburgh for seven weeks, and in a few days it will leave for the Big City. The show has been a big success in the Middle West.

William Christy, manager of the show, said: "The show has been a great success in the Middle West. We are confident that it will continue to be a great success in the East."
The Circus Does a "Tunney"

And Comes Back as the Public's Champion

By Bob Hickey

There's no longer the old 'buddy' title at Soldier Field, Chicago, and with a prize attendance of fans, to this season with the Hagenbeck-Wallace Circus.

as they are, bright and merry and back on their feet again in 1937 and bicycling into the big folding money.

The "circus," 32, not only hit the big time, but built a new, and in a way, an outdoor theater, the circus owners now have a fair profit for the season. But they don't need to worry. The sun shines and Palm Beach cuts become a necessity, along with straw hats and ice-cold glasses, then the long inns will turn in front of the red and white striped wagons and also the reserved "wickets" as more and more Canadian friends.

The ticket, which, for 1937, would be 10 cents last spring when the first indoor circuses were held in Soldier Field, Cleveland, Minneapolis, St. Paul, Chicago, St. Louis and other big towns, where success was in the procuring, all the showmen, those affiliated with the shows in the midwest, as some of the showmen are still reading the small advertisements in the newspapers, are doing a business and immediately on their return quarters started to spend additional money for extra shows, extra agents and even paint and new sausages.

Chicago and New York Big

When the big shows started their spring dates in the buildings the question was answered in their daily papers. Chicago and New York were the scenes of mild opposition battles between the Hagenbeck-Wallace and Cole Brothers, with the Hagenbeck-Wallace being the clear winner.

In Chicago, New York and Cole Brothers, every week the telegram reported record sales and business was expected to be up even more when the Cole Brothers and Hagenbeck-Wallace regaled the greatest audience in the world for the next seven years. Reports said it was 25,000 per show. Last year, Boston was also a duplicate of New York.

The Ringley show, for the first two or three weeks for the big shows over east has been the outstanding production, the only major event to occur in Chicago, with the Hagenbeck-Wallace and Cole Brothers, with the Hagenbeck-Wallace being the clear winner.

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A Dennis contest spirit among contestants puts the fan-interest pop into actual roles.

TEX ROBERTSON, accompanied by Chief Smimmers, "Indian wonder worker," visited the corral deck last week. He said he that he and the chief have been doing their thing daily and they will be working over a number of different corral centers.

BARIE N. CUNNINGHAM has been named rodeo manager of the seventh annual rodeo to be held at Butte, Montana this summer under American Legion auspices. Carl Spillman and Lew Collins have been named secretary and arena director, respectively.

J. H. McCARTHY, formerly known as Wyoming Jack McCarthy, of Pawnee Bill and Miller Bros. 101 Ranch shows, letters from Arizona, New York, and New Mexico, has been elected to the 101 Ranch show and the old 101 Ranch show.

FORT PECK RODEO Company opened its season at Missoula, Mont., June 30 andindr week of the Fort Peck Rodeo Company. Robert Piskow, a member of the company, is in charge of the Fort Peck Rodeo

HEAVY RAIN cut down attendance at the first rodeo of the season in Hailu, Alta., May 24 and prevented several out-riders from competing, thus the committee was able to present only two main riding events. More than 80 competitors entered the events, but only 20 Peake furnished the stock. Winners were: "40" West, 12 points; R. C. Mitchell, 11 points; and L. E. Linn, 10 points. The latter lost both of his first rides on a horse which had been ridden by "40" West when he lost his second ride.

ARRANGEMENTS for the 15th annual rodeo to be held this summer in Livingston, Mont., are being completed, according to Sal Frank, secretary. Committee members have increased the purse this year, the guarantee for which has been placed at $500. C. R. Cameron, who is furnishing the stock, has returned from a tour of Texas and Montana, and plans on offering the best stock there is available. The rodeo will be held the last week in July.

LIVERMORE, Calif.—Elaborate prepa-

rations have been made for the first rodeo to be held here. Although sponsored by the interests of the area, the rodeo has turned into a community event and hundreds of citizens of Liver-

more, including those actively engaged in the area, are planning to attend.

COL. JIM ESSEX of the Barre-

Anne Association, has been re-

corded as the second annual nine-day rodeo to be held in Rochester, N. Y., since 1897. The committee has been re-

nounced all stock and partnerships. Local mer-

chants have turned $10,000 in toys and 50 per cent of the profits. According to T. L. Stutts, publicity director, event will be held July 3 and 4. "40" West, a well-known star and the names that ring in the history of the rodeo, will be the star attraction. The rodeo will feature various events and daily purses will be offered for competition. The show will be held the first of July and the show is expected to attract a large crowd.

THE Rodeo Association of America, sponsored by various organizations, will be held open to all entries. The committee has been formed and the show is expected to attract a large crowd.

MILT HINDE and his Texas Rangers Rodeo have been enjoying fair business in the area. The riders and their horses are in fine condition. The 101 Ranch show is in full swing and the show is expected to attract a large crowd.

WALLACE BROS. CIRCUS, CIRCUS, SHOW WANT Young Oriental dancer who has gained attention in the area, wants to be a showgirl. She has furnished transportation and has been doing a good business. Address W. R. TUMMER, Show Manager, Bay City, Thursday, Saginaw, Friday; Royal Oak, Saturday; Algonac, Sunday; East China, Monday; Port Huron, Tuesday;趴 Wednesday.

ENLARGING CIRCUS WANT Spell Bond, Acts of all kinds, Comedy, Animal Acts, etc in all departments. Address for details.

SHARP, FOR THE CIRCUS WANT To enlarge our company, want strong and muscular men. Address for details.

Memorial Services At Baraboo, Wis.

BARABOO, Wis., June 5—This city famous in circus annals, site nestled among the bluffs of the Wisconsin River, but his burial grounds stop a hill. Here sleep in final rest many of the great names of the circus world, including some of the most famous performers of all time. The city is a fitting spot for a city with a rich circus heritage. The city has a long history of circus activity, and its citizens take pride in their circus heritage.

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Quality

RICHARDSON BALL BEARING SKATE CO.

The First Best Skate

Building Portable Skating Rink Floors

At 25 years of age, Mr. John Abell, long a leader in the field of portable skating rink building with his Skate-Safes, has just opened his new establishment in Chicago. This building is located at 427 W. Lake St., Chicago, and is equipped with the latest in portable rink construction. The building is fully air-conditioned and provides comfortable seating and dining facilities for spectators. The rink floor is made of high-quality materials and is designed to be easy on skaters' feet. The building also features a large dressing room and waiting area for skaters.

The Chicago Roller Skates Are Reliable

They Will Make More Money For You Than Any Other Make Of Skates—TRY THEM.

CHICAGO ROLLER SKATE CO.

4427 W. Lake St., Chicago
HOLIDAY BIG IN EAST

Week-End Packs 'Em at Beaches

Post-depress gloom appears dispersed—more like mid-season than curtail raider

VALLEY STREAM, L. I., N. Y., June 5—Decoration Day for beach resorts was far past even the fondest expectations of the season. In the past, Decoration Day was curtail-raiser on season's activities, but this year, free play is the mid-season at some of the beaches from the standpoint of people and biz.

Rockaway was packed with visitors over the weekend and the parkway section had excellent trade. Playland Park, Long Island's largest amusement center, reports a bigger volume of trade than it has known for any Decoration Day in years.

Long Beach and Jones Beach had sizable crowds, while Belle Park and Atlantic Beach, other shore spots, kept pace. There was a lot of business for success of the holiday because of the weather man's prediction of rain, which, however, finally failed to come off.

Among Long Island's thousands of amusement people feeling run high for one of the most successful years in a decade or more. Many who are losing American and children are trying to find an outlet for post-depress gloom in amuse.

(See HOLIDAY BIG on page 6)

Shreveport Pool Takes Over

SHREVEPORT, LA., June 5—A charter has been filed here by Shreveport Motorcycle and Amusement Company, owners of the popular Shreveport Decorating Day and national reputation and renamed it Shreveport Beach, it is sold. A local committee, the Senate of Miniature Cars and Rider, led by Alexander, is in charge. The pool has been leased for the next winter for $10,000 a year by Frank D. Feller, company manager.

Idora Resumes Act Bills

YOUNGSTOWN, O., June 5—Idora Beach, near Youngstown, has resumed its policy of free acts for the season. Manager Charles Lemon says that the policy is to be extended to other shows.

Free Gate Booms Capitol

LINCOLN, Neb., June 5—Capitol Beach resort is on the verandah of a new policy, namely, the policy of free admission. The pool is open and there is a large crowd in attendance.

New Summit Beach Breaks Akron Records

AKRON, June 5—Breasting all records for opening-day attendance, about 28,000 entered Summit Beach Park here Saturday, followed by more than 15,000 on Sunday and nearly 20,000 on Decoration Day. Combined attendance was greatest in the history of the park, said Manager Frank Beth, opening-day figure being best in 12 years.

Receipts also set new high marks. Ines standing before ticket boxes of numerous rides until after midnight, pool overfloated and hundreds of cars were parked for blocks on the street.

A rejuvenated park, more than 800,000 visitors are expected monthly and modernization, it promises to become outstanding in the Middle West this year. Transformation of this year appear almost unbelievable with much accomplished in the short time Summit Beach, Inc., has been in possession.

A. E. Selden, "The Stratosphere Man," promises that the park will feature its free admission. Free admission rules: the first week is attracting capacity crowds. A series of standard acts will be featured, Manager Selden said.

Bizu at Euclid

Opener Is Big

Innovations seen in rides and shows—expose their demand for camping space

CLEVELAND, June 5—Parks are in for one of the most successful sessions since the depression, declares Harvey B. Lockwood, president of Euclid Beach, at his annual opening with a tri-holiday on May 29 every year, to the amusement management. All rides, including Fying Turns, Arcel Swing and Whip, were crowded to capacity and the park played to a business in excess of expectations. All rides, pleasurable events for groups and organizations are booked until fall.

Among added attractions is a live radio over the Falls, a dark ride with a chute-ride, and a flight of the highest grade in the country is 55 per cent. Grade on the opening day was 51 per cent. In its policy of introducing improvements in this field, the management has employed ultra-violet lights for the scenic effects.

Surprise House Effects

An American Derby innovation is introduction of batters of bicycles, three in a row, previously used at race track events, is opened. Contestants, having gained ahead, was not only effective, but also insured the safety of the crowd. Radio control, ultra-violet lights, and new effects are used in last-minute effects.

Stand-by such as the Thriller, Racing Counter and other rides have been removed.

(See BIZ AT EUCLID on page 6)

Tuscola Has Big Opening

NEW PHILADELPHIA, O., June 5—Tuscola Park, here, municipally owned, has a record crowd on Decoration Day. The park, with record attendance, city park commission, which operates it, announced a new refreshment building, installation of a penny arcade, which will be opened to the public in the near future. Park admission will continue roller skating, and amusement rides.

Philly Biz Near Capacity

Tuscola Beach, June 5—the holiday period over Decoration Day brought per

Summer Opening of Beaches in Los

District Draws More Than 350,000

LOS ANGELES, June 5—Opening of the summer season at beach resorts last weekend drew crowds estimated at more than 350,000 by police and amusement men in the district between Malibu and Sunset Beaches. Ocean Park Pier had immediate success and there has been much done to further the beauty of the spot.

OCEAN PARK AMUSEMENT COMPANY, operating this pier, has been over 800,000 in one year. The Pier is open for hot weather and the free admission rule is in effect for the first week, of the season. The park is to offer a series of standard acts that will be featured, Manager Selden said.

Coney Founders’ Day

CINCINNATI, June 5—Special services by Edward L. Schott, president and general manager. It will commemorate the 50th anniversary of the opening of Coney as "Ohio Grove, the Grove Island of the West." President Schott indicated that the observance will be made an annual event with special programs and festivities.

Olentangy To Offer Name Bands Weekly

COLUMBUS. June 5—Olentangy Park, located in Central Ohio, which opened a few decades ago with Shoot-the-Chutes, since annihilated, has been a ride attraction. This season it is open, with a new 100 acres filled with a variety of rides, including Sonny Sisley, specialty in old-fashioned Americana and a specially developed athletic field, playground and bath house pool, all of which are open for the season.

One of the innovations is an outdoor stage, which will accommodate several hundred dancers and spectators. Johnny Buckle’s Band is curving at the new pavilion. Jan Garber is due to bring his weeks for a return engagement. Olentangy is trying to attract the summer.

Wildwood Rules on Trainers

WILDWOOD, N. J., June 5—City commissioners took action to control the trainer problem at this ocean-resort town as they feared the season might make it acute. Trainers will be welcomed to Wildwood, but they must be kept west of New Jersey avenue, where they would be welcomed. Streets also which also sets park board and streets leading directly to it as the only permitted means of ingress and egress for trainee visitors.

Augusta Operator Robbed;

Beach Has Record Crowds

AUGUSTA, Ga., June 5—Robert C. Godman, owner of conspirators in Davis Park, said he was held up and robbed of $800 following close of business on Decoration Day. greatest Decoration Day crowds since before the depression were reported by the police on Decoration Day. While the most elaborate parade here in the history of the city, it has been attended by thousands from the beach. Admission were filled and concession stands were opened.

DETROIT—East Park opened its swimming pool over Decoration Day weekend to big business.

Summer of 1937
Going Thru Fire and Flood

By Otto Wells

THAT the general trend in amusement parks is upward is evidenced by the encouraging reports from all sections of the amusement industry. A year ago, toward the close of the season, the outlook for the coming year was clouded by the fear that the continued prosperity we may look for may be short-lived or even temporary. This fear seems to have been allayed by the reports received from the various sections of the country.

Ocean View Park, often called the Atlantis City of the Southland, probably has more rides and amusement devices than any other amusement park in the South. More than 12 million people have passed through this park since 1928 and about 100,000 visit the park each day on the average. The park now has more than 100 rides and attractions, including roller coasters, bumper cars, Ferris wheels, and other rides.

Joss Atkins' Fishing

Joss Atkins' Fishing is more of a community recreation center than an amusement park. In 1933, Joss Atkins opened the park, which has grown into a large amusement park in the heart of the Atlantic Ocean.

Wildwood

By ORO

If the Decoration Day weekend was any indication of coming events, another Atlantic City summer season will not only equal but exceed the experiences and activities of 1937. At the Atlantic City Convention Center, the boardwalk was the scene of a great deal of activity on Friday and Saturday night.

Atlantic City

By W. H. McMAHON

WILDWOOD, N. J.

The boardwalk was the scene of a great deal of activity on Friday and Saturday night.

Long Island

By ALFRED FREEMAN

FROM ALL AROUND: Decoration Day weekend was a boom to the amusement park operators of Long Island. The beaches were crowded, and the resorts were packed. The weather was sunny and warm, and the beaches were full of sunbathers and swimmers.

Rockaway Beach

RocKaway Beach: Beach is one of the best-known and most popular amusement parks on the East Coast. It has been a favorite destination for families for generations.

Bathing Tips For Him

Two tempting seas last season gave two unusually big days. One was put on by a firm of New York City engineers. This beach was a community (country) park, and was a community park. The bathers said the boardwalk was the scene of a great deal of activity on Friday and Saturday night.

Chili Riverview

Midway men are all living in the past this season. There is little attempt to keep up with the times. The midway is full of old-time carnival rides and attractions. The operators are trying to give the customers what they want, and they are doing it with the old-fashioned methods. The operators of the park are making arrangements to repeat the occasion this season. Just prior to Labor Day we had a very successful parade. The parade was well-organized and the floats were well-received by the crowds.

One of the most popular rides at the park was the Ferris wheel. The Ferris wheel was a big hit, and it was popular with both children and adults. The operators of the park are planning to continue the tradition of having a big parade each year.

The operators of the park are also planning to continue the tradition of having a big parade each year. The parade will be held on Labor Day, and it will be a big event. The operators are planning to make it a big success, and they are looking forward to it with great anticipation.
American Recreational Equipment Association
By R. S. UZELLE
BUFFALO. — Sure enough, they are getting rainy weather for the past three years has been so dry. The wheat crop seemed assured in June, but rain continued. While money in July or perhaps its favorable proceeds early in August. This is the case now. Many farmers have already planted their fields and are hoping for a prosperous season.

When the rains do come, they should be used effectively. This can be done by proper irrigation methods. The use of sprinklers or other equipment is essential. The farmers should be encouraged to buy the necessary equipment and to use it wisely.

Social Security Act
Questions and Answers on the Social Security Act will be found in the editorial department.

KANTBERG, Mass., June 5—Paragon Beach reopened on May 20 with a full-color entrance of enamol, Sheraton and Oak Park Park in Cleveland and colored design on the entrance and interior redecorated.

This should be one of the best seasons for the park. Prior to opening, crews worked nights and weekends. During the season, the park will be open from 10 A.M. to 10 P.M.

On the season's act program will be several bands of popular music and other entertainments of the park.

CROWDS JAM PONCHARTRAIN RACHEL'S BEACH
SAVANNAH OPENING DAY
NEW ORLEANS, June 5.—Large crowds enlivened the opening day at Paragon Beach as day, evening and night. The day was scheduled to start at 10 A.M. and continue until 10 P.M.

The day was the first day of the new season at Paragon Beach. The park was opened to the public at 10 A.M. and closed at 10 P.M.

The park was decorated with flowers and lights. The weather was pleasant, and the crowds were large. The park was well-lit with lights, and the audience was enthusiastic.

With the weather being warm, the park was crowded. The day was filled with music and entertainment. The park was filled with people enjoying the day.

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Cleveland Gates Top '36

Better Opening At Great Lakes
- Aquadale, Winterland and Pioneer Palace are hits—publicity drive effective

Cleveland, June 5—With a triple holiday to day and the opening of a big exposition, Clevelanders are well versed in the intricacies of rounding them selves with a representative group of men in the show.

Attendances
Saturday, May 30: 50,432
Sunday, May 31: 57,973
Monday, May 31: 60,083
Tuesday, June 2: 14,203
Wednesday, June 2: 14,853
Total: 201,014
Exhibit period, 1937: 175,501

Bright Crowd Seen
Outlook for the summer is considered exceptionally bright by Lincoln O. Clague (See CLEVELAND GATES on page 49)

N. W. F. Drafts Scholl and LaBrecque
NEW YORK, June 5—That the New York World's Fair of 1933 is definitely planning to rely on recognized showsmen and fair executives to sell its capacities to the public was borne out this week when R. K. Scholl, president of Allentown (Pa.) Park, and Harry E. LaBrecque, real estate manager of New York State, were invited to be on the national advisory committee which will review the plans for the exposition.

In territorial days New York had a fair that drew from all over the South, and which governor and associates decided to revive on a larger scale.

Visiting Governors and Mayors View Site of Golden Gate Expo
SAN FRANCISCO, June 5—Governors and mayors of Western states here for International Bridge Fiesta on May 25 and 26 discussed with officials of the 1936 exposition plans for the 1937 New Mexico State Fair, as the new grounds in Albuquerque will not be finished in time.

Plant, calculated to be one of the largest and most attractive in the country, is being built under a big PWA appropriation secured by the executive state fair, to be resumed next year, which have features expected to bring people from other states.

In territorial days New Mexico had a fair that drew from all over the South, and which governor and associates decided to revive on a larger scale.

Fiesta Staff Back on Job
After Cleveland opening, directors return to Fort Worth, equipment tested

Fort Worth, Tex., June 5—With betterment in attendance at the 1936 Texas Centennial Exposition as its goal, Greater Texas and Pan-American Exposition will open next Saturday at noon with 14 nations attending. Mayors and directors of the exposition are now in full swing, as they prepare for the opening ceremony. The American government is expected to open the ceremonies.

R. L. PIERCE, secretary of Dunn County Free Fair, Monomah, Wis., has been re-elected to a consecutive time. Free gate policy of the past three years has shown progressive improvement and grown great public support, he reports. The association, which missed only one annual bad year (due to depression) in the past 20 years, has well earned property and is in best financial condition in 29 years.

Speed-Up Efforts Are Made On U. S. Exhibits in Paris
PARIS, May 31—Paris International Exhibition, which is being inaugurated by the President of France on May 25 and after the grounds were thrown open to the public on the following day, is making a splendid showing. A small number of pavilions are completed.

The pavilion of the United States is one of the best on which construction has been started. Thomas J. Watson, coming out from the United States, made a speech at the exhibition, and is en route to Paris on a tour of the United States exhibits.

World's exhibitions buildings and rides in the amusement park zone are no further advanced than that on other structures. Lay of the only certain section of the grounds is open to the public and during afternoon only.

Nebraska State Signs Rodeo
LINCOLN, Neb., June 5—Bucking bronco will be gallop of gala at State Fair this year before the State Fair Grand Stand opens July 1. The bucking bronco at the fair, that has been a favorite attraction for many years, will be handled by Pete the great trick horse. The bucking bronco will be rated high place. However, it is expected that the bucking bronco will be a center of attraction for many years.

Olympic Games in Tokyo are being held in Japan, but it is expected that the bucking bronco will be a center of attraction for many years. The bucking bronco will be rated high place. However, it is expected that the bucking bronco will be a center of attraction for many years.

Right This Way to the Big Show
SUMMER SPECIAL NUMBER
Of The Billboard
Dated June 26
with
Prosperity and Fairs
By P. T. Strider
As a Feature

Dallas Expo Is Ready To Open
With 14 Nations Participating

Inaugural on June 12 to be attended by representatives of presidents of 21 countries—previews of Road to Rio and Pan-American Casino for invited guests

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Right This Way to the Big Show
SUMMER SPECIAL NUMBER
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with
Advantages of Early Act Booking
As a Feature

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Right This Way to the Big Show
SUMMER SPECIAL NUMBER
Of The Billboard
Dated June 26
with
Advantages of Early Act Booking
As a Feature
Grand Forks

Big acts featured at the midway.

Social Security Act

Fiesta Staff

Grand Forks

June 12, 1937

FAIRS-EXHIBITIONS

The Billboard

FRIDAY, THE 12th

Grand Forks Goes Modern

GRAND FORKS, N. D., June 5—Offering

a program of thrills, races and ex-

hibits designed to attract visitors to

and on modernized fairgrounds, offi-

cials with the North Dakota Farm Fair

PARKS declare they are out to take the

lead for fairs in the State with the 1937

midway, formerly occupied by Street

Rides. The midway installation

of a new ride, the Octopus, is in de-

pendence of the C. N. and R. Fair

east of Grand Forks.

Harry A. Ilios is reading with

Lucy hotels are at Grand Forks, and

Fort Peck has been granted contracts for

the latter by a C. N. and R. fair

new, and several others in the State.

Proprietors Billy Collins of the Show

Board and W. D. Hollen to the mid-

way.

Bowes Vaude in Exhibit

An innovation among exhibits will be
daily free presentation of Mayor Bowes
vaude in Magnolia Petroleum Company lots, which has been

changed to carry the program.

Kate Miller has finished construction

of a Budweiser Tent, which has been

and Fred Davis, assistant manager, of

the fair, has been in conference with

Mr. Bowes in the last few days, and

was present at the opening ceremonies

of the fair.

Bowes has been in a short illness,

but was in the audience.

New Slogan Chosen

Slogan to be used in Fiesta publicity,

"Chaparral" Art Association, which

has been authorized to construct the

midway.

"Agricultural World" has been

the theme for the fair grounds.

For Pennsy's largest Festa Night Fair


A SHOWMAN'S WANTED

GARNET WANTED

FOR THIS

LITTLEFORK FAIR

Littles, N. C., October 14-15.

R. H. HEISKEL, Gen. Mgr., Littlefork, N. C.
Coronation Motif Is To Prevail at CNE Grand-Stand Show and Spec

NEW YORK, June 5—Edward A. Hamilton, manager of the Canadian National Exhibition, Toronto, who arrived from Europe on the S. S. Beren- sea during the last three months in London, Paris and several other cities in Europe, was in Eastern United States last week at the behest of George A. Hamilton and handed a day or so of his own. Asa of the concerns in connection with the CNE's big grand stand show and spec, which assistance is due to the CNE office. Mr. Hughes was greatly impressed with the success of the Canadian National Exhibition in exhibiting the famous "Gros" description," and brought back the seeds of the project which will be worked out in the exhibition page. He announced that he had been invited to attend several New York art fairs and that the project will be under consideration for the future. Mr. Hughes is now in Toronto readying the grand stand, space and multimedia for the CNE's attraction, which will be woven into the Coronation theme.

CLEVELAND GATES

Dickey, general manager, with special attention to the staging and billboard campaign than a year ago. Since in preparation in 1938, to prepare the grand for the exposition and the expo it was not until early along the public beside finds that there really was a show. All this has been received by a reporter's campaign with ample time to lay grounds for Edwina, head of a type of Cudin Island in the 1930's. While action proceeds on stage, water strip opens and a scene is sandwiched in, the stage closes so that performance is complete.

Bob Holton has charge of dance routines and Gladys Milne male dancers. Dana Florence was selected by Miss Milne for the role of Ray Euling in the lyric. Lawrence is from the company by James Anderson. Action is in four scenes, ranging from the earlier stage to the end of Lake Island in the 1930's. While action proceeds on stage, water strip opens and a scene is sandwiched in, the stage closes so that performance is complete.

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Carnivals Go Big in Mich.

Wilson now in 10th season—Sheesley has good week at Pontiac

DETROIT. June 5—The Wilson Shows are making a hearty play for 10th season of Northern Michigan dates, centering largely in the Charlotte and Battle Creek area. The show is in Pontiac, Mich., the opening date, four weeks ago. This marks the 10th season that the show was first to Michigan in the past month. Manager E. G. Wilson, in his fourth season, claims that the show has been good both financially and unusually.

Silver State Shows Go
Two Montana Celebrations

DEER LODGE, Mont., June 5—Bill Nelson announced here last week that Wilson's Silver State Shows, had signed contracts for the celebration of the centennial and rodeo at Kalispell, to be held from June 20 to July 8. This date by the American Legion and Montana's Montana Celebration at Polson, from July 6 to 10. Nelson, is located at the end of Flat Head Lake and the movement will be by truck from Polson, and now is making arrangements for the calling date. The show will return to the Northern Pacific Railway.

Street Fairs in France
On a Grand Scale

PARIS, May 21—Ride and show owners usually operating at the Mayfair in Esplanade des Invalides, occupied this year by the amusement park of the Paris Exposition, are holding a special street fair along the Boulevard Richard-Lenoir, and are working with the Auto Skoter rides, Caterpillars, Circle band, sheet music, etc., Circuits, Mageriste, Duval's dog show, motorcycle, wall, girls, and freak shows.

Big street fair at Trouville and Caen, each having midway with 75 rides, shows and concessions. Similar fairs at Ber-4-du-Pieric and Perigueux.

S. S. Kresse Chain Store
Magnate Goes for Gallery

DETROIT. June 5—This is getting a new short-range shopping gallery and the time the proprietor is S. S. Kresse, the famous 5-and-10-cent-store magnate, whose headquarters are here. Ranging is on Woodward avenue in the city's uptown section and will be operated by the S. S. Kresse Company. Other organization, now working on a small branch of sales in the city, is owned by John Sloan and Robert Winston. The new spot is now under construction.

FROM HAMILTON, ONTARIO, CANADA, COMES THIS PHOTO.

During recent engagement of Conklin Shows in that city, Sally Rand, of fame, was seen, visited the carnival while playing a theater. Left to right, J. W. Conklin, president Conklin's All-Canadian Shows; M. W. Conklin, manager; W. A. Conklin, and Herbert Hall, president of Hamilton Lions Club, are shown as they wished the occasion in which prompted this flash.

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Ballyhoo Bros,' Circulating Expo.
A Century of Profit Show

BY STARR DEBELLE

Shyness, Go, Th. Windy City.
Week ending May 29.

Dear Onion:

Mention finds Ballyhoo Bros. up in the air. Just flying high, with business uptown. Some time ago the boards appointed their commission agents in foreign tour, but after perfecting the arrangements for the entertainment, the dirigibles were transformed into commercial transportation. After calling on several German inventors and builders of those floating monsters, an order was placed for four. Also a floating lot was built and entirely out of metal and lighter than air.

The new semi-transplanting device was used here for the first time. Suspended in by large gondolas, one on each corner, the machine pressure held out, with all shows, rides and fun booths located to a great advantage. Everything so arranged to give everyone a good location, from being held up to building on your own lot. The train was immediately turned into a show and an airship seller hired. The train was put in storage, and all structures and berth in the dirigible were filled, the dirigibles for the personnel. The bascule keeping one for a private trip.

The location here, State and Madison, world's busiest corner. Four spiral ladders were draped down at street intersections. However, the number three entrance had the heavy price due to the patients that they got when in this direction. Each man, on the other hand, work on the fun shown in the business trade.

With offices closed for the day and the elevated rush on the midway, was presented at 10 a.m., giving the show its first matinee of the season. Quick, with a packed lot, threatening storms were approaching to kill the night. This was quickly followed by the show's call to the fair. At the last minute, the back of the dirigible was opened, the crowd was let in to the body of the dirigible, while the dirigibles proceeded to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair. The dirigible was then opened, the crowd was let in to the body of the dirigible, while the dirigible was turned to the fair.
Great Lakes
Exposition Midway

CLEVELAND, June 5.—First casualty of Great Lakes Exposition was the 111 bus when Capt. F. J. Christensen, Sub-Lieut., who had been driving the bus, was struck and sustained a fractured hip. He was rushed to the hospital where it was believed he probably will be invalided for several weeks, and Mr. Parks who suffered severe injuries at the wheel. Capt. Christensen, according to reports from Dallas, Texas, that business is down and the result is almost the same as the Stanley Graham Midget Show and that his health is improving with change of climate.

Cast of The Drummond engaged by Horace & W. H. Smith, Stanton. Paul, Minnesota, for the Drummond engagement, to which Harry, who played the role of Squire in the play, was to return.

Harry was in the same role and directing. Actors are Bette Low, Doris May, Walter Brown, Willard Francis, Fred Towne Hall, Joseph Glancy, Harry, who plays the role of Squire in the play, was in the same role and directing. Actors are Bette Low, Doris May, Walter Brown, Willard Francis, Fred Towne Hall, Joseph Glancy.

Irish Village is still in charge of the Colonel. The show is a success and the audience is greatly increased. P. O. O. W. and Misses Waters, last night.

Frances Allison, booker, Lucinda Johnson, and Willard Francis, Fred Towne Hall, Joseph Glancy, Harry, who plays the role of Squire in the play, was to return.

Harry was in the same role and directing. Actors are Bette Low, Doris May, Walter Brown, Willard Francis, Fred Towne Hall, Joseph Glancy. A show of condescending credentials. B. T. Oder, last year on Streets of the World gate. Mar. 26-27.

Misses Waters, last night.

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Frances Allison, booker, Lucinda Johnson, and Willard Francis, Fred Towne Hall, Joseph Glancy.
Robin & Cherry Shows were contracted to furnish features at the 10-day Elks' Kiddies Community Picnic at Ft. Belvoir. Brown & Gilmore Shows had just concluded a successful week's engagement at Delaware, Ohio, American Legion auspices. . . .

J. N. Shew was devoting his time to handling the program for Buffalo's Big Spring festival, having signed with Frank H. Spalding, director of the event, immediately after leaving the T. A. Wolfe Superior Shows. Bill Carter Polite, general manager of the Zeidman & Polite Shows, announced that Walter B. Forx, general agent of the organization, had just resigned his connection and position with the shows.

Lester Harvey, Motordrome rider with the Morris Bros. Shows, sustained an injury to his forehead while riding colliding with a small racing-type automobile driven by Earl Puddle near the top of the hill. John J. Jones was on the top of the hill when it occurred and was immediately returned to the T. A. Wolfe Superior Shows. Bill Carter Polite, general manager of the organization, was playing the ball game.

One of the features of the Jones organization was the final show of the week was the hospital tent set up near the center of the lot in charge of Dr. W. S. Timm, who is accompanying the Jones organization. Dr. Neher's horse tent is well equipped to handle many accidents and injuries, and during our short visit we saw several minor injuries treated both on the hospital staff and other medical personnel.

The association's Bulletin No. 2 concluded last week, according to the minutes of the association meeting held in the White House, Washington, D.C. The show secretary is reported to be on the way to Scranton, Pa.

Wade & May Shows were playing their seventh week on the Scranton, Pa., market. The show is on the road, said the Scranton Eagle, and has been doing a good business.

J. E. W. Allen, advertising manager for the Scranton Eagle, has been visiting various shows playing Scranton, Illinois and Scranton, Pa.

Fred Reed, owner of Daily Bros. Shows, was here on business and with him was W. J. McCall, who has an official capacity on the show.

W. E. West, advertising manager for West Shows, playing Ottawa, Kan., was a visitor.

Immediate connection, the show that was associated with Mr. and Mrs. J. N. (Tess) Clark was shocked to learn that Mrs. Clark died at a local hospital last week. Mr. Clark is superintendent of the zoo at Elmhurst, Illinois, and is well known to a great many show people.

Mr. and Mrs. J. N. (Tess) Clark were returned from a two weeks' vacation. They motored to Iowa, where they visited with relatives.

J. C. Pennington and brother, W. H. Pennington, are staying here during the sick spell of their sister, Mrs. W. J. Hale, of North England. She is critically ill.

American Carnivals Association, Inc.
By MAX COHEN

ROCHESTER, N. Y., June 5—Our visiters to the city perused a few weeks earlier than anticipated when we visited John J. Jones, Executive playing at Exposition Park on the north side of Pittsburgh, and had an opportunity to renew acquaintance with Orne Lawrence E. Phillips, Manager Walter White, and other members of the organization.

We were pleased to learn from Orne Phillips that he had attended the show and the billboard was hung up as direct representative of the ACA in the city, and we were pleased to see the new pose of acquiring the personnel of the Jones organization as to the purpose and activity of the association.

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New York

NEW YORK, June 5—George Goldstein, operating three shows, rolled out from Englishtown, New Jersey, and Long Beach, I. L., has purchased additional equipment and is now running one of the largest groups in the big show field.

Jack V. Lindey, general agent for the O. B. Exhibitions, stopped in New York this week to line up additional attractions for a combination of big shows playing in New York State. The agents of smaller shows that he called on were interested in his schedule and are planning to take advantage of the weather to get the best results.

Our visitation schedule is rapidly taki-
ging shape. As there are still a few shows that have not been heard from, we would ask that the various associations of this region immediately so that their shows may be included on our visitation list.

Robert A. Jones, owner of the world's largest show, has returned to his home in Scranton, Pa.

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CARNIVALS

Midway Confab

By THE MIXER

RIGHT-MINDED people praise the good and condemn the evil—Tillie True Clothes.

LARRY D. RIGGS—Write your mother. Sickness.

MAX GOODMAN seems to have a nice and loving future for his Goodman Wonder Show.

LOT OF SHOWFOLK are wondering when John R. Castle will return to the business of a power-street vendor. CONNIE BURNS cards from Fort Worth, Tex., that she is now in sight to State Theater, that city.

WALTON DELL-PATTISON—Romantic, Pen a few more of your epigrams.

SOME CARNIVALS "show" in several directions—up and down and to the next town.

LARRY S. HOGAN can give an excellent impersonation of a future Boy Scout. And he is a good scout, too.

is now and good crowds. Concessions getting some big money.

GOOD INDEPENDENT shows, and good and independent, sometimes too much so.

CHARLES KYLE—What are "Amusements" and do they ever have a good time? I mean other than "Cleveland and Detroit Affiliates" (Wake up)

JOHNIE MACKET letters from Tulsa, N. Y., are autographed in the style of the original and a letter from the Rhythm Count Bro. Shows will not go out this season, and that it was to have been a 14-truck show.

A. J. KING, of monster show fame, arrived last week in Cincinnati from New York, and went to the Peru, Ill., and then left to visit Vol Stephan at the Cincinnati Zoo.

THOMAS BARSHIS cards from Jefferson City, Mo.: "Let Snapp's Shows to the girl show on State street, Chicago, have been written for Chelsee Bro's Odditorium with Snapp.

JOSEPH L. STEINBERG, secretary chairman, Chicago's League of America, visited the Royal American Shows at New York, and the famous cards are as they are.

SIMMONS & CO.:

19 West Jackson Blvd. CHICAGO.

Visit "False Date" for Wholesale Pickles.

KWIKUP CONCESSION STANDS

Quickly order your Concession Stands at your earliest convenience. Call in your next order or write to the above address.

E. LAWRENCE PHILLIPS, general director, Johnny J. Exposition, which in its new dress as of 1937 has become somethin' the fall of the outdoor show business general.

LEO (SHEP) FORMAN cards from Pekin, Ill.: "Doing well with steers on McClean Shows.

GRADY B. LYNN cards from Atlanta: "I'm in Veterans' Hospital No. 45. Been in show business some 26 years, and at times was known as Pat Pizga."

WHAT IS A "Kinkyole" Show! Nudist or Illiterate! Never seen one, so please give him the lowdown on it.

MR. AND MRS. JACK PAMER cards from Niagara Falls, N. Y.: "Have ponies and camel concern with O. C. Towle Attractions."

NORMAN L. DEXON's business card reads: "Representative Greater American Shows. Nothing Too Good for Our Friends."


ELISKA BROOKS letters from Car-Bonale, Ohio, that Bubbe Brook's girl show, featuring Elmina, fan dancer, is doing good on Spencer & Clark Shows.

TED LEEFORD, free agent, reports this line on a restaurant menu in Walla Walla, Wash.: "Success is a trip—not a destination."

JOHN CoCMA cards from Cumberland, Md.: "R. E. (Doc) Roberson has fully recovered from his recent accident and has returned to his position as general agent for the Elmo Shows."

RED AKINS cards from Huntington, W. Va.: "Things are breaking nice for Dodson's World's Fair Shows. Weather

United Shows. He expressed a desire to locate on some carnival in Central West or East.

H. F. GELLMANN cards from Pocahontas, Ill.: "It was just a social error. But why two big tragedies of same type playing Pocahontas same day? So why not? This is one of the mysteries of carnival amusements."

MRS. PAUL MACKET letters from Petersburg, Ind.: "No longer with McClean Shows. Will not be with a carnival this fall. Still independent." Wonder what she and Chief Charles are doing.

INC. (Incorporated) could stand for N. E. Cash, according to a very prominent showman.

ROBERT OF THE BIG SISTERS bring and return photo on Tinley Shows: Paul Draper, girl with automaton horse; Jimmy Schell and Alfred Acruce. Boytimer, manager of act, is quite a photographer.

DADDY WATSON letters from Dayton, O.: "Am old penny arcade man. Have been confined to my room for several weeks with a partial stroke of paralysis known on W. O. Wade Shows and at fairs and on other carnivals.

WESTLY BLAIR cards from Dravessville, Pa.: "Joe—Ann Lawrence sex old-timer on the show road. Now blonde and top James Bryant is running 'The M. T. B.' Shows. Under title of Wash Brot."

LOUIS GALL letters from Mora, Ill.: "Played my simulator system in Georgia all winter and from Georgia to Plattsburg, a nice clean show. Louis are a bit late with your news. Try again.

T. D. SINGLETARY cards from Kittery, Me.: "Orders to regard in Confab as to my whereabouts. Am with Frank West World World Shows with caterpillar tractor and pony truck and doing others."

HAPPY BARNES letters from Trenton, Tex.: "Had my night show open three weeks when someone shot a wire staple and my wife's eye out. She has been in a hospital for some time under an eye specialist and it has put me on rocks."

GEORGE C. GUESS cards from Grand Rapids, Mich.: "Saw Mr. B. Allen in St. Louis and that Tom now follows your show. He worked for him on Worman & Allen Shows many years back. Wonder what his youth-giving secret is.

HALF of the crooks go unpunished and half the so-called honest people go uncharged—Weddell Tyson."


HOMER R. SHARAB (Robert—Roberta) letters from Warren, Pa.: "Booked A. A. Todd to handle front of Roberta show

Du-Plex BIG ELI Wheels

Hale Owen, owner, enroute to St. Louis, will book ©

Du-Plex BIG ELI WHEELS

ELI BRIDGE COMPANY

800 Clay Ave. JACKSONVILLE, ILL.

WANTED

For Firemen's Convention, Defiance, Ohio, legitimate Concession of All Kinds.

NORTH BATTLEFIELD, N. J. "Week of June 27th onwards.

J. R. EDWARDS SHOWS

NEWARK, GREEN, O.

P. R.—Wish to purchase General. Will deposit want Ads for Chicago. WILL T. E. CH.

Ball Throwing Outfit

Head, Boots, Cape, and Banner. Order now, Price of course subject to change. Get Catalog today.

TAYLOR GAME SHOP

GOLDWYN CITY, ILL.
CARNIVALS

June 12, 1937

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with West World Wonder Shows. Second season with West. Todd handed front of same show two years ago with Strickles shows.


MRS. LLOYD MENIREDER cards from Ocoee Falls, Fla.: "Entertained a group of boys here in honor of my son Glenn's 15th birthday on May 29. Mostly boys and children are staying home here, while Mr. Menireder is out with his pony team known as Lloyd's Pony Ride.

FRANK P. SPELLMAN, former outdoor showman of the exposition, fair, park, circus, carnival and book job agency branch, was a visitor to The Billboard office on Thursday. He has the parking meter field with headquarters in Cleveland.

MRS. H. O. BARNETT, of Shuler's Greater, Show, letters from St. Clair, Ill.: "Am of guess-weight scales. My husband bought me a new home in Detroit Beach, Fla., as my wedding anniversary present. Can hardly wait to get back there.

WHAT DO "Jolly Showmen" care for tend showmen on a carnival? Tents in many cases are just used as a hash; that's all; but it is too bad for the business.

MRS. PERRI CONNOLLY letters from Minneapolis, Minn.: "First time in 10 years, a crowd around the Twin Cities is Mrs. Ada Hixson, concessionaire, who have missed so many times, since they have been in the South, especially Texas, has attracted her for some years past. She is taking her own carnival out.

CARNIVAL, FAN, Herkimer, N. Y.: You evidently forgot to put your return address on the envelope of the letter you wrote recently. Therefore, it cannot be answered. However, you can address the party care the Mail Department, 202 billboard, Cincinnati, and it will be advertised.

IRISH J. P. McCARRON, talker, arrived in Cincinnati, Sunday, May 30, from Catterton Railway Express Office. He stated that he was the invention of the hotel in the Queen City, but later on announced he would join the Goodman Wonder Show to operate a girl show.

LOUIS-LOUIS LADEN cards from Cape Girardeau, Mo.: "While playing Little Street Cornet Carnival, Mineral, Illinois, with John R. Ward Shows I visited Royal American Shows, then playing on rail road. In the chorus show in Best's Side Show Lethe-Lee presented a very refined show.

SOME OFFICERS of the few say "What's going on? Well, better get some! Ain't that a fine condition for show business to be in." M. CARNIVAL, Salt Lake City, Utah. Dear Sir: When you try to knock or criticize a carnival to The Billboard you are backing up the wrong tree. And again, men who are men sign their names and permit publication of them when making statements that have any value to themselves or the business.

MRS. AND MRS. F. H. STRONG letter from Ossian, Mich., that they were at Banger & Murray Carnival out of Detroit. Louis Hayman is the manager of this show in background and these days I speak of their present activities. It is a show that ain't so much carnival of late.

CLAUDE R. ELLIS tells this one from the imagination of Whitty Norman: A man went to the lot of a small carnival one winter down south and met a joker who undressed the colored help. One of the colored men said: 'The boss is the man over there with the shoes on.'

RUBIN & CHERRY EXPOSITION has no neon lights but the midway is beautifully illuminated. Rubin Gruenberg's wagon fronts in gold and silver and has red, white and blue lights. It is a show that one tried to interest him in neon. He asked that is neon? When told, he replied, 'Oh, yes!' And that is the light in front of all the Greek restaurants.

W. G. MARTIN'S BUSINESS card from Columbus, Ohio, to Birmingham, Ala. State Fair Corporation, Birmingham, Minn. He is from Columbus, O., and has enough work, but to keep him busy and traveling Indefinitely, He visited the Royal American Shows at Peoria, Ill.

NO, WE HAVE no "Midget and Monkey" show! We do have some who do not know where they are going next week, which is too bad.

DOUGLAS J. ROLLAND letters from Wilkes-Barre, Pa.: "There is one for The Few Clothes: A banner on front of a gypsy camp reads: 'World's Greatest Banana Show! The Bill Will Tell You That.' Present at All Fairs, Monday, 12th, in Equestrian Theatre. Attention Oil Questions Curry. Come In Yankee Penny Postage.

MRS. A. J. WITHERS letters from Ambridge, Pa.: "Percy Martin, well-known general agent, has joined Martin's...
SATIONAL BALL GAME! 3 BALLS FOR 10c

To break cash into this hottest and newest sensational prize game!

Can be pitched at the highest quality recreation center, so you know how much merchandise to throw out for amount of play. Game is played by throwing baseballs from a stand on stands, and children find it easy and fascinating - yet ball players can't resist. Large Score Card furnished.

Reports prove that REEL-SKILL will be the top prize store in any park or show. Write at once for prices and terms.

ELLIOTT PRODUCTS CO. 2177 Carroll Ave., Chicago, Ill.

GREATER UNITED SHOWS

WANT Colorful Song and Dance Team, also Girls and Saxophone Player, Office show. Slight. Address, ELLIOTT PRODUCTS CO., 2177 Carroll Ave., Chicago, Ill.

J. GEORGE LOO.
Week June 1-7, Wellington, Iowa. Week June 1-16, Kill.:

HAPPY DAYS SHOWS

BIG colorful and fast, 12 men and 3 girls, 16 feet. Lists: 36 tickets. Address, F. C. ADAMS, 1217 thematic, Chicago, Ill.

DYER'S GREATER SHOWS

Wants a good show, large financial and national. Address, 2177 Carroll Ave., Chicago, Ill.

CARNIVALS

Cherry Exposition at East Moline, Ill., Marshalltown, Iowa, and the Great West Carnival via Chicago to Cincinnati, arriving there June 10.

DEL CROUCH cards from Schenectady, N. Y.: "My season with Orwig's Exposition Shows thus far has been good considering the weather, and in particular the heat. I have fully flashed moratorium and the rest of the cast. Del Crouch, car driver; Speedy Dicks, trick rider; Maxine Ross, contortionist; and Pappy Loshe, straight wire. Vance handl. front. Thorton Terry and Malvern Douglas, ticket.

ROBERT MAIER, manager of the A & I Shows, has received a letter from Winfield, Kan.: "Shows are beginning to get better, but the weather has not been too bad. Some variable weather. Dust storms happening at Pratt City, and rains have been recorded for the past three days in Arkansas City because of clouds. Rain will cause our shows to be played out. We expect a good crowd at Rapid City tonight. Expect the weather to be fine."

J. P. GOLJIAN, a former Carnival manager now in the real estate business, has written to his former employer: "I hope you are all well. We have a very successful season so far on this job. All shows are successful and the weather has been very good."

NOT EVER man can build up a carnival from proceeds of a Singing Wall, Showman who I know would not care to get money that way.

BOB LABUKO, well-known general agent for shows, has been cited for $200 Fine. He was cited for "Passed C. W. Ball shows playing Cotton Carnival here. Show was located on post road 33, in the city of St. Paul."

MR. AND MRS. LOUIS SCHLAGER, current managers with Beckmann & Gerey Shows, have returned from the East. The company is now in the area of St. Louis, Mo., where they will remain until the season closes.

GREAT EXPOSITIONS TO COME

DANVILLE, Ill., has been noted as a good show town. Now look for Danville to be perfect for a show. Show business so far on this season has been very good.

NOTES FROM Frank Zorba's Side Show

Frank Zorba's Side Show is one of the finest in the country. It operates well, opens first and closes last. Many new acts and old favorites are featured, including a fine troupe of clowns. The show is well managed and produces a fine profit. Zorba is well known in the business and has a reputation for producing successful shows. The carnival season is expected to be good this year, and Zorba is looking forward to another successful season.

JIMMIE ROSS cards from Bellingham, Wash., for the New York World's Fair, New York, N. Y., and for the West Coast. He is currently on a tour of the Pacific Northwest. Ross is a well-known performer, having appeared in many circuses and fairs across the country. He is known for his acrobatic and clown acts, which always draw a crowd.

A GEORGE HIGHLANDS: Sometimes a carnival manager has enough beef and complaints that are sensitive enough to make him go nuts or want to walk on his head. The tip payoffs hang in the balance, and the men involved are often frustrated and angry. However, when Jimmy Stone, a former carnival worker, turned his life around and became a successful businessman in real estate, he gained a new perspective on the carnival business. Stone now runs a successful real estate firm in the Midwest, and he often reflects on his past in the carnival industry.

NELSON MOLLY, a popular carnival worker, has been invited to perform at the upcoming national convention of the National Carnival Association. He will be showcasing his unique act, which involves juggling and acrobatics.

WALLY BLAIR cards from Harvey, Ill., for the Great West Carnival. Blair is a well-known carnival worker, having performed in many shows across the country. He is known for his humor and entertaining acts, which always draw a good crowd.

EVERY MAN is a potential customer. It is important to treat all customers with respect and dignity, regardless of their background or social status. This will help to create a positive and welcoming atmosphere in the carnival.

B. J. KIRK, manager of the A & I Shows, has received a letter from the city of Rapid City, S. D.: "The show is doing well, and we are expecting a good crowd tonight. The weather is fine, and we hope to have a successful show."

B. C. STAFFORD, manager of the Great West Carnival, has received a letter from the city of Rapid City, S. D.: "The show is doing well, and we are expecting a good crowd tonight. The weather is fine, and we hope to have a successful show."

EUGENE SOLOMON, manager of the Great West Carnival, has received a letter from the city of Rapid City, S. D.: "The show is doing well, and we are expecting a good crowd tonight. The weather is fine, and we hope to have a successful show."

Doc Waddell Goes to His Fountain of Memory

Chapter 1: World War II, while the Great Exposition Shows were in use, the show business was affected by the war. Affected affairs by show work generally do not place on show day or night. But, I had a good time in those days. It was just a job. When the war came, I was called to service. I joined the army and served in the Philippines.

Chapter 2: After the war, I returned to the show business. I joined a new company and continued to travel, performing in various shows across the country. I enjoyed the freedom of the road and the excitement of the show. I was proud of the work I did and the memories I made during those years.

Chapter 3: I retired from the show business after a long and successful career. I founded a new company and continued to perform in various shows across the country. I enjoyed the freedom of the road and the excitement of the show. I was proud of the work I did and the memories I made during those years.

Chapter 4: I will always cherish the memories of my time in the show business. I will always be a part of the carnival community and will continue to support the industry in any way I can.
June 12, 1937

CARNIVALS

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Martin's United Shows

GREAT FAX, Ore. Five days ended May 29, 1937. Location, Copper, Ore., Aspers, none, Business, good, Weather, cool.

This poor downtrodden secretary did not get his last report in time, consequently he will not work in "real" shows again with those on this show. However, the show and its various groups and individuals were well received by the public. The varied acts and the lighting effects were a delight to all. The fact that B. H. Martin purchased all men on his shows last week also indicates his is one of the best shows in the country. His shows are well known and respected.

FRED B. STODDARD.

Banty's All-American Shows

Lock Haven, Pa., Week ended May 22, Location, city hall park. Aspers, none, Business, fair. Weather, rainy Monday, Tuesday, and Saturday, but sunny and cool Sunday. Weather, good if favored with proper weather.

The show was in readiness for opening noon Wednesday, but due to an increase in the price of electricity, an increase in the price of everything, and the fact that the show had to be moved from Willimansett, the show was delayed until Monday night. The weather was cool and the show was well attended. The show was well liked by the patrons.

The show, which was well planned and well managed, had a variety of acts, including clowns, acrobats, and trained animals. The show was well received by the audience.

BART BULLOCK.

Celan & Wilson Shows

York, Pa., Week ended May 29, August Wilson opening, none, Business, fair. Location, Meadowsfield, pageant.

The show was well attended and well received by the audience. The weather was cool and the show was well planned.

The show featured a variety of acts, including clowns, acrobats, and trained animals. The show was well received by the audience.

BART BULLOCK.

Crowley's United Shows


One of the most popular shows in the country, Crowley's United Shows, was well received by the audience. The show was well planned and well managed.

The show featured a variety of acts, including clowns, acrobats, and trained animals. The show was well received by the audience.

BART BULLOCK.

T. J. Tidwell Shows

Kerrville, Tex., Four days ended May 20, Location, downtown, Weather, good, except for dust storms. Business, good. Several shows in the area contributed to the success of the show.

The show was well received by the audience. The weather was cool and the show was well planned.

The show featured a variety of acts, including clowns, acrobats, and trained animals. The show was well received by the audience.

BART BULLOCK.

Beckmann & Gerety Shows

Champaign, Ill., Week ended Saturday, May 29, Location, South street and 2nd avenue, Weather, weather, fair, Weather, first half fair, second half rain. Late teardown in St. Louis and con-
American United Shows

Walla Walla, Wash.  Week ended May 25. Location, two miles out. Auspices, Tom-more, Good; weather, good; business, fair.

The business was not what was expected, though the heat in the city helped to attract a good crowd.

Wallace Bros. Shows

Morris, Ill.  Week ended May 29. Location, three miles out. Auspices, Tom-more, Good; weather, rain; business, fair.

Mn. Buzinet & Sons Shows

St. Cloud, Minn.  Week ended May 29. Location, Benton County Fair grounds. Weather, Monday, second rainstorm, business, fair.

Newspaper editors were not satisfied with the weather. The show was held in a field, and it rained during the day.

Hilderbrand’s United Shows

Midvale, Ohio.  Four days ending May 29. Location, across the bridge. Auspices, L. L. Business, good; weather, fair after rain.

The show was held on a field, and it rained during the day. Many people were disappointed with the weather.

Carnivals

CARNIVAL

June 12, 1937

Robert J. Thomas, cornetist, and Bun-

Oppenheimer, who led the show on the cornet.

Joe C. Walker’s Gay New Yorkers.  Dolly

Dimples Geyer, 1st girl, known to audiences as Lillie Lou, was the star of the show.

Royal Russian Midgets always a hit with parents and children.

Sideshow for Hell Drivers show really sets

The show was held in a field, and it rained during the day.

C. F. Zeiger United Shows


The show was held in a field, and it rained during the day.

Burdick’s All-Texas Shows


The show was held in a field, and it rained during the day.

Byers & Beach Shows

Hilboro, O.  Week ended May 29. Location, six miles out. Auspices, Tom-more, good; weather, rainy; business, fair.

The show was held in a field, and it rained during the day.

Carl Greater Shows

Hillsboro, O.  Week ended May 29. Location, half park. Weather, unsettled; business, fair.

The show was held in a field, and it rained during the day.

Mighty Sheeley Midway


The show was held in a field, and it rained during the day.
Buckeye State Shows

M. B. Amusement Company

Strates Shows

GrovesShows

New England Shows

Art Lewis Shows
Hennes Bros,' Shows

A highly touted town, and it lived up to "build-up." Lew Gordon's home is located on this site. Even Bloomingtown Pentograph opened.

Programs handled by "Buster." Lowr. 73 at 100,100. 15 at 150.

Becky, Miss, and her attendants, was a big hit. Kent alyms, a group of women, put on a good show for the parade. The weather was fine and the town was crowded.

Zimdar's Greater Shows

A new arrival is Singer's Congress of Living Pets with sailor Howard, his dog, 2000 pounds, and lady Frances, a monkey. The dog is the leader of a pack of dogs that includes a bulldog, a terrier, and a poodle. The monkey is a trained performer and can do tricks on a trapeze.

Great Superior Shows
Harvey, Ill. Week ended May 29. Location, 125th and Vineyards road. Weather, fair. Attendance, good.

A new arrival is Singer's Congress of Living Pets with sailor Howard, his dog, 2000 pounds, and lady Frances, a monkey. The dog is the leader of a pack of dogs that includes a bulldog, a terrier, and a poodle. The monkey is a trained performer and can do tricks on a trapeze.

Miller Bros,' Shows

This show turned out plenty of people on the streets. Howard, the weatherman, is planning to open a new show but due to extremely cold and unpleasant weather, he decided to postpone it. The show was held in a large barn that was filled with people.

Great Sutton Shows
Man to take charge of swell framed Geo show. Will furnish tents and trees for any good show. Will sell or rent the tent. Location, Canton, Ill., 7-12; Jacksonville, Ill., 14-19.

Dixie Expedition Shows

Van canvas to hold up show. All flying tents are in good shape and ready for use. The weather was fine and the tents were well-stocked with good food.

Great F. & M. Shows

F. & M. Shows
Showmen's League of America

CHICAGO, June 5.—Harry Baker, former legal advisor of Tom M. Shirts, has accepted post of general manager for Golden Gate Shows, operated by Herman and Joe Krug, Ben Benol, of Golden Gate Shows, and Frank H. Krug, were invited to join this show on their recent trip to San Francisco. Polk Opera House, one of the largest and most modern theaters in the city, has booked the show in Fort Bragg, July 7th celebration. Due to the exigencies of the present situation, the show has booked the show in Fort Bragg, July 7th celebration. Due to the exigencies of the present situation, the show has booked the show in Fort Bragg, July 7th celebration. Due to the exigencies of the present situation, the show has booked the show in Fort Bragg, July 7th celebration. Due to the exigencies of the present situation, the show has booked the show in Fort Bragg, July 7th celebration. Due to the exigencies of the present situation, the show has booked the show in Fort Bragg, July 7th celebration. Due to the exigencies of the present situation, the show has booked the show in Fort Bragg, July 7th celebration.
Insurance Protection for Truck Owners

By Walter C. Crowds

The showman who does not travel by rail or automobile—nor by bus, trolley, or street car—is unique. Every year—he is a showman for the transportation of his personnel and equipment. In a preceding article we discussed the forms of insurance protection available for the protection of owners of house trailers. It is readily understandable that the showman who owns or operates a house trailer, whether it be a truck or a horse, is vitally interested in his proper condition. His life and the lives of his passengers may depend on the condition of the equipment. He should be equally concerned with the insurance arrangements. The showman who understands insurance that he needs and how to get it is his only sure stock. A serious accident or claim involving personal injury or property damage from the use, ownership or operation of truck and trailer units may cost him thousands of dollars, place a heavy judgment on him, and affect his future show business. Are the companies with which he carries insurance properly prepared to give prompt and experienced assistance? Do they have the wide representation and claim services available to the State in which they are domiciled? Will the companies honor the insurance company’s policy? Will the company be in a position to handle the numerous details, release of attachment bonds, bond, etc., and the policy the required by all motor vehicle financial responsibility laws? The questions above are most important to the showman who takes his business seriously. Routings to be followed, bookings to be kept—the single element is always foremost in the mind of a showman—the show must go on.

Many States now have laws permitting their Secretary of State to accept “securities” in lieu of proofs of insurance against automobile and truck owners who are responsible for damages due to an accident. Thus a truck and trailer owner involved in an accident causing personal injury or damage to property may be required to travel a long distance from his home State to the State in which the accident occurred to procure a certificate, or the insurance company will defend and pay the judgment. It would be seen that the trailer owner must know the certificate he needs is issued by an organization which has a nationwide system of prompt and equitable handling of claims backed by the large surplus and country-wide service.

The protection available for the showman-truck owner is outlined below:

**FIRE AND ACCIDENT DAMAGE INSURANCE**—Fire and theft of property; public liability or bodily injury; property damage insurance and property damage insurance. The policy provides full and prompt defense and payment of the judgment. It is readily seen that the trailer owner must know the certificate he needs is issued by an organization which has a nationwide system of prompt and equitable handling of claims backed by the large surplus and country-wide service.

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Another important fact to be remembered by the showman is that the public liability insurance contract is the standard policy used in the show business. It prohibits the carrying of persons or property on the showman’s behalf. A policy is recommended for a showman who carries cargo of gas or oil or tires, the payment of repair bills or parking fees, the vehicle to base its policies on. It is recommended that the showman check the policies to ensure that his insurance is properly covered.

**LOST OR DAMAGED GOODS TRUCK**

Another important fact to be remembered by the showman is that the public liability insurance contract is the standard policy used in the show business. It prohibits the carrying of persons or property on the showman’s behalf. A policy is recommended for a showman who carries cargo of gas or oil or tires, the payment of repair bills or parking fees, the vehicle to base its policies on. It is recommended that the showman check the policies to ensure that his insurance is properly covered.

**INSURANCE FOR THE CONTENTS OF TRUCKS AND TRAILERS**

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**WANTED**

CARNIVALS FOR JULY 3-4-5 DEWEY ROUNDUP

DEWEY, OKLA.

Largest Carnival Show in Oklahoma. Write H. D. BINNS,

Carnival Commissioner, Barrels, Oklahoma.

WANTED CARNIVAL FOR JULY 3-4-5

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**INSURANCE FOR THE CONTENTS OF TRUCKS AND TRAILERS**

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**WANTED CARNIVAL FOR JULY 3-4-5**

DEWEY ROUNDUP

DEWEY, OKLA.

Largest Carnival Show in Oklahoma. Write H. D. BINNS,

Carnival Commissioner, Barrels, Oklahoma.

WANTED CARNIVAL FOR JULY 3-4-5

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DEWEY, OKLA.

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Carnival Commissioner, Barrels, Ohio.
Social Security Act Questions and Answers

**Supper Money** Not Part

A 72-year-old musician went to a show one evening and paid the ticket tax after the men at the booth had loaded the coins. The man said: "Supper money," the ruling says, "paid by an employer to an employee who voluntarily performs extra labor for his employer is not additional wages for tax purposes."

**Wages Become Taxable**

There has been considerable confusion about the question when wages become taxable. The Court of the Internal Revenue Board has decided the following on this point:

A wage becomes taxable when actually paid. It is taxable even if paid prior to its production. The wage must be paid by the employee to the employer, and hence is taxable even if it is paid by an employer to an employee who voluntarily performs extra labor for his employer.

The wage is taxable even if it is paid prior to its production, and hence is taxable even if it is paid by an employer to an employee who voluntarily performs extra labor for his employer.

These wage payments are considered as wages for tax purposes.

**Royalty Contracts Exempted**

According to an official ruling, royalty contracts and similar contracts are not subject to the tax regulations of the Act.

**Advance Payments to Agents**

An official ruling, which applies also to all advance or other advances made to persons who are receiving money by wire or other means of transportation, states that advance payments are in excess of the amount for which the advance is made. However, if the advance is made in excess of the amount of the advance is made, the advance payment is subject to the tax regulations of the Act.

**Salary Books Insufficient**

Several house keepers have asked if it was sufficient for the employer to keep a salary book or a pay roll sheet, which shows how much has been deducted from the employee's wages for the Social Security tax. The statement must be given to the employee in some other, more tangible form. The ruling follows:

"A notation on a check issued to an employee stating that the amount of the deduction on salary for Social Security tax purposes has been made, is not sufficient. The deduction must be made in some tangible form."

**Candy Floss and Corn Poppers**

Sugar, 100 lbs. $6.00; 250 lbs. $5.00; 500 lbs. $4.50. Candy floss, 1000 lbs. $6.00; 2000 lbs. $5.50; 4000 lbs. $5.00. Corn poppers, 1000 lbs. $6.00; 2000 lbs. $5.50; 4000 lbs. $5.00.

**3000 KENO**

Made in 600 sets of 200 each. Thirty cards in each set. Cash paid on the day before the draw ends. Drawings one day a week, every Tuesday. $3.00 for 250 cards and $6.00 for 500 cards.

**THIN BINGO CARDS**

Bingo cards, $1.00 each for 100 cards. Cash paid in advance. $1.50 for 200 cards. $2.00 for 400 cards. $3.00 for 600 cards. $6.00 for 1000 cards.

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**POPE BAKER**

Green and Red Eggs, 100 each. Yellow and White Eggs, 50 each. $1.00 for 200 cards. $2.00 for 400 cards. $3.00 for 600 cards. $6.00 for 1000 cards.

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Texas Tomato Fete Attracts Over 25,000

JACKSONVILLE, Tex., June 5—More than 25,000 visitors checked in on May 31-June 2 for the fourth annual Jacksonville Tomato Show and Festival. A list of each award-winning National Tomato Show, in which scores of top exhibits from the finest 1937 East Texas crops were exhibited, were given.

Jerry Peacock, Jacksonville, was chairman of the tomato queen selection, Lieutenant Governor Woodall of Texas. A spectacular pageant depicting growth of Texas and development of the tomato industry was given.

Tomato Show, Roy Gray, general manager, furnished carnival attractions. City was decorated by South West Houston Fair and warm. Program also included a tomato parade, Southside Fireman's Field Days, and celebration of Tomatito-Cro, a night of masquerade, street dancing, and pageantry.

AT LIBERTY
JOHN ROBINSON'S ELEPHANT ACT

Wanted

The American Legion and Firemen's Annual
SPRING FESTIVAL
June 16 and 17
On the Streets of Genoa, III.
Concession stands, games, prize
packages.

WANTED

CATHOLIC CHURCH BAZAAR
May 25-26
On the grounds of Our Lady of Victory Church, Wirt, Missouri.

WANTED CARNIVAL AND CONCESSIONS
For Fourth of July in the South Dakota
DISTRICT-WIDE CELEBRATION AND CONCESSIONS FOR FARM FAIR AND CARNIVAL, July 1-4, 1937.
Estimated 300,000-400,000.

WANTED RIDING HUNTER- CAVALRY HORSES FOR THE AMERICAN LEGION FAIR
WANTED RIDING AND STEER CONTESTS FOR THE AMERICAN LEGION FAIR

OREGON TRAIL DAYS
Western Oregon's Biggest Event
GERING, JULY 15-16

Circus Acts Featured At South Hills Expo

SOUTH HILLS, Va., June 5—Locally
Club exposition in Exchange Warehouse
here on May 15-16. Among the most
successful expositions ever staged in
South Hills, according to A. J. Gray, of Grey Manufacturing Co., who
had charge of the show, the attendance was

OREGON TROTTERS

SOUTH HILLS, JULY 5-6-7

WANTED SHOWS AND CONCESSIONS ANNUAL AMERICAN LEGION CELEBRATION
SOUTH HILLS, JULY 12-13

WANTED

SHOWS, RIDES, CONCESSIONS.
Firemen's Field Days
RED CREEK AIRPORT,
JULY 4-5

WANTED

FOR NINTH ANNUAL CELEBRATION
HIDE, SHOES AND CONCESSIONS.
C L Y D E  B R I N K E R  &  G.  P.  COOPER.

ACTS WANTED
HIGH ACTS FOR 4TH OF JULY WEEK.
GUERTIN AMUSEMENT CO.
EDGERTON, WIS.

SPRING FESTIVAL

MASON, Mo., May 23-24-25
With 3,000 tourists in attendance, ex
nellent exposition ever staged in

AMERICAN LEGION JAMBOREE

JUNE 9-11


BIG CELEBRATION

Baton Rouge, La., August 25-26-

WANTED

GOOD CARNIVAL FOR SOUTHERN ILLINOIS.

P A U L ,  I N D I A N A .
Spokane's annual July 4th celebration was a great success as far as crowds and weather were concerned. The city was packed with over 100,000 persons in attendance last week. The weather was fine, with no rain or cloud cover in sight.

Shots

A MIDWAY, free acts, fireworks and pent-cooking contest will be among entertainment for Wilshire (C.) Annual Independence Day celebration by the Business Men’s Club, said Secretary J. E. Rehling.

CHAMBER of Commerce and all civic organizations of Burlington, Mo., are combining in the tri-state district in promoting July 4th festivities. Numerous celebrations in the Southwest, Large municipal flag-raisings, parades, Johnny-on-the-spot and viaduct will be dedicated.

Hunters will be busy this week in the woods and on the river. Thousands of dollars in prize money has been subscribed.

SPRING FIESTA on Inter-State Park grounds on Sunday, Aug. 21, sponsored by La Crosse (Wisc.) merchants, attracted thousands. Features included: Sauter Sisters, midway rides, games, free acts and concessions.

ALLAN K. SKINNER JR., Lawrence Lockwood and Joseph Schaefer have been named in charge of concessions, rides, demonstrations and traffic for the Fall Festival to be staged in Stoughton, Wis., by Stoughton Festival Association.

SHOWS, parade, band concerts and carnival will be included among attractions for the city’s annual Labor Day Weekend Celebration in Port Huron, Mich., in observance of the 60th anniversary of the celebration. C. F. Petron is committee chairman.

J. H. MILLER has been named chairman of the Labor Day Weekend Celebration in Taylorville, Ill., under the auspices of the American Legion. The week’s events included the annual Labor Day 5K Run, played to more than 9000 people last year.

JAY GOULD’s Million-Dollar Circus will be featured Thursday, Aug. 25, at Genwood, Miss., this summer under American Legion auspices. James B. Hixenbaugh, manager of the circus, said the annual three-day picnic to be held in Friddy, Tex., will include ball games, golf and croquet, saddle races and a dance each night.

OFFICERS for the ninth annual Delta Eagle Cotton Festival in Chaska, Minn., have been announced as: Marshall, Marks, Miss., in charge. Two parades, queen selection, corona ball, beauty show, horse show, rodeo and other events are planned. E. W. Still is president.

F. E. GOODING’s American Exposition in Meadville, Pa., which opened on Saturday, King Street and Kinsman streets, Springfield, O., for a week, starting on May 21, Ladies’ Auxiliary of the American Legion, War Veterans sponsoring.

PORK ACT, parades and fireworks are to be featured in a six-day jamboree to be held in Salem, Man. Attendance last year totaled 10,000.

SHOW LETTERS

(Continued from page 58)

A GRAND NIGHT, Aug. 28, proved a great success. The show was well attended and the orchestra was excellent. The acts were well received and the audience was satisfied.

COLE BIG BIZ

(Continued from page 8)

Ages and greeted their many friends, as usual. Cole Davis, a real hams, who was on the job to lend every help to the committee, co-operates with the show. A. J. White, president of the committee, who is a real friend of the circus, is also John Medr, Jr., of The Erie Times.

WANTED

Independent Riders, Show, Concession to暑假

MILLER BROS. SHOWS

WANTED

SHOWS, RIDES AND CONCESSIONS, Celebration and Circus, American Legion, J. L. THIENESS, Secretary.

CARNIVAL WANTED

WANTS for Hull for Wheel and Chairmen, Circus and Shows for Non-Dual Income Florence Colony, Eucalyptus Colony, Earlton Colony, and others. Write or J. E. HYDE, FIRE CO. 391 Main St., Joliet, Ill.

S. WACHTER

P. O. BOX 112, Atchison, Kan.

THE BILLBOARD

SPONSORED EVENTS

FOR THE BIGGEST EVENT IN THE MIDWEST OF RACES

IT’S THE MUSKEGON CENTENNIAL AND LUMBERJACK FESTIVAL...
LAST CALL

Your Classified Advertising Copy Must Be In
Cincinnati by

Wednesday

June 16

to insure insertion in

THE BIG ANNUAL

SUMMER SPECIAL

"Mail your copy now TODAY"
FOR SALE—SECOND HAND SHOW PROPERTY

Help Wanted

Marketing an unusual collection of various items including: Wax Figures, Giant Octopus, Unborn Show, Mummies, Magic Cabinet, Picture Makers, Motion Pictures, Illusions, Illusion Theater. UNIVERSAL, 849 Central, Chicago.

Help Wanted—Oriental Strip Trac: Dancers, Accordion Players, Talkers, Stage Hands, etc. Address them to the Chinese Theatre, 134 W. Roosevelt Rd., Chicago, Ill.

MAGICAL APPARATUS


WANTED—USED ROCK- O- BALL SKEE BALLS ou new line, Novelty Merchandise Deals. WANTED—SNACKS 3 COLUMN PEEPS, Novelty Merchandise Deals. WANTED—USED ROCK- O- BALL SKEE BALLS out new line, Novelty Merchandise Deals.

For Sale—Skeeball, Model 312, Price reduced to $200.00. NORTHERN VENDING CO., 312 Carroll St., Elmira, N. Y.

HELP WANTED

MUSICIANS—LOOKING FOR BAR PROPS! STEWARTS RADI0, C. O., 136-849 13th St., Elk Grove Village, Ill.

MOVIE ROAD SHOW BARGAINS—15MM and 35MM FILMS, complete theatre equipment, $200.00. LONE STAR FILM SUPPLY, 1201 W. Madison St., Chicago, Ill.

EXCEPTIONAL BARGAINS IN PORTABLE AND STATIONARY Projectors, Chairs, Screens, Stereopticon Equipment, complete theatre, MONARCH THEATER SUPPLY CO., 136-849 13th St., Elk Grove Village, Ill.

HELP WANTED

FOR SALE OR RENT—TALKERS, SILENCE, Western Electric, 16MM, Projectors, for sale or rent. Address Box 279, Michigan City, Ind.

For Sale—Second Hand Show Property

HELP WANTED

Preferred—MUSICIANS ALL NATIONS. All Instruments for Second Band. Must read long. Address Box 279, Michigan City, Ind.
WANTED—2 LATE MODEL PORTABLE SOUN
On Film Projectors, in perfect condition and

WRITE TODAY! OUR NEW LIST NOW IN
able. Lowest prices quoted- ZINETH, 506
10, New York.

35 M. ROAD SHOW PROJECTORS, 15 REELS AS
ttended, $100 each. A. W. 305 Two O. S. Field. No. 4, Trenton, N. J.

MUSICAL INSTRUMENTS, ACCESSORIES
FOR SALE—DEACON VIBRA-HARP, SLIGHTLY
used, reasonable, $5. Artistic Harmonica, Alto Saxophone, cheap. Albert Boyer,
Mount Pleasant Mills, Pa.

SALESMEN WANTED
BE YOUR OWN BOSS—MAKE THE LARGEST
missions selling our complete line of
GRIP SANITARY BRUSH CORPORATION, 220
Southern Boulevard, New York. Apply at once.

CATHOLIC SALEMEN OR LADIES FOR CATH-

BIG COMMISSIONS SELLING STORES CUL-
ironic Lighting, Mark Cover Signs, Chrome Changing Letters.
M. PRICING PRESS, 124 White St., New York.


SCENERY AND BANNERS
A-AMERICA'S LEADING CIRCUS- CARNIVAL S
Specializing in Original Otho-Bit Made
Time saving showmen. MANUEL'S STUDIO,
536 North State St., Chicago. Circulars
N. C. 3-6, 4392 Riverton Avenue, Chicago.

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536 North State St., Chicago. Circulars
N. C. 3-6, 4392 Riverton Avenue, Chicago.

TENTS—SECOND-HAND
SIDWALL, 100 RUNNING FEET, $15.75.
Daily Canopy Tents, largest bargains. D. S.
& Co., 549 S. Halsted, Chicago.


DEAR CARNIVAL AND SIDESHOW BANNERS. All
NIMAN STUDIOS, 1236 S. Halsted St., Chicago.

DEAR CARNIVAL AND SIDESHOW BANNERS. All
NIMAN STUDIOS, 1236 S. Halsted St., Chicago.

DYE DYES, LIKE NEW, OVER 300 DESIGNS.
From $10. to $25. according to size. SCHN.
SCENIC STUDIO, Columbus, O.

THREE BANNERS, 9x16, COMPLETE ANIMAL
Front, like new $15.00. Headquarters for
Banners (Show-Used). Lowest prices. UNI-
VERSAL, 449 Corkhills, Chicago.

S I N T H O N R I N G , P. O. Box 33, New York.

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Front, like new $15.00. Headquarters for
Banners (Show-Used). Lowest prices. UNI-
VERSAL, 449 Corkhills, Chicago.


WANTED TO BUY, LEASE OR RENT
WANTED—GOOD NEW OR SECOND-HAND
Carnival Equipment. Let us price first letter. E. A. WOLF, Rural, Min.

WANTED—TEN MAN WISH TO JOIN Band. Good Sty.
WANTED, 100 LETTERHEADS, 100 ENVELOPES, 100
Business cards, your name, address, postage.
$1.00. Cash order. NOISIE PRINT, Co., Columbus, O.

WANTED TO BUY—SOME TIME STRIP HAT. Send
close description. HUGO DICKENS, Reading, Wis.

TRUMPET AND TENOR MAN WISH TO JOIN Band. Pol. band. Prefer trumpet and

WANTED—USED LORDE'S PRAYER ON A
24x36, 30x45, 45x60. Latest condition. Cash. THORNTON, 215 E. Dayton, O.

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AT LIBERTY
PIANO PLAYERS

SOCIAL SECURITY
(Continued from page 61)


ept, in some form of the total of the now federal and other organizations.

The Stoddard published
tion, after putting in the provisions of Art. 208 of the Social Security Act.

Organizations Exempted

In regard to religious, charitable, educational, and other organizations and groups, the

put in some form of the total of the now federal and the State of New York.

organs, in the provisions of Art. 208 of the Social Security Act.

rospective

n any change of such an organization should be reported immediately to the

in its final form to all persons interested, and the

those purposes of operation.

The provisions of Art. 208 of the Social Security Act provided for the incorporation

cashier; H. B. Dennison, bookkeeper; Sam McQuire, bookkeeper; R. A. Dugan, bookkeeper.

Composed entirely of standard equipment.

Trampolines, Billiards, and games at a reduced rate.

The three district agents for circus, vaudeville, and other shows, are

The Billboards 67

June 12, 1937

CLASSIFIED-OUTDOOR

AT LIBERTY
SINGERS

THE SUMMER SPECIAL ISSUE OF THE KNOCK-OUT BILLBOARD
JUNE 16, 1937 INCREASES CIRCULATION
AND SEND IT IN EARLY.

ONE DOLLAR A YEAR

FIVE KIOWA INDIAN DANCERS FROM OKLAHOMA, IN GORGEOUS COSTUMES, OFFERED FOR SUMMER MOUNTAIN SHOWS. CONTACT RANCHER, DON "ROCKY" HAYES, P.O. BOX 21, Williston, Williston, Okla.

AT LIBERTY
VAUDEVILLE ARTISTS

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Big Demand for Rebuilt Watches

NEW YORK, June 8.—Without the benefit of publicity, the demand for rebuilt watches has continued to grow. Leading wholesalers are beginning to feature guaranteed rebuilts from reliable sources. Concessionaires and salesmen have taken advantage of this popularity. Whole sale merchants will get a big break during the summer. A liberal exchange of cut goods will be in evidence this year than ever before. These watches have a definite appeal and display value that is not to be overlooked. Their low prices make it possible for the concessionaire to give them out for a low point and still make a profit on them.

For some years the pitch has been the greatest user of rebuilt watches. Now, however, more and more salesmen, concessionaires, and digger machine operators have come to use them. It looks like the demand will be larger than ever before. These watches buy in quantities. Whole sale merchants can make a killing out of them. They make a killing out of them.

Aluminumware Being Featured

NEW YORK, June 8.—With many of the local wholesale houses giving much attention to their displays of aluminumware, it looks as though this ever-popular line of goods will get a big break during the summer. Altoh aluminum kitchen utensils are steady year-round sellers, it is true, but by attention from wholesalers during early summer, when carnival boys buy in quantities. One of the advantages of aluminum is that it is lightweight and doesn't take up much space. It looks like the demand will be larger than ever before. These watches buy in quantities. Whole sale merchants can make a killing out of them.

The summer line of aluminumware, pewter, and other aluminum products, filled with popular gro overs, is being displayed by department stores. These products have taken advantage of the popularity trend and are featuring attractive lines of duras. Aluminumware, aluminumized in latest models, is the rage of the season.

RIGHT THIS WAY TO THE BIG SHOW

SUMMER "WHOLESALE"

SPECIAL NUMBER

Of The Billboard

Dated June 26

with

Merchandise Hit Parade of 1937

By Maurice Davis

As a Feature

Trade During Week

Up in Some Areas

NEW YORK, June 5.—Business moved up in many of the leading centers of the country last week, with retail sales figures rising to higher levels. In some districts, however, labor troubles had a disturbing effect on business in general.

The South made the best showing, with trade gains in the Atlantic districts being estimated at 30 to 35 cents over a year ago. In the agricultural areas, sales fell, but promising and reports indicated a rise in trade activity in rural sections.

Demand for summer merchandise increased rapidly in whitesale markets, but retailers are still concentrating on the reduction of seasonal stocks. Consumer purchases of summer goods have not been active during the past few weeks, but retailers are predicting that this is going to be one of the biggest vacation seasons on record.

Vacation Needs Increase Sales

CHICAGO, June 5.—Travel and vacation spending is beginning to make itself felt in the sale of summer merchandise. There is a state of affairs in the retail outlets, what of the concessionaire? Surely he must assume himself to these changing conditions or suffer a loss of business. He must learn to keep his feet upon his direct competition with every other hand on the market. No matter what the appeal of his game, if his merchandise is as anticipated at West's Ark, perhaps his appeal will be matched. Do not construct this appeal, he must be careful not to overlook. Of course it must have a good basic appeal but quite often the reason that a player decides to spend his money on a certain game is the appeal of a particular display. That is why the concessionaire has few, attractive prizes the player will see something that he would like to win and frequently play until he is like it. But if the prices are the same old thing, they make him think of the midway years, when the prizes were still living in the horse and buggy days and had their stories greenery. The past few years the appeal of merchandising has increased tremendously. Merchandising is becoming overloaded faster than at any time in history. Development of new products and improvements of old has one at such a rapid clip that the concessionaire has not been attuned to these conditions or suffered a loss of business. Of course it must have a good basic appeal but quite often the reason that a player decides to spend his money on a certain game is the appeal of a particular display. The reason why the concessionaire has few, attractive prizes the player will see something that he would like to win and frequently play until he is like it. But if the prices are the same old thing, they make him think of the midway years, when the prizes were still living in the horse and buggy days and had their stories greenery.

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There is no reason in the world why the midway stands should not be regular merchandising exhibitions. By taking the latest in prime merchandise into the rural districts and fair stands should create interest among the farmers, and not only the farmers. Some wise people have done this and gathered in folding money as a result. They recognize and make the most of the opportunities. They match it a point to feature merchandise that have not had the chance to see in local areas, but this policy has sold them many times over with the increased play they have enjoyed.

The concessionaire who throws out merchandise in liberal amounts has the opportunity to drop the prices. If the stock drop is made as soon as it has been accumulated or lost its appeal by adopting the practice of fevered use, it will not only lose its competition. Not only has the local merchant no room for complaint if his does not appeal. It is the right time to let the people know when they will prefer to take a chance on winning something new to spend the money for an outmoded item at the local store.

The billboard has always made it a policy to keep merchandise ready for use in diggers, cranes, on salesboards and in pinup games. Great care is being used this year in selecting merchandise and novelties that will strike the fancy of the pinup girl. Flashy novelties, cheap cigarette cases, vanity cases, watches, combs, mirror sets and jig saws are good and they take up a lot of space.

Orders for travel goods and luggage, such as traveling bags, saddlebags, over-night bags, billiard bags, and other equipage, have been climbing of late. The interest in travel goods has been strong, and the like items are examples of items getting increased play. Another interesting development has been the more frequent selection of major items for salesboards with a general interest. The demand for summer goods has been strong, and the like items are examples of items getting increased play.

Gadgets Pull "Em

LOOKS as though the household gadget line is still as popular as ever. A large New York department store recently ran a good-ad ad featuring nothing but gadgets. So effective was the ad that when the store opened, a messenger boy sent down by a local hotel guest who bought $11 worth of gimmicks.
**New Items**

**Write to The Billboard, Buyers' Service Department, 32 Opera Place, Cincinnati, Ohio for addresses of companies in this department supplying the items which interest you.**

**Water Skates**

Rubber water skates are now being produced by a Hawaiian manufacturer, said to be ideally suited for a large number of price uses. The product is quite entirely of rubber with the exception of the top and foot rest. The boot has a thin piece of tin between layers of rubber. Skates are three feet in length and six inches in width. Length can be expanded to 40 inches when necessary. When strapped to each foot and inflated, shoes located near the ends of each skate will easily support a person standing in the water. According to the maker, locomotion is accomplished by moving the feet in much the same manner as in roller or ice skating, and the heel effectively reduces side-slipping.

**P-A System**

Laffayette Manufacturing Company, manufacturer or portable sound systems, is introducing a new low-priced, high-quality, battery portable p-a system. It has a single carrying case of acoustical equipment, 20" x 12" in which carries 40 pounds, less than a nickel, with a standard equipment of two 12-inch speakers. It is specially adaptable for outdoor use, such as on the golf course, and in and outside schoolrooms. Wholesale Radio Service Company is sole agent for the Lafayette line.

**Micro-Lite**

Billed as the world's most powerful flashlight, this handy pocket light is said to be making a tremendous hit with salesmen. Cosmetics of three pieces, base, case and mesh wire basket, can be used for serving warm rolls, hot breads, and crisp crackers. Can be placed right over the heating unit on the stove or an extension cord, the cat when the contents are warm. Takes up no more than the table space than ordinary size. Tin-plated mesh basket prevents food from becoming cold. Has a handle for easy description and storage. Design and label at the top of the cover which permits variation of the moisture content of the food. Should be a good flash and fast-moving item.

**Serving Oven**

West Bend Aluminum Company announces a new serving oven that should find a multitude of uses in the home. It is made of unbreakable, rust-proof sheet aluminum that will not tarnish, chip, rust or absorb grease or food odors. Consists of three pieces, base, case and mesh wire basket. Can be used for serving warm rolls, hot breads and crisp crackers. Can be placed right over the heating unit on the stove or an extension cord, the cat when the contents are warm. Takes up no more than the table space than ordinary size. Tin-plated mesh basket prevents food from becoming cold. Has a handle for easy description and storage. Design and label at the top of the cover which permits variation of the moisture content of the food. Should be a good flash and fast-moving item.

**Scooter Cycle**

A new scooter-type motorcycle called the Trail Rider is being marketed by the Paramount Manufacturing Company. Machine uses one heavy-power cycle, Johnson Iron Horse motor, which can be changed anywhere. Speeds up to 30 miles an hour may be developed, with 100 to 150 miles per gallon the usual gasoline consumption. Light, comfortable and easy to operate, the Trail Rider is adaptable to the needs of actual riding conditions. It has been designed to give comfort on longer rides. Machine has a completely enclosed motor housing, which protects garments against outside oil and grease, and is said to be this model especially popular with the ladies.

**Safety Step Stool**

Safety Step Stool, patented and manufactured by the Newman Manufacturing Company, with its wide top is said to be

`{NEW ITEMS ON PAGE 73}`

**SMALLEST RADIO**

10" 77/16" x 14 3/8" x 8 1/2" with DYNAMIC SPEAKER. $6.00

**Carnival Novelties**

LEVIN BROS., 14 WEST 71ST ST., NEW YORK CITY

**Playland Supply Co., Inc.**

FLAMINGO BODY 25c.

**MOTH CAKES**

CHAMPION SPECIALTY CO., 914-5 Central St., Kansas City, Mo.
THE REAL ALKALINE

2 FAST NUMBERS

THE REAL

SQUEAKY

SQUAWK

CIRCUIT.

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CIRCUIT.
Orders mailed post paid by us. We have every Watch in the country.

487 [street, N. C.]

CATALOG.

$2.00 brings 20 Samples and Best Prices. No Ad덜 Pen and Pencil Co.

COMBOS

Special Prices Pens-Pencils-Combos

Two-Tone Quillium Point if desired

FREE! Two-Tone Point Lists Complete Line

ADLER PEN and PENCIL CO.

Chicago, Ill.

ENGRAVING MACHINES!

ALSO NEW NUMBERS FOR ENGRAVERS!

10.00 Brackets and Best Prices. NoTÜng.

Also information on latest models.

MOORE'S ELECTROGRAVER CO.

215 No. Second St.

Chicago, Ill.

EVERYTHING IN FOUNTAIN PEN LINE.

Prizes for you at all post. 2K71 per day lot.

JAE. KELLEY. The Fountain-Pen King


Big Profits!

One more word about the appearance of a"magnificent" pen. Your pen will have a\n
HART MFG. CO.

214 Osceola Street.

Bloomington, Ill.

Medicine Headquarters

A complete list of names and addresses of various manufacturera.

131 E. Spring Street, Columbus, O.

ELGIN & WALTHAM WATCHES $1.85

In New Cans.

As Low As.

Find the name of the best manufacturer in 12 Watches and unsold diamonds in the world.

H. SPARBER & CO.

106 North St, St. Louis, Mo.

Save 80c by getting your samples. Specialized, Specialties, and Standard Type Pens.

ELGIN & WALTHAM WATCHES $1.85

In New Cans.

As Low As.

Find the name of the best manufacturer in 12 Watches and unsold diamonds in the world.

H. SPARBER & CO.

106 North St, St. Louis, Mo.

The W. T. MFG. CO.

Diss., H. Mc., 620, 630, 640, 650, 660, Cincinnati, Ohio.

SLUM JEWELRY $1.00

gross

Full Line of Rings, ladys' and men's, in gold, silver, platinum, and other metals.

WHOLESALERS' WHOLESALE $1.00 ea. up.

W. T. MFG. CO.

Diss., H. Mc., 620, 630, 640, 650, 660, Cincinnati, Ohio.

UNDERWOOD

JUMBOS

ASSORTED

FREE! 1 Gross Boxes with Each Gross Order.

SPECIAL $2.00. Grov.

GRODIN PEN CO.

ENGRAVING MACHINES!

DEDICATE BALLS AND DIP TUBES

Ez Stropper.

Sample $5.

RADIO STROPPER CO.

Sandusky, O.

EZ WAY STROPPER.

The Oak Rubber Co.

Ravenna, Ohi.

NEW CATALOG

RING DEMONTRATION, ENGRAVING MACHINES & FAIR MERCHANDISE. PHOTO JEWELRY

If you are a buyer of Jewelery's, take a look at the new Catalog that will interest you. Send for Catalog.

HARRY PAKULA & CO.

5 No. Wabash Ave., Chicago, Ill.

EZ WAY STROPPER.

Sample $5.

RADIO STROPPER CO.

Sandusky, O.

ELGIN or WALTHAM.

$1.95 Ea.


N. N. Blevin.

1 N. Broadway.

ELGIN or WALTHAM.

$1.95.


N. N. Blevin.

1 N. Broadway.

VETERANS' BIG SELLERS!

Our sales are incomparable. Take your choice. Great Hat Cover. Popular Fashions. Cash in the Register at the lowest possible cost.

THE NAPTOUPT Self-Starter Combo PLUNGER PENS

You Buy More Than Price When You Buy Naptoo.

You Buy the Best Pen Value in the World. For as low as $1.85, a 35 Cent Pen can be made. For the Patriotic Pen at the lowest possible cost.

ONE PULL-IT'S FULL

LIFE-TIME GUARANTEE-

GUARANTEE ON MANUFACTURE.
ENGRAVERS

WHOLESALE MERCHANDISE-PIPES

EDW. H. MORSE & COMPANY

NEW YORK

LONDON TIE FORMS WITH PIPE MATCHES

Swedish Highway

Reinforced Tins, under copyright

No. 112, Under copyright

SAMPLE BOXES, including 9 ties Per Box

Money Orders Accepted

HOT COMBINATION

Wholesale and Retail Merchants

MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADD. STORES TO STORES

Complete Line of Wholesale Tobacco Pipe Equipment

Direct from the Manufacturers

EDWIN W. COOK & COMPANY

Slip-Not-Ties

Original Patented, 13 N. 13th St., Phila., Pa.

GILT LINE & CO.

IMPORTANT MESSAGE APPEARS ON THE INSIDE FRONT, COVER. TURN TO THAT PAGE NOW!

JOE MORRIS, generally accepted as one of the most capable pitchers in the business, is pictured here wearing the forms and 2-3 arms. As depicted, his new and Joe Morris are synonymous.

strictly an individualist. The successful fellow opens his town. He doesn't cry for help. When a police chief or other official takes it upon himself to tell me that a town is closed it means but one thing: I start that town off by one other than that official and I not only say it, but do it. As things are now, towns are open only to those who know their business on how to open and work farms. If we were to go to the courts and get injunctions to open towns, every town in the country would have its full quota of sitters and sitters, and when you and I came to town—oh, well! What's the difference between a town that is closed and one that isn't closed when you can't make a dime because it has been hammered to death? In conclusion I want to say that I have read Frank Libby's pipe on the argument. I have never met Frank Libby, but have learned that he is a wonderful worker and in trouble, but since then I have come to the conclusion that the idea is not only not a pipe, but will not and never will be manufactured.

MORRIS DAVIDSON

The leading manufacturer of tobacco pipes with pipes and tobacco for real sales.

JOE KRAMER, a SAUERWEIN of KAI fane, fame, from Mississippi after successful campaign in Missouri, Arkansas, Oklahoma and Texas. "Have been working in and out of the city for the last three months.

LUTHER FREY

is reported to be making the farm sales and Saturday spots in Southern Indiana for some good sales.

EDDIE JAMESON

and Joe Graham are now in Kansas City, Mo., after concluding a successful nine-week stand in Tulsa, Okla., with coils. They paint that they will sell pipe and pipe and read pipes from Tim O'Day and Al- schuler.

MEMORIES: Remember when Charlie Storm, Joe Jameson, Fred Pfeifer, and Dave Bowser made the bureau, in every spring in the first stage and with this reputation as the "Will Rogers of Pitching?" There was plenty of dough around the "Will Rogers of Pitching?"

HARRY CARR

working the blocks and the bucket, has been making the parking lot at Dayton, Ohio, for the last three months.

GEORE HUME

of astrology fame, is sticking close to Columbus, O., waiting for the start of the fall season. He is reported to be planning a new house and working platform.

DR. FRANK KALE

and wife report that they found business some time ago at the Cotton Carnival in Memphis. Hale is driving a new car on a longer driven by up-to-the-minute, "fixed" car on a longer driven by up-to-the-minute.

HAROLD BROOKS

is holding down the lot on East Hubbard. The lot on East Hubbard has been done for the real business since the opening of the Great Lakes Exposition.

GEORGE SHIELDS

of the "Will Rogers of Pitching?" has made the Indianapolis race and has been doing a good job as a starter. Shields has made some alterations in his horses this year and is working in the last three months.

EDDIE DELO

right here in Atlanta, Ga., that he has joined the J. B. Wood Company and will work in Georgia, North Carolina and Florida until Christmas.

SAM GOLDBERG

is now associated with Paul Prill the same as manager of Prill's concessions. With him is

Pitchfork Five Years Ago

John F. Hurley, working with Prill's system since 1937, was booking 1,000 in the Western Ohio towns. He is working on a second system and will be doing about 2,000 in the Western Ohio towns next year. Hurley is working on a second system and will be doing about 2,000 in the next year.

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agents are Jimmy Hicks and the L. B. Louis. However, with the show, reports that business has been good under what was, apparently, a very strong两个月.

HERBERT F. Brown

comes from Buffalo under date of May 26. Since leaving New Orleans he worked Cleveland and St. Louis. I'm getting my end here, too. Just closed a deal, with a large agent to handle my end for the province of Ontario. Plan to be in New York next week to attend the last week of the summer. Let's have a pipe, Buffalo Cody.

INCLUDED AMONG... the fraternal of Chicago, N.Y., are S. L. Yellett, Sinclair and Ed Leonard.

A PITCHMAN... is rarely adverse to doing the best he can. He's not stepping on his own toes.

WHAT'S HAPPENING... at the "Old-fashioned Show" from Upper Michigan? Four of the best stalls, according to Joe Des Roches from St. Louis. He says he would like to read from Ben Cranmer.

BERT... "Barren of the Sticks," inks from Fairville, Ohio, tells that his organization played to two-turn-around crowds recently at Athensville. Ohio. It marked the middle of the season it has exhibited there. Show is now in its 26th week of competitive operation under canvas.

"VERY FEW..." pensioners in Chicago, tells Tom Sigourney of Fairview, Iowa, that the game industry played to two-turn-around crowds recently at Athensville. Ohio. It marked the middle of the season it has exhibited there. Show is now in its 26th week of competitive operation under canvas.

GEMAN... pens that he saw Milton (Curly) Bartok and William Ruhl work a fashionable summer resort resort for Curb's new setup to crowds and some swell tips.

THE SUN... beating down on both sides of the street, boys.

LEONARD ROSEN... and his crew came back from Chicagoland last week, with his crew after making the races at Indianapolis and the Air Circus at Vandalia. On his way in Rosen also took a look at some Carnival and Brite, and at another place, he says that he is planning to open some of the biggest in the West.

MARTY PEARLSTEIN... who formerly worked with Leonard Rosen and his show, has opened a picture studio in Toledo.

AL MARSH... blew into St. Louis recently and said he was on the way to go to see some green light. Al is working in the Comfort Optimus and the boys have been doing some all-collecting.

BILL SHERRICK... is running the mighty Sheeley Midway to open a jam show. Sherrick is coming a new Northwest.

AL HILLIER... made the Cotton Carnival at Memphis to a so-so business, but came back by driving up to the Indianapolis Speedway.

LOSSEY... worked in a grocery store on the corner at Anderson, Ind., with the coils to a swell talk.

MORRIS KANDOFF... is at Bay Pines, Fla., working in and out of our town, mostly to Saturday stops. He is making an extra effort to sell the long green.

A PITCHMAN... is a person who likes to distribute the current sales and present his wares as he likes them and never takes time to read the second chapter.

EDDIE (SHERRY) LEWIS... is now in Anderson, Ind., where he has been suffering from a severe cold and cold is very bad. He visited the city under date of May 30, says, "That's when the market starts to really roll. We have been working hard and Leonard Rosen worked hard and watches some swell parties and hot heads. Bill Hornor, while pen worker, returned to town and worked garnishing some of the biggest cards. Harry Cody, of the same firm, also worked here with his usual demonstrational.

DIPPER-Top... early reports from jobbers and their customers indicate that Dipper-Top, new toy item, is destined to be a real hit. Billboards, display cards, flyers and canvassers report that it has the look and appeal to catch the cutomers' eye and novelty and mystery elements.

"It starts where other stop stops," is the way the manufacturer, Glenn Sales Company, explains the new item. "It starts the idea"...
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**WANTED**

**McKee Amusement Co.**

Sold, Rides and Concessions that work for stock. WILL BOOK OR BUY MERRY-GO-ROUND, Tilt, Whip, Loop-A-Loop. We have two of the best Fourth of July spots in Kansas. Write or wire J. McKee SHOWS, Marion, Kan., at once.

---

**WANTED**

Six Pygmies

Dwarfs or Little People. Answer singlet. Will go to any fair in EVERTY COUNTY M I L W A U K E E, Wis., week of June 7; or Round, Tilt, Whip, Loop-A-Loop. Address all to J. M. SHEELES.

---

**WANTED**

FOR FAIR—PARKS—CARNIVAL

—VAUDVILLE, A SIRE-FIRE Novelty Act, Tilt, Whip, Loop-A-Loop, WANTED; A BOOKING AGENT For Open Time Address STEVE FARKAS, The Billboard, 1584 Sway, N. Y.

---

**Out in the Open**

By Roger Littleford Jr.

We read with great interest Russell S. Hull's piece in last week's issue suggesting that it would be a good thing for all concerned if fairs and booking offices were to work out under certain rules by which grand-stand shows could be varied from day to day thruout that week. Mr. Hull deserves the thanks of the fair-goer and fair-monger. Mr. Hull is correct in the estimate that a daily change in the booking of the house would provide an incentive to the artists for which a grand-stand show, in our estimation, would be the best thing to do.

Thru actual experience on the fair circuits with traveling vaudeville shows this columnist knows what a problem it often is to move the next date over Sunday, erect rigging and props, route the show and be rested enought to do a good job at the Monday afternoon. Free good attractions are usually contingent on this first-rate performers needing to work every day and night. Many of them have been found that this is the only way to gain anything of a regular booking, a task with which vaudeville booking agents have been having a hard time of it.

As it is, it is a difficult job to have a high, pole-high or flying act ready to work without any notice in the booking offices. Unfortunately, acts on fair circuits do not have the aid of numerous properly equipped booking offices or agents, as in the case of the booking of a vaudeville show. It's pretty much of an individual matter. A booking agent who would work with these people would do it, too. With the Vaudeville Booking Agents' Association, the booking offices have been working to get these people on a regular schedule. The other day a couple of the larger booking offices in Chicago, with the aid of the national association, have been working to get these people on a regular schedule. The other day a couple of the larger booking offices in Chicago, with the aid of the national association, have been working to get these people on a regular schedule.

The Warrantee Act, 800 feet long, is in jail at Rockford, Ill., under the charge of a man who has been charged with larceny. The warrantee act is a large one of the kind that is usually seen on the road and is worth a good deal of money. We have seen the warrantee act in a couple of places recently and have been told that it is worth more money than the act is worth. The warrantee act is a large one of the kind that is usually seen on the road and is worth a good deal of money. We have seen the warrantee act in a couple of places recently and have been told that it is worth more money than the act is worth.

Some of the stocks of the Wild West at present are in the hands of people who say they have been working with the Wild West for a number of years. We have seen the warrantee act in a couple of places recently and have been told that it is worth more money than the act is worth. The warrantee act is a large one of the kind that is usually seen on the road and is worth a good deal of money. We have seen the warrantee act in a couple of places recently and have been told that it is worth more money than the act is worth.

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Notes From the Crossroads

BY NAT GREEN

Radio is coming into quite general use among the better caravans as a novelty. Several manufacturers are testing the market to see if there is sufficient demand for this new feature. One manufacturer has found that this feature sells a good many more of their cars than otherwise. The radio and picture work has brought him to prominence on both the Western and Eastern coasts. In addition, they also accompanied with the feature the use of the Picture Theater.

Resort Crowds Brave Rain For Opening at Salt Lake

SALT LAKE CITY, June 5—Altho there was rain for openings of Lagoon Park last week, the weather was much better than the previous week, and the park was very popular with the visitors. Enlarged and deepened pools and better water facilities have vastly improved the park's attractions. In the meantime, the visitors are being asked to hold down their prices.

LeBlanc has hazard LeBlanc and has been working hard to increase the popularity of the park. He has made every effort to attract the popular to the park and to make it the choice of the town for summer fun.

Seil-Sterling Briefs

FORD D U L L, WIS., June 8—When Seil-Sterling Circus was at Madison, Mr. and Mrs. Fred L. Leonard had an exciting time. He was able to make a great impression on the audience and made many new friends. The park has been very popular with the visitors.

The Sunsets and Black Rock have been very popular with the visitors. They are doing a great deal of business and have been able to attract a great number of visitors.

Seil and Samii Smith in Black Rock.

Notes From Europe

PARIS, May 31—The Cirque Pinder, three-ring tent circus, is touring France and the United States. The circus is very popular and has been making a great deal of business.

Two children, M. and T. Leonard, have been very popular with the visitors. They have been doing a great deal of business in the park and have been able to attract a great number of visitors.

The Cirque Medrano, under direction of M. Sturio, is touring France and the United States. The circus is very popular and has been making a great deal of business.

Waltz Night in Madison, Wis.

Denver Crowds Brave Bad Weather Period in Elitch's

DENVER, June 5—While held down by stormy weather, the Denver crowd at Elitch's was able to see the show through the windows. In the meantime, the company has been making every effort to attract the popular to the park and to make it the choice of the town for summer fun.

Resorts in New England Attract Over 3,000,000 During Holidays

BOSTON, June 5—Decorated Day week-end drew more than 3,000,000 visitors to the historic city. Among the männchen from Maine and Massachusetts were the biggest to open. The beaches were at the Macomb Municipal in

DEE LANG'S FAMOUS SHOWS

A World's Most Beautiful Motorized Show

50 FAIRS AND CELEBRATIONS STARTING AT

CLAY COUNTY FAIR, BARNSTABLE, MASS.; NORMAN COUNTY FAIR, ADA, MINN.; MARSHALL COUNTY FAIR, WARREN, WIS.; POLK COUNTY FAIR, FERGUSF, MINN.; HANCOCK COUNTY FAIR, DETROIT, MI.; HARRIS COUNTY FAIR, WARREN, TENN.; ARKANSAS COUNTY FAIR, LITTLE ROCK, ARK.-COMING ON THE

CIPARIUS, WIS.; TOSCANA, KANSAS CITY, MISSOURI; DODGE COUNTY FAIR, KASSON, MINN.; COWLEECOCK, DES MOINES, IOWA; HAWARD COUNTY FAIR, CRESCO, IOWA.

Can place the following: starting at Baraboo, Wis., June 21:

Concessionaires wanted. Can Place Two Steel or Electric Guitar Players for Newspaper.

This is an Office Show and salaries are paid out of office. A Минифорс Show; Comet and Clarinet Players. This is an Office Show and salaries are paid out of office. A Минифорс Show; E M R.

Chamber of Commerce

WANTED

FIRST CRUISE ABROAD

AMERICAN LEGION CONVOCATION

S. Big Dig's Big Show, L. A. AUG. 18, AUG. 22, AUG. 29.

R. L. D. Ohm's Columbus, IND. ENG. 30, AUG. 26.

M. A. McGAUGHAN, R. A. Post 405.

Denver Crowds Brave Bad Weather Period in Elitch's

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Williams Plans Trailer Spot

DETROIT, June 5—Ray J. Williams, Veto Hospitals, plans to open a new trailer spot in Jefferson Beach several years hence. He has bought a new trailer and Tobacco Lake, located near the lakeshore, is going to be the new spot. The trailer spot is going to be wellington in several locations, as reports. He has just installed a new boat and is ready to catch the hot weather and summer resort at Island Lake, north of Minneapolis.

Vets on Chipewa Midway

MEDITA, June 5—Five former Canton, O., park concessionaires are now in the park at the Lake Forest Resort, near by. John Bell, many years the veteran Canton, O., park concessionaire, has leased the restaurant. Ray Evans is back again with pop corn, and Art Lohr is running the refreshment bar at the beach.
THE EVIL MINORITY

(A Guest Editorial by George Ponser, New York)

In all the history of the coin machine industry never have the majority of its members been so at the mercy of an evil minority within its own ranks as they are today.

Authorities in the larger cities readily admit that the majority of the coin machine fraternity are upstanding, deserving, charitable and law-abiding citizens endeavoring to earn their livelihood in a clean, businesslike and conscientious fashion.

But there seems to exist an evil minority who continue to disregard the pleas of their fellow operators and of every force interested in aiding the general welfare of all concerned.

This minority is the cause for seriously upsetting the calm of the industry at regular intervals. Their disregard for the rules and regulations of their local government in the false belief that they are getting away with something creates trouble for all other operators. And to such an extent that operators who have adopted this business as their livelihood and future have been forced to serious situations in a desperate effort to survive.

City officials, just like the public, do not interest themselves in the good the operator is doing by aiding general retail business conditions in his community but immediately jump on the few lone cases where rule and precedent have been violated.

These few operators of the evil minority are therefore many times the cause for a general drive against all operators, which naturally includes themselves.

Most of us are thankful that such men are in the minority. Yet they are today the cause for most troubled conditions and must be eliminated if possible or brought to the attention of the proper authorities if repeated warnings from the majority fail.

Whether this evil minority will gradually be overcome by their own actions attracting law enforcement agencies is very doubtful; that is, whether they will ever be prevented from hurting the rest of the industry. There is no doubt that they will continue to exist for a long time to come due to the fact that no effective methods within the industry have been as yet evolved to remove them.

Whether the authorities will begin to accept a more liberal and realistic viewpoint is also doubtful. After all we must remember that they know very little of the inner attempts of the coin machine industry in its drive towards its definite goal, which is to bring automatically to the public greater economy and convenience of both amusement and merchandising thru the use of coin-operated devices.

The little knowledge the public and authorities have of the coin machine industry is against us. Also the general antagonism, which is more or less due to the fact that every industry first strives to create those products which will gain the greatest revenue prior to settling down to its predetermined course, and only then when it is forced to it, is generally against us.

We may be certain that the work of the evil minority may be offset to a large extent by the co-operation of the majority with officials and public leaders. The majority must conform to the standards set up by officials and also co-operate with them in exposing or driving out the evil minority.

Only from such close co-operation can more amicable relationship result with the authorities and the public's chosen leaders.

In all communities where the evil minority has been the troublesome force committees of outstanding and reliable operators and distributors should be formed to diplomatically offer themselves before the authorities in the spirit of true co-operation to ask for the business advice and aid of the authorities, thereby overcoming their antagonism and general criticism.

This will bring about the constructive type of action which is certain to result in better understanding for all the industry. If it is the wish of the authorities to curb certain methods of operation, and if such methods are proved generally harmful, explanation and discretion can bring about better understanding and compromise which will eventually bring better conditions.

But where no such offer of co-operation is made how can we expect the public and the authorities to judge the industry except by the publicized actions of the evil minority who are usually the ones that spring into print and prominence and usually at the wrong time?

A good example is the fact that, the airplanes have been safely flying for millions of miles each year, yet the one crash which occurs during the year creates the hardship which these airlines are attempting to avoid. But by going direct to the public the airlines are now gaining greater consideration than ever before. This same practice is what the majority of the coin machine industry requires in every city.

And only when such coin machine committees have been formed and are definitely in action, working with the authorities and the public's leaders, will the evil minority be eliminated.
Games Levy In Maryland

Law is finally passed as a part of major relief program

Baltimore, June 8.—Among 250 new bills that went into effect at midnight May 31 was a bill to levy a state fee for the State of Maryland. The tax is on games of chance and is part of a major relief program. The legislature shall raise $5,000,000 for relief, a problem that made it necessary to call an extra session of the legislature. At the regular session a bill passed both houses to license and tax games and other types of amusements, but the governor vetoed the omnibus bill because of varied opposition to the bill.

The program and tax levies adopted will run for 26 months. The Board of State Audit and other agencies and the state tax commission were asked for a larger yield to run 30 months but the legislature extended the time for two months, then passed the lower yield program for the shorter period. The chartered program authorizes the state to license and tax games and other types of amusements. Under the new program amusement games become a definite part of the state plan to finance relief, old-age pensions, dependent children, etc. It comes after long effort by various divisions of the amusement industry to secure the passage of a state law to bring games and other types of amusements into the state.

The passage of the State House law was a signal for an influx of operators, jobbers and others from other states, mainly the idea of putting a law on the state law before the other fellow. Local boards have the right of the law and the jobbers that the state law will shut down the game. The increase of operators will complicate the situation and in all probability bring many complaints against the game. It will also create force, however, since there is a limit within the state to shut out the game. Many members of the state say that all probability a test case in court will come about to determine the exact meaning of the law and what types of games it is meant to cover. Over a long period the established trade is optimistic that the “gold rush” will soon be over and that more settled conditions will prevail.

Location Rush In Resort Spots

New York, June 8.—The rush for the better locations in resort spots which started early last week continues unabated. Early last week, many of the operators of these spots captured their best games off city locations, loaded them on trucks and hit the trails for the mountain and shore spots near here. Many of the operators who worked summer spots in previous years were already on location with games. Quite a few ops worked long hours in an effort to get their games on locations before the annual holiday exodus from the city.

Jobbers and distributors felt the lift in sales from the recent rush, and the general turnover was greater during the past week than for many months. New games were most in demand, with the better-used machines also receiving much attention. Many of the games removed from town spots were replaced with used machines and many of the ops trying resort locations for the first time put out used games to get the drift of the play.

It is also stated that counter games are being purchased in larger quantities for the roadsides than before. These games have always brought fast action at these spots.

In general, the outdoor season got off to a flying start and if favorable weather conditions prevail, business is expected to continue at the same speed throughout the year.

Nelson Finds Biz Good in Southwest

Chicago, June 5.—Jack Nelson, vice-president in charge of sales of the Rock-Ola Manufacturing Corporation, returned to his home June 1 after an extended visit to the Southwest. He traveled through Mississippi and Indiana and practically every large city in Texas.

Nelson reports that business was extremely good in almost every section of the Southwest and operators all along the line seem to be in for a most profitable summer. In fact, the majority of them anticipate the best summer business in years. Baseball attendance is exceeding records everywhere, amusement parks have started with record-breaking attendance and all along the line in the amusement world evidences point to a banner year.

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A Square Deal To All

WE HAVE THE FOLLOWING RECONOIONIZED MACHINES, READY TO OPERATE.

Bally Ferguson...$5.00
Bally Fortune...$5.00
Bally Freedom...$5.00
Bally Full Time...$5.00
Bally Gala...$5.00
Bally Gala All...$5.00

LOOT

Saratoga...$5.00
Store...$5.00
Store Lolo...$5.00
Store Lolo All...$5.00

VEECH SCALE CO., Decatur, Ill.

ATTENTION PLEASE

The "no holding" clause of our credit department enables us to ship the machines we have on hand. We cannot accept orders for these machines, as they are not available for immediate shipment.

PAYMENT REQUIRED ON ALL ORDERS

NEW AND USED

Payout and Novelties Tables, Slots and Counter Games, also Club Equipment. Write for special prices.

"The House of Service"

GOIN AMUSEMENT SUPPLY CORP.
1302 Jackson Ave., Toledo, Ohio.

MEYER MARCUS, Maitte Co., Cleveland, calls Raly Manu facturing Company, Chicago, to arrange for increased shipments of the Golden Wheel table game.

Becker Says Ops Like Track Time

CHICAGO, June 5—Claims made by J. H. Koenie & Company for the suspension of their automatic payout game, Track Time, are being backed up by members of the operating fraternity in all parts of the country, according to Ray Becker, sales manager for the organization.

"Not only have we received many letters expressing the game," states Becker, "but almost every letter has been accompanied by a substantial order. The extraordinary feature of the unsolicited testimony is that the more Track Times the distributors and operators purchase the more they repeat their plays of the game and orders."

"No operator," he added, "has as yet reported a game that has required any service beyond the usual frequent correction calls. Every game on location is establishing a new record. The operating dependency of the game can be attributed to the superior quality of the material used, the skill of our engineers and the exclusive 15,000 pre-play test which thoroughly checks each game and payout before the game is allowed to be shipped.

"From another angle Track Time has proved to be the investment long sought after by operators of do it equipment," he continued, "This angle is the exceptionally long-lasting appeal made four times greater by a selection of individual cars. These cars have been designed to cover all various appeals which might interest players. By interchanging the tops the operator can please the majority of players on any one location, but he can also extend the life of the game over an indefinite period of time."

Royal Announces Resort Service

CHICAGO, June 5—Concurrent with the announcement of Middle West Red, Royal Poland, youthful head of the Royal Coin Machine Company, announced a special service to all operators who are concentrating their operating in locations catering to vacationists in Middle West Poland: "Realizing as I do, from my previous experience, that time is money on resort locations, I have made it possible for our operators to receive any one car purchased from Royal without any delay. I have set aside a section of our cars for pre-play,不经手熟于 regular orders, and during the resort season a special staff of mechanics will be on duty. By adding to our staff and开辟 spare space we can handle the regular orders along with the hurry-up orders without any loss of time.

"We have already been heavily committed on this speedy service by a number of operators who cannot afford any delay in the machine service. In the coming season for immediate large profits is coming, and they must make it the most possible. Thus our special service they have found an answer to their biggest resort-operating problems."

Fisher to East

With Big News

CHICAGO, June 5—Visitors to the plants of the L. R. Elliott Products Company late have noticed that several tropical fish in his eye, along with that ever-present multimillion-dollar smile of his. But this time, as many have tried, doesn't seem to bring out the answer. There is a rumor afloat that something important is going to take place soon. Someone, even heard Hitler say: "It won't be long now!"

Fisher expects to be in New York soon, pipe, smile and wave. It's a quiet visit with the "big shots" of the trade there. They may manage to get it out of him. It's a safe prediction that something's going to happen there soon and it will happen this week.

Thomas To Stage

One-Man Contest

CLEVELAND, June 5—Miss T. O. M. A. N. D. L. E. P. is a representative of O. D. Jennings & Company in this State. Thomas takes it seriously and tries to do a good job of selling Jennings products. There would be a much bigger market if Thomas could only find a one-man sales contest all on his own. He refused to name the name of the company he is interested in getting a job well done.

A number of up-to-date Jennings products behind him, ranging from the new sportsman and sportsman De Luxe, it is said, he himself, is the man that is making a name for himself in the Jennings contest.

Refusal of Ice Cream

Brings Charge of Events

COLUMBUS, Ohio—May 8—Harley, proprietor of a roadside stand located across from the State Police Barracks here, refused to sell an ice cream to a patrolman with free ice cream is said to have been the cause of the 70 arrest made recently by the police. Harley was summoned to the District Court at Pitsburg to answer the charge of conducting a gambling business, which he denied.

The charges of the individual, i.e. the man who was charged with conducting a gambling business at a roadside stand across from the State Police Barracks, was denied by the proprietor, Harley, who was summoned to the District Court at Pitsburg to answer the charge.
California Ops Talk Over Bills That Failed To Pass

Number of adverse bills are introduced by selfish interests—association, however, makes successful defense—support of merchants is most effective weapon

LOS ANGELES, June 5—First meeting of the California Amusement Machine Operators' Association since the adjournment of the Arizona State Legislature was held Monday afternoon, with discussion of the various Bills considered by the Legislature in the recent session. Several bills were introduced that were decidedly prejudicial against the interests of operators of amusement games, but the CAMOA, working together with other organizations, successfully combated these bills and nothing of a detrimental nature was passed. The counsel of the association was that the most effective weapon used to combat these detrimental bills was the whole-hearted support of the merchants. For some time the association has been endeavoring to get them to realize that the operation of coin machines is a strictly legitimate business. As a result merchants no longer stand afraid of games on location. They realize that the amusement games business needs no defense against the coin machine, because the manner in which association operators handle their business is a respectable standing in the community. It was also noted that groups which attempted to agitate against amusement machines through the legislative body, the association had no particular standing and that they were trying to stir up trouble only to their own selfish interests.

Every month the board of directors of the CAMOA meets to pass judgment on the legality of the new games submitted for approval. In addition, games must be approved by the members of the association. This is the only censorship that has been found to eliminate practically all operating difficulties. Games reported at a meeting were Auto Derby, Mystic, Mercury, Ball Pan, the name of Ball Fun, and Sensation with a slight change.

The usual budget was held before the business meeting and after the discussions was a showing of the movie. It was an excellent production of George Hunter served the business meeting and after the discussion of the business matters, the board will meet and discuss the meeting. CAMOA operates in metropolitan Los Angeles and the city of large population in Los Angeles County. Operators are now planning a business organization modeled on the same plan as the city association. The council is a representation of the city association. It is reported the board of directors is to be in line with the work of the organization. The council of CAMOA will put the amusement machines on a high plane throughout the State.

\[Detroit\]

DETROIT, June 5—Mr. Steffens, owner of The Detroit News and Company, moved headquarters to the Michigan State Fair grounds and also combined the picture trip with calls on local customers.

Mr. DePietro and Mr. DePietro, who operate jointly at Lansing, Mich., were Detroit visitors last Sunday. They made the rounds of the city's entertainments and automobiles and returned home with a load of machines.

Nicholas Ponta, one of Detroit's old-time vending operators, is now specializing in pin games. He considered entering the music field but has decided to stay with his present field. Ponta, incidentally, is now studying law.

Warner Puska, who operates a small scale recta, has moved headquarters to 21280 E. Michigan avenue. Business is reported fair. Puska, by the way, is an advocate of the necessity of careful selection of location for scales. The low return per patron with a penny machine means that the total number of patrons must be correspondingly greater and, as a result, study of stores and other spots is imporant in order to maintain the business at a profitable level.

\[Chicago\]

CHICAGO, June 5—B. Gottlieb & Co. this week broke news of their new payout game, Foto-Finish, which they promised would furnish something new in the way of horse-racing thrills. According to the company, the game differs in many points, one in particular being the act of prancing horses in stereoscopic relief on the back panel. They come to rest when the mystery slot selects the entries for the player, from one to nine horses. The game is a ball-bumper type of the regular type there is one skill but when hit advantage of the player's horses five points. Considerable interest is said to center around the skill features of the game. After the necessary bums have been recorded the ball must come to rest in a pocket corresponding in number to one of the player's horses to put him in win, place, and show. The positions of the horses on the back panel must correspond with the position of the ball on the front panel, with the exception of the one horse on the back panel which will not show. The ball moves in a straight line, and the only thing it must do is to hit the horse that is in the slot.

"The most sensational revolutionary, tried, proved, tested money-maker ever offered," writes the wire to our factory! "Write or wire the factory direct.

Gifts Division Manager Added

NEW YORK, June 5—The pinball machine plan started some time ago by John A. Pittigblom, president of Pittigblom Distributors, Inc., is to be continued by a new company, called the Pinball Machine Division. Mary McLaughlin, who has taken over the task of designing new machines, is now one of the firm's employees in sole charge of the new division. Mary McLaughlin reports Pittigblom, has taken over the task of delivering new machines to operators and the free gifts that are awarded when the operators cash in their certificates.

According to officials of the firm, the plan was the approval of operators almost from the day it was introduced.

"When first proposed by Pittigblom," officials revealed, "the idea of a profit-sharing plan was considered to be too antiquated an idea to be successful. Many claimed that the distributing of certificates would result in a general loss of sales. But Pittigblom was firm with the plan and today is practically the only man in the industry who has made such a plan so successful that it has gained the support of operators everywhere in the territory.

Boston Dists

Sell Mills Golf

BOSTON, June 5—Lois and Bernard Ulric, who is Atlas Coin Machine Company here, have taken over the new Mills Golf Ball Vender. The Blue Boys have placed the venders in many leading New England country clubs.

The vendor is like bringing goals to New York but, accordingly, it is bringing goals to New York because of its novel payoff and the strenuous beauty of the cabinet. Says Lois. Activity about the vendor is almost on a par with the activity on the green.

Wisconsin Ops

Wisconsin Association of Coin Machine Operators, Inc., will hold its next meeting at the Raymond Hotel, Green Bay, Wis., June 6. Meeting will start with a Dutch luncheon at 2 p.m., which will be followed by the business meeting and then a program.

At the May meeting the membership voted to secure a speaker for each meeting to address the members on subjects of interest to the trade. Walter W. Ruld, coin machine editor of The Billboard, will be the speaker for the meeting June 9.

Walter C. Williams, P. O. Box 207, Madison, Wis., is business manager of WACMO.

SHOWING THE POPULARITY OF WURLITZER SKEE BALL. Players men and women, old and young, like the game in public spots.
**Price Increase Started June 1**

**The Illuminated Seeburg Multi-Selector MELODY KING "K"**

*CREATING THE GREATEST PAY AND PROFITS IN THE HISTORY OF MUSIC OPERATING!*

**Write for Complete Information**

J. P. Seeburg Corp., 1510 Dayton St., Chicago

**The Seeburg Franchise Is More Valuable!**

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**Wrenn Sales Co. Has Gala Opening**

**DALLAS, June 6—** Wrenn Sales Company, in its new modern plant at the Helms and Western Points, May 20 and 21. Wires were sent to 388 operators in the State, inviting them to come and meet the managers and friends to participate in the two-day festivities.

Wrenn, Opalholt, accompanied by his general service manager, W. B., Reed, his credit manager, W. B. Reed, flew to Dallas for the occasion, setting up headquarters in the Adolphus Hotel, where they entertained their friends and customers for two days, before moving to the Wrenn Sales Company's opening, where they enjoyed meeting hundreds of people that had not been entertained in the hotel headquarters.

Entertainers delighted the guests for hours with a splendid food which was served, Harry Drolinger, who operated the Wrenn Sales Company, was on hand serving his famous barbecue and watching the Wrenn customers to the usual success.

On Thursday night Ospelhart entertained with a chicken fry at the Log Cabin, suburban restaurant, which was attended by a score or more of early arrivals.

**Music Ops Must Watch Records**

**DETROIT, June 6—** Moto music operators who don't watch the condition of their records are making mistakes that will pay off. The problem was not too clearly last week when The Billboard's correspondent, a visiting state of the city's popular night spots, using one of the modern and expensive type phonographs. Appearance was fine and many announcements have been heard by the proprietor. The machine itself is near the bar, while an efficient pub address system carries the amplified tone into the adjoining room.

The music was on a very quiet end until a theme began repeating. After a few minutes the location owner went over and asked the machine, which was 200 patrons had heard and were talking about it, and went on to make it known to the people that Wrenn had the music. The result is likely to be a loss of business.

Questioning disclosed that the record had stuck before. This could have been indicated by a certain report from the location owner or careful record inspection. Records with worn grooves are the surest way to kill popularity.

Edward Edwards, new Moto music operator, who has just obtained a Wrenn phonograph on an order for 80 of the machines.

Joe Consente is another new operator with the stock phonograph. Cousins is also operating in the pinball field and operating more machines of that type as well.

**Wrenn Sales Co.**

**A G. P. Wrenn Sales Co., 1510 Dayton St., Chicago**

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**Rock-Ola's Phonograph Production Boosted**

**CHICAGO, June 8—** Rock-Ola officials state that never in the history of the big plant has the demand for multi-selector phonographs been so great as at present. Since the return of George Grau, works and production manager, who has been in a hospital for six weeks, there has been an increased production, but in spite of the pressure on the phonograph division, which is handling every effort to fill orders within a few days after they are received.
The Billboard

Wurlitzer Net
In Sharp Rise

CINCINNATI, June 8—According to financial reports, Wurlitzer enjoyed a sharp increase in net income during the first quarter of 1957. Net income for the quarter was $12,556,000, compared with $2,504,000 for the same period last year. The company's current assets as of March 31, 1957, were $1,504,000, compared with $854,000 for the same period last year.

Wurlitzer the Rudolph Wurlitzer Company, located in Cincinnati, is one of the nation's leading manufacturers of coin-operated machines, including coin-operated slot machines, jukeboxes, and other amusement equipment. The company has been in business for over 100 years and is a major player in the amusement equipment industry.

New Orleans

NEW ORLEANS, June 8—With extremely warm weather here, coin machine operators are finding business slackening, while music and mechanical pin game operators are doing better business. Two large outdoor spots say that volume of play isとしては最も中古のアメリカ人

Furlough Where the Interest of 5...—.

to town and left Sun for Memphis. New one to live—ball bumpers and best known coin machine men in the business, are Jerry Furlong, Wurlitzer distributor for this area, and Jules H. Peres, secretary of the New Orleans and Vicinity Novelty Association. They are in a position to offer a wide variety of coin-operated machines to the public.

One of the fastest growing operating businesses in the Crescent City is the Furlong company, with a recent expansion of its facilities and a new home for its operations.

New Orleans is the second largest city in Louisiana, and is known for its rich history and cultural heritage. The city is a major center for the amusement machine industry, with a large number of coin-operated machines and pinball games available for public enjoyment.

Los Angeles

LOS ANGELES, June 8—Jack Mohr, of Mohr Novelty Company, has been elected president of the Los Angeles Novelty Association. Mohr has been active in the industry for many years and is well respected for his knowledge and professionalism.

The Los Angeles Novelty Association is a trade organization representing the amusement machine industry in the Los Angeles area. The association is dedicated to promoting the interests of its members and the industry as a whole.

Five Best Record Sellers for Week Ended June 7

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<tr>
<th>Record Seller</th>
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<tr>
<td>1</td>
<td>&quot;You Can't Run Away From Love&quot;</td>
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<td>2</td>
<td>&quot;Cause My Baby Says It's So&quot;</td>
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<tr>
<td>3</td>
<td>&quot;New Victor Record No. 2556&quot;</td>
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<tr>
<td>4</td>
<td>&quot;Supreme Reports Sales Stability&quot;</td>
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<tr>
<td>5</td>
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Sweet and Hot is the trumpeting of Bunny Berigan!

New Victor Record No. 2556

"You Can't Run Away From Love"
"Cause My Baby Says It's So"
New Victor Record No. 2556

Supreme Reports Sales Stability

BROOKLYN, June 5—Bill Bliss, of Supreme Vending Company, Inc., reports that the deluxe gams Boo-Hoo and Bumper Bowling are keeping his firm busier than it has been for some time. He believes that his company will make up a new summer sales record with the games through the rest of the season. He states that the only problem he now faces is faster delivery.

"Boo-Hoo" Bliss explained, is "a five-ball novelty action pin game which has its name from the bumper ball for pinball delivery. Bumper Bowling is a five-ball roll-down game that uses bumper balls and is considered to be one of the best games of its kind ever built. Bumper Bowling is opening and developing territory for many operators. Even the roll-down games have been popular in this territory for some time, many operators have not yet tried them. These men are now coming in and are surprised at the speed and thrill of the new game."

Sweet and Hot is the trumpeting of Bunny Berigan!

Bunny Berigan!

One of the world's greatest dance band leaders. The one man who keeps the rhythm going, yet gives it plenty of hot trumpet. His records sound out—e'en in open pavilions and noisy spots.

IT FAVES TO USE VICTOR RECORDS

RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Regan Corporation of America
Robbins' Special
For Vending Ops

BROOKLYN, June 5—Dave Robbins, of D. Robbins & Co., has worked out a special plan for the operators of his 2001 Vendors. If the operator follows the plan as outlined, Robbins claims the operator can average as high as $5,000 stockholders, Nino Orsini, Louis M. Casano and Bill O'Connell, Mintown Vending Machine Inc., New York, capital, $5,000; stockholders, Samuel Rusk, William Pinski and Henry Giffels.

Four New Vending Firms

ALBANY, N. Y., June 5.—Four new vending machine corporations were authorized in New York State just weeks ago, one in business in New York State. They include the following:


The billboards

All prices F. O. B. Chicago. Terms: 1/2 Deposit, Balance C.O.D.

BUREL & KING, 2144 W. Van Buren St., Chicago, Illinois

HOLD THAT LOCATION!

With one of the most attractive and efficient vending units ever put on the market. Simple mechanism, no costly service calls.

<table>
<thead>
<tr>
<th>Length</th>
<th>Height</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>19½ ft</td>
<td>14½ in</td>
<td>8½ lb</td>
</tr>
</tbody>
</table>

New features throughout has taken over $5,000 in the sales of these machines. The unit is designed to meet today for details and prices.

SPECIALTY COIN MACHINE BUILDERS 617 W. Division St., Chicago, Ill.

Gadco Finds Biz Good in Canada

DETOUR, June 8,—Business is picking up steadily in Canada, particularly in the amusement machine field, according to the report of Harold H. Cheesman, manager of General Amusement Device Company, Inc., which has been specializing in international greeting operations. Cheesman has just returned from a four-day trip thru Canada, where he met with many operators.

A large number of orders for payphone units have been taken, many of them contingent upon changing over from the machines from the 60 cycles of the country to the 60 cycles supplied by the Ontario Hydro System. This new system of changing equipment was quickly supplied for the order by Electric Products of Detroit, Mich.

Bill Fielding, of Windsor, Ont., was a visitor in the home office of the company and placed an order to have a large number of new payphone machines delivered to Windsor.

Another large order was placed with the company by Al Dowling, also of Windsor, for payphone stations to be shipped to Northern Canada. These will be used in the store, and it is expected to handle the traffic at these points much more than it has been in the past.
Two good forum letters to the coin-machine editor appear in this department this week and it might be a good idea to read them first. One is from a woman, head of a music-operating organization in Chicago. She does not mince words in talking about the "cheap" operator. The other letter is from Max Huvender, who expresses his views as to the need of a real leader for the industry.

A new Florida bill designed to specifically put an end to the State licenses of slot machines in the county after October 1 was signed by the governor May 31. The new law will make possession of slot machines illegal after October 1.

Rex Amusement Company, Syracuse, N. Y., announces that it will specialize in the service of the Chief Music Company, A. N. Delaport says that operators report good sales with the machine.

P. L. Burgeon, Jennings representative, will greet Michigan and Wisconsin operators in a new hat during the next few weeks. The hat is said to be several sizes larger than he usually wears, all due to the sentiments of the Jennings Sportman de luxe bumpertype payment game. He maintains that he suggested the development of the game.

James M. Stewart, Liberty Music Company, Fort Worth, says he keeps getting reports of coin-operated machines circumscribed from firms or individuals in New York that offer all kinds of machines at unusually low prices and that this is to attract the operator and get a reputation, he says.

The Miami Herald, opponents of the Florida slot machine license law, had the following considerable and favorable editorial (May 31) concerning the bill to license table games, etc.: "Everyone knows that automatic vendors, player phonographs and phonographs, pin games, marble boards, court devices and such are not going to be thrown out of Florida no matter what the law may be. Most of them are purely for amusement or for convenience and as such should pay a proper license as is set up in the new bill.""

Katherine Keene, of Winchester, Ky., is one of Kentucky's fair voters who play games and slot machines when they chance upon them and like them. Her ambition is a career as a peel secretary and her boss says she is one of the best. If a manufacturing executive should persuade her to leave the Blue Grass he could not be blamed.

What A. C. Nielsen, of Chicago, had to say in an advertising convention some weeks ago about the use or lack of use of display material in stores that influence the sales of slot machines for vending machines. The idea and the principle will be discussed more fully the next time in our merchandising machine section.

W. J. (Hubb) Fisher, Elliot Products Company, Chicago, is leaving for New York to assume the position of the distribution manager for the distribution of the latest novelty game made by his firm. The company is negotiating for more factory space and some interesting new ideas are promised by this growing manufacturer.

New Genco Games To Beat Record

CHICAGO, June 8—Excerpts from the following letter written by a prominent distributor to Dave Gensberg, official of Genco, Inc., were made public inasmuch as, according to Gensberg, the firm could think of no finer tribute to its machines:

"Your new games, Home Stretch and Auto Derby, have not only presented to operators at just the right time and place the push to the right place. The minute there was an indication that you were to release Home Stretch and Auto Derby we were swamped with advance orders, one of which we are filling to the satisfaction of our customers, thanks to your prompt delivery.

"You will be most pleased to learn that we expect to sell less than 20% of the quantity of Auto Derby and Home Stretch that we sold of your last combination successes, Bumper Up and Winning Wild."

"The instantaneous acceptance of your games is due of a great deal of time and an equally great amount of money in preparing the game for production. Naturally when such decisions are made at the factory's leading race tracks and speedways and at the newspaper pages of reports on the doings at those places, everybody likes to win and speed and everyone goes in them in Home Stretch or Auto Derby or both."

Gensberg went on to express his confidence in the outstanding features of the new machines, and that music operators should have an organization. I agree with Mrs. Long and approve the plan of Frederick F. TPM, president of the Amusement Merchants' Association of Chicago, to this effect.

I am a photophone operator, owner of the Fortuna Music Company. My operators, as well as many others, stands for good and dependable service, regardless of expense or upkeep, full pay to the operator, recent improved models of machines, taking care of their appearance and repairing, cleaning and repairing, cards, channels, cards, needles and answering promptly and emergency calls.

"With the length of the locations with the idea of getting their full confidence and to explain such an organization up to the standard requirements of the work. But as Mrs. Long said, there is so much cheesesteak activity in this field, I find this too true, indeed. I have in many instances been called by my operators to take my photograph out in a bar. Reason: a better proposition had been offered. In my instances also I had to accept less money than agreed in contract in order to have a local for a new location."

"There is apparently a great number of such cheap and unsuspicious operators in Chicago that offer to place old phonographs (pieces of junk) in some good locations of ours, with offers of hire for big receipts at 50 cents. And the locations fill for this. I find then I overlook the piece of junk set up in the cover for the greening up of the game."

"Such operators are never discovered, as they do not leave a business card inside their instrument as their honest and honorable operator does."

"I agree perfectly with Mrs. Long that the minimum of 25 a week should be at least figured as the basic operating charge for upkeep of machines of needles, labor, records, etc. I am therefore for a combination organization of music operators, an association powerful enough to sweep the field of such peddlers as cheap operators."

NFR. FORTUNA GARBO,
Fortuna Music Company, Chicago.
Publicity Is Great For Coin Business

CHICAGO, June 5—Operators who visited the last coin machine show here in January vividly recall the introduction of Rock-Ola's World Series by "Dizzy" Dean. It resulted in reams of favorable publicity for Rock-Ola in particular and the coin machine industry in general.

Just recently the same "Dizzy" Dean received "a million dollars worth" of publicity in every newspaper in the country, many papers, such as The Chicago Evening American, devoting their editorial page to Dean.

"Dizzy" Dean is the pitcher on Rock-Ola's World Series and cash returns have increased from 25 per cent to 500 per cent since the additional publicity has broken all over.

Publicity is always good for the coin machine industry when the proper and deserving kind.
Siew Starts on Eastern Visit

Chicago, June 5.—R. W. Siew, sales manager of the American Sales Corporation, left this week for an extended tour of the East. Before leaving Siew said: "Our Eastern Territory is covered most completely by Sam Goodkind, who has always been a policy for me to cover the entire United States and visit our customers. In the meantime, I am not particularly concerned about getting orders, but to become acquainted with our boys in the territory so that we may serve them better when our orders come thru. It has been my experience that operating is more or less of an individual proposition, and I believe that one's own territory has its own problems to solve. By getting out and meeting our men, I am better able to bring these matters to my customers and with some more actual conditions I am better able to serve our customers and suggest certain types of games to them as they are brought out by the factories." Siew has been with Lee & Jones, executive vice-president of American Sales Company, for many years. He is a keen student of trade conditions and knows practically every operator in the country by his first name. He is an ardent believer in the credit system for operators as well as being fully sold on the quality ideas of which, by this time, all the world knows Jones is a champion.

Electrical Units Get Big Response

Detroit, June 5 — Immediately following the announcement of its two new developments, Spoke Bell Lock and the Electronic Products Company was besieged with orders for their telegraph-requesting quantities of shipments of each device, according to A. S. G. Heriot, president. The response of both suppliers and distributors has been most gratifying," says Mr. Heriot. "Our distributors, both in this city and in our local offices, have expressed the strongest desire to satisfy the demand for these new devices. Not only have jobs been placed, but distributors have actually accepted our new production and have ordered sufficient quantities to meet the demand. It is our intention of making the lock and the new standard equipment with the units.

In presenting the Spoke Bell and the Electro Time Unit we have the operators' industry for the solution of two of its major operating problems: a sufficient supply of the necessary parts and a serviceable condition of the equipment in which they are used. Our service department, with the Bell Lock cash earnings protection is more complete, and thru the Electro Time Unit, which has no gears, no wheels, no cogs, no gears, no cogs have been reduced to a minimum.

Daval Reaches Production High

Chicago, June 5 — Davil Manufacturing Company reports that it has reached a new record for production, with two hit games now on the market and several more games in the pipeline. This is the first time, according to Daval officials, that the company has ever produced the two products at top speed production.

One novelty game, "Boo-blow," a state Daval officials, "is being rushed thru our factory at the latter end of the month to meet the large orders of 10,000 units. Next month, a new ball payout baseball company, has also worked out a full and immediate following and should consider it one of the fastest paying on the market. Besides these two we are working on two new orders thru the day and night, one in bowling, one in slot machines. Extensive test games have been set up, and the best one of the month for opening closed territory.

"African Gold," they went on, "is a new development in its testing stage, and at this moment it is one of the few in this country that has been tried. Besides, these two we are working on two new orders thru the day and night, one in bowling, one in slot machines. Extensive test games have been set up, and the best one of the month for opening closed territory.

Detroit Arcades Show Improvement

Davit, June 5 — Business is picking up remarkably in the penny arcades downtown and in the suburbs. According to experts, many have been running for some time and the demand for goods is more than expected. A&M Manufacturing Company, Mr. N. M. Linton, the president, plans an expansion of the company.

Spots Baseball Game in Airport

Detroit, June 5 — Henry C. Lemke, Detroit banker and operator, ordered 25 new World Series baseball games this week for his own locations. Lemke succeeded in placing the machines as the first amusement machine ever spotted in the Detroit Municipal Airport. The previous attempt for the company failed to place the machines, Lemke said, but an essay in personal self-promotion by the company brought results quickly. The game has proved extremely popular and has been in every airport for 24 hours a day. World Series machines are being placed in major downtown hotels by Lemke.

As a sign of new prosperity Lemke was purchased and new and unused six-passenger broughams for personal use. He believes the future of the business is based on a high class of equipment. Lemke said it is the only way to satisfy the demand for a high class of equipment.

ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin slot showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell. Front and Bell Gold Award. Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

WATLING ROL-A-TOP SLOTS

ELECTRO-BALL CO., Inc.

Write for List of Reconditioned Pin Games.

DETROIT, JUNE 5. — Bert Lane, sales manager of the Famous Company, reports that business is picking up handsomely. Due to the rush for new games, the firm's orders have been sent out in a hurry. Bert Lane has a new game out and his orders are now. Be first in your territory. If not satisfied, your money back.

Price $9.50

Terms—1/3 Deposit with Order, Balance C.O.D.

OHIO GAMES COMPANY
CENTRAL PARKWAY AND ELM STREET
CINCINNATI, OHIO

ANOTHER BIG SPECIAL

$3.50

Here's Trying to Sell a Deal at a Remarkable Low Price. 12 LUCKY DOGGIES behind Running Window with Gold Medal Awards. 1,300-300-Hall Bearded TAKES IN $600.00

When Writing to Advertisers Mention The Billboard.
Chicoin Reports Sensation Game

CHICAGO, June 5—Delivery on the newest Chicago Coin five-ball bumper-spring novelty game was begun today to the tune of several hundred machines, with indications that the volume delivery and production will continue indefinitely, according to Sam Wolberg. He stated that the most apt description of the new game lay in the name—Sensation of 1937. As Wolberg put it: "We have never endeavored to make a game with every possible element of lasting appeal. I firmly believe that we have achieved our aim in Sensation of 1937."

Partner Sam Genberg, who directs the technical affairs of the firm, Chicago Coin plant, described the game in the following manner: "We have given the new game flash from the word go. We have provided action on the playing field with bumper springs, mechanical gates and extra spiral springs. Most unusual of all, we have increased the eye appeal thru lights on the field which flash each time one of the five balls contacts a bumper spring. Outstanding among the many unusual features of the game are the twin electro spring gates and the double spring skill row. In their very names lies the principle of play upon which the game will depend for its appeal, and that is skill. We believe that this is the first time that a bumper spring novelty game has been released which featured skill to as great an extent as does the new game.

"Play on the game is unusually fast and fascinating to an extraordinary degree. Thus skill shifting the player develops his ball either towards the top of the double spring skill row or towards the bumper springs which interact with the twin electro spring gates. If the ball enters the top of the double spring skill row the player is assured of a high score because the ball is being guided by vertical skill row by parallel spiral springs and in contact with the row of bumper springs after many turns it comes to rest at the bottom of the field. Naturally, the more balls shot into the double spring skill row the greater the score. A further factor which adds to the overhead skill is the light-up back track which in highly visible lighted figures the progressive scoring and also above the left gate, extra-50-points and the right gate, extra-50-points in lights when the gate bumper springs are contacted.

"These features, together with the inability of the Chicago Coin precision engineering and sturdy construction, have resulted in a game that will not only have unparalleled drawing power but also stand up indefinitely under all conditions of play."

Sam Genberg and Genberg are enthusiastic over the reports coming from numerous test locations where Sensation of 1937 was first tried. It is stated that the tests have exceeded the highest expectations of Chicago Coin officials who regard earnings and performance, the facts which have then been passed on to the sales territory for an unusually long run, according to Genberg.

Add Two Salesmen To Distrib Staff

DITROIT, June 5—American Coin Machine Company has added two new salesmen to handle new locations and new territories as well. Wyandotte and the southern suburbs of Detroit will be covered intensively under the new setup.

At Haspacher, formerly with Remington-Henderson Corporation in the sales field, has been appointed to work with the tonophotom sales. New salesman for pinball games is Frank Hasley, who already works with the sales staff of the National Coin Register Company.

"These men have been in the sales staffs of large corporations," Frank Hasley, manager of the company, said, "and this experience has made them especially qualified to sell machinery to operators, because they understand the principles of merchandising and salesmanship."

**Sensational News**

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Bally Announces
Two New Consoles

CHICAGO, June 5.—Taking advantage of the double holiday to completely re-arrange its plant, Bally Manufacturing Company is now prepared for volume production on two new console-type machines, according to announcement by Ray Maloney, president.

“Operators are new able,” Ray states. “To get super-bell earning power and flawless performance in one and the same machine. Our Bally Bells boast more exclusive money-making features than any game in its class. For example, its new no-grime design eliminates all complaints of symbols running together and confusing the player. Another exclusive feature is the 12-coin elevator with which each of the two coin chutes is equipped.

“As in earning power, Bally Bells has all the appeal of old-time bell-fruit symbols, plus the thrill of whirling lights and the profit-boosting double coin chute feature. Players start with nickels, quickly graduate to quarters and by actual location checkup both chutes are in play 85 out of 100 games. Old-time bell operators report that Bally Bells is the fastest money-maker they've seen in 40 years. "House in a swanky modern cabinet of Chinese red, jade green, gold-speckled ivory and black. Bally bells looks like a million dollars. And no matter where it's placed it will take in more money than anything ever seen.

"Our combination of Bally Bells is the favorite race-track console—nine horses, nine selections, nine players per game. And you don't need nine players to get nine coins each game. So great is the fascination that two or three players will invariably cover all nine horses.

Weaving this into a new toy industry, Ray Malone, president of the Double Holiday to completely re-produce on two new console-type machines, Bally Manufacturing Company is now prepared for volume production, according to announcement by Ray Maloney, president.

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Fairgrounds Back Into Production

CHICAGO, June 5.—Popular demand has urged Bally Manufacturing Company to put its Fairgrounds machine back on the production line, reports Jim Buckley, Bally's general sales manager. "An outstanding success at the January show, Fairgrounds enjoyed a long run until it was discontinued about six months ago to make room for new machines." Buckley states.

Fairgrounds features a coin chute which takes in up to four nickels per game and multiples payouts by the number of coins played. As in the first, one-shot changing-adds game to feature the bell board which has become so popular of late

The Machine That Turns Poor Locations Into Hot Spots

There's no doubt about it! Operators everywhere are saying the Caille Commander beats everything they have ever seen. And don't forget—they're not praising it just to hear themselves talk. They formed their opinion by counting the coins in the cashbox.

Operators by the hundreds are going to town with the Caille Commander. Why not YOU? Get help to what you are losing by not having Caille Commanders, and get them at once for every last one of your locations. Mail the coupon today.

Caille Brothers Company
6200-6250 Second Blvd., Detroit, Michigan

Originators and Manufacturers of Coin-Operated Machines Since 1858

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name __________________________ Address __________________________

City __________________________ State __________________________

IT'S A GOLD MINE!

A BIG $25.00 HIT for Fast Play
A Low Average Payout for Big Profits

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Don't Miss This One! Get the Details! Write, Stating Your Line of Business, to

HARLICH MFG. CO.
1401-1417 W. Jackson Blvd. Chicago, Ill.
Supreme Dinner For Ben Kulick

BOSTON, June 8—Ben L. Kulick, who recently resigned from the Rudolph Wurzburger Company to take over the sales management of the David Manufacturing Company, Chicago, was given a going away dinner by a group of New England operators at a testimonial dinner held last week at the Copely Square Hotel. Ben D. Pausacker, of Supreme Amusement Company, attended the dinner with the co-operation of William T. Eras, service manager of the maker company, and Leo Fox, prominent local operator.

Over 60 operators from various parts of New England were on hand to see the departure of Kulick with some gold wrist watch as a token of appreciation on behalf of the attendance guests. Kulick thanked the men for the gift and the co-operation they had extended him during his stay in the territory. He also expressed his regret about having to leave before the dinner started.

At the conclusion of the dinner, a peppy floor show was staged, composed of several acts featuring local leading hotels and theaters. Among the performers who added the affair were Charles Provo, Arthur Sturgis, Bart Klapper, Anaela Verna, Albert Stavikas, George Stavikas, John Moore, Alfred Dittrich, Leo Fox, Nick Russo, John Christensen, William T. Eras, Paul Young, manager of the Copely Square Hotel; Ben Pausacker and others.

Distrib Expects Test of License

To the Editor: "I suppose that you know already, but I believe that our Sate, in the next few weeks, will have a State license bill for pinball at last. And while, as a practical man, I have been some question as to what the law will permit to be done, I am pretty sure now that the law will permit to be done.

"I assume that the immediate effects are and just what is going on. Well, it seems to me, in one of the cases, that a covered wagon on which is a picture of the State and the law. In some cases, the State is completely uninterested in the law, and so far as I can learn, the law is really not going to do anything about it.

"I am interested in what the effects are and just what is going on. Well, it seems to me, in one of the cases, that a covered wagon picture of the State and the law. In some cases, the State is completely uninterested in the law, and so far as I can learn, the law is really not going to do anything about it.

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Ponser Acquires Two New Lines

NEW YORK, June 8—George Ponser Company, Inc., reports that it has bought a distributorship for Chicago Coin Manufacturing Company and the Sharam Manufacturing Company in this territory. Bart Lane, Ponser salesman, says: "The two manufacturers have long been in competition, but for producing machines which meet the requirements of this territory. Their new games, due out next week, are sure to click with the operators in a big way. We have made some move to secure a license to do the printing of the operators on their arrival."

George Ponser reported: "The additional lines from Chicago Coin and Sharam give us two more gadgets for our support now appearing in our advertisements. It makes right now with the full approval of the Eastern jobbers and operators. With the addition of these two new lines, we concluded, "we are in a position to service every operator 100 per cent and make our own operations.

Summer Enhances Bowling Popularity

CHICAGO, June 8—Opening of amusement parks and other summer spots has greatly enhanced the popularity of coin-operated bowling games. With the days getting hotter and winter the natural seasons for bowling on regulation alleys, the coin-operated games, requiring little exertion, continue their popularity right through the hot weather.

Rock-Ola Manufacturing Corporation reports that a recent unusual increase in the sale of Rock-Ola-Ball bowling games has come with the opening of summer resorts; also that there has been a marked increase in collections in general locations.

Unlike the old standard bowling game there is no heavy ball to lift and dispose of in the coin-operated games. Instead the player stands in one position and instead of considerable effort and hard work it becomes a matter of skill in gently rolling the balls into the various pockets. Rock-Ola's distinctive feature is the ability of the player to see the effect of his shots. These highly developed skill games are here to stay for many years to come.

Baseball Games Timely As B-O. Figures Mount

CHICAGO, June 8—Anyone reading the papers is familiar with the fact that both major and minor league teams are drawing in attendance as the history of the national pastime. All over the country records for attendance are being broken. Accounting to these paper figures, in eight major cities on the same day, there were over 150,000 people attending baseball games.

The popularity of the game has been a timely advantage to coin-operated baseball games. Rock-Ola Manufacturing Corporation reports that the World Series games is affecting the sale of the machines in baseball. When the public is reporting a big event in baseball, when the public is looking for something in baseball, all coin-operated games, especially those which are popular, are growing in popularity as well.
**NOTICE**

WE ARE DISTRIBUTrORS FOR

Jennings' Deluxe Sportsman, Western's Preview, Exhibit's Races, Pacific's Skooy, Mazzuma, Deluxe Bell; Bally's Equalite, Crossline, Carom, Golden Wheel, Ray Tracar, Mills Mills, Power Time; Races' Races; Genco and Daval's Lines; Stoner's Air Races; Gottlieb's Hot Springs.

WE ARE DISTRIBUTORS, JOBBERs AND OPERATORS. WRITE US FOR PRICES.

WE CAN MAKE PROMPT DELIVERY.

H. F. MOSELEY, Pres.-Treas.

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**PIN GAMES AND COUNTER MACH.**

SLIGHTLY USED—LIKE NEW

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**PACES RACES**

**SUPPLIES**

All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list.

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**MOSELEY VENDING MACHINE EX. INC.**

00 BROAD STREET

RICHMOND, VA.

NIGHT PHONE 5-5328

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**THE PHENOMENAL SELLER**

No. 8235—The public is given to the World's Hardest, Finest Dealable Product being sold under the name of the "World's Hardest and Finest Dealable Product." 100% satisfaction is guaranteed. For real money, for real men. 100% satisfaction or money back. No man, woman, or child can resist the temptation of this product. For $3.50, you may purchase the "World's Hardest and Finest Dealable Product." It is a real money maker. Bring in $1 ST. SELL TO DEALER FOR $3.50. 350 copies of this dealable product will bring in $3.50. Details of this thing in your office. Bring in a St. SELL TO DEALER FOR $3.50. 350 copies of this dealable product will bring in $3.50. Details of this thing in your office.

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**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**
**YOU NEED THIS!**

SEND FOR YOUR COPY TODAY.

Our 1937 Catalog just off the press contains thousands of new items—Novelties, Concession Goods, Specialties, Stationery, and Domestic Merchandise, all at exceptionally low prices. Don't wait until Sunday. Send now for your Free Copy Today.

BADGER NOVELTY COMPANY
2946 N. 30th St.
Milwaukee, Wis.

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**CANDY (Give-Away) PACKAGES AND INTERMEDIATES**

**ORIENTAL**

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These Packages are Available in a Large Number of Standard Oriental Assorted Colors. They are FREE Illustrated Catalog of All Our Complete Line.

**DELIGHT SWEETS, INC., New York City**

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**ATTENTION CARNIVAL MEN!**

Before buying GET OUR LOW-CUT PRICES ON NOVELTIES, CIGARETTE, PLASTER AND TOSS UPS.

**MILTON D. MYER COMPANY**

352 Third Avenue
Pittsburgh, Pa.

**$4.25 Cs**

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**BARFIELD'S COSMOPOLITAN SHOWS**

Will show La Follette, Tenn., American Legion Spring Festival, week June 14. We positively hold contracts for the Big July Fourth Celebration at Fairview, Ky., and a prominent annual celebration. Draw envious attendance from surrounding territory. Want First-Class Acts for Side Show, Admissions, Sunday, and special week, La Follette, Tenn., next week. (Actors and Agents, please note.)

---

**ROYAL PALM SHOWS WANT**

Shows of all kinds, Loop-o-Plane man, Ray Hilderbrand, answer. Ray Swannor wants Concession Agents, Ride Help that drive semi-trailers. Real route of celebrations to interested parties. We have seven rides and shows. ELLMANN SHOWS, Ripon, Wis., June 7 to 12; Friendship, 14 to 19.

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**ELLMMAN SHOWS WANT**

Shows of all kinds, Loop-o-Plane man, Ray Hilderbrand, answer. Ray Swannor wants Concession Agents, Ride Help that drive semi-trailers. Real route of celebrations to interested parties. We have seven rides and shows. ELLMANN SHOWS, Ripon, Wis., June 7 to 12; Friendship, 14 to 19.
Bennett Discusses Pacific Consoles

CHICAGO, June 5—Pacific’s new console bowl equipment, De Luxe Bell, Coronation and Roosevelt, is said to be sending itself to rapidly expanding operator opportunities within regular bowl machine territories, according to Paul Bennett, firm’s general sales manager.

The new line, he states, is an outgrowth of efforts to create a more individualized appearance of the machine and to improve its playability.

"The interest is toward the kind of toys which the people want," he states. "The result is a line of machines that are attractive in design and playability, and which are likely to appeal to the public."
COLUMBIA now fits all Sates and weighted stands

| COLUMBIA has initiated an entirely new era of Bell Machine Operation. Hard-to-convince Operators who started with a Sample Columbia a few months ago today have routes of eighteen, thirty, fifty Columbia cities, and a few good sized cities have become exclusive "Columbia" territories.

This trend to Columbia has definite Reasons:

(1) Columbia has already demonstrated its great earning capacity; its ability to get the play side by side with any other Machine.

(2) Compassion makes it ideal for operation in restricted territories; its silent operation is appreciated where discretion is necessary.

(3) Columbia is a favorite with the public; easy playing section, fast spinning, lively reels, flashy, jackpots get the customers back.

(4) Only Columbia can be converted from Nickels to Quarters—Digit, Penny, or Dime without changing the location.

(5) Coins or tokens played last are passed out first, after having passed through visible escapator.

Today—Columbia can be supplied with extra wooden sub-base to fit all Sates or loaded stands: only $1.50 extra.

Satisfaction guaranteed or your money refunded.

GROETCHEN TOOL CO.
130 North Union Ave.
CHICAGO
Our New Catalogue IS NOW READY
Send for your copy

WE CARRY
DELIGHT SWEETS CANDY at factory price
KARR NOVELTY CO.
472 Market St., PHILADELPHIA, PA.

WANTED
Icicles for big V. W. State Encampment and Elf's Carnival to be held July 14-15-16-17 at Franklin, N. H.

P. P. CHARLAND, Com.
FRANKLIN, N. H.

TILLEY SHOWS WANT
Concessions, sober, experienced Ride Help, Shows with or without our own units. Mark Williams wants Acts for Side Show, W. Va., this week; Highwood, Ill., next week.

HUGHEY BROS. SHOWS
Will again furnish all Shows, Rides and Concession.

DEPOSIT REQUIRED, DUE BY JUNE 30TH,
ON PHONE BILL

THIS IS A PROOF WANTED
THE COMMISSION OFFICE TILLEY, LONEWORTH, KAN.

SPORT GIRL
18c Each
15 inches High.
12 to Carton (No Less Sold).
The Most Clever Doll Creation This Season! Finished in High Fashion Colours.
WISCONSIN DELUXE CORP.
1902 No. 35, Milwaukee.

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Concessions, sober, experienced Ride Help, Shows with or without our own units. Mark Williams wants Acts for Side Show, W. Va., this week; Highwood, Ill., next week.

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1902 No. 35, Milwaukee.

GENCO, Inc.
225 N. ASHLAND AVE.
CHICAGO, ILL.

IS A MIGHTY BUSY PLACE FILLING ORDERS FOR THESE TWO NEW NOVELTY GAME HITS!

DIXIE MODEL SHOWS WANT
Good clean House to join next week, also Penny Arcade, Lead Callery, Musicians and Performers for Minstrel Show. Will give a good proposition to one Shows. Want Girls wanted for Pep Show. Prof. Crimi wants Trombone Player to join immediately. Address, this week, William V., Va.; next week, Johnstown, Pa.

J. J. PAGE SHOWS CAN PLACE
Trippie Adds Repair Dept.
ST. LOUIS, June 5—Ideal Novelty Company, of which Carl F. Trupp is owner and manager, has added a new repair department, with Frank Sheets in charge. New department will specialize in the repairing of phonograph and magic machines. Trupp reports that the new 20-record Rock-Ola Imperial phonograph machine is meeting with success in the operations of this section, and that he is making speedy deliveries on same.

N. Y. FUN
(Continued from page 3)
plenty of industry exhibits and that business and industry, art and science, international trade and good will will not be shoved into a secondary role.

Whalen made it clear that the New York Fair is making every effort to be different from the usual run of big expositions and that the amusement zone will be arranged along revolutionary lines. It will not carry the title "midway" (no name has been decided yet), and although he did not actually say it, Whalen admitted to interviewers that "the Billy Banks are out so far as the New York World's Fair is concerned.

The physical layout will be a two-mile loop, flanked on one side by a continuous facade 70 feet high and on the other by the vast shore of Lake. In planning the two miles of amusements great care will be taken to achieve unity of architecture and harmony of color so that "this carnival section" will be the "crowning achievement of the fair," Whalen said.

Obviously, details of inventions will not be disclosed until patents have been issued and the opening date of the fair is near at hand.

New Color is being used with new types of lights, new methods of illumination and new effects obtainable by the use of light in conjunction with various materials. One proposal is to build a light trough along the entire length of the great facade down which blue, green and orange tints of light will course in swift succession. At the end of such a façade color will be thrown up by a series of fountains and carried out to the general display of water, light, sound and flame in the middle of the square.

Other ways of combining light and flowing water are being considered.

Other end of the section will be devoted chiefly to drama, concerts, motion picture, folk festivals and similar activities. This section will be dominated by the $1,000,000 State amusement theater. There will also be a children's playground near by, where parents will be able to leave their children while they go to the other sections of the fair.

Just east of the river and about 200 yards south of Horace Harding boulevard will be one of the main fair entrances. This entrance will handle traffic arriving from the Independence Subway, which will have its spur terminal at that point. The interurban bus system will then use the amusement zone at many points and will run down one side of the grounds and up the other.

Whalen said that the department of concessions had received 8,000 applications to date and was already in preliminary contact with a number of prospective concessionaires. Contracts, however, will not be signed for several weeks, "and then on the basis of competitive bidding."

"The opening of the fair is two years off and there is no need to rush things," Whalen said. "We want to be very sure when we sign a contract for a particular concession that we are obtaining the very best and latest thing in its field."

Reviewing the development of the plans for the amusement zone, Whalen said:

"Our first move was to throw overhead all the traditional recipes for midway concessions. The old idea was to create an artificial sense of excitement by flashing lights and raucous sounds and cries and by furnishing the streets with dead-end and dead-end streets flanked on either side by sad amusement fronts.

"We decided to start from scratch and create an entirely new type of entertainment zone, and to lead everywhere and force visitors to cover the entire zone before getting into dead-end streets and finding the old idea of the midway.

"Our next move was to provide a large number of devices of a new and novel nature. To this end the corporation is reviving the native co-operation of the American Recreational Equipment, which established its own organization at last December's convention to conceive and create new devices for the fair and to work with the fair in working out contracts for the sale, hire and distribution of apparatus.

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Jackson, Miss.—Fifteen gottings of a Canadian wild goose were held in Jackson Park. Addition of a large male pelican is reported by Superintendent Bennett.
In the beginning let me just say that I am an optimist, and it must be appreciated that we optimists live in a present, at least, in a pessimistic atmosphere. As is well known to all of us, gambling is illegal in most places, but not in a different channel for political graft. However, these same existing circumstances have led to a trend to open another channel for political graft. This is not so much a matter of money being collected from the public, but rather the desire to utilize this money for political purposes.

If I belong to a certain political party, I feel that it is my duty to do all I can to stop this illegal activity. It is fortunate for us that the United States and the United Nations have established business enterprises among the nations of the world.

You see, since the war ended, we have been continuously passing from the old to the new. Today we are living in an age as advanced beyond the horse and buggy age. How well I remember the first automobile trip I made from Cincinnati to my home town, Williamson, Va., which consumed my every six hours. Today I drive it with ease in seven hours. Today five hours a day is not much, I easily produce as much as was produced in eight hours a day and a half a week a few years ago. In other words, due to our advanced machinery in production we can easily produce as much in eight months as can be consumed in 12.

Take computing as one of the last 15 years has had an amazing increase in production. The machine of that time is known as a computer. It is now run by a human and a woman in the counting of products. It is now in existence as a machine of the same type which we can use in five months, all the glass needed in 20 weeks, textiles in five months, while the automobiles could only produce our needs if run at full speed for four years. If the coin-op is the coin-operated machine, whether it be of the type or coin-operated, it is not the case. The coin-op is a machine for entertainment and amusement. Only a majority of our people would find it enjoyable to use them.

The motto of the time was, "No coin, no more." This was once true, but by the time we see coin-operated machines, we find that they are not the coin-operated kind. We do not need them. The coin-operated machine is more harmful to man than is the coin-operated machine, and the coin-operated machine is not safe. Therefore regulation is our only answer. Any type of business must be regulated and controlled. The reformers are trying to do it, but it is not as easy to do it as they think.

The only one who does not bet on horse racing is the horse, and it is not much. We have seen men bet on horse racing, and we cannot say that it is only logical to outlaw the horse. We cannot say that it is only logical to outlaw the horse. We cannot say that it is only logical to outlaw the horse.

In fact, any sport or amusement which offers any degree of excitement or interest to us. We know from every-day experience that there is not a game of ball played that there is not money bet on the outcome.

All a Gamble

Did Lindbergh gamble his life on a new trail across the Atlantic? Did he gamble with the doctor's money? Did he gamble with his life in training for a successful career? Coming even closer to our Puritanical-minded reformers, does not our country have more men and women to bet on than Lindbergh?

According to Webster, gambling is a transaction involving an uncertainty. This being true, we find in everything in any day progress be without gambling? I would say it would be a drab old world without the excitement of gambling? Why try to eliminate something which is a part of civilization? Why not do the thing which is in the best interest of man? The thing which is in the best interest of man. The coin-op is a part of the coin-op.

One of these men said to me a few days ago, "If you need money, you can make money by legalizing gambling in Ohio. I am for it. However, I am not interested in the morals of Ohio in the least." I am interested in the morals of Ohio and I believe everyone of you are. Therefore let us improve those who feel that the virtue of Ohio should be placed far above the level of our reformers and narrow-minded blocks to work on a plan which will accomplish the desired results for us. By doing we will have served the citizens of our State well and gained the gratitude of thousands.

PHILLY MUSICIANS

(Continued from page 5)

local spots are preparing for an impasse with the musicians' union. Boys have been tipped off that Leon V. is refining the cabaret wage scale, mostly upward. A. Anthony Toner, musicians' press, reveals his committee is working on a new wage scale, effective September 4.

Further headlines for club owners include the State liquor control bill. Several dealers associations are lobbying for an amendment which would prohibit dancing in spots having floor space of less than 250 square feet for dancing.

Walsh Set for Musical

NEW YORK, June 8 — Mary Jane Walsh, singer, currently in London playing hotels and cabarets, has been set to go into the new Rodgers and Hart musical tentatively titled Two Brooches.
AMUSEMENT MACHINES

N. J. Cig Assn.
Running Smoothly

NEWARK, N. J., June 5.—R. O. Cig. went out early on the evening of May 25 when a special meeting of the Cigarette Merchandisers' Association of New Jersey, Inc., was called to pass upon its revised constitution, by-laws and rules of practice, all of which were duly accepted.

By unanimous consent John Sharenow, of the North Jersey Cigarette Sales Company; Milton H. Lewis, of the Lewis Vending Service, and Daniel M. Maltkin, of the Maltkin Sales Company, were appointed delegates to the second convention of the National Cigarette Merchandisers Association. Sol L. Kesselman, counsel, and L. Ray Mifflin, manager of the association, were appointed official observers.

Charles W. Stange, president, is temporarily acting and treasurer of the National Cigarette Merchandisers' Association. Leonard H. Jenkins, of New York, and the Keystone Cigarette Sales Company, of New Brunswick, were included as members of the association.

Following the meeting the newly appointed promotion committee met to discuss plans for an industry outing and will ride, golf tournament, swimming contest, fishing contest and industry supper to be held in June or July. A suggestion was made that the New York and Connecticut associations be informed of these plans so that they may also plan their annual outing for the same day and place, thus making it a real industry day.

The peace and tranquility which exists in the organization is clearly evidenced by the lack of complaints against members and the fact that the arbitration committee has not met for the last two months. This is in part due to the efforts of the manager to arrange different activities for the members. It was suggested that the committee make an effort to reach the arbitration committee. It is believed that the policy adopted by the association will benefit the interest of the operators and employees of the locations.

The operator profits from competitive advertising have increased in recent months. The recognition of this fact by the members of the association is a step in the right direction.

That the association is now recognized as an approved trade organization is evidenced by a membership extension to its manager by the American Trade Association Executive, an association of approved trade organizations.

Texas Operators
Re-Elect Officers

HOUSTON, June 5.—Texas operators met at the Rice Hotel here May 23 in response to a call by Earl E. Reynolds. It was an unusual gathering to attend and the officers of the association should feel proud of the fact that there were only about four towns open in the State at the time.

The meeting was to discuss further legislation and elect officers for the coming year.

Promptly at 1:30 p.m. Sunday President Reynolds called the meeting to order. The meeting room was well filled. After a brief announcement, the election of officers was called for and naturally, due to the efficient way the association had been handled the past year, Reynolds and all officers of the association were nominated, seconded, and re-elected unanimously to guide the association through 1937.

Every man in the room paid his dues without a call from Secretary Backman. Following the meeting Harry Drolgler invited all present to the Wurliner headquarters and, following a couple hours' enjoyment, a banquet was served at which time a drawing was conducted on the games that had been contributed by various manufacturers to be given away to the members of the association. Following the drawings a ball was given and everyone had a splendid time.

On Monday Harry Drolgler tendered a luncheon for those who stayed over and the operation of the Wurliner, which was served in the Wurliner headquarters. It was voted to hold the next annual meeting in Fort Worth.

GILMOR AND AEA—

(Continued from page 2)

third vice-president, 938; Peggy Wood, fourth vice-president, 901; Paul Duile, treasurer, 916, and Leo Cutler, recording secretary, 917.

Members of the council, elected for a full term of five years, are Glen Anderson, Franklin Fox, Henry Goss, Walter S. Greens, Louis Jean Hays, Benjamin S. Lackner, Erma Meredith, Clinton L. Morgan, Edith L. Van Cleve and Richard E. Whorff. Counselors for two-year and one-year terms, respectively, are John Webb and Mary Morgan.

P. G. O. N. and C. were endorsed by the Progressives, Morgan, Van Cleve, Withers and Andrus were endorsed by the Independents.

Sympathy

The sympathy of the industry goes to the family of Mrs. J. A. Emery, upon the loss of his wife, who passed away June 5. Wolf is one of the pioneer men of the J. F. H. and O. W. L., and Davis and F. E. L., and is always active in moves for general betterment. We extend sympathy in his bereavement.

Truly amazing VANAK

SLUG REJECTOR
Built for a Purpose. Not for a Price. See Your Jobber or Write A. DALKIN CO.
4311-13 Racine Ave. Chicago.

WANT TO BUY MILLS (5c) DIALS
MACHINERY NOVELTY CO.
5406 Delmar Blvd.
St. Louis, Mo.

WE OFFER $100 IN TRADE

For Rockola Regal, Wurlitzer P-12 Phonograph, or Wurlitzer Show Ball to apply on any Bang Tap, Galloping Dominoes, Realeta Jr., or Rossetti. All above factory fresh, brand new machines are guaranteed and the manufacturers make the trade-in and we ship immediately your choice. Limited offer. Act today.

P. K. SALES CO., 6th & Hyatt, Cambridge, Ohio
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."

With superb new and exciting performance, these De-Luxe Payouts stand alone in their class. Reports prove an earning capacity for greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.

TIMES EARNING POWER
Can visible drop chute accepts a seven coins at each play!

SPINNING FLASHER LIGHT
Shining, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD
An illuminated modernistic mirrored eye, decorated in dazzling colors. Really rich!

MODERNE CABINET
Absolutely class! Ebony black trimmed striker. 39" high, 36" long, 19" deep.

REGISTERED COPYRIGHTED AND PATENTED DECEMBER 31, 1936.

Pacific Features

Win or Money Back'

CHICAGO, June 5.—According to officials of the Pacific Manufacturing Company, their new modernized table, the Mama, is becoming popular as "the game with a money-back guarantee."

This unique feature assures a winning game for the consistent player, as effectiveness shows, "for it actually returns all or part of his money if he fails to win after a specific number of plays."

This win or money-back feature is said to have originated in pay tables at the Pacific Manufacturing Corporation, and is offered exclusively on their Mama game. "It has the power to stimulate," reports Paul Bennett, general sales manager. "Instead of being an expense to the operator as some might anticipate, this unusual appeal has actually boosted operators' revenue. It's called a great drawing card, for once the player starts he is strongly influenced to play out the required number of games to receive his refund."

This feature," he continued, "is but one of several built into this new game. The light-up board is of oversize proportions, with glowing lights and colors which are sensational in themselves. Scores are registered on a vertical thermometer scoreboard, jumping notch by notch as the single ball registers against the bumpers. There are many other innovations of design, construction and play. Bennett concluded, "Make Mama a favorite in any company."

Mystery in Game Attracts Crowd

CLEVELAND, June 6.—How the mystery of a Bally Crossline had a small Ohio town all stirred up is reported by E. M. Markey, of the Markey Company, who returned the other day from a trip thru Ohio.

"One evening while driving thru a small town in Southwestern Ohio," Markey said, "I noticed a crowd in front of the leading drug store. Thinking there was an accident, I stopped my car and forced my way thru the crowd inside the store. Imagine my surprise at finding a Bally Crossline was the center of activity. It was the first time people in this town had seen the operation of a photo-electric cell and they certainly had loads of questions to ask."

"I was really welcome when I explained a little of how the photo-electric cell works. If the play the game received that first evening was any indication of what it is going to get, then certainly it is a gold mine for some operator."

THE BILLBOARD 99

June 12, 1937

AMUSEMENT MACHINES

H. C. EVANS & CO.

1522-28 W. Adams St., Chicago, Ill.

BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS

Dealers Price

1 Deal $5.00

Operators' Price

1 Deal, $10.50

5 Deals, $6.00

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ALL GAMES IN FIRST-CLASS WORKING CONDITION

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ANY OF THE ABOVE GAMES 3 FOR $20.00

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NEW 11 SENSATIONAL 1 A.C. 7 COIN SLOT—Write or Wire for Information

MAYFLOWER NOVELTY CO., Inc. 369 University Ave., E. 1575—Mid. 6163 St. Paul, Minn.
Sensational News!

It's Here!

The Sensation of 1937

Chicago Coin's 5-Ball Novelty Game with "Twin Electro Skill Gates" and the "Duble-Spring" Skill Row!

Now Real Skill Possible in a Bumper Type Game!

1. Lite-Up Action
   - Projection Type Score Totalizer
   - Name, "Sensation of 1937"; Remains Lighted Throughout Game.
   - Left and Right Gate Lights Go on When Corresponding Bumper Are Hits, Increasing Score 50 Each.
   - Each Time A Bumper Spring Is Struck Two Lights Flash On The Playing Field.

2. "Duble-Spring" Skill Row
   - If by skillful play the ball enters this Chicago Coin Innovation, it bounds and rebounds off the two lengths of coil springs against the 2-in-a-row bumper springs, resulting in a much higher possible score for the player. Here it real skill for the player ... more profits for you!

3. Twin Electro Skill Gates
   - Each of the Twin Electro Skill Gates are automatically opened when the corresponding left and right bumper springs are contacted. Each gate spin adds 50 to the score and also allows the ball, when shot correctly, to sneak into the "Duble-Spring" row where multiple hits are possible.

4. New Innovations
   - A new improved feather-touch bumper has been installed in this game. A treat for the players ... the aperture of the coin chute lights up, illuminating the fast coin played ... new special de luxe oversize cabinet. Richer, larger, finer than before ... knock-em animation when bumper springs are contacted ... colorful, attractive playing field.

Will It Go Over Big AND HOW!

69.50

Ready for Delivery

George Ponsen Co.
Distributor for
New Jersey, New York, Connecticut

Chicago Coin Corp.
1725 W. Diversey Chicago
For the Record

In view of the fact that the Florida State slot machine license law of 1936 was one of the most interesting experiments ever conducted by a State in licensing such machines, all interpretations of the ups and downs of the slot machine license by expert writers are worth noting for reference by those interested in the study of the case. The present slot machine license ends October 1, 1937.

The following comment by Kenneth Bellinger, staff writer for The Miami Herald, in the issue of May 31 indicates some of the important political angles back of the recent discussion of slot machine licenses.

"Today (May 31) was a bad one for gamblers. First blow was House reconsideration and defeat of the Senate bill taking away from private citizens the right to go into court and state nuisances. This bill actually was designed to protect bookmaking establishments against closing by anyone but the State attorney or the county solicitor. The State Supreme Court held recently that book joints are public nuisances. Had this bill become law bookies would need only to control two officials to be assured of immunity from arrest.

"The next blow was House rejection of a committee bill to license gambling machines. Instead of paying protection and often not getting it the big gamesters have been licensed to operate one casino for every 40,000 people in the five big counties of Florida.

"Representative Joe Pulver, of Broward County, had the boys stopped on the question of gambling. He asked the difference between race-track and slot gambling and that with the cards or roulette. The one pays money on which most of the county line. The other was branded as bad. No one could tell him why.

"Next on the list of such measures is the Annenberg booke bill that legalizes bookmaking in the larger counties and get a State tax therefrom. This would permit the bookies who are customers of the race-track wire services to operate under State protection, hand in hand with the race tracks. It is being eyed as a possible source of revenue needed for old-age pensions to ward off a sales tax.

"Warning was given today by H. T. Cook, of Flagler County, that the little counties of the State will not support the proposed 50 cent tax boost on race tracks suggested by administration speakers and Governor Cone as one way of balancing the budget.

"On this same score the writer today received from Joseph F. Widenen, presiden of the Miami Jockey Club, the following telegram: 'Any additional tax detrimental to the State of Florida and our present relations to racing in that State.' It follows reports here that Isle of Pines will not open next winter if the tax on horse racing is increased from 10 to 15 percent of the mutuel handle.

"The Cook statement gives a legislative reaction that only ties in with the knot of the tangled finances now involving both branches. It is interesting statement: 'My county (Flagler) would not be able to operate without that race money. I believe I speak for a majority of the House members in feeling that any bill which will hamper or stop racing in this State would be a blow in the face of our taxpayers. Without the race money the property of the small counties would be called upon for new property taxes which we could not pay.

"Whether a general sales tax will be necessary to pay old-age pensions is something debated now. But that ought not to be the excuse for putting taxes on an industry that is supporting many of our counties, especially when it would not accomplish what they say it will. By closing the race tracks the State would get no taxes and the counties would be cut off from a very vital source of income.'"
Mr.: If you're not operating a string of Grandstands, you're thumbing your nose at a fortune.—It's a sensation,—a power house for profits . . . the tremendous flood of repeat orders has proved this. The 5c idea—that is, getting 5c where you formerly got 1c—is a success. The Automatic token payout (tokens can't be played back) is a success. The fact that Grandstand can be used anywhere penny cigarette machines are used is the biggest success angle of all.

Jennings New Bumper Game

SPORTSMAN DE LUXE
One ball payout with Mystery Bumpers
A brand new game . . . a brand new idea—that's Sportsman De Luxe—the ace of all bumper games. All the features you and your locations want—all the action . . . thrills . . . suspense players want. You've never seen anything like it . . . you never will again. Don't let your competitor get the jump on you—order your Sportsman De Luxes today—and enjoy the biggest haul you ever made from any pin table.

Mystery Bumpers—five of 'em—the big feature of Sportsman De Luxe. Five chances to hit one of the high scores—five more chances to win—five times as much excitement.

$159.50
TAX INCLUDED
NEW —
The Front Vender
CHIEF

Here's the famous Chief in a new style—a smart practical money-making front vender. No side contraptions—no bulky protruding mechanism. Vender mechanism built right into machine. It's new, modern and ready-for-business. It's the right machine for vender spots. Be the first to use it.

DENNINGS
DIXIE BELLE
with 3 Jackpots

Three jackpots—that's the secret of the tremendous success of Dixie Bell. Number one is the regular jackpot—rich, flashy and alluring—the largest on any machine. Number two is the active reserve, ready to fill up number one the moment the three bars are hit. Number three—a dummy jackpot. It looks like the reserve. It's always full—always tempting.

Dixie Belle may be had in either bell or vender as well as console type. Available in 1c to $1.00 play. — It's a Sweetheart any way you look at it.

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Overnight Service to All Points in Minnesota and Wisconsin

4309 W. LAKE ST., CHICAGO, ILLINOIS
Nickels to start...Quarters to keep going!

It's so easy to spend a nickel...and so natural to "step it up" to quarters on the second and third spin. Experienced operators know this big jump from nickels to quarters means big money. You yourself have watched people—race track fans for instance—"see-saw" back and forth with small winnings and losses. Then plunge with bigger money to "outguess and get ahead." So you know that the principle of nickels to start—quarters to keep going—means big money for you! And that, in a few words, is the secret of the success of Pacific's Deluxe Bell, Rosemont and Coronation—"Kings of the Consoles." See these Pacific Consoles at your distributors. Play them. Try them. Put them on location. And then sit back and listen to the sound of nickels and quarters filling up your cash boxes!

Equipped with new escalator chute. Furnished with two nickel chutes if desired.

And remember, Pacific's Deluxe Bell is the original bell...and the best!

Coronation

and "win or money back" with

Pacific's MAZUMA

The sensational game with the "money back guarantee." It took Pacific to dare this surprising innovation...and it's working real wonders. One ball automatic payout, with a giant lite-up board. If you want "mazuma"—get MAZUMA!

PACIFIC
MFG. CORPORATION
4223 LAKE STREET, CHICAGO

Los Angeles Office: 1320 So. Hope St.
Trade Needs a Leader

To the Editor: "We have intended writing you for several weeks in commendation of the young editors that have been running The Billboard. With all of these editors, we are looking forward to your editorial in the June 8 issue, which is just arrived.

The writer has contended for quite some time that the coin machine industry needs a strong man at its head. Considering the size of the coin machine business and kindred industries, no one would be too great to find the proper man as such a head.

"As you suggest in your editorial, public opinion and should be elevated to the many fine points in connection with the coin-machine industry. Instead of feeling that all coin men are receivers and merchants of organized gangs paying tribute to a central chief, the public should be shown the true character of the biggest majority of employees in our industry. Every day someone asks us: How did you get into the coin machine business? If they do not say so they imply that an honest man cannot be in this business. They do not know that the biggest majority of men at the head of operating and gambling businesses are home folks and upright citizens in their communities. They do not know that this industry gives honest employment to thousands of people in the manufacturing end, as well as the operating and distributing end. They do not know that many merchants have kept their doors open until the income they derive from the harm- less pinball games. They do not know that every operator and merchant discourages children from playing machines and, further, they do not know that wherever pinball games are operated they are regulated by local authorities.

"There are countless other ways by which a strong man could place our industry in the true light it deserves. If the manufacturers would just realize that they can do so much more business if the hundreds of cities now closed were reopened they would understand that concerted action should be taken now.

"In your capacity you can wield a powerful influence and we sincerely hope you will be able to continue doing so."

Birmingham Vending Co.
Birmingham, Ala.

PHIL BURGERSON talks to operators in Minnesota and Wisconsin about machines made by G. D. Ventege & Company.
A BALLY HIT FOR EVERY SPOT!

FAVORITE
RACE TRACK CONSOLE
NINE famous purse-winners on a circle track sparkling with lights! Whirling wheel CHANGES ODDS every race. Nine selections; nine odds per game; NINE TIMES THE EARNING POWER! Extremely FAST PLAY and DAILY DOUBLE feature insures record-breaking profits. All electric, guaranteed trouble-proof and cheat-proof, available in Nickel or Quarter play. Get back on Easy Street by ordering a few FAVORITES today!

BALLY BELLS
BELL FRUIT PLAY! FLASHING LIGHTS!
Super-bell earning power and guaranteed flawless performance in one and the same machine! BALLY BELLs has all the appeal or fruit-reel symbols plus flash of whirling lights and profit-boosting Double Coin Chute feature (CHOICE OF NICKEL-QUARTER; TWO QUARTERS; TWO NICKELS). They start with Nickels, quickly graduate to quarters and how the money rolls in! You'll never believe a coin machine could possibly make money like BALLY BELLs till you empty the cash-box and see for yourself! Order this great machine today!

FAIRGROUNDS
PLAYS 4 NICKELS A GAME
Back in production by popular demand! You can again get IMMEDIATE DELIVERY on this great $10-AN-HOUR Changing Odds One-Bet that MULTIPLIES PAYOUTS by number of coins played...$0.00 TOP! Plenty of spots begging for FAIRGROUNDS now — so rush your order and clean up!

GOLDEN WHEEL
Odds-Changing Bumper One-Shot
All the "first-second-third-and-fourth-place" payout appeal of Prankness...plus BUMPER-ACTION...ELECTRIC KICKER...and the greatest FLASH and "COME-ON" ever! Get your share of the GOLD in GOLDEN WHEEL! Order today!

NUGGET
COIN-OPERATED SALES BOARD
A gold mine in 6 SQUARE INCH COUNT-ER SPACE! Operates like 1000-hole board. Has 3 SPINNING REELS, flashy 6-color front with gold coin seal. Adjustable, cheat-proof, guaranteed trouble-proof mechanism. 10 to 25 NUGGETS on your route will net you really big money. Order today!

F. O. B. Chicago
$19.75

SUM-FUN
A new idea with magnetic appeal! Gold coins whirl around on 3 SPINNING REELS...when 3 coins of same kind come up, player receives SUM of all three. For example, 3 dollar coins receive $9.00, etc. Requires only 6 sq. in. counter space to earn upwards of $10.00 daily. Order a sample of SUM-FUN today!

F. O. B. Chicago
$19.75

BY BALLY! That means better materials, better workmanship...smoother performance, increased earning power, longer life and, finally, highest resale value! Get more for your money! BUY BALLY!

BALLY MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILLINOIS

JOHN A. FITZGIBBON, Eastern Distributor, 453 W. 6th Street, New York, N. Y.
"Rockola is the only audience tested phonograph"... GET ROCKOLA AND YOU GET audience approved music!

After all YOUR phonograph must please the majority... The superior tone and quality is so outstanding that the majority not only ask for ROCK-OLA they demand it... Why be satisfied with less than the best.

You owe it to yourself and your locations to provide the world's best phonograph music. Your distributor will tell you why ROCK-OLA MULTI-SELECTOR phonographs are so outstandingly "the people's choice" in good music.
Wurlitzer-Simplex operators know that wherever they install a Wurlitzer-Simplex Automatic Phonograph it’s there to stay! No competition can match the beauty or performance of these crowd pulling instruments. In fact, Wurlitzer-Simplex operators are everywhere replacing less appealing phonographs with the Simplex.

Cash in on the superiority of these splendid money makers. Find out if there is room in your locality for a Wurlitzer-Simplex operator. The coupon will bring you the answer. If it’s favorable you’re headed for success!


Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

Name
Street
City
Present Occupation
State

Wurlitzer-Simplex operators know that wherever they install a Wurlitzer-Simplex Automatic Phonograph it's there to stay! No competition can match the beauty or performance of these crowd pulling instruments. In fact, Wurlitzer-Simplex operators are everywhere replacing less appealing phonographs with the Simplex.

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