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JUNE 12, 1937

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The Billboard

The World's Foremost Amusement Weekly



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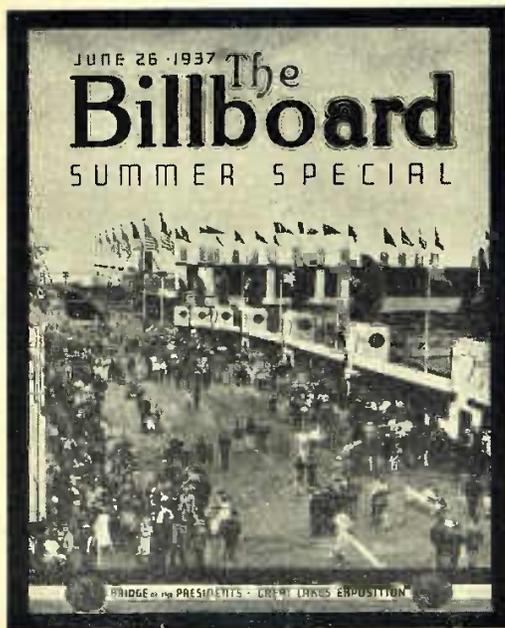
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The World's Foremost Amusement Weekly

June 12
1937

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N. Y. FUN ZONE 280 ACRES

Admission Taxes Seem Certain To Hold On for Two More Years

WASHINGTON, June 7.—Administration forces in Congress will rush thru a resolution to extend for two more years the "nuisance taxes" on amusements, gasoline and luxuries at the first ripe moment during this or next week. There may be a repetition of tactics used two years ago when these taxes were passed by a gagged House.

In a closed meeting last Thursday (3) the Democratic majority in the House Ways and Means Committee voted to approve the resolution submitted by its chairman, Robert L. Doughton (Dem. from North Carolina), without giving a chance for a public hearing before the committee. Republican members of the Ways and Means made a formal announcement of their unanimous opposition to the extension and admitted that they tried to limit the taxes to one more year after the present taxes expire at the end of this month. They said that the Administration should cut down its spending by as little as 7 per cent, which would "offset the revenue from nuisance levies which fall most heavily on those least able to pay." The Republican statement, however, should be considered as regular minority opposition and not as the private views on taxes entertained by those Congressmen who concurred in the statement.

If a flood of objection from the public should force Congress to defeat or change the tax measure to delete admissions the tax, now at 10 per cent of

all tickets over 40 cents, would revert to the former schedule of 10 per cent of all tickets over \$3. However, the yearly loss of revenue from this tax alone would amount to \$15,240,000, which would practically wipe out collections on amusements. During 1936 taxes on admissions poured \$15,581,000 into the United States Treasury.

Lumped together in the same revenue measure are taxes on cameras, refrigerators, petroleum, coal, coke, security issues, stock transfers, sale of produce for future delivery and even the 3-cent (See **ADMISSION TAXES** on page 18)

Graham's Midget Circus Folds After Tent, Fixtures Attached

SAN ANTONIO, June 5.—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 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 exposition last year, have money due them. They were feasted at the St. Anthony Hotel here Friday by Porter Loring, Circus Fan.

World's Fair Amusement Area Will Accommodate Over 250,000

Two-mile sector will be arranged along revolutionary lines, says President Whalen—vivid coloring and new and novel devices to be features in proposed setup

NEW YORK, June 7.—General plans for the amusement sector of the New York World's Fair of 1939 were released last week by Grover Whalen, president of the Fair Corporation. Approximately 280 acres of the Flushing Meadows fair site will be devoted to funmaking establishments and will contain all conceivable kinds of shows, rides, spectacles, pageants, restaurants and marine features. The division will be laid out to accommodate more than a quarter of a million persons at one time and will be particularly noteworthy, Whalen said, in architectural treatment and night illumination. In making his announcement Whalen emphasized the fact that altho the 1939 event will be resplendent in amusement features they will in no way overshadow other features of the fair. "We who are planning the New York Fair," he said, "have the fullest appreciation of the importance of amusements and we expect to have the largest area and the greatest number and variety of amusements ever provided for any exposition in the world. . . . Yet we do not intend to submerge or subordinate the arts and crafts. Let it be understood that we shall have plenty of amusements, but let it also be understood that we shall have

(See **N. Y. FUN** on page 96)

Writers, Including Dramatists, Have a Congress of Their Own

NEW YORK, June 5.—Hard on the heels of the American Theater Council's convention to save legit, the American Writers' Congress came to town for a three-day meet to rescue literature from fascism. Attended by left-wing playwrights Leopold Atlas, Albert Behn, Michael Blankfort and radio-dramatist Archibald MacLish, as well as dozens of other aesthetes and literary lights, the convention indulged mainly in inspiration oratory and political gab. Congress will probably be even less productive of practical results than the theater convention.

Scenario writer and humorist Donald Ogden Stewart came from Hollywood to address the Carnegie Hall mass meeting last night, first session of the convo. Stewart complained of the "slavery" to which writers are subjected in filmland.

Tho a humorist, Stewart had been assigned to write the scripts of such "laugh riots" as *Smiling Thru, White Sister* and *Barretts of Wimpole Street*. He, however, evinced no inclinations to desert the luxurious life of a scenario scribe for a proletarian garret, tho he was challenged to do so by an irate comrade in the balcony.

Most exciting moment of the meeting came when sequences of a new flicker, *The Spanish Earth*, photographed at the front of the Spanish Civil War, were flashed. Script was written by Ernest Hemingway and John Dos Passos. (See **WRITERS, INCLUDING** on page 18)

Gillmore and AEA Regulars Breeze Thru to an Easy Win

Incumbent Equity president polls 865 votes as against 163 for E. J. Blunkall, 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 slate, was swept into office as a result of Friday's election meeting at the Hotel Astor here. Set for another term of three years, the president polled 865 votes as against 163 polled by E. J. Blunkall, head of the Progressive ticket. Main interest, however, centered in the battle between the Independent party and the Administration, the former having concentrated its efforts upon landing council positions. Of the 1,198 votes polled, 733 were estimated as split ballots and 465 straight. Coast returns were estimated as about 500.

Events leading up to the election were marked by an attempt on the part of the Independents, an outgrowth of the Actors' Forum, to draft Kenneth Thomson, president of the Screen Actors' Guild, and then Walter Hampden to run for president. Both refused. Shortly before deadline on nominations E. J. Blunkall, former Equity contact on WPA matters, threw his hat into the ring.

Gillmore, had he not won together with his council, would have regarded his re-election as a hollow victory. Administration, however, for the second time proved stronger than it was credited with being. Last important test of this was the referendum last year on the amendment to the senior membership ruling of the constitution. Administration won by four to one.

Administration officers elected for three years, with votes polled, are Gillmore, president, 865; Osgood Perkins, first vice-president, 939; Florence Reed, second vice-president, 922; Arthur Byron, (See **GILLMORE AND AEA** on page 98)

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Waive Tax on Music Artists

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

NEW YORK, June 5.—Representing the American Guild of Musical Artists, a committee composed of Vice-President Richard Bonelli, Executive Secretary Leo Fischer and Counsel Henry Jaffe recently appeared before representatives of the New York State tax bureau in Albany and won an exemption for musical artists from a 4 per cent tax on net incomes. Tax, which is peculiar to New York State and exists nowhere else, had been imposed upon all "unincorporated businesses" wholly or partly carried on in the State during the calendar years of 1935, 1936 and 1937.

Tax bureau had previously held that (See **WAIVE TAX ON** on page 18)

THERE'S \$\$\$ IN BENEFITS

\$150,000 From Paid Shows and \$18,827 to Theater Authority

125 benefits cleared thru TA—75 fewer than previous year—Weisgal benefit most unusual—Red Cross outstanding—Corelli turns talent prophet, as usual

NEW YORK, June 5.—Checkup on the season's benefits, according to Alan Corelli, secretary of Theater Authority, indicates approximately \$150,000 was paid to performers for appearing at charity affairs. Statistics cover the period from the fall of 1936 to spring, 1937, during which time over 125 benefits were cleared, TA's take being \$18,827.69. Authority's percentage the previous year was \$27,000, the cleared benefits running close to 200. According to Corelli, the difference in TA's cut is accounted for by the paid shows, 25 of which ran as benefits last year, and the fact that certain clambakes were not run at all, such as the New York American Christmas Basket Fund, Eddie Cantor's benefit for the camp he maintains, the Group Theater and City and Country School.

Record for the greatest number of benefits in one night is seven, Corelli going nuts the night of April 11. Most outstanding soiree was the Music Hall madras February 11 for the American Red Cross, the 14 stars and four-hour show drawing shekels totaling close to \$50,000—plenty of dough for any brand of starving Armenians. The most outstanding benefit ever staged, the program was broadcast Coast-to-Coast over every major and local station, with a donation of \$25,000 from the Wrigley Gum (See *THERE'S \$\$\$* on page 18)

Barney Balaban No CIOer

CHICAGO, June 5.—Barney Balaban, head of the Balaban & Katz theater chain, was absolved of having CIO connections yesterday by the Monroe, Mich., chief of police. Chief had discovered a group of CIO strikers aboard a motor cruiser docked at Monroe and when further investigation revealed the boat belonged to Balaban he phoned Chicago to check. Balaban's offices said the cruiser was being taken to New York to pick up Balaban, who is returning from Europe, and that there must be some mistake about him being a CIOer.

Anti-Censor League Formed

NEW YORK, June 5. — Association Against Censorship in the Legitimate Theater was formally incorporated last week and is now setting up a permanent body. Body is an outgrowth of the Joint Committee of the Legitimate Stage Opposed to Censorship, the name of the organization which hurriedly banded together to successfully fight the Dunningan Bill aiming at setting up a one-man dictatorship of the stage. Association now is setting up a permanent group and organizations which were active in the Dunningan Bill fight are being invited to join and send delegates. Deadline for this is July 1.

Cost of the association will be borne by the managers, the theatrical unions having balked at supporting what is considered to be essentially a managers' outfit.

Actors' Equity, the stagehands, the theatrical unit of the American Newspaper Guild have already signified their willingness to join.

Herman Shumlin, producer, who was instrumental in the Dunningan slaughter, is temporary chairman.

Ingeborg Torrup in Fine Dance Recital

NEW YORK, June 5.—Still offering abstract and often finely effective interpretations of music, uncluttered by modernistic trends and grotesque fads, Ingeborg Torrup gave a dance recital last Thursday night at the New School (See *INGEBORG TORRUP* on page 26)

Pubs Offer Song Writers 50-40

NEW YORK, June 5.—Deadlock between songwriters and publishers over the handling of transcription and synchronization rights continues, committees representing both factions having failed to reach an agreement at the last session Thursday.

Meeting was stormy and was getting nowhere when agreement was reached to have further discussions next week. Pubs are offering tunesmiths 50 per cent on classicals and 40 on pops.

N. Y. Restricts Cafes, Theaters

NEW YORK, June 5.—Board of Estimate yesterday voted a resolution barring theaters, motion picture houses, cabarets, public dance halls, with the exception of those in hotels and clubs, from a newly created restricted area extending along Madison avenue between 23d and 84th streets, along Fifth avenue from 23d to East 69th streets on the east side of the avenue, and to East 58th street of the west side.

Resolution, sponsored by Boro President Samuel Levy of Manhattan, was backed by the Fifth Avenue 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 amusement activities in the city was made this week by Police Commissioner Heinrich Pickert. Lieut. Lester Potter, who held the post for 27 years, retires May 31 on pension.

Kollar was assistant to Lieut. Royal A. Baker, who handled film censorship only until his retirement two years ago, and Kollar has handled films exclusively during that time under Potter, but is new to the dramatic and outdoor show censorship field. The film work will be handled by Detective Charles W. Snyder, who has been Kollar's assistant the last year.

Grand Opera Artists Elect

NEW YORK, June 5.—Newly elected officers of Grand Opera Artists' Association are Giuseppe Interrante, president; Nino Ruisi, Calzolari, Lee Sherman, Delina, Larvinia Darve and Lloyd Harris, vice-presidents; Armand Marbiny, secretary; Stella Marcketti, secretary of advancement; Silvio Paglia, treasurer; Erna Miru, Rose Buska and Costante Sorvino, trustees, and Paul Farber, sergeant-at-arms. Council includes Mario Valle, Francesco Curci, Aroldo Lindo, Irene Elliott, Sonia Winfield, Dorothy Pilzer and Tride Pilla.

CLYDE McCOY (This Week's Cover Subject)

THE "Sugar Blues" maestro, noted for his hot trumpet playing in all sections of the country, is also known, equally as widely, for conducting an orchestra playing smooth and rhythmic dance music. McCoy himself is regarded as one of the best trumpet players in America—a jazz virtuoso on the instrument. His "Sugar Blues" has become a popular classic; his playing of "Riding to Glory on a Trumpet," "Some of These Days" and other like tunes are but a shade less widely applauded.

Preceding his present stand, the Peabody Hotel, Memphis, McCoy and his orchestra appeared and played in many key spots nationally. For three years the group worked in RKO vaudeville. Their 22-month stay at the Drake Hotel, Chicago, is still a record for a band booking at that leading hotel. Vitaphone used McCoy and the orchestra for a series of shorts. And after the McCoy photograph record of "Sugar Blues" sold 47,000 disks for Decca the company gave the band a two-year contract.

Later this season McCoy is booked, thru Consolidated Radio Artists, for the Graystone, Detroit, and Castle Farm, Cincinnati.

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Columbia Takes Baseball Lead

NEW YORK, June 5.—Columbia, beating RKO last week by a score of 9 to 5, jumped into first position in the Motion Picture Baseball League. Game was the first lost by RKO. Also during the week Skouras won over NBC and Apeda registered its first win by beating Paramount, the respective scores being 8 to 5 and 2 to 1.

| Team | Won | Lost | Pct. |
|---------------|-----|------|-------|
| Columbia | 4 | 0 | 1.000 |
| RKO | 3 | 1 | .750 |
| Consolidated | 2 | 1 | .667 |
| Skouras | 3 | 2 | .600 |
| MGM | 2 | 2 | .500 |
| Paramount | 1 | 3 | .250 |
| Apeda Studios | 1 | 4 | .200 |
| NBC | 0 | 3 | .000 |

Paul Green Splits Dramatic Double-Header Given by WPA

NEW YORK, June 5.—The WPA production of Paul Green's two one-acters, *Unto Such Glory* and *Hymn to the Rising Sun*, has been extended from several afternoon performances to evening showings. Such meaty material is suited for a heavy evening meal rather than a light luncheon tidbit. Let Mr. Green's rather heavenly titles deceive no one; his first play is nothing for the religious-minded and his second is a gummy indictment of a vicious prison system.

A wandering evangelist and his somewhat carnal desire for the soul and body of a farmer's wife is told—or yelled—in *Unto Such Glory*. *Glory* shows all—with something of the delicacy of one of the lesser Minsky numbers—even employing what that branch of the theater calls "handwork." The humor is crude but pointed, and while, obviously enough, satire of religious phonies was the goal, the result was something else again. Actually the complete picture is a decidedly broad bit of buffoonery, sure-

ly distasteful to those of almost any religious belief, and near-burlesque in its attempts to satirize. Will Geer, who was the misbehaving man-of-the-cloth, gave a roughshod interpretation of the role that smacked of the late flesh temples which Mr. Moss saw fit to close. Mary Bell, his goal, was somewhat cowlike in her stage antics and needs plenty of polish before she'll be ready to run away with any more ministers. Her husband, Edward Segal, gave a balanced, poised, thoroly sympathetic performance—severely unlike that of his associates.

Hymn to the Rising Sun is a brutal play, coarse and observing, and a moving production. The scene is a Southern prison, probably one notorious for its sadistic chain gangs. A poor creature screaming in a sweat box occupies the center of the stage. In the short span of a simply constructed single-act play one witnesses man's inhumanity to man, prison horrors and the mental wanderings of a sadistic "captain" in charge of the cons. Louis Polan has one of the longest soliloquies in the one-act play field and resists all temptations to become melodramatic. He has felt the mental pulse of such a sub-human creature and his performance is a sincerely accurate and righteous one. No pretty, pretty fantasy thing, this *Hymn*, but a bloody indictment against legalized sadistic orgies. B. H.

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Akron Police Raid Clubs; Acts Halted

AKRON, June 5.—Fifty-five arrests were made in the clean-up drive on nudity and indecency in Akron's night spots, gambling houses and vice resorts demanded by Mayor Lee D. Schroy Saturday night.

Zora and her Nudists were nabbed at the Merry-Go-Round night club by Vice Squad Chief O. D. Weigle and 17 fellow raiders. With Zora in her act were Telly Rymers, Patricia Glass, Janet Loc, Noel Arden and Gretta Zack. Zora protested that it was the first time her "art" had ever been called indecent and the first time she had ever been arrested.

Rita Cazell, dancer at the Wagon Wheel, East Akron, didn't even get to demonstrate her art. Officer Charles Capron looked her over before the show and decided she couldn't go on.

Robbins Shakes Up Branch Men

NEW YORK, June 5.—Robbins Music Corporation announces numerous changes in setup. Current official lineup: In Boston Leo Talent represents Robbins, with Fred Auger in a similar capacity for Feist; in Chicago, Ben Goldberg for Robbins, Ned Miller for Feist and Sid Goldstein for Miller; in Philadelphia, George Dalin for Robbins and Pete Woolery for Feist; in Cleveland, Carl West for Robbins, Billy White for Feist and Lew Entin for Miller; in Kansas City, John Sandusky for Robbins and Floyd White for Feist; in Los Angeles, Arthur Plantodosi for Robbins, Harry Kessell for Feist and George Wallace for Miller; in San Francisco, Clarence Freed for Robbins, Feist and Miller; in Denver, Charles G. McLaughlin for Robbins, Feist and Miller.

Grab Beverly Bank Roll

CINCINNATI, June 7.—Local papers this morning revealed that six armed bandits allegedly held up the "house car" of the Beverly Hills Country Club on Alexandria pike in Campbell County, Kentucky, Saturday night and escaped with \$10,000. Shortly after the club opened about a month ago there was an unconfirmed report that bandits held up the establishment and obtained \$3,000. Peter Schmidt, owner of the club, denied the report, however. Neither Newport nor Campbell County police have had an official report of the latest stickup, but county patrolmen are said to be investigating.

Morris Agency Heads In Chicago Conferences

CHICAGO, June 5.—Paul Small, head of the William Morris Agency night club department in New York, is in conference at the Chicago branch with Morris Silver and Sammy Clark, local night club department head.

It is understood that difficulties arising thru the submission of similar acts into this territory from both offices will be ironed out during the current sessions.

Philly Musicians Scale To Be Upped

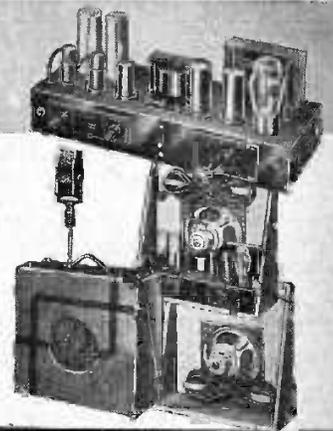
PHILADELPHIA, June 5. — Having satisfied the police and the mayor that charges of gambling, Sunday sales and lewd entertainment were unfounded, (See PHILLY MUSICIANS on page 97)



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| TEN ROLLS... 3.50 | ACCURATENESS | 50,000 .. 12.75 |
| ROLLS 2,000 EACH. | GIVE US A TRIAL ORDER. | 100,000 .. 20.00 |
| No. C. O. D. Orders Accepted. | THE TOLEDO TICKET CO. | 1,000,000 .. 150.50 |
| | TOLEDO, OHIO | |

BOARDWALK ANNOUNCINGS

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. setup—35 commercials at \$250 per week

NEW YORK, June 5.—Commercialization, both by radio and a public-address system thru use of spot announcements, is set for the boardwalk at Asbury Park, N. J. It's the radio latest method and answer to the claim of summer audience loss. Asbury Park deal between WNEW and Walter Reade, concession operator at the boardwalk for the Asbury Park municipal government, was 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 plugs 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 Martin Block, who handles WNEW's recorded program *Make Believe Ballroom*, and Reade. It provides that the boardwalk p.-a. system pick up the twice daily broadcasts of *Ballroom* and broadcast them over the boardwalk amplifiers. Show is on for an hour in the morning and an hour and a half in the evening. During the rest of the day, the public-address system will play dance records, in the *Ballroom* style, with commercial announcements coming at 10-minute periods. These spot breaks will be sold to advertisers at the rate of 35 announcements per week, five per day, \$250 per week. This is a higher rate than many radio stations charge. A leading sales angle will be that unlike other radio audiences, here is a visible audience that can be counted. Asbury Park does not allow any sign advertising of any nature on the boardwalk. Public-address system will operate 18 hours daily. Announcements at a 50-word maximum.

WNEW has also effected a tieup with Palisades Park, N. J., whereby Block's daily programs will be picked up on the public-address system there.

Earle Ferris, Incorporated

HOLLYWOOD, June 5.—West Coast office of Earle Ferris Radio Feature Service, Inc., has been incorporated under California laws. Officers are Earle Ferris, president and treasurer; Irving Parker, vice-president and general manager, and George Lessall, secretary.

Local staff includes Irving Parker, Roberta Woodburn and Connie Vance, formerly with KNX.

Socony's Amateur Baseball

NEW YORK, June 5.—Socony-Vacuum is adding an amateur team to its string of sponsored baseball games with the signing of a Burlington, Vt., local nine. Games will start at 5 p.m. and three a week will be played for 10 weeks.

J. Stirling Getchell Agency placed account on WCAE.

CHICAGO, June 5.—M. Lewis Goodkind, radio service manager and publicity director of Lord & Thomas, has resigned after having served with that firm for nine years. Prior to joining Lord & Thomas Goodkind spent two years with *The Chicago Herald and Examiner*. He plans to take a vacation and will resume business activity in Chicago August 1.

Possibilities' Boom

NEW YORK, June 5.—Past fortnight has been a boom period for radio possibilities as suggested by staff men of *The Billboard*. Joe Laurie Jr. was finally given his long-deserved air break by Rudy Vallee and is a consistent clicker. Looks slated for a typical Vallee buildup, a la Frank Fay, Joe Penner, Edger Bergen, et al. Freddie Lightner another, signed by General Foods for a crack at the comedy spot on the Jack Benny summer replacement show. Another Possibility who may go radio is Eddie Lambert. Story in this issue gives further details.

Change of Venue

NEW YORK, June 5.—One day this week Martin Starr interviewed the commissioner of jurors of New York on WMCA. Broadcast was arranged by Larry Nixon, station press agent. An hour after the show Nixon and Bert Lebar, WMCA sales manager, were served with jury notices.

First Brazilian Chain Starting

NEW YORK, June 5.—Brazil's new radio web will get under way August 1 when a new 25,000-watter, Radio Tupan, will open for business at Sao Paulo. Chain, controlled by the Associated Newspapers of Brazil, also owns PRG-3, Rio de Janeiro, another 25,000-watter.

Chain will be the first network in Brazil and owners expect to have several other stations under way within the next year. Associated Newspapers is comprised of 16 independently owned dailies and magazines and will probably effect publicity tieups between outlets and publications.

New Sao Paulo station will be on 24 hours daily, unusual for Latin America. Call letter has not been assigned yet.

Chain bug is spreading in South America, with another web in the Argentine adding new stations.

Carl Arnold Leaves FCC

WASHINGTON, June 5.—Another vacancy occurs in the FCC Telegraph Division when the resignation of Carl F. Arnold, assistant general counsel, becomes effective July 1. It is said that this resignation is in no way connected with the retirement of Dr. Irvin Stewart from the commission on June 30. Arnold has been on a leave of absence from his faculty post at the University of Wyoming and wishes to return to teaching.

KDKA's Night Baseball

PITTSBURGH, June 5.—KDKA tried stunt broadcast of night baseball game at near-by Butler Thursday (June 3), found it so well received, Jack Hollister announcing, that future diamond battles under lights may be regular feature.

WNAC's Quiet Night

BOSTON, June 5.—A faulty condenser threw the Boston unit of the NBC-Red network, WNAC, and member stations of the Yankee Network off the air last Saturday from 8:47 to 10:25 p.m., during which time Chief Operator J. A. Dodge and a crew worked frantically to locate the trouble at the main transmitter at Squantum, Quincy, Mass. Hundreds telephoned for info as to dead air.

Bingo Set To Go On WFAS June 17

NEW YORK, June 5.—Radio bingo for the George W. Loft Markets, Inc., starts June 17 on WFAS, White Plains. This is believed to be the closest to New York City that the game has reached so far.

Listeners will go to a Loft market for a bingo card, these cards to be checked against numbers called during the broadcasts. Winners will get cash awards. Game equipment comes from E. F. Lowe Company, New York, with J. S. Baxter setting the deal for the advertiser and B. S. Middleton for the station.

Ad Agency Produces Feeless News Show

NEW YORK, June 5.—Program pending for some time will be produced by an advertising agency for the sponsor, but there will be no time fee. Understood the program, which is being "sponsored" by *News-Week*, weekly news magazine, will be broadcast on an exchange basis of some sort with the stations getting it. N. W. Ayer Agency will produce the show for the magazine.

Program was reported as having been due to start some time ago, the starting date postponed because of changes rumored due on the magazine. Vincent Astor, publisher of *Today*, recently merged his publication with *News-Week*. Latter has used radio before on a similar basis, supplying stations with news scripts and recordings. New program is to be along lines of forecasting the next week's news on the basis of the past seven days' events.

Eddy Duchin for Hudnut

NEW YORK, June 5.—Eddy Duchin is slated to start a series for Richard Hudnut, cosmetics, deal due to be closed this week. Duchin is handled by Music Corporation of America. Hudnut hasn't used radio recently.

FCC Attorney Group's New Law Puts Ban on Claims of "Pull"

WASHINGTON, June 5.—Regarded as a highly significant step is the adoption by the Federal Communications Commission Bar Association of a constitutional amendment designed to prevent any member of the association to "claim political influence." Believed spurring the FCC attorneys to take this step was the recent FCC action charging Paul Segal and George Smith with alleged "unbecoming, unethical and unprofessional" actions in a case before the commission. Samuel Kaufman was named to act as special FCC counsel in this hearing this week.

FCC was notified by Louis G. Caldwell, president of the lawyers' group, who said "... that it was the sense of those there (at the Bar Association meeting) that the matter ... was already covered by certain of the general provisions in the canons as previously adopted and that it was certainly the intent that it

should be so covered. In order to eliminate any doubt, however, it has been deemed advisable to cover the matter specifically."

New provision reads as follows: "It is improper for a lawyer to represent, or cause to be represented, or knowingly to permit any other person to make such representation in his behalf, that he is able, or, if employed, intends, to secure favorable action from the Commission or any division, member or employee thereof, on a basis other than on the merits of the case to be presented and in accordance with the rules, regulations and practices governing presentation to or action on such cases, whether because of such attorney's prior employment by or other connection with the Commission or because, for any other reason whatsoever, he is in a position to exert, or to cause to be exerted, influence calculated or intended to bring about such action."

Canadian Bingo On 10 Stations

TORONTO, Can., June 5.—People's Credit Jewelers will start a radio campaign in the fall using the game Credit for their program. Company tested the show on CKCL, results being such to set the decision in favor of using a campaign covering about 10 cities. Basis of the game is something resembling bank night, except that no purchases are necessary, listeners first to fill in their phone numbers on cards being awarded prizes. Associated Broadcasting Company, of this city, owns the game and has also spotted it on a Cleveland station.

Cities slated to get the campaign are Ottawa, Hamilton, Montreal, Toronto, Vancouver, Halifax, Winnipeg and others. Show can't go network because of different phone exchanges in each city.

Ben David Joins WOR Artists' Bureau Staff

NEW YORK, June 5.—Benjamin David, former indie radio agent, who recently closed his own office, joins the WOR Artists' Bureau next week. David will handle all radio talent sales to advertising agencies, a spot the station has sought to fill for some time. David managed *Le Reisman* and *Lois Ravel*, among others, before radio was an active RKO vaude agent.

WOR Artists' Bureau, continuing its expansion, is also slated to add a press agent to its setup, plugging the various artists under contract. A fortnight ago Henry Frankel joined the department in charge of vaude and cafe talent deals.

Another Vox Pop Twist; Guys Talk to Selves

NEW YORK, June 5.—"Man in the Street" will have a chance to go home and hear himself being interviewed when Martin Block's *Man About Town* series gets going this summer. WNEW will have street interviews recorded, using portable apparatus, and will air discs for evening broadcasts. Interviewees will thus have a chance to get the folks together to listen to themselves.

Stunt also gives stations a chance to blue-pencil any lines unsuitable for the air.

TBT Still Working On Chicago Outlet

NEW YORK, June 5.—Transamerican Broadcasting and Television is still understood to be still looking for a Chicago outlet for the WLW-WHN line which it represents. TBT is said to feel that a Chicago station is vitally important in the plans of the WLW setup.

TBT is reported having approached both WJJD and WOEL. Latter, labor owned, wanted no network deals of any sort, reportedly, while WJJD refused to take outside network business now that CBS is giving the station some commercials.

Cy Taillon Goes Rodeo

DENVER, June 5.—Cy Taillon has resigned his job in the commercial department of Station KJLZ as of July 1 and will spend his summer acting as announcer and master of ceremonies at rodeos and fairs. He will take a vacation on a Montana dude ranch prior to his first engagement on July 15 in Butte. Taillon was for five years announcer and national advertising manager on KGHL, Billings, and was on KSTP, St. Paul, and WDAY, Fargo, N. D.

Vox Pop for Kids

SALT LAKE CITY, June 5.—Junior receives a chance to air his views on life and its problems in KDYL's *Vox Pop Jr.* stanza. Program originates in an amusement center and questions on subjects of interest to kids are asked.

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 constitution will be offered to the membership at the convention in the Hotel Sherman in Chicago June 20-23. First would amend Article III so that owners of more than one station would have to carry a membership in NAB for each station. Practice of riding along in the organization on the membership of one station will be stopped if Arthur B. Church (KMBC), who submitted the amendment can win his point.

Second change is offered by Church also, who feels that the outgoing president of the organization should automatically become a member of the board of directors for a term of three years. Church, who can be considered a candidate for president himself, wants the change in Article V to become effective with the possible retirement of the present president, C. W. Myers (KOIN-KALE), following the 1937 convention. Myers has given no indication whether he will run for re-election.

This year's election of officers has been moved up to the second day of the convention which upsets former practice of holding the contest on the last day. A complete agenda is impossible at this time, but for the first day the usual reports will be read and discussion will be devoted to the report of the Engineering Committee. The third and fourth days will take up broadcast practices including rates, promotion, etc.

Speakers

Some difficulty is being experienced in getting speakers for the convention due to conflict of dates with the New York convention of the American Federation of Advertisers. Some of NAB's Eastern membership may have to forego the Chicago meeting in order to cover the convention in New York. Some effort is being made to have President Roosevelt address the convention at the opening session by direct telephone wire, but to date no arrangement has been made. Should other arrangements prevent the President from speaking to NAB members there will be no substitute such as some other government official making the telephone address.

Director James W. Baldwin will report that 25 per cent of the NAB recording, project of public domain songs is already completed. Almost every type of arrangement is used as well as instrument specialties. A staff of searchers is continuing the work until a final 100 hours of recordings are completed. So far, all recordings have been made in New York but the NAB is prepared to make recordings anywhere in the U. S.

"The activities of the Bureau of Copyrights," Baldwin said, "are designed to supply broadcasters with a sufficient supply of raw material (discs) as will free them from the ASCAP monopoly which today compels the broadcasters to pay a certain percentage of their receipts whether they use ASCAP music or not."

Networkers in New York believe that, while usual controversial angles will come at the NAB convention, most likely from the floor, this year's session will be even more marked than was last year's by "back-room stuff." Latter is the station expansion activities of the three networks, with Mutual and NBC likely to be the most active. Last year there was a definite attitude of trying to prevent Mutual expanding westward beyond Chicago, which failed. This year NBC is on a station acquisition campaign and hopes to get 150 stations for its two chains by the end of this year at the latest. Mutual, meanwhile, is working on expanding its supplementary market coverage.

Pearson's New KWTO Chore

SPRINGFIELD, Mo., June 5.—National accounts on KWTO and KGBX are now being managed by John E. Pearson, formerly promotion exec and news and market editor.

Carl Ward is assistant promotion head and Terry Moss handles NBC traffic.

WCAU's G-Man

PHILADELPHIA, June 7.—WCAU grabs off a real G man. Jacob Hefler, special agent of the Federal Bureau of Investigation since 1931, has resigned his post to become comptroller of the radio station, effective today.

"Open House" WFIL Labor Talk Policy

PHILADELPHIA, June 5.—Labor will find an outlet here for its sales messages in the future at WFIL, according to a statement of policy issued by Donald Withycomb, station manager. Station facilities will be placed at the disposal of all labor groups on the same basis as for other commercial advertisers.

WFIL last week accepted a talk by a CIO organizer after it had been banned by WIP, and Withycomb banks on "freedom of speech" to cover labor spels that "might possibly be loaded with dynamite and inimical to industrial interests," declaring that "to deny any of these people, whether they speak individually or with the collective voice of an organization, the right to air their views, would be a violation of the trust placed in us by the government when our license was issued and a definite repudiation of the rights of the people who make up that government."

ACCOUNT PLANS

CONTINENTAL Distilling Corporation, liquors, is planning an extensive advertising campaign in Pennsylvania. While newspapers will be the primary medium, radio time will be bought where feasible and available. Continental brands were missing in the State last season and with tax measures now modified are being brought back to the State store shelves.

STATIONS near resorts or with listeners who are getting resort-conscious are seeking hotel and general resort business. KFOX, Long Beach, Calif., has signed Villa Riviera, largest local hotel, to a musical program.

WCKY, Cincinnati, reports the following new business: Pabst Beer, Chevrolet Motor Company (renewal) and Scholl Manufacturing Company.

POST INSTITUTE (Ultrasol) and Radbill Oil Company have signed on WOR, New York.

HELPS, local dry goods merchant, is staging amateur nights over Station WMBR, Jacksonville, Fla., Monday nights. Show is staged on Hotel Mayflower roof.

FOLLOWING concerns placed new business or renewed current commitments on KDYL, Salt Lake City: Sugarhouse Lumber and Hardware Company, Mode o' Day Shop, New Grand Hotel, Sorenson Furniture Company, Schubach

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

NEW YORK, June 5.—Radio actors, unaffected by current unionization agreements, are still talking union, the Radio Actors' Guild reported as the proposed name of a loosely knit group. Columbia Broadcasting System's inking of an agreement with the American Guild of Radio Announcers and Producers and other stations signing with engineers does not affect actors. While Equity is still interested in possibility of organizing radio talent, push for the unionization idea has come from radio talent itself rather than from organizers.

Similar situation prevails in Chicago and on the West Coast, where keen job competition has forced salaries way down. Windy City talent conditions have been bad, with cut-rating of salaries and underbidding because of scarcity of shows and abundance of talent.

New York group has been talking possibility of a scale similar in structure to the American Federation of Musicians

CIO Answer to Shepard Mess To Be Unionization Campaign

John L. Lewis calls Boston party "Hell of a misunderstanding" — asks "Supposing newspapers maintained similar censorship"—CIO denies using radio reports

BOSTON, June 5.—John L. Lewis, CIO leader, called Colonial Network's proposed treatment of a labor speech, a "hell of a misunderstanding," in answer to the web's stand. John Shepard III, Colonial exec, had demanded that CIO speeches be prefaced and concluded with statements that his stations did not okeh all tactics of Lewis' union. Labor chief amplified his blast against radio with the statement: "We will extend our organization to the radio industry. We will plan a campaign for the organization of the entire industry when we get around to it."

Two Stations, Two Shows; 23 Sponsors

NEW YORK, June 5.—Three more participating shows will be added to American Institute of Food Products' current duet on WNEW and WAAT. Institute buys blocks of time on which it sells participations and spot announcements. Similar plan is followed in four newspapers, calling for a column of food news and ads of recommended products.

Glenna Strickland's *Kitchen Kapers* is on WNEW, New York, while New Jersey's WAAT gets Helen Hope and George Magee in food programs. Three new shows will go on WAAT, WMCA and an Italian program on WOV, New York.

Institute has its own sales staff to sell to non-competitive sponsors, local and national. Two tieups have been arranged with chain grocery stores. Promotion calls for the programs getting plugs in stores' throwaways, while the butter and egg emporiums take bows on the air stanzas. National Grocery Stores, of New Jersey, and H. C. Bohack stores, in Brooklyn and Long Island, are working with the institute. National, with approximately 800 stores, distributes about 600,000 handbills monthly. Bohack's, with about 600 stores, some 300,000.

Twenty-three sponsors or spot announcement users are now on WNEW or WAAT. Sponsors include Stahl-Meyer, Gude's Butter, Shefford Cheese Company and others. R. A. Bories heads the organization. Dailies running column include *Staten Island Advance*, *Newark Ledger*, *Long Island Press*, controlled by S. I. Newhouse, and *Philadelphia News*.

Jewelry Company and Saltair Beach Company.

BOOK STORE OF THE AIR has renewed for 52 weeks on WMCA, New York. Weekly morning show called *The Messenger*.

BUNO COMPANY has bought three quarter-hour periods on WNEW's *Make Believe Ballroom*. Klinger Agency placed.

BROWN & WILLIAMSON are spreading out on their sport talks and will probably add several more stations to current list. Account handled by B. B. D. & O.

Radio execs see Lewis' threat to organize radio on an industrial basis as more than a step in the CIO campaign to organize all large-scale industries. Heat wave generated by the fray included plenty of warm verbiage by Lewis and his statement apropos organization of radio is viewed as a form of retaliation for Philly treatment of CIO speeches.

Lewis' complaint to Leland Bickford, Yankee-Colonial editor, states: "The action of the station (WAAB) was unfair, gratuitous and unethical. Stations should either extend their facilities willingly and without reservation or not extend them at all. This is one thing which is leading the radio industry into disrepute."

"Monopoly"

"The radio monopoly ought to keep its propaganda out of broadcasting. How would it look if newspaper editors each time in an interview with me or a story about me appeared, inserted a box at the head of a column to the effect that the owners of the paper didn't agree with what I said?"

"Even a child knows that the manager and owner of a radio station can't possibly be aware of all that is going out over his station."

"The air doesn't belong to the broadcasters and the sooner they find it out, the better."

"The CIO has bought much time on the air not only during the last presidential campaign but since. Our incident with the Colonial Network is the first time we have had any disagreement with radio stations." (Next day, May 24, WIP, Philadelphia, canceled a scheduled CIO talk, which WFIL aired.)

While Lewis stated that he would complain to the Federal Communications Commission, it is believed that if he intended to make a test case of the incidents more direct legal action would have been instituted.

When Bickford called the whole matter a misunderstanding, Lewis fumed back that it was "A hell of a misunderstanding" and later announced that his organization had in mind the unionization of the radio industry.

CIO Denies Radio Report

WASHINGTON, June 5.—Contrary to published reports, the Committee for Industrial Organization plans no special radio campaign, according to Len de Caux, CIO's publicity director. While individual unions have been using radio and will continue to do so, particularly in the steel and textile industries, no general CIO air war is being readied.

Talk that CIO would go radio on a large scale and might try for a test case if refused time, similar to Philadelphia situation of two weeks ago, caused plenty of headaches among station fraternity. Radio execs feared that if CIO was refused time, it would bring charges of censorship and demands for investigations, while if time was sold to CIO, plenty of sponsors would squawk. With the possibility remaining, of course, of isolated cases of CIO locals requesting time, headache has not been entirely aspirated away, but big scare is off—for a while, anyway.

Sneeze News

NEW YORK, June 5.—Hay fever sufferers will have a chance to know how they'll be feeling all day when a new WNEW "news service" gets under way. Indie outlet will report "pollen conditions in New York area" each morning for their benefit. Will go thru as a sustainer.

All New Orleans Stations Seek Improved Facilities Approvals

NEW ORLEANS, June 5.—Ambitious plans to put New Orleans prominently on the radio map are under way with all of the local five commercial stations asking the FCC for improved facilities. WWL, the CBS outlet, leads the list with a request of 50,000 watts on the only cleared band of the city. A hearing before the commission on this request is set for this coming week at Washington. Station, owned and operated by Loyola University (Jesuit order), recently shook up its entire personnel in an attempt to better its schedules in a bid that promises to make the station a stronghold for Columbia in the Deep South. Vincent Callahan, new station manager, says that he is planning the airing of new ideas late this summer which should do a network. Clark Alexandre is a new member of announcer staff.

WSMB, the NBC outlet, has started construction of a new transmitter across the river from New Orleans with an increase in power from 500 to 1,000 watts already granted and hearings conducted this week before FCC for increase to 5,000 watts.

Hearings on the application of WDSU, now indie but rumored to join NBC soon, for an increase from 1,000 to 5,000 watts is set before the FCC for the middle of June. Joe Uhart, owner and operator, is also asking for a second 100-watt station on 1500 band. P. K. Ewing, WDSU manager, recently bought two Mississippi stations, one at Gulfport and a second permit for a station at Grenada. Indications are WDSU may be nucleus for a small Louisiana-Mississippi network. Station has been the key for several re-

cent Louisiana hookups thru seven stations of the State.

WBNO, now controlled by Jimmy Noe, an aspirant for the next governorship of Louisiana, is asking for 1500 kc. and full time in place of present time-sharing with WJBW on 1200 band. WJBW, in turn, is asking for WBNO's time on the 1200 wave and an increase from 100 to 250 watts.

Webs' Incomes Still Improve

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

NEW YORK, June 5.—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 of this year is NBC's eighth successive month with a gross for both nets of over \$3,000,000, the 10th such occasion in the chain's history. NBC, CBS and Mutual all gained over May, 1936, CBS again topping the NBC Red on its take for the month.

For May, 1937, Columbia chalked up a neat \$2,552,374, almost half again over May, 1936, and \$1,749,517, actual per- (See WEBS' INCOMES on page 10)

Air Briefs

New York

LATEST info is that the Palmolive show will definitely stay in the East for production and for another year. Al Goodman and his ork stay on for that period. . . . Jimmy Saphier hopped to Hollywood Friday as scheduled. Ditto Nadine O'Connor, who was finally given her *Showboat* contract. She goes on the new cast July 8. . . . Bob Stephan, *Cleveland Plain Dealer* radio ed, a New York visitor. . . . Laurette Peterson, WOR press department, to Nassau. Vacash stuff. Dot Haas, same department alumna (classy stuff, that), another to start for Hollywood, going ahead of the Al Pearce unit. . . . A New York radio producer returned from a long stay in Hollywood last week. And the same week there came the report from many sources: "He has \$100,000 salted away." How could that have started? . . . Josephine Antoine and Everett Marshall will be with Rubinoff when he starts broadcasting from New York again June 20. Sid Gary's WMCA commercial, Howard Clothes, a foldero. Ditto *Cathedral of the Underworld*, same station.

General Mills renewing, thru Blackett-Sample-Hummert, its hour daytime CBS show. . . . Jerry Lawrence, WOR announcer, has gone over to Columbia. Prediction—he'll go far. . . . Remington-Rand expected to start another network show again and shortly. Scripps-Howard burnt because of FCC postponement of their station applica-

tion. . . . Harry Holcomb, of the William Esty agency, working on the new Feenamint show. . . . Paul Frank addition to New York Joe Weed office. Comes from *Spirits*. Hikker trade paper. . . . BBC recorded *Let's Visit* for the English trade. . . . *Tic Toc Revue* dropped that title because it lacked priority. Now called *All-White Melody Revue*.

More announcers being approached by Guild of Radio, Announcers and Producers, but Guild will probably wait till WMCA negotiations are settled before approaching station managements. . . . Settlement at WHN with engineers expected soon. . . . NBC elevator scene: Frank Munn writing on Jimmy Melton's white shirt. . . . United Press now has a separate corporate title for radio, United Radio Shows, Inc. . . . J. Walter Thompson's Shell and Nash shows bow off for the summer, while agency continues to hunt for a Ripley successor. New Ripley show will import freaks, as the domestic well is running dry. . . . Columbia Pictures getting radio-title minded. May buy *Gang Busters* and *It Might Have Happened to You*.

Doug Connah, former B., B., D. & O. publicity chief, has his own publicity firm. . . . Jay Jostyn now tripping. Just moved in with *O'Neills* and also on Helen Mencken show and *Our Gal Sunday* stanza. . . . Richard W. Hubbell new WQXR speler.

Chicago

WILLIAM MORRIS Agency here has commercial deals on the fire for Jerry Lester and Harry Rose, emsees. . . . Zasu Pitts, of cinemaland, almost started a program here last week, but work on a new picture on the Coast changed her plans. She will soon be aired from Hollywood, however. . . . Tom Shirley joined WBBM's *Romance of Helen Trent* cast. . . . A press reception in the NBC studios Friday was staged in honor of Barbara Luddy and Leo Tremayne following their debut as co-stars of Campana's *First Nighter*. . . . Current indications are that most of the visiting NAB conventioners will take in the Braddock-Louis scuffle on June 22. Will wind up the three-day affair the following night with a banquet in the Sherman Hotel. . . . Joe Bennett and Betty Wolverton, guitar-playing vocalists, replaced the Hollywood High Hatters on NBC's *Breakfast Club* show.

Fayette Krum, author of the *Girl Alone* serial, left for her home town, Pontiac, Ill., to join *The Daily Leader* there as staff reporter. She is after some fresh atmosphere for her newspaper-back-ground romance. . . . John Lair, WLS music library manager, will spend his vacation in the Kentucky mountains, starting Saturday, composing mountain ballads. Hillbilly tunes to you. . . . John Harrington is back over WBBM with his nightly, except Sunday, news show, prepared by Arch Farmer. . . . NBC arranged for a nightly pickup of Fletcher Henderson's music from the New Grand

Terrace starting Thursday. . . . Andy and Virginia Mansfield landed a Coast-to-Coast series originating at WGN Tuesdays. Billed as "Andy and Virginia."

A few local radio execs are now of the opinion that their visible shows actually help theater receipts in the downtown area. They reason that once a fan is induced to come down to see a half-hour show, he will spend the remainder of the evening in town and, in all probability, take in a movie. . . . Homer Courchene, WLS engineer, returned to his local post after a five-month stay at KOY, Phoenix, Ariz. . . . Nell Seales has been advanced to the post of program manager and will, in addition, continue with his announcing duties at WISN, Wisconsin. . . . L. C. Hoffman, Pepsodent prez, tossed a party for his employees on his private yacht and offered plenty of show headed by radio celebs. . . . Bob Hannon, vocalist, set for more shots on Wayne King's show.

Melodies From the Sky returns to WGN Wednesday as a weekly feature, with Harold Stokes' Ork; Kay Nelson and Phyllis Novak singers; Pete Johnson, bass artist; Arthur Wright, Four Shades of Blue and the station's Glee Club. . . . Charles Parnell Hughes, producer-director of *Behind the Camera Lines*, is now doing *Summer Melodies* over WAAF, daily sustaining show.

"ENTERTAINMENT IN THE NEWS"

Now that news is admittedly indispensable to radio the broadcaster MUST have news features that ENTERTAIN, plus news features that DO A SELLING JOB.

These radio news features are expertly written for radio. They require only one announcer for production. Because so many stations are using the features successfully, the prices are amazingly low.

HEROES OF THE WEEK*

A once-a-week, (15-minute) newscast which recounts the thrilling deeds of heroism which have been enacted during the week over the entire world.

IT'S A FACT*

A five-times-a-week (5-minute) newscast of the amusing yet odd happenings which take place the world over—unbelievable yet actual oddities in the world's news. Can be used as a special daily program, or, by combining several scripts as a longer, twice or once weekly newscast. Also makes the perfect filler copy for regular newscasts.

X THE NEWS OF THE WEEK*

A once-a-week, (15-minute newscast) graphically recounting the dramatic highlights of the week's news. It is an ideal program for Sunday mornings or afternoon or Saturday night.

X THE WORLD OF SCIENCE*

A once-a-week, (15-minute newscast) summarizing the outstanding happenings of scientific interest and importance.

X TWENTY YEARS AGO*

A five-times-a-week, (5-minute newscast) telling the exact news of what happened on this day twenty years ago. The newscast is written in the present tense as if by magic the listener was tuning in to a newscast twenty years ago.

X THE FOREIGN NEWS REVIEW*

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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 insofar as taking steps to protect themselves and property rights they claim in phonograph records. Latest indication of this policy is RCA-Victor's suit to intervene in the suit brought by Wayne King against KFWB, Warner-owned station. King's is one of numerous suits brought in several parts of the country and all more or less the same in nature.

Decca was the first company to seek court intervention approval, this being in the suit against WHN by Frank Crumit. When Decca brought this action, legal authorities claimed that Decca and the other recorders had conferred and decided on this policy, each

Courtesy

CHICAGO, June 5.—NBC inaugurated a new service for studio audiences here last week. Early visitors who are forced to wait for elevators on the main floor of the Merchandise Mart between 30 and 90 minutes are being entertained by a studio orchestra until program time. Guests at the Morris B. Sachs amateur show Sunday were first to be treated to the feature.

company bringing action in those suits wherein broadcasters used their own records.

Performers' claims are that radio stations have no right to use phonograph records for broadcasts and that the practice is injurious to the recording artists. Contrariwise, the recorders state that there is damage done in radiocasting records, but that the recorder and not the artist is damaged. Companies claim the artists yield their property rights to their own talent in contracting to make the records, this yielding applying only, of course, to the measure of the talent is used on each platter.

Weber Foresees Tele as Okeh For Musicians, N. G. for Films

Musicians' president, at annual convention, will also propose national control of recordings, as result of failure of Chicago law to better situation

NEW YORK, May 5.—Television, foreseen by Joe Weber, president of American Federation of Musicians, as affecting the members of his union "favorably," is also regarded by the AFM prexy as likely to hinder the further development of talking pictures and reduce their present standing and importance as the largest purveyor of theatrical entertainment. In addition to elaborating on this theme, Weber, at the Louisville convention beginning June 14, will make his first formal statement urging national control of recordings. According to a source close to Weber,

the latter's attitude stems from the failure of the law fathered by James Petrillo, Chicago local chief, to make much headway by placing a local ban on wax.

Other stations in different localities have tried this stunt to pleasing publicity and good-will results.

A "They Testify" four-page folder in two colors is to be issued by KGVO, Missoula, Mont., as the first of its monthly promotional material. WLTH, Brooklyn, is conducting a similar campaign and will stress long-term accounts. Adrian Planter is handling.

KMOX, St. Louis, has local hotel tie-ups whereby the station distributes to conventions, business get-togethers and the like taking place in St. Louis napkins bearing a promotional legend for the station. Additionally rolls served at the meals come in cellophane bags prepared and paid for by the station and also carrying a KMOX plug.

New Yorkers have another contest open to them with the Nedick's Stores, Inc., guessing contest. Orange drink firm, with newscaster Vincent Connolly on WOR, offers a Ford, three Philcos and 12 crates of oranges weekly to winners. Requirements are that contestants secure an "official entry blank" from an orange stand and guess the approximate (See PROMOTIONAL SHORTS page 10)

Outlining the progress of television abroad and in the United States, Weber will state that "In the same manner as talking pictures have superseded the silent pictures, television may—in part at least—supersede the talking pictures. . . . The element of destroying employment, however, as was largely evident in the development of sound in pictures, is absent in television. If its introduction affects the interests of the musicians at all, it can only do so favorably. At present time, however, it appears television may create some problems for the motion picture industry. . . . It may have the effect of reducing the patronage of theaters."

Stand of the Federation on recordings, to be voiced by Weber, is that "It is conclusive that only national efforts to regulate the matter can possibly hold out the promise of success, but even if there is success, there will be slowness in developing same." Credit will be given the Chicago local for having made the sacrifice of employment in order to make the question acute, but it is understood that such limited jurisdictional control as exercised by Petrillo merely creates a situation whereby recordings are made outside the embattled area.

Making a national issue of the matter also jibes with the views of New York Local 802.

NAPA

Weber, while mentioning that the Federation last year put itself on record as favoring organization of composers and band leaders (National Association of Performing Artists) formed to regulate and curb use of phonograph recordings by radio stations, will bring out that relief in this way is a long-drawn-out proposition which may necessitate amending the copyright laws—at all times a difficult undertaking. The Federation itself cannot sue.

The NAPA, so far, has won important test cases, with the result that injunctions have been issued against use of recordings without consent of musicians. In spite of all this, says Weber, "We are far from adjusting this matter, as the winning of occasional suits in the lower courts is merely indicative that Congress may as a result eventually pass a law giving us property rights in the duplication of records."

Further commenting on television, Weber will say the fact that in England, where the British Broadcasting Company provides television twice daily and where practical receiving sets may be bought for \$400, entire blocks and single apartment houses are being wired for reception, pending the time when the cost of sets will not be prohibitive.

who may go into radio, also thru Young & Rubicam. Firm also supposed to have signed a deal with Ina Claire, legit actress, for a comedy air series.

Both Lambert and Lightner are Billboard Possibilities.

Promotional Shorts

WHB, Kansas City, went to town, but in a big way, in celebrating its 15th birthday. Celebration was actually a carefully planned campaign divided into six different units. Radio listeners, local advertisers, national advertisers and agencies, broadcasting industry, local clubs and WHB "alumni" were thoroughly "covered" in station's campaign. Promotion included week's celebration of special programs, decoration of main streets with WHB flags and banners, contest, parties and dinners and special letters to clubs.

KOLL, Omaha, uses "radio headlines" at various irregular periods when there are no break announcements. Bare details of late flashes are aired and the listeners are told that full accounts will be given on the next regular news period. Newsroom is equipped with an alarm clock which rings five minutes before each headline spot. This gives news men chance to prepare latest flash and eliminates possibility of break catching announcer unprepared with headline. Idea is catching with fans, for phone calls for more info usually follow hot headlines.

KFOX, Long Beach, working with Mountain View Dairies, offers free radio scripts by purchase of a quart of ice cream. Script is actual copy of a future broadcast and contains all details of

production. As many youngsters are going for the free offer, announcements suggest that junior Theatrans produce their own program from the script and then compare with the station's production.

KDAL, Duluth, recently received much local and school publicity when it turned over the station management to 10 high-school youngsters. Embryonic radio execs, consisting of eight boys and two girls, carried on the entire day's schedule, both commercials and sustaining. Regular staff members, of course, stood by just "in case." Several

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 bank night. Altho the FCC has been watching developments in this type of broadcast, there is no official dictum. FCC will say nothing so that there can be no cry of censorship, a touchy subject, especially in light of recent rumblings on the Hill.

Network lawyers have looked over directions for various games of promotion but have rejected the ideas as a little too

risky. To come within the law regarding lotteries and games of chance may not prove protection to the broadcaster who uses this type of program. License renewal can be barred if the commission believes the programs have been against public interest.

NAB has sent advice to all of its members in regard to "games" which are currently being circulated among stations. NAB considers the absence of a definite ruling from the FCC on this matter is enough to reject use of the games.

Radio Digs Into Vaude Again; Sports May Hold Off Buildups

NEW YORK, June 5.—Seasonal departure of commercial programs taking their summer vacations from the air is again scheduled to add to the sustaining schedules, but it is too early to tell how these sustaining sessions will compare with previous years. Talent men in the networks and stations are watching the situation closely, as more and more attention is being given the problem of developing radio talent. NBC is one of those more concerned about the problem. Again, on another tangent, radio seems to be dipping into vaudeville again as a talent source, going a little deeper than before as the talent grows more difficult to find. On this angle WOR is busier thru its artists' bureau than others.

One factor that may take away a fairly important amount of time from developing talent over the summer is the present feeling among both stations and networks to go heavily overboard in many cases—on sports and other special events. Plenty of time is to be given to tennis, golf, baseball and other sports. Program directors like this idea; it fills long afternoon hours. It also means no sustaining shows for those spots. Several years ago this might not have meant much, but with the growing tendency of

advertisers to buy summer broadcast schedules, the amount of available time to allot sustaining buildups is appreciably hampered.

Signing by General Foods, thru Young & Rubicam, of Freddie Lightner for the Jello summer comedy spot, means another vaude comic goes radio. Lightner, who is getting \$750 each for two spots, with options calling for \$1,250, did one radio series for a beer commercial on WOR. Station has also set Joe Browning, veteran vaude comic, to write material for a new Ray Perkins series to start next month. Station is also negotiating with two former vaude performers.

Eddie Lambert is another vaude comic

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Program Reviews

EDST Unless Otherwise Indicated

"The Wonderclock"

Reviewed Saturday, 12:45-1 p.m.
Style—Dramatized children stories. Sustaining on WIP (Philadelphia).

Utilizing the fairy-tale aura of Howard Pyle's *Wonderclock* stories, this show aims to capture the kiddies. Initial shot dramatized the story of King Wisacre offering his daughter's hand in marriage to anyone who can fool his kingship. The *Wonderclock* Princess, program's narrator, sets the fundamental groundwork for the enacting players, who carry the story to the point where the hero makes his entrance. Sustains enough interest to bring the youngsters back next week for the "lived happily ever after" ending.

Sophie S. Goldsmith adapted the stories for radio presentation and does a major job on the editing. Program has the makings of a better knit pattern, the amateurish histrionics of the cast falling to make most of the excellent production and writing support.

Appeal is strictly for the kiddies, and as such series seems slotted in the wrong groove. Hardly likely that the radio can drag 'em away from play fields on Saturday afternoons. With an early p.m. week-day spot should easily snare a steady listening clientele among the juves and create strong commercial possibilities. Oro.

"Contrasts"

Reviewed Saturday, 7-7:30 p.m.
Style—Variety. Sustaining from KFRC to the Mutual-Don Lee network.

Reminiscent of the days when KFRC produced one of the first variety shows, the *Blue Monday Jamboree*, a new half-hour variety, has been launched from the Frisco Don Lee station that gives promise of great things. Its rapid growth to vigorous stature amid a welter of variety-type air giants is being carefully watched over by Bill Pabst, KFRC production manager.

This show featured Chester Smith's Orchestra, songs by Dorothy Allen and Howard Harding, a grand clarinet solo of *Dark Eyes* by Paul Rosen, announcer Mel Venter and the song and comedy team of Harkins and Guild. Theme of the show is observed thruout, as exemplified by orchestral presentation of such selections as Chabrier's *Espana* and *Wake Up and Live*, both with equal facility.

High spot of the program was a musical and narration skit based on *Raggin' the Scale*, written and presented by Walter Guild. It dealt with a musical family, the Harpsichords, who could play nothing but the scale. Good comedy. A

group known as the Mountaineers presented *Boilin' Down the Cabbage*, accompanied by a swing group from the orchestra.

With a slight increase in tempo the show should prove an entertaining presentation.

Fred Lang

Reviewed Wednesday, 7:30-7:45 p.m.
Style—News commentator. Sponsor—North American Insurance Company. Agency—Franklin Bruck. Station—WNAC (Boston).

Fred Lang (Frederick H. Langenheim), Yankee Network commentator and mike man, has a sock news-casting voice. His spiel covers the globe, getting in hot news from the Yankee Network news service. Personal charm hypes his stint into high brackets for news commenting. He's capable of holding attention. S. J. P.

"NBC Night Club"

Reviewed Thursday, 10-10:30 p.m.
Style—Variety show. Sustaining over WENR (Chicago).

A routine "floor show" weakened by moth-eaten gags and dull chatter between the emcee and specialties preceding each number. Show is presented in typical night club atmosphere, visitors even given an opportunity to dance to Harry Kogen's Orchestra.

Morey Amsterdam is the emcee and among artists on hand were Clark Dennis, who tenored *Seventh Heaven* in good voice; Eddie and Jimmie Dean in a cowboy song; Annette King, contralto, singing *Too Marvelous for Words*, and the Escorts and Betty harmonizing with *Love Is Good for Anything That Ails You*. Hon.

"Pittsburgh Backstage"

Reviewed Thursday, 7-45-8 p.m.
Style—Interviews. Sponsor—Jerome Wolk & Bros. Furs. Station—WCAE, Pittsburgh.

Walt Frammer and wife, Nan Grayson, combine snappy interviewing and neatly turned commercials with "pet peeve" theme to wangle a fast-moving quarter-hour out of an idea that could prove a boring dud with ordinary handling.

Frammer, who also presents *Show Shopper* program for Warner Bros. theaters and *Man on Street* for local DeRoy Jewelers, announces a contest which gives \$3 to each of three listeners who write in pet peeves, then interviews winners who air grievances. "Backstagers" tonight included a stenog who hates sidewalk loungers, a widow who frowns on anonymous telephone callers and a gent scornful of lazy folks who free-ride thru revolving doors. Plugs snappily read by Miss Grayson (little theater actress and Mrs. Frammer away from the mike). Handling of ideas and Frammer's

attention-compelling voice might be bet for spot in network show. M. F.

Minna Moreno

Reviewed Saturday, 4:30-4:45 p.m.
Style—Vocalist and organ. Sustaining on WHN and WINS (New York Broadcasting System).

Miss Moreno offered several numbers including *Summer Night*, *You're Too Marvelous for Words* and *I'm Bubbling Over* and was accompanied by an organ. While her voice possesses no striking qualities, it is clear and probably would be more colorful if accompanied by some other instrument. Organ music seems to be somewhat limited for this type of stuff and the singer might be wise to take a substitute. *I'm Bubbling Over* called for a lively delivery and this Miss Moreno has. With it, she needs more self-assurance to put herself over with greater sock. B. H.

WEBS INCOMES

(Continued from page 8)

centage being 45.9 per cent. NBC Red scored with \$2,261,344, off against CBS, but topping NBC Red for May, 1936, by 37 per cent. NBC Blue gathered chips reckoning \$953,475, up 4.6 per cent over last year for the same month. NBC's May total for this year was \$3,214,819. This figure is 25.5 per cent over May, 1936, which brought \$2,561,720.

Mutual continued its improvement, taking in for May, 1937, \$133,431, up by 2.7 per cent over the same month last year with \$129,907. Mutual has a five-month cumulative figure of \$917,184, indicating the chain should do the \$3,000,000 it expects to do for the 1937 year. So far this year Mutual has topped its 1936 cumulative for the same five-month period by 16 per cent, five months last year representing \$789,847.

CBS has a five-month cumulative take of \$1,318,505, almost \$3,000,000 over last year. NBC five-month income amounted to \$1,694,730, this being more than \$3,000,000 over last year. CBS percentage, cumulative, is up by 27.2 per cent; NBC by 23.3 per cent.

Chi Air Programs Using Vaude Acts

CHICAGO, June 5.—There has been a good outlet for acts on radio variety shows here in the last several weeks. Starved for talented guest performers and novelty artists, stations invade local combo houses and booking offices in search of acts.

William Morris Agency, which is keeping close contact with variety shows on leading stations here, reports increasing inquiries for vaude artists. Just as soon as an act clicks in a local flesh house he is assured of guest shots on one and occasionally all three of the more prominent variety hours. The leaders include WBBM's Nitty Club, piped every other Friday, which continues for two hours and uses over a dozen acts; NBC's *Jamboree*, now heard Saturday nights, and *Bowman's Fireside Theater* on WGN Wednesdays. A new variety hour over NBC is

Material Protection Bureau

A Free Service for Readers

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

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

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

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.

The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

known as a *Night Club Show*. Typical night spot acts will be used and the studio will be converted into a club for the feature's duration. Another newcomer into the variety field is *Your Parlor Playhouse*, a sponsored show over WGN, which plans to use many standard acts.

PROMOTIONAL SHORTS

(Continued from page 3)

total of customers making purchases for the week. Accountants will tally sales slips weekly.

Terry and Ted, Bond Bread's 15-minute e. t. program, will be supplemented by a black and white comic-strip ad carrying the same name. Forty-four dailies in 38 cities will carry the strips, while more than 50 stations run the serial. Radio stanza is now in its 260th episode.

A form letter, printed on a vivid yellow letterhead and addressed to "Radio Account Executive, Leading Advertising Agency, Opportunity, U. S. A.," has been issued by KFRC, Longview, Kan. Letter text gives a picture of KFRC territory and station and is accompanied by a card to be filled in for further data. Reverse of letter presents a map of coverage of station and is surrounded by market data and sales figures.

When a survey of the Philadelphia tenement area disclosed that there were 500 children who had never seen a flower, Martha Laine, director of the *WFL Women's Club of the Air*, volunteered to fill the need, grabbing off good will and best wishes for her air program, the station and the participating sponsors. Appeal to air listeners brought 6,000 donations of seed packages and bulbs. Advertisers supplied pots and utility tools, enabling Miss Laine to provide each youngster with a complete garden set.

Ferde Grofe and orchestra, CBS program, are being plugged by Detroit Bank, local sponsor on WJR, thru an envelope stuffer mailed the first of the month to all commercial depositors. The plug goes out thru the mails along with the statement of customer's checks for the month. Evidently music is supposed to make the reception easier.

jean travers

gotham's
colorful mezzo-soprano



Miss Travers' singing affords a climax. She has a voice which should lead her to greater triumphs. — NEW YORK HERALD-TRIBUNE, May 29, 1937.

2nd Week
VERSAILLES RESTAURANT
New York

Booked Thru
WM. MORRIS AGENCY.

Current Program Comment

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

Bert Lynn and his "vibrolynn" guested on a recent JOE COOK show and contributed something a bit different to the production. Lynn demonstrated his invention by rendering *My Buddy*, *Lights Out* and a Hawaiian novelty. His "vibrolynn" gives forth novelty effects resembling to some extent his electric or Hawaiian guitar. "Vibrolynn" was particularly effective in the war numbers in giving instrumental pictures of the war. Lynn was one of the many guests on the Cook show. It's a pleasing enough hour, but one that lacks any special individuality. This, of course, is to be expected from such a production, which, because of its very nature, changes in quality each week. Show may fold soon.

Barry Wood recently replaced Jerry Cooper on Procter & Gamble's NBC Thursday evening song spot and im-

presses as a wise choice. With adroit handling and proper exploitation Wood should become a favorite, especially with the gals. A baritone of the crooner type, he's good, and definitely so. Unlike other singers of the same genre, he doesn't get gushy, but sings and sells his songs well. Mike personality pleases and his voice is good listening. He's a former Abe Lyman vocalist under his real name, Lou Rapp.

It looks as tho the Rudy Vallee Fleischmann show has started building another radio favorite. This time it's Joe Laurie Jr., recognized in the show business as a funny and good entertainer a long time ago. Laurie is clicking in his radio work, bringing something new to radio comedy. On his second shot, his life story of Floyd, the little housefly, was a superb bit—wistful, an occasional philosophic barb and a good portion of chuckles.

WINDOW CARDS
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WEBER SEES JOB INCREASE

802 Insists on Doubling Rule

NEW YORK, June 5.—Members of musicians' local 802 at the Louisville convention beginning June 14 will urge that the Federation rescind a sustained appeal against the adoption of regulations for the control of doubling. Local adopted such measures May 11, 1936, but the International executive board sustained appeal against such control February 22, 1937. Joe Weber, president of American Federation of Musicians, said he would permit the doubling law to apply in local theaters up to Labor Day.

Law committee of 802 has accepted a resolution drawn up by those in favor of control of doubling, the same to be presented at the convention.

Class Chi Hotels Taking CRA Bands

CHICAGO, June 5.—Leo Salkin, local manager of CRA, reports his office leading in class hotel bookings in this area. Since its start, August 15, CRA has on the books the Drake, Congress, LaSalle and Morrison hotels. Only large spots left are Palmer House, Edgewater Beach and Stevens. Sherman Hotel is now booking its own shows.

CRA's booking of Paul Whiteman in the Drake last month started other hostilities on the trail of name bands. Whiteman's last week there broke all preceding records and hotel men are ready to spend extra coin for names.

Warning to Mountaineers

NEW YORK, June 5.—Don't take a chance in Sullivan County, warns Jerry H. Joseph, business agent of Local 809 of Middletown, N. Y. Joseph notifies all members that they must file contracts on every job in the local's jurisdiction in due time before the job starts. Anyone failing to do so will be shown no leniency. Says Joseph: "Local 809 is on the job all the year 'round and will take no excuses from members who claim they did not know it (Sullivan County) was under local jurisdiction."

Harry Owens Leaves U. S.

SAN FRANCISCO, June 5.—Harry Owens, Hawaiian orchestra leader and composer of *Sweet Leilani*, sailed for Honolulu today after a three-month engagement in Los Angeles.

Owens hopes to return for another engagement soon.

New Trianon Ballroom Mgr.

CHICAGO, June 5.—Edward J. Gilmarin has been named resident manager of the Trianon Ballroom here, succeeding Virgil Myers, forced out by illness. Appointment was made by Andrew Karzas, managing director of the Aragon and Trianon, Windy City's leading ballrooms.

Goldman Buys Larchmont Spot

NEW YORK, June 5.—Jack Goldman, owner of the Hickory House here, has purchased the Post Lodge, Larchmont, N. Y. Will reopen the roadhouse June 15 under the new name of Hickory Lodge. Charlie Barnet and band set to open.

Oshkosh Ballroom Opens

OSHKOSH, Wis., June 5.—Eweco Park dance pavilion has opened for the summer under direction of Charles Maloney, with dancing scheduled Friday and Sunday nights.

Disc News in This Issue

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

It's on the Level, Boys

SAN FRANCISCO, June 5.—When band leader Tommy Tucker's first sax man, B. Holmes, of Miami, broke his wrist another Miamian, also yclept B. Holmes, was engaged as a substitute. Latter was employed six weeks, at the end of which time the first B. Holmes, of Miami, returned to replace the second B. Holmes, of Miami. Holmes No. 2, inevitably enough, went back to work in Miami.

According to Joe Galkin, manager of the ork, this yarn of the Miami Holmeses is on the level.

Rockwell-O'Keefe Sets Expo Bands

NEW YORK, June 5.—Rockwell-O'Keefe, Inc., thru Ralph Wonders, has booked the following acts and bands at the Great Lakes Exposition. To appear at Billy Rose's Aquacade are Joe Venuti, June 12-25; Bob Crosby, August 17-26, and Glen Gray, August 27-September 6. At Radioland have been slated Alexander Gray, May 29-June 6; Serge Flash, June 5-11; Frances Comstock, June 9-15; Titan Trio, June 12-18; Jack Gwynne and Company, June 19-25, and the Radioland Quartet, June 16-22.

R-O-K also recently acquired exclusive booking of the Willows, Pittsburgh summer resort.

Sure of New Opportunities; Not Worried Over Television

AFM president will rap picket methods 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, at the union's annual convention in Louisville June 14 will report that public opinion is the determining factor in providing increased employment for musicians and that "new employment opportunities will develop. . . They always do, but their development is slow. However, coming television may stimulate same for us." Commenting upon strikes, lockouts and picketing, the AFM president, the commending the courage of locals thus engaged, will put a definite damper on such methods. Specifically, "such activities will not prove decisive for us, success here or there in some individual cases notwithstanding." Reporting that some 5,000 musicians are now employed in theaters as against 15,000 years ago, Weber will report that the only natural development which will increase employment is a feeling on the part of employers that they must offer patrons some additional form of diversion.

Rockwell-O'Keefe Opens Chi Office

NEW YORK, June 5.—Recent trip to Chicago by Ralph Wonders, former NEA talent chief, who recently joined Rockwell-O'Keefe, has culminated in the establishment of a branch office for the agency.

In charge will be Tom Thatcher. No other positions have been set thus far, and it is estimated that the branch will not be in operation before the end of the month.

"Never let us assume," Weber will say, "the position of Don Quixote, who fought a windmill and then rode away from the scene, having hypnotized himself into the belief that he had won a great victory."

Weber will report there is some increase in employment, particularly in the case of casual engagements, and will also point out that there are now 400 more musicians in theaters than on April 1, 1936.

Going deeper into the motion picture situation, Weber will report that films are sold to approximately 17,000 places in the country, of which some 7,000 are "representative theaters." Musicians used to be employed in 4,000 of these houses. Speaking of lost employment, the president will go into the pros and cons of the strategy of prohibiting musicians playing for sound tracks. The practice whereby studios use sound tracks for more than one picture will be challenged.

Other points to be touched on by Weber will be an account of the rise of the Federation; (2) The development of the split in organized labor, Weber claiming a CIO affiliation for musicians is utterly illogical; (3) A resume of the Federation's licensing system, bringing out that attempts are being made to weed out inactive agents; (4) A resume of old-age insurance and unemployment compensation, taking in both Federal and State classifications; (5) An airing of the WPA situation.

The position of band leaders under the social security laws has not yet been determined, Weber will point out. His arguments to the government that the band leader should be relieved of responsibility for paying the tax on his musicians brings out that such a law would be practically confiscatory, leaving the leader almost nothing for the job of conducting. Mentioning that the present security law, even if successful, "will be only a gesture," Weber will further say that the proper solution to the problems of economic distress and unemployment is the lowering of hours of labor, payment on a cultural scale and better distribution of wealth. In agreement with Jack Rosenberg, president of Local 802, Weber's stand will be that technological development should and must eventually be turned to the advantage of the masses.

Other points to be spoken on by Weber will include (1) Efforts to have the immigration law amended permitting unrestricted entry of foreign musicians. (2) Failure of some locals to assist the Federation to make its laws effective. (3) Factionalism. (4) Flood relief. (5) Reasons for labor unrest. (6) Adding one new field man. (7) Competition from enlisted men, and (8) Developments in music, including an account of swing.

Attitude of the Federation on television, recordings and electrical transcriptions and other radio matters will be found in the radio department.

Reviews of Records

By M. H. ORODENKER

Decca

There is enough of everything in this week's release to suit all musical tastes. For forthright foxtrology, TED FIO RITO has four sides with *Tomorrow Is Another Day*, *Blue Venetian Waters* (1257), doing the waltzer in two-four time in the Shep Fields manner; *A Message From the Man in the Moon*, *I Just Can't Imagine Life Without You* (1258); and REGGIE CHILDS has a smooth couplet in *Maybe* and *No More Tears* (1262). But MIKE RILEY fails to groove par with *Spending All My Time With the Blues*, an original tune, and *I'm Hatin' This Waitin' Around* (1263), the music-goes-around further falling to do justice to the vocals.

For that rock 'n' rhythm syncopating AMBROSE has another four-star special in *I'm All In*, and English flicker tune, and *On the Isle of Kitchy Mi Boko* (1264), the chanteuseing of Evelyn Dall showing her swing sisters on these shores a trick or two in vocal interpretations. DICK ROBERTSON has a jam-up combo for the backing on *Toodle-oo*, and then goes strictly out of their element for *You'll Never Get to Heaven* (1260), a tear tune in the hillbilly range. ANDY KIRK and his Coluds of Joy turn their Harlem heat legit for *Foolin' Myself* and then get *In the Groove* (1261) to showcase the pianology of Mary Lou Williams (Mrs. Kirk) and tenor saxer Dick Wilson, who authored the sharps and flats.

Devoted to larynx unleasings, RUTH ETTING whips you back to the wide-open spaces where you've never been with *A Message From the Man in the Moon* and *On a Little Dream Ranch* (1259), and JOSEPH SCHMIDT, European operatic tenor, exhibits a pleasant range of flexibility in piping pips that make you listen and keep you enchanted, Lehar's *Gypsy Love* and Strauss' *Heute Nacht, du geliebte Frau*, from *Wiener Bonbons* (23034-Personality Series).

Master

The swing motif is the standard cutting for this label. Cream of the heap goes to HUDSON-DE LANGE for a coupling of their classic interpretation of *Stardust* and *Bugle Call Rag* (125). Tooters really get off with flying colors on this stovelled in a riotous rhythmic romp highlighting the guitar pickings of Buss Etri, Jimmy Blake's trumpeting, Ted Duane's tenor saxing, the clary of Charles Bovana, and the lifto of Nat Pollen at the drums. IRVING MILLS'

Swynghonic Orchestra shows to better advantage with *Merry Widow on a Spree*, a Franklyn Marks original, and his arrangement of the English nursery rhyme *Dear, Dear, What Can the Matter Be?* (126), spirited riding in Babe Rusin's tenor sax spree with the merry widow. And DUKE ELLINGTON has his star swingers jive riffs for a dandy doubling of *Scattin' at the Kit-Kat* and *New Birmingham Breakdown* (423), original swing symphonies by the Cotton Club captain. In that restful, quiet manner DUKE doubles *The Lady Who Couldn't Be Kissed* and *You Can't Run Away From Love Tonight* (124).

JACK DENNY cuts his premiere for *Master* with his thematic, *Under the Stars*, a bang-up affair for the type of music that goes with soft lights, coupled with *Maracas*, an unmelodic rumba (127). RUDOLF FRIML JR. weaves the melody pattern of *Serenade in the Night* with a tantalizing tango twist, adding a touch of completeness to the disk with *Sweetheart Waltz* (128).

Crusading in music moderne, Irving Mills introduces AUDREY CALL, concert violinist, to waxhounds with *Canterbury Tales* (129), an original impressionistic suite in three movements with jazzlike embellishments to tell the musical romance of Wally Stinson. Altho lacking in popular appeal and musical quality, it should stimulate some interest for those who search for novelties on wax.

Brunswick

Swingsters predominate this issue. RED NORVO sends solid with his *Jiving the Jeep*, getting off aplenty with his wood-pile chuckings and letting loose the trumpeting of Stew Pletcher and Hank D'Amico's clarinet. For the B-side, tooters get in the groove for Irving Berlin's *Remember* (7896). ART SHAW offers his New Music, orthodox instrumentation supplanting the ace clarinetist's stringy swinging, for *All God's Chillun Got Rhythm* and *It Goes to Your Feet* (7895), which is exactly what it does.

TEDDY WILSON whips out from the piano bench *I'm Coming, Virginia*, and *How Am I To Know?* (7893), Helen Ward canarying the latter side. Jam is undiluted, Buster Bailey turning in some of his better clary lickings, further value to the plate added by Johnny Hodges (sax) and Harry James (trumpet). EMERY DEUTSCH makes sweet (See REVIEWS OF RECORDS page 13)

Songs With Most Radio Plugs

(A WEEKLY FEATURE)

Songs listed below are those which received six or more plugs on the networks, WJZ and WEAJ (NBC) and WABC (CBS) from Friday, May 28, thru Thursday, June 3, and also, for comparative purposes, from Friday, May 21, thru Thursday, May 27. Ratings are based on the number of combined network plugs for each song.

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

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

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

| Position | Title | Publisher | Plugs | | | |
|----------|--|--------------------|---------------|-----------|-----------|-----------|
| | | | May 28-June 3 | May 21-27 | Net. Ind. | Net. Ind. |
| 1. | You Can't Take That Away From Me (F) | Chappell | 28 | 24 | 23 | 20 |
| 2. | Never in a Million Years (F) | Robbins | 27 | 23 | 23 | 32 |
| 3. | It Looks Like Rain | Morris | 26 | 22 | 22 | 3 |
| 4. | September in the Rain (F) | Remick | 26 | 22 | 28 | 26 |
| 4. | Carelessly | Berlin | 25 | 26 | 22 | 18 |
| 5. | Where Are You? (F) | Feist | 25 | 16 | 32 | 25 |
| 6. | Love Bug Will Bite You | Santily-Joy | 22 | 18 | 22 | 18 |
| 7. | There's a Lull in My Life (F) | Robbins | 21 | 22 | 30 | 20 |
| 7. | Sweet Lullaby (F) | Select | 21 | 16 | 19 | 11 |
| 8. | Let's Call the Whole Thing Off (M) | Chappell | 20 | 19 | 22 | 26 |
| 9. | When Two Love Each Other | Davis | 19 | 6 | 9 | 5 |
| 10. | They All Laughed (F) | Chappell | 17 | 24 | 12 | 22 |
| 11. | Johnny One Note (M) | Chappell | 16 | 15 | 12 | 12 |
| 11. | It's Swell of You (F) | Robbins | 16 | 15 | 9 | 8 |
| 11. | Sailboat in the Moonlight | Crawford | 16 | 14 | 18 | 14 |
| 11. | Turn Off the Moon (F) | Popular | 16 | 8 | 15 | 9 |
| 12. | Blue Hawaii (F) | Famous | 15 | 23 | 18 | 7 |
| 12. | Was It Rain? (F) | Santily-Joy | 15 | 21 | 17 | 25 |
| 12. | Where or When? (M) | Chappell | 15 | 19 | 14 | 16 |
| 13. | Swing High, Swing Low (F) | Famous | 14 | 17 | 13 | 12 |
| 13. | How Could You? | Remick | 14 | 13 | 11 | 19 |
| 13. | To You and Me That Used To Be | Berlin | 14 | 11 | 19 | 14 |
| 14. | I Hum a Waltz | Miller | 13 | 5 | 3 | 7 |
| 15. | On a Little Dream Ranch | Shapiro, Bernstein | 12 | 8 | 25 | 14 |
| 16. | You're Precious to Me | Marks | 11 | 16 | 11 | 18 |
| 16. | That Foolish Feeling (F) | Feist | 11 | 8 | 14 | 10 |
| 16. | Toodle-oo | Words & Music | 11 | 11 | 14 | 13 |
| 16. | Cuban Pete | Hollywood | 11 | 3 | 8 | 5 |
| 17. | I'm Bubbbling Over (F) | Robbins | 10 | 16 | 9 | 13 |
| 17. | A Message From the Man in the Moon (F) | Robbins | 10 | 4 | 6 | 2 |
| 18. | Too Marvelous for Words (F) | Harms | 9 | 21 | 17 | 16 |
| 18. | You'll Never Go to Heaven | Donaldson | 9 | 12 | 7 | 18 |
| 18. | Merry-Go-Round Broke Down | Harms | 9 | 8 | 10 | 6 |
| 18. | Night Over Shanghai (F) | Remick | 9 | 5 | 8 | 2 |
| 18. | Night Ride | Mills | 9 | 3 | 7 | 4 |
| 18. | In Your Own Little Way | Marlo | 9 | 3 | 5 | 8 |
| 19. | Little Old Lady (M) | Chappell | 8 | 10 | 10 | 7 |
| 19. | Havin' a Wonderful Time | Pauli-Pioner | 8 | 9 | 9 | 10 |
| 19. | I'm Hatin' This Waitin' Around | Harms | 8 | 8 | 9 | 5 |
| 19. | Mr. Ghost Goes to Town | Exclusive | 8 | 8 | 3 | 2 |
| 20. | Where Is the Sun? (M) | Mills | 8 | 6 | 6 | 12 |
| 20. | Lady Who Couldn't Be Kissed | Remick | 8 | 6 | 4 | 5 |
| 20. | Can't You Hear That Mountain Music? | Famous | 8 | 6 | 3 | 4 |
| 20. | Little Old-Fashioned Music Box | Harms | 8 | 5 | 2 | 6 |
| 20. | Miller's Daughter Mary Ann | Shapiro, Bernstein | 8 | 3 | 2 | 3 |
| 21. | You Can't Run Away From Love | Remick | 7 | 11 | 2 | 9 |
| 21. | Boo Hoo | Shapiro, Bernstein | 7 | 10 | 15 | 18 |
| 21. | Cause My Baby Says It's So | Remick | 7 | 10 | 7 | 7 |
| 21. | My Little Buckaroo | Witmark | 7 | 8 | 12 | 9 |
| 21. | To a Sweet Pretty Thing | Shapiro, Bernstein | 7 | 8 | 5 | 4 |
| 21. | Stumming on Park Avenue (F) | Berlin | 7 | 7 | 1 | 4 |
| 21. | So Rare | Sherman Clay | 7 | 3 | 8 | 3 |
| 21. | Love Is a Merry-Go-Round | Shapiro, Bernstein | 7 | 2 | 9 | 0 |
| 21. | I Sang a Song (F) | Chappell | 7 | 0 | 5 | 0 |
| 22. | Wake Up and Live (F) | Robbins | 6 | 20 | 15 | 10 |
| 22. | Stardust | Mills | 6 | 10 | 7 | 12 |
| 22. | Jammin' (F) | Popular | 6 | 8 | 1 | 6 |
| 22. | Sweet Is the Word for You (F) | Famous | 6 | 7 | 16 | 14 |
| 22. | I Know Now (F) | Remick | 6 | 6 | 8 | 2 |
| 22. | Without Your Love | Miller | 6 | 6 | 4 | 7 |
| 22. | Shall We Dance (F) | Chappell | 6 | 5 | 8 | 4 |
| 22. | Rockin' Chair Swing | Red Star | 6 | 5 | 7 | 7 |
| 22. | Kitchy Mi KoKo Isle | Miller | 6 | 5 | 1 | 4 |
| 22. | Old Clothes | Superior | 6 | 4 | 6 | 2 |
| 22. | My Last Affair (F) | Chappell | 6 | 4 | 3 | 3 |
| 22. | All God's Chillun Got Rhythm (F) | Robbins | 6 | 3 | 7 | 9 |
| 22. | Big Boy Blue | Schuster | 6 | 3 | 4 | 9 |
| 22. | Tomorrow Is Another Day (F) | Robbins | 6 | 2 | 5 | 3 |
| 22. | Seventh Heaven (F) | Hollywood | 6 | 2 | 5 | 2 |

Turn to our Amusement Machines, Music Section, for listing of five best record sellers (Bluebird, Brunswick, Decca, Master, Variety, Victor and Vocalton) for the week ended June 7.

Jersey Resorts Set Season Bands

WILDWOOD, N. J., June 5. — Most night clubs and hotels at this South Jersey resort have set their music makers for the summer's run. Mickey Familant will be back at the Biltmore Orange Grove, Earle Denny at Sportland, Frankie Richardson at Club Avalon, Hof-Brau has Joe Odgers. Atlantic Cafe brings in Ted Austin, Jim Ferral goes to the Golden Dragon, Gingham Club has Jim Wardles, Tip Toe Cafe brings in Norman Hand, Bennie's Cafe adds Whitesboro Serenaders, Flora White locates at Jordan's Cafe, Joe Balloy at the Inlet

Hotel and Frank Kinzel at the Grenoble Hotel. Starlight Ballroom at Hunt's Ocean Pier has Rex Donnelly, while the Plaza Ballroom will rotate name bands.

Hot Club's First Broadcast

PHILADELPHIA, June 5.—When the CBS Swing Club celebrates its first anniversary June 12 at midnight American swing fans will have their first opportunity to hear the Quintet of the Hot Club of France over the air. Featuring the guitar of Django Reinhardt and the violin of Stephane Grappelly, these idols of European cats were made familiar to Americans thru their recording released here by Victor. Their stringy swinging will be relayed by short wave.

Ain't He the Dish?

PHILADELPHIA, May 29.—Tiny Bradshaw, former ork leader, now doing a single in the nitery folds, offers a new one called "the dish." For instance, if at tooter makes a hot run on the sax or hits a mess of high C's on the trumpet, the cats clap yo' hands and say: "Ain't he the dish?"

Band Once-Overs

Chalk down MITCHELL AYRES' BAND as possessor of one of the sweetest sax sections in any band that comes within the pale of swing. Heard on the I. J. Fox program over WMCA, New York, and broadcasting from the Hollywood Restaurant, this bunch certainly can dish out tunes that are as sweet and listenable as they are danceable. Band sounds much sweeter, with more body and fullness, in the swingy tunes than in the pash numbers. It must have been for that reason that they offered a modern, swingy version of *Song of the Islands*, highlighting melody work by the saxes, especially that alto horn, tinkling obligato by the vibraphones and a pulsating rhythm background by guitar and drums. Also a travesty on *Hearts and Flowers*, where again alto sax and muted trumpet stood out. Among other selections they played *Jammin', The First Time I Saw You, To a Sweet Pretty Thing, Love Bug Will Bite You and Lull in My Life*, wherein all of them lightning-fingered runs by the saxes were the order. Ruth Gaylor, rhythm singer, offered choruses to most of the tunes mentioned. Of fair style and ability, she succeeds in injecting personality and varies from the stock style by deft phrasing. Colson.

HAP FELTON returns to Pittsburgh after a two-year absence with a band greatly improved in finesse. Result, William Penn Hotel Urban Roof dancers begin applauding at program's opening and pound palms after each number. Quarter hour over WCAE began appropriately with *I Want To Be Happy*, sung by leader, who caps lyric with hearty laugh. Noticeable strings created soft rhythm, with steel guitar adding swing hit. Combo of new and semi-ancient pop tunes featured vocals of *Night Over Shanghai*, by mellowly romantic-voiced Ken Mealy, and *I'm Hatin' Just Waitin' Around*, by Gay Felton. Frank.

CRA Sets Name Bands in Ohio

CLEVELAND, June 5.—Buckeye Lake, summer resort near here, has set a number of name bands for the season thru Stan Zucker, manager of the local CRA office. Dates so far include Austin Wylie, July 11-16; Les Brown, July 19-25, and Blue Barron, July 25-27. Summer pavilion at Brady Lake, O. is also using CRA name band attractions, with Paul Whiteman playing there June 15 and Cab Calloway July 18.

Irving Mills Sails; Sales Deal on Records

NEW YORK, June 5.—Irving Mills, organizer and managing director of the Master Records, Inc., will sail for Europe on the S. S. Queen Mary June 23 with plans for establishing his own record company in London and to arrange the distribution of American-made Master and Variety records thruout the Continent.

According to Mills, move to enter the foreign disc market as an independent producer and distributor was decided by the rapid success and demand for his waxings. It is estimated by him that Master and Variety records sold collectively more than 500,000 discs during their first two months and that present indications point to a steady weekly total of 100,000 or more.

Chi Music Notes

CHICAGO, June 5.—Jimmy Eaton and Antone Iavello have just authored *Overboard for You and Night of Madness*. Will Rositer will publish. Harry Garfield, of the local Harms office, expects to be a father soon. *September in the Rain* leading sheet sales in this section for the last two weeks.

Sheet-Music Leaders

(Week Ending June 5)

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

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

1. September in the Rain (Remick) (1)
2. Sweet Lullaby (Select) (4)
3. Carelessly (Berlin) (2)
4. Never in a Million Years (Robbins) (8)
5. Blue Hawaii (Famous) (6)
6. Little Old Lady (Chappell) (3)
7. Love Bug Will Bite You (Santily-Joy) (7)
8. Was It Rain? (Santily-Joy) (12)
9. Will You Remember? (Schirmer) (5)
10. There's a Lull in My Life (Robbins) (9)
11. It Looks Like Rain (Morris)
12. Where Are You? (Chappell) (10)
13. They Can't Take That Away From Me (Chappell) (13)
14. The You and Me That Used To Be (Berlin)
15. Boo Hoo (Shapiro-Bernstein) (11)

PHONOGRAPH RECORD best sellers will be found on page 83.

Detroit Resorts Set Summer Bands

DETROIT, June 5.—Summer season for bands is opening with a rush. Frank Wine-Gar opened last night at Maniway Beach, Devil's Lake, going Tuesday to Pleasant Lake, near Jackson, for two weeks, with two weeks at Ramona Gardens, Grand Rapids, to follow.

At Bartlett's in Pleasant Lake, Don Juan Rodrigo follows Wine-Gar for the last half of June, with Monty Moniger coming in July 2 to 13.

Chick Carter and band opened the Flint Park last night, followed by Carmen Newsome, colored unit, who will remain two weeks.

Two CRA attractions were booked for local summer spots, Paul Sabin for four weeks at Blossom Heath, on Lake St. Clair, and Clyde Lucas, June 4 to 6, at Edgewater Park.

New Boston Music House

BOSTON, June 5.—New Hub publishing outfit is the Back May Music Company, with Al Frazzini, general manager, and George J. Beardon, professional manager. Frazzini clefted *When Banana Skins Are Falling, If You Had a Mother to Love You and Silvery Moon*. Frazzini and Nat Madison collabed on *My Cabin of Dreams*, the first tune published by the new house.

Boston Spot Gets Band

BOSTON, June 5.—John P. Murphy, manager of the swank Ritz-Carlton Roof, announces these MCA bands to round out the 18-week ork policy this season: Jack Marshall, June 1-16; Kay Kysler, June 17-17; Bob Crosby, July 8-August 11; Count Basie, with Leona Horne, August 12-September 6, and Tommy Dorsey, September 7-27.

Virginia Beaches Take Name Bands

NORFOLK, Va., June 5.—With beaches all open, the coming week will see no less than six bands at work here. Paul Whiteman plays opening at Seaside Park, Virginia Beach; Johnny Long has same date at Improved Cavalier Beach Club and Emerson Gill gets opening spot at Surf Beach Club. On the other side of Hampton Roads, Eric Peterson moves into Buckroe Beach; Eddie Farley plays a stage engagement at the Paramount, Newport News, and Tommy Dorsey appears at the Newport News Armory.

Band Reviews

Peter Kara and Orchestra

Reviewed at the Walton Roof, Walton Hotel, Philadelphia. Style—Dance band.
Instrumentation: Leopold Budetti, clarinet, sax and violin; Eddie Michaelson, sax, flute, clarinet and violin; Karl Karol, sax, clarinet, flute and violin; Sid Singer, piano and accordion; Mike Laring, drums; Eli Figundio, bass fiddle and accordion; Sol Buchman, trumpet; Joseph Rizzo, steel and Spanish guitars; Peter Kara, vocals, accordion and lead.

The first out-of-town band to play this spot in four years, Kara's outfit is a thoroughly pleasing hotel combo. Not a big band (it's only nine men), it nevertheless offers such a large number of instruments and the arrangements are so interest-holding and danceable that it can hold its own against a much larger combo.

Kara and Karol do the arrangements, providing for liberal doubling of instruments and a variety of effects so that the band never becomes monotonous. Kara himself is a young fellow with good appearance who fronts capably and does frequent sessions at the push-box. The triple sax section slips easily into violins, which do much to sweeten up the waltzes. Buchman's trumpet has just the right tone for this type of band, while the other men are also good musicians.

This band ought to come along nicely, having youth (all are under 25, it seems) and good musicianship. *Dents.*

Benny Meroff and Orch

Reviewed in the Starlight Ballroom of the Ocean Pier, Wildwood, N. J. Style—Dance music.

An old hand at keeping 'em entertained in the variety houses, Benny Meroff was somewhat of an unknown quality in making music for tripping the light fantastic. Showing here proved that the band can forget its stage routine and make dance music on par with the other idols of terp hounds. As a result Meroff is a triple-threat combo for the night club and ballroom fraternity. Band is a show per se, excellent for shoe-gliding, and add, to boot, a stage rep that should stimulate the box-office barometer.

Personnel includes three trumpets, three trombones, three saxophones, two violins, piano, bass, drums, and Meroff's fronting a one-man show in itself. All double, an agreeable change in tempo pace offered by five violins for the sugary pops and waltzers. And for a cheer-provoking finish entire band picks up brass horns.

Main inspiration for hoofing is a style of rhythmation which Meroff has christened as "jibe music," a cross between jam and swing, according to the maestro. Whether jibe will become the newest vogue in dance band music depends on Meroff's press agency. Basically, it's solid swing that makes dancing imperative, the "jibing" centered around Sal Franzela, ace clarinetist, who not only plays like Benny Goodman but even looks like him. Jiggs Noble did the arrangements and has enhanced the new Meroff torch with an introductory *Jibe and Stuff* ditty.

With Meroff a capable ringmaster for the tomfoolery, sock laff specialties are offered by trumpeter Larry Powell, trombonist Jack Marshall, Florence Gaston (Mrs. Benny Meroff), and Miss Sonia, the maestro's kid sister.

Orodenker.

You Press the Half Valve Down, and Then...

NEW HAVEN, June 5.—Let Benny Goodman, "Fats" Waller et al. fool around with this one.
John Barrows, student in the Yale School of Music, has achieved a completely new and heretofore unused note on the French horn. The tone, achieved by depressing the valves only one-half the usual distance, is described as "possessing the illusion of lontano and suggesting perhaps a distant flute of large bore, but with an unclassifiable brassy sound of considerable body and high range."
Another student has already incorporated the tone in an orchestration.

2 More States Wallop ASCAP

Florida passes bill banning music royalties—Michigan bill would ban music fees

TALLAHASSEE, Fla., June 5.—State House of Representatives here passed a bill Wednesday prohibiting royalties on copyrighted music and restricting employment of out-of-State musicians at race tracks in Florida. Already passed by the Senate, bill requires only the signature of the governor to become law.

The bill provides that composers and publishers set a sale price on each composition, including price required for privileges of reproducing it or playing it privately or publicly.

LANSING, Mich., June 5.—A bill has been introduced into the State legislature here by James A. Burns, Detroit senator, which would prevent the banding of two or more persons to collect fees for use of music and to invalidate blanket licenses to permit use of any copyrighted music in dance halls, night clubs, theaters and radio broadcasting stations.

Bill further would prohibit the payment of any fees for the use of copyrighted music unless it be a commercial program.

Henry Busse's Big Gross

LINCOLN, Neb., June 5.—Henry Busse's Orchestra played the Turnpike Casino this week for one of the season's high grosses. Record is still with Kay Kyser, but Busse and Herbie Kay lead all others. Closing band is to be Jan Garber June 25.

Glen Gray Tops Goodman

LOS ANGELES, June 5.—Glen Gray and Casa Loma Orchestra broke all attendance and box-office records in their first week at the Palomar here. Mark set by Gray tops record of Benny Goodman at the same spot. This is the first appearance of Glen Gray and his band west of the Rockies.

Sun Agency Adds Two

DETROIT, June 5.—Bookings taken over this week by Jack Dickstein, of the Gus Sun Agency, include Eastwood Park Pavilion, large open-air dance floor, which opened Friday with Isham Jones Orchestra, and Jefferson Beach, which changes bill weekly.

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

SPOKANE, Wash., June 5.—Tex Howard and band, California musicians, lost about \$7,000 worth of music and special arrangements and \$5,000 in instruments 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 booker, finds the plugging is more profitable for songs. Closes shop to take over the Philadelphia office for Chappell music publishing house.

Racine Ballroom Opens

RACINE, Wis., June 5.—Beach Ballroom has opened here under management of Reggie Freeman, with dancing to name bands slated for Wednesday, Saturday and Sunday nights.

Schmitt Lands Contract

DENVER, June 5.—Fred Schmitt, who will direct the band, has been given the contract for summer city park band concerts to run from July 4 to August 27. His price was \$13,968, which includes pay for 33 musicians. Contract is the same as that held by Schmitt last year.

Music Items

HOWARD WAUGH, head of Warner theaters in Tennessee and Kentucky, is in New York as guest of Sam Serwer, publicity director of W. B. music subsidiaries. Waugh inaugurated new ideas in framing new Warner tunes with appropriate backgrounds.

ANDY RAZAF and Edgar Dowell have been assigned to provide the score for the forthcoming show at the Paradise Club, Atlantic City. They have already completed a half dozen numbers, including one they think will popularize a new dance craze, *The Bumpy Bump*. Razaf's mother, a poetess under her pen name of Jeanne Razaf Coles, has had her first song published with music by Dowell. It is *I Guess Love's Just That Way*.

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

JOE DAVIS, INC., is the publisher of the new magazine *Sing* instead of Music Friends Service, as erroneously reported in this column. It contains songs of no other firm than that operated by Davis. First edition is 350,000.

EMERY DEUTSCH'S theme song, *Star Dust in the Moon*, has been selected as No. 1 ditty by E. B. Marks. Deutsch provided two previous hits published by the concern, *Play Fiddle, Play*, and *Gypsy Rhapsody*. Sid Lorraine, new general professional manager, along with Eddie Lambert, his assistant, predict equal success for the new work.

The revival of "Little Lost Child," one of the classics of the early '90s, brings the news of an exchange of correspondence between Edward B. Marks, author of the composition, and Mrs. Victor A. T. Albright, the original of the song who, as a tiny tot, posed for the picture used on the title page 40 years ago. When slides were taken she appeared in a series of scenes illustrating the work. She was six at the time, dressed in a large red felt hat with a ribbon hanging down the back. She is shown before a high-stopped brownstone house in New York, a child who has been "lost" and a willing policeman standing close by ready to take her to the station house. Altho she is now a resident of Indiana, Mrs. Albright keeps in touch with music and the theater. She expects to come to New York soon.

WILLIAM COOLEY, former CCC worker and a protege of Clarence Williams, got his first real break recently when he made several records for RCA Victor. Cooley originally was heard over one of the radio amateur programs, making such a distinct hit that Williams immediately took him under his wing. His releases include *Turn Off the Moon*, *Cryin' Mood* and *Jamin*.

E. P. FRENIERE has signed for two years to write exclusively for Roy Music Company.

HARMS, INC., announces that *Merry-Go-Round Broke Down* has already had five important air commercials, including broadcasts by Ben Bernie, Russ Morgan, Beatrice Lillie and on the *Show Boat* program.

WARD R. LOCKLEER, band director whose home is in Alexandria, La., has established a school in Natchez, Miss.

BILLY JAMES, WCAU pianist and formerly on the staff of Joe Morris Music Company, Philadelphia, is again submitting his new tunes to the New York houses.

MAURIE MERRL, professional manager for Frank Capano Company, Philadelphia, back at his desk after a flying trip to Chicago.

ARTHUR HINETT, KYW swing organist, collaborated with Al Mirkon for *One Little Tear Drop*, premiering the song on his NBC show.

DAVE BLUM takes over the Philadelphia office for Chappell.

CHARLIE BORELLI, Philly Tin Pan Alleyite, leaves his songwriting to join the sales staff at WPEN-WRAX.

Are You At The Top in Your Profession?

If you are earning more than you did last year you should aim even higher. Your musical knowledge—your position and income today—are the result of past training. Improve that knowledge, advance in your position and see your income increase!

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REVIEWS OF RECORDS—

(Continued from page 11)

music in the soft tempo for *The First Time I Saw You* and *You Can't Run Away From Love Tonight* (7894), his pash fiddling highlighting.

Victor

LIONEL HAMPTON puts his hot vibrophone style to work at the piano keyboards for stompy swingcopation with *China Stomp* (the stand-by *China Boy*). Hampton gives out for six choruses, playing the upper octaves with one hand. Seems to be no limit to this cat's swingattility. Jam gang go into a session on the turnover with *Rhythm, Rhythm* (25586). Buster Bailey cutting classic clarinet and Hampton at the vbe further inspiring the guitar pickings of Allen Reuss and Jesse Stacey's pianology. B. Goodman's boys.

BUNNY BERIGAN cuts four sides, *Swanee River*, *Love Is a Merry-Go-Round* (25588), and a coupling of pops from Ben Marden's Riviera revue, *The Image of You* and *I'm Happy, Darling, Dancing With You* (25587). Trumpeter blows torrid on all scores, but the newly organized combo shows to advantage only on the Larry Clinton arrangement of Stephen Foster's classic.

For a change in pace EDDY DUCHIN merchandises very capably *The Merry-Go-Round Broke Down* novelty and *South Wind* (25585).

Whitemanics will shout the praises for the wax-paste of standard pop classics grooved by PAUL WHITEMAN'S solists. Taking 12 inches and peddled with a Red Seal label, the WHITEMAN MEDLEY (36199) sports the full band in *Whispering* and *Japanese Sandman*, Roy Bary whipping the black and whites with *Some of These Days* for Ramona's vocalistics, Red McKenzie's *Ida*, Peggy Healy's piping of *Dinah*, and Goldie showing how Henry Busse tooted the trumpet for *When Day is Done*. Medley carries on with Irene Taylor warbling *St. Louis Blues*, Jack Fulton's inspired *Sweet Sue*, Jane Vance and Al Dary giving a sample of their boy-girl act with *I Can't Give You Anything But Love*, Mike Pingatore's demon banjo strummings for *Wabash Blues* and adding a touch of completeness to this musical jackpot the Whiteman ensemble fades out with *Three o'Clock in the Morning*.

New Des Moines Ballroom

DES MOINES, June 5.—The Ringside, new \$2,000 open-air hall on the Merle Hay road near Johnston, Ia., opened this week with Harry Breeding's Orchestra. Hymie Wiseman and Bobbie Grund are partners in the Ringside.

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 Friday, George Preston Marshall, director of special entertainments, said today. Orchestras of Ted Florito and Art Jarrett for dancing and concerts, and the 25-piece pit orchestra of Ray Kavanaugh will play the opening. Jarrett is in for 10 weeks, Flo-Rito for four. Complete opening cast includes Borrah Georges and Jalna, Three Sailors, Jack

Members of Marshall's staff include Chester Hale, Jo Mielziner, Charles LeMaire, Constance De Pinna, Sammy Pain, Irving Kahal, Ray Kavanaugh, Curt Beck and W. H. Kittrell Jr.

The full house executive staff includes Beck; Charles J. Freeman, casting director; Heinle Griffith, assistant casting director; John Hickey, company manager; James King, stage manager; Harold Donovan, treasurer; Virg Clarahan, general press representative, and Mother Duncan, wardrobe mistress.

Tariffs finally adopted are \$1.10 week nights and Sundays and \$1.65 Saturdays and holidays.

Seating capacity is slightly more than 2,000.

PORTLAND, Me., June 5.—Merry-Goround Cafe, situated on Peaks Island in Casco Bay, opened Tuesday under the management of Norman Stocker, Frank Hasset and Stanwood Sterling. Floor show and dancing afternoons and evenings.

LOCH SHELDRAKE, N. Y., June 5.—New spot, The Riviera, will be opened July 1 by John Fransky and Al Beckman, New York booking agents. Club will be of Spanish atmosphere. Opening show will have Rosita Ortega, Felipe de Flores and the Carlos Caldos Band.

SARASOTA, Fla., June 5.—First year round downtown dine and dance spot is the Manhattan Grill, which will remain open this summer. Grill is operated by Kay Shipbaugh, formerly of Detroit.

HAVANA, June 5.—The Cuban Summer Casino, situated within two blocks of the Playa Bathing Beach, inaugurated its summer season May 27. American artists in the show are Kay, Katya and Kay; Edith Mann, and the Archer Sisters. At the San Souci Road House Ballantine and Pierce are dancing nightly. Others are the Elpidio and Margot, Cuban rumba dancers, and Elias de Granados.

PHILADELPHIA, June 5.—Max Bee-man's Latimer Club makes its third try this season, bringing in Peggy Loeb as feature. Spot follows the intimate order, with all femme warblers on tap for the floor talent. Opener has Inez King, Mildred Lande, Anna Morgan and Bobby Del Rio.

Bankers Tavern also rejoins the field this week, lighting up with a septia show staged and produced by Eddie Murray.

WILDWOOD, N. J., June 5.—Joseph Totarella unshutters his Club Avalon, formerly the Palais Royal. Talent includes Martha Kay, Marone and Galla, Grace O'Hara, Dolly Parker, Leslie Sisters, Peanuts and Pepper, Kramer Hut-ton and John Copes. Caruso and Frankie Richardson's Band to make music.

DETROIT, June 5.—Champagne Bar, latest night spot, was opened last Friday by Sam Fynter in what was formerly the Cozy Theater. Catering to better class patronage, it is located in the center of the "Corktown" district. Show is booked by Jack Dickstein, of the Gus Sun Agency.

Weber Booking Caliente

NEW YORK, June 5.—Will Weber of-fice is now booking the Caliente Club here, and show going in June 9 will include Three Racketeers, Jimmy Richards, Muriel Martin and Wilma Novak.

Latest Pennsy Curb on Cafes

HARRISBURG, Pa., June 5.—A bill authorizing the Pennsylvania Liquor Control Board to revoke or suspend the liquor license of State niteries has passed the State Senate and is pending in the House.

The proposal, introduced in the Senate by Senator McGinnis and supported by the Earle administration and the control board, would also empower the board to further regulate "one-man clubs" in the State.

Cahn, Chaplin the Authors

NEW YORK, June 5.—New show has been written for the Grand Terrace, Chicago, to star Fletcher Henderson's Orchestras. Written by Sammy Cahn and Saul Chaplin, and includes a new dance number called *Postin'*.

New York City:

TRENT PATTERSON'S renewed contract will keep her at Whirling Top indefinitely. . . . RUTH DENNING returned from an 11-week stay at Powatan, Detroit. . . . MARIE ALMONTE is a repeat at Le Mirage. . . . LOIS NIXON, who replaced Jean Sargent at the Hollywood, has been approached by film companies. She's an MCA account. . . . WILL WEBER booked the Mirador's new show, consisting of Jack Osterman, Marlon Martin, Edith Lang, Three Reasons and Buddy Wagner's Orchestra.

Chicago:

EMILEE ADREON, French dancer and comedienne, starts at the Villa Venice June 12. . . . JACKIE GREEN and Tod Liebling, now at Jack-o-Lantern Lodge, Eagle River, Wis., will team in a Benny Davis unit this fall. . . . THEODORE AND DENESHA, now at the Coccoanut Grove, are booked solid to November 1. Warner scout last week took candid camera shots of their dancing.

HARRIS AND SHORE close at the Congress Casino next week and leave for the Coast on a vacation. . . . DENIS COONEY, Royale Frolics operator, will rebuild his Midnight Frolics for an early fall opening. . . . THE DUANOS move to St. Louis June 10 to head bill at the Mounds Country Club. . . . RODRIGO AND FRANCINE are filling an engagement at the Book-Cadillac Hotel, Detroit. . . . JUAN AND MARITA opened an engagement at the Via Lago, their first since Christmas, when Marita underwent an operation.

MARY McCORMIC, soprano, starts a 15-week tour with Kryn's Symphony Orchestra in September. . . . PATRICIA NORMAN is Eddy Duchin's new vocalist at the Palmer House. . . . LOU HOLTZ is scheduled to follow Irene Bordoin into Ben Lenhoff's Coccoanut Grove this month.

J. C. STEIN, MCA prez, in from New York and Detroit and planning to stay here for a while. . . . DICK MARSH, manager of the Hollenden Hotel, Cleveland, was in town taking in the sights with Eddie Elkort. . . . PAUL AND EVA REYES, Cuban dancers, are conducting rumba classes in the College Inn between shows. . . . PHIL TYRRELL, of Sligh & Tyrrell, is sporting a new car. Rolloped up 1,700 miles in the

Reviewers Turn Emsees

NEW YORK, June 5.—Benito Col-lada, manager of the El Chico night club here, pulled a fast one on the night club reviewers—but the newspaper boys took it gracefully and, in fact, had a nice time.

Instead of emseeing the opening show himself, as he usually does, he got the band leader to call on each reviewer to introduce an act. Among the newspaper boys caught unpre-pared, but managing to go thru with it anyway, were Ted Friend, Ben Schneider, Scudder Middleton and Paul Denis.

Kid Girl Lines In Many Chi Spots

CHICAGO, June 5.—Girl entertainers in their early teens are making up for the talent scarcity in the cabaret field, a round of some of the local smaller spots reveals. Still school kids and dancing school pupils they are usually booked thru dance teachers who have connections with bookers.

A line of four girls, each barely 15 years of age, is working outlying district clubs, doing three and four shows nightly. Thru at 4 a.m., they have to make their school classes early the same morning. Average pay is \$20 a week, with some of the stronger specialties earning \$5 more.

Local child-labor law forbids employ-ment of all under 16.

Paul Bachelor Joins MCA

CHICAGO, June 5.—Paul Bachelor, producer, signed a five-year contract with Music Corporation of America here. First job is staging line numbers in the current College Inn show.

Club Chatter

last 10 days. . . . LUCILLE DORMAN, singer, opens at Harry's Cabaret Tues-day.

Here and There:

SYLVIA, FRANCO AND DRIGO are set for two weeks at the Walton Hotel, Philadelphia. . . . LOPER AND HAYES have four weeks at the Mayfair, London, opening June 14. . . . COE AND DUDA are in their second week at the Pelican Club, Houston. . . . AL AND SALLY RUSSELL are at the Crossman House, Alexander Bay, thru booking by Irving Jacobs. . . . DE RONDA AND BARRY have been held over following their opening the summer season for Cham-berlain Hotel, Old Point Comfort, Va. . . . CORLIS AND PALMER, John Booth and the Lewis Sisters comprise the new bill at Chez Paree, Omaha. . . . WILL AND AVIS FERNS (Arabella and Zackeriah) have been making the rounds of night clubs in Columbus, O., for Curt Gallaway's agency. . . . ROCKY TEX BRYANT and his WNOX radio synco-paters are appearing with Bobby Kork's Hollywood Revue thru Virginia and Tennessee.

COLLETTE AND BARRY are holdovers to July 1 at the Brown Hotel, Louisville, Ky. . . . THREE RIVERS INN, Clay, N. Y., billed Rulson, Tamara and Dee, Johnny and Tessie Horne and Rose El-lott for its opening. . . . CHARLES HOFFMAN and his magic bar act will be featured at the Beverly Hills Casino, Newport, Ky., June 15, following his four weeks at the Colonial Theater, Dayton, O. . . . BILLY MAHONEY has been doing a long engagement at Charlie's Grill, Little Ferry, N. J. . . . DILLON AND FARLOW opened at the Coccoanut Grove, Philadelphia, May 24. . . . DON RO-MAINE'S new production, *Cherry Blossom Time*, has opened at McVans', Buf-falo, N. Y. . . . TED AND ART MILLER, thru Bill Parent's booking, hold on a second week at the Mayfair, Detroit. . . . LELA MOORE is still touring Europe. . . . EDDIE SHAFER, emsee; Mitzie Wayne, Two Jacks, Barrett and Smith, Six Mortenettes and Myron Carr's Orchestra are current at Dinty's Terrace Garden, Albany-Saratoga highway near Cohoes, N. Y.

PAUL MALL, after three weeks at Jimmy Brink's Lookout House, Coving-ton, Ky., returned to Chicago last Fri-day (4) to begin a club engagement for Eddie Elkort, of MCA. Mail recently

1-Night Dates Being Favored

Chicago acts mop up doing conventions, banquets and clubs—40 weeks' work

CHICAGO, June 5.—An increasing number of entertainers in this territory are turning out year-round profits by filling one-night engagements. Seldom if ever before have local bookers had more club dates on their books. Leading offices such as MCA, CRA, William Morris Agency and Sligh & Tyrrell main-tain one-night departments, giving them the attention they rate.

Many acts here for the last three years average between 35 and 40 weeks' work a year, doing banquets, celebrations, conventions and private parties. Such entertainers as Joe Wallace, Frank Shepard, Bill Dornfield, Holly Harris and Geraldine Ross, among others, report plenty of activity in this line and prefer it to work on the road. Nightly jobs pay between \$8 and \$15 and more on occasions.

Several out-of-town acts have decided to remain for one-night demand spree. Latest is Russell Swann, who closed an engagement at the Palmer House and stays on to fill one-nighters for MCA,

concluded 16 weeks at the Frolics, Miami. . . . DON B. NILES is in his 12th month as emsee at the Earle Club, Baltimore. . . . JIMMY DEMARAY, formerly Raul, of Raul and Renee, with his new partner, Kay Dawn, is playing an indefinite engagement at the Indian Village, Grand Rapids, Mich. . . . VERN VALDEZ, comedian, is current at the Club Piccadilly, Baltimore. . . . THREE MAYFAIR BOYS, Ruth Wayne, Barrett and Smith, Bergere Sisters and the 10 Cinemadorables comprise the new floor show which opened Friday (3) at the Lookout House, Covington, Ky. . . . FRANK SENNES' *French Casino Bravities*, with Conchita, Buddy Van Horn; Don Harris, emsee; Allen and Parker, the Barclays, Verne Wilcox and 10 dancing honeys, is the new floor attraction at Gus Sanzere's Nine-Mile House, Cincinnati.

IRENE HILDA, young American singer and dancer appearing in Paris, has been signed by Clifford Filscher for his French Casino, New York. . . . BIRDIE DEAN, American acro-contortionist, and Vale and Stewart, dancers, are at the Gaiety Cabaret, Brussels.

KING AND KING, after a tour of the South, are heading for St. Louis to open at the Mounds Country Club. . . . PRINCESS CHANG LEE opened Sunday (6) at Ye Olde Tavern, Fort Wayne, Ind., featuring her *Lamps of China* dance. . . . FAY NORMAN'S *Gay Boy Revue*, with Connie Walsh as emsee, is currently holding forth at Koenig's Clubhouse, Fort Mitchell, Ky. . . . CASTLE FARM, Cincinnati, which has been using only occasional acts, has instituted a regular floor-show policy.

PIERRE AND TEMPLE are now at the Biltmore Bowl, Los Angeles. . . . TOD LIEBLING, ork leader, now in Chi, keeps himself busy by preparing comedy scripts and situations for filmers Benny Rubin, Ritz Brothers and Slate Brothers. . . . ARREN AND BRODERICK are in their fifth week at the Casino Parisienne, Chi. . . . LEE SISTERS and Walter Long and PEGGY LE BARON opened at the Cavalier, Virginia Beach, May 29. . . . ANN BORDEN, songstress and emsee, has been held over at the Green Lantern, Schenectady. . . . GENE DANA opened at the Casanova Club, Houston, May 17. He'll be there for the summer. . . . RICARDO, of Ricardo and Diane, in-forms us that he has split with his partner. . . . MARIA KARSON opened at the Terre Haute Hotel, Terré Haute, Ind., May 31. Has secured a 20-week contract with the Pick hotels. . . . ANA PASTORA, Rene Irwin and Annette Leduc are holdovers at the Fairmount Country Club, Ottawa, Ont. . . . RULSON, TAMARA AND DEE to play return engagement at the Vienna Club, Mont-real. . . . BOBBIE LA RUE, "male prima donna," is still holding his own at the Club Ballyhoo, Columbus, O., after 30 weeks. . . . DERONDA AND BARRY are in for the summer at the Chamberlain, Old Point Comfort, Va.

Para New Act Digger-Upper

No new act bugaboo for N. Y. house—plays 26 in 17 months—hard to get

NEW YORK, June 5.—Lament of local bookers anent the dearth of new acts is refuted by the bookings of the local Paramount, booked by Harry Kalchheim, which in the last 17 months played a total of 26 acts that can be characterized as new. These are in addition to the many bands played by the house, which bands were new to the Broadway theater scene. Of course, as Kalchheim points out, it is difficult to round up new acts, involving frequent visits out of town, holding auditions, covering radio programs and seeing night club shows.

Among the new acts played by the Paramount within the 17-month period were Ben Berrl, Vic Hyde, Del Casino, Mary Small, Calgary Brothers, Mildred Law, Rufe Davis as a single, Burton Pierce, Virginia Verrill, Paul Robinson, Hildegard, Conklin and Coleman, Modernaires, Louise Massey, Ray and Trent, Mogul, Lela Moore, Vee Lawnhurst, Gogo Delys, Margin Lawlor, Grace and Ray McDonald, Stuart Churchill, Threë Manhattanites, Loretta Lee and the Riley and Farley combo.

Bands new to Broadway theaters played by the Paramount included Benny Goodman, Louis Armstrong, Ray Noble, Clyde Lucas, Casa Loma, Art Shaw, Al Donahue, Shep Fields, Lud Gluskin, Russ Morgan and Hal Kemp.

Kalchheim points out that the situation of two years ago in the city when headline acts played one circuit against the other in tilting salaries is a thing of the past. That the bookers are against high-priced acts, except in rare cases, and that their main concern is to regularly book an entertaining show. Paramount will pay \$5,250 for a Martha Raye and similar attractions that have proven box-office merit, but it is opposed to buying standard headliners who get over \$1,000 and have no definite box-office appeal.

Ashton Reappointed in Detroit

DETROIT, June 5.—Ceylon J. (Jack) Ashton has been reappointed to the post of Deputy Administrator of Private Employment Bureaus by Governor Frank Murphy. He has handled his job during the last two years, particularly in supervision of theatrical booking agencies, so efficiently that strong endorsement of his reappointment was made by many showmen and actors, including Walter Ryan, local representative of the American Federation of Actors.

Harry Clark's Summer Units

CHICAGO, June 5.—Harry Clark reports that he will have four units working all summer. Three are touring now, with the fourth, *Wintergarden Revue*, opening at the Granada, Bluefield, W. Va., June 11. Lineup will include the Three Lampinos, Murdock and Mayo, Tommy O'Neil, Corée and Doree, Frank Ayrault's Band and a line of six girls. Clark recently closed *March of Rhythm* in Pontiac, Mich., after a six-month season, and the *Paramount Club Revue* in Columbus, Ga., after a seven-month tour.

Vaude Sails the Delaware

PHILADELPHIA, June 5.—Wilson Steamship Line, which in previous summers afford moonlight dancing nightly while floating down the Delaware River, has now converted its excursion steamer into a showboat with a vaude show. Boat offers a full variety show, initial bill last week including Katherine Wolf's Continental Girls, Kelo Brothers, Les Hall and Joe Rankin. Harry Taylor's Ork plays in the pit and for dancing. Showboat is on the books of Taylor & Smith office.

Pix Bids for F. & M. Acts

NEW YORK, June 5.—Fanchon & Marco has bids from picture companies for three of its acts. The bidding is being done on Diane Denise, Marty May and Kirk Allen.

Harlem in Philadelphia

PHILADELPHIA, June 5.—Harlem in Quakertown seems to be any place you hang your hat. And that WDAS airs the jamming bands from the hot spots each evening only adds to the confusion. Johnny Boldens' Band from the Roseland Cafe is the newest addition to the WDAS dance parade, and in spite of the fact that the spot is located in West Philadelphia an announcer impresses that the music is being heard from the "heart of Harlem."

Others heard include Bobby Lee, Parrish Cafe; Tommy Scott, Lennox Club; Slappy Swingers, Harlem Cafe; Ted Tinsley, Moonlight cabaret; Jimmy Gorham, Strand Ballroom. Despite geographical limitations of each, listeners are all assured that the music comes to them from the "heart of Harlem."

Detroit Radio Conductor Doubles as a Booker

DETROIT, June 5.—Chuck Stanley, conductor of the *Happy Hour Club* on WMBC for seven years, will take over theater bookings for Artists' Service Bureau in addition to his radio work, following recent death of Arthur Rowland. Stanley has long been a partner in the office but was not in active charge. Eleanor O'Rourke will handle the club department.

The office will continue to handle bookings for all suburban houses for United Detroit Theaters. Ramona and Regent are using acts at present, but prospects are that all smaller houses of the circuit will be on the books in the fall.

New House in Stockholm

STOCKHOLM, May 31.—New big-time vaude spot, the Royal, opened May 15 with big bill, including Nine Mexican Ladies, Six Lucky Girls, Singing Fools, William Kirk Company, Serenos and Ziganis.

Cumberland, Md., Booking

NEW YORK, June 5.—The Dow office again has the Maryland, Cumberland, Md., on its books. House will go into a four-day flesh policy, using six acts, starting tomorrow. Betty Boop will headline the opening show, while Pat Rooney will come in the following week.

Vaudeville Notes

MATTY ROSEN flew to Texas last week-end to see Everett Marshall, which delayed Bill Miller's auto trip to Chicago and points west. . . . Alex Gerber was a lucky sweepstakes winner, pocketing 25 grand when he sold his ticket. He got the news of picking a horse in the sweeps on his birthday and he'll probably produce a unit soon under the name of *Sweepstakes Folks*. Rufe Davis will play the Metropolitan, Boston, day and date with his picture, *Mountain Music*, week of June 18. . . . Ben Berrl, current at the New York Paramount, was picked up by Harry Kalchheim in Peoria, Ill. Berrl was a doorman at the Palace, Chicago. . . . Barto and Mann are going back into the Paradise, New York, Thursday (10) and Shea and Raymond exit.

DICK HENRY, of the William Morris Agency, is scheduled to sail for Europe July 14, his assistant, Sol Shapiro, returning from a trip abroad July 12. . . . Dot Haas, publicity representative of the New York office of Fanchon & Marco, joined the Al Pearce air show in Buffalo Friday on its broadcasting and personal tour for Ford. She returns to New York and F. & M. July 14. . . . Lela Moore will return from European engagements and go into the Roxy, New York, this Friday. . . . Chick Webb and ork have been booked by Paramount into the Regal, Chicago, week of June 18.

ETHEL MERMANN is being sought by the Paramount, New York, for a return engagement. . . . Larry Puck is handling a new act, Diaz, Don and Dolores, adagio turn, which goes into the Congress Hotel, Chicago, Thursday (10) for four weeks. . . . Lowe, Hite and Stanley moved on from the Roxy, New York, to the Michigan, Detroit, this week. They recently returned to theater dates after 10 weeks on the Coast working in the RKO-Radio pix, *New Faces*. . . . The

Minskys Going Into Court on License for New York Theater

Paul Moss denies Oriental a license for colored shows and films—Minskys seek writ and may sue Moss for libel and damages—other houses watch with interest

NEW YORK, June 5.—Denied a license to operate a policy of colored revues and motion pictures at the Oriental Theater here, Morton and Herbert K. Minsky will go into court with the License Department. They will attempt to get a pre-emptory writ of mandamus, which, if granted, would compel Commissioner Paul Moss to give them a license immediately. It is likely that the case will come up this Tuesday in Supreme Court, Part 1. The Oriental is one of the 14 darkened refused license renewals by the commissioner May 1. That Moss refused the Minskys a license for a policy other than burlesque is a surprise move, and it is generally believed that he will be beaten in the courts.

Ramona Park Theater Opened Again to Flesh

DETROIT, June 5.—Ramona Park Theater in Ramona Park, Grand Rapids, Mich., amusement park, was opened this week by J. M. Gross, of American Attractions Office here, as manager and producer. Spot will have a musical comedy style of show for the summer. This marks the return of this historic spot to life after several dark seasons. Dating back over 30 years, it formerly rated as an ace spot, playing top line Keith acts in the summer. It was reopened unsuccessfully last summer with a vaude policy.

Additional acts are being booked by Jack Dickstein, of the Gus Sun Agency, with Hal and Hilda Raywin, Diaz and Diana, and Hanlon and Clark on the opening bill.

Acts Going Abroad

NEW YORK, June 7.—Acts continue to sail from here every week for European dates arranged by Dick Henry, of the Morris Agency. Among the acts sailing soon are Three Blue Jackets, who sail June 19 on the Ile de France to open in Manchester; Carl Emmy and Pets, July 9 on the Ile de France and opening in Liverpool; Three Fonzals, July 14 on the Normandie and opening at the Palladium, London, July 26, and Chilton and Thomas, on the Normandie also the same day for return dates abroad.

In denying the Oriental Theater license Moss issued a lengthy statement, part of which read: "It was also disclosed at the hearing, as shown by the minutes, that the Minsky Brothers have been in the burlesque business for a number of years, during which time the name 'Minsky' has become associated in the public mind with indecent burlesque shows." The hearing referred to was held May 20 concerning the application for a new license. Moss also stated that the Minskys had agreed in writing to abide by rules and regulations of his department, but in spite of the agreement and personal warnings they persisted in violating the rules and regulations. Moss also pointed out that from advance advertising copy shown to him on the new policy that it would not in any way be changed from the old manner of producing burlesque shows.

Morton Minsky said yesterday that they had waited like gentlemen for Moss' decision on their new license, but now they were going to fight him in court. The Minskys are also considering separate court actions, involving a libel suit against Moss and one for damages entailed by the house being dark for five weeks. Nathaniel Phillips is the attorney for the Minskys.

The other burlesque operators in town are watching this new turn of events with interest, several of them having in mind to run variety shows instead of burlesque. The majority of burlesque operators, however, have been pulling political strings and making all sorts of overtures to authorities to be permitted to reopen with modified burlesque.

Two other ex-burlesque houses were treated more kindly by Moss. He approved the granting of a license to the Fifth Avenue Theater to present motion pictures. He also handed a license to the People's Theater on the Bowery, which house will offer pictures and Italian dramas with occasional showing of Italian vaude.

No Sun-Cushman Tieup

SPRINGFIELD, O., June 5.—The Gus Sun Booking Agency here emphatically denies any affiliation or negotiations for such an arrangement with the Wilbur Cushman Circuit. It was erroneously reported that the Sun Agency would represent Cushman in the East on a 50-50 basis. Only affiliation of the Sun Agency is with the Southern Attractions, Sun's first affiliation since the old vaude days when there was a tieup with the Keith Circuit.

Rio Suing Blake and MCA

NEW YORK, June 5.—Eddie Rio, doubling on the Coast as actor and manager, is suing Larry Blake and Music Corporation of America in two separate actions involving breach of contract. Coming east, Blake was turned over to MCA for club and theater representation, but MCA had Blake sign with the firm exclusively. I. Robert Broder is representing Rio, with Rio being served with papers for a Supreme Court action when he recently played the Paramount here.

Paris Houses Drop Shows

PARIS, May 31.—The Rex, Gaumont Palace and Moulin Rouge have dropped stage shows for the summer, as have several of the neighborhood pix-vaude houses. Most of the houses are retaining their orchestras. Bobino and European, neighborhood houses, have temporarily switched to revues.

Romeros are playing vaude and club dates for the Amy Cox office in Kansas City.

COUNTESS NADJA left George Choos' *Paris on Parade* unit at the State-Lake, Chicago, last week. . . . Guy Magley, local AFA rep, has been in New York attending the funeral of his father, who died there last week. . . . George Shafer, former vaude house operator in Pittsburgh and West Virginia, left for the Coast for the summer. . . . Warner's Oklahoma City, discontinued vaude last week for the remainder of the summer. . . . Dorothy Hild Girls return to the Oriental, Chicago, Friday after a two-week engagement at the Riverside, Milwaukee. . . . Frank Clark, sole survivor of the Four Clark Brothers, old trapeze act, is ill at the Tewksbury State Hospital in Massachusetts and would like to hear from friends. . . . The Leslie Sisters and Lannette Sisters have left the *Hollywood Holiday Revue* to spend a vacation at their home in Boston.

PHIL REGAN is to be given a gold badge as an honorary member of the Washington Metropolitan Police by its chief, Major Ernest W. Brown. Only other member of the profession to ever become an honorary member of Washington's police is Major Edward Bowes. . . . After sponsoring an indoor circus for the last 17 years, Philadelphia Lu Lu Temple Shriners made it a vaude show this year for the Shriners' Hospital for Crippled Children. Show staged Friday (4) at the local Metop featured Estelle Taylor, Al Shayne, Pat Rooney and Pat Jr., Mark Plant, Charles King and Ben Yost's Varsity Eight. . . . Charles Collins, of the Artists' Service Bureau in Detroit, is rehearsing a new unit, *Kid Williams' Harlem Revue*, slated to open June 12 at the Granada Theater, Hamilton, Ont.

Loew's State, New York

(Reviewed Thursday Evening, June 3)

The State continues to do the trick—the trick of consistently getting a big play at the box-office. At this last show opening day the house was packed, with sidowners on the mezz steps and standees on the lower floor. Surely it is not due to the heavy pix, *Night Must Fall*, and more likely due to house's policy and with Herman Bing making a personal appearance on top of a strong five-act show. It's really a terrific show, running 65 minutes, and the customers attested to its worth with healthy doses of applause.

Van Cello, aided by Mary McKetrick with props, is a good starter, doing a foot-juggling act that's excellently synchronized and classily presented. This is all in addition to the ability of Van Cello, whose feet do everything but talk in deftly teasing and balancing various objects.

Ross Wyse Jr., helped by June Mann, mops up big in the following spot with a slapstick act that's got what it takes to find vaude audiences a pushover. The kid works extremely hard, doing break-neck dances and falls and other pieces of business that show his endurance as tops. Miss Mann makes a pretty and talented apronmate, chipping in nicely on the tomfoolery and also contributing a strong piece of acro dancing.

Sylvia Froos had no trouble socking either, her singing getting a big play from the audience, resulting in encores. Started off mildly with the weak tune, *Head Over Heels in Love*, but picked up with tunes more to her style. Her handling of *The Love Bug Will Bite You* is first-rate.

Herman Bing's personal appearance is not just that. He's really giving an act, and, in fact, too much so. Works from the "vocal teacher" angle, entailing too much gab and good singing. With a dialect such as he has too much straight gab goes for naught and he'd be better off by trimming it and substituting more amusing talk. Audience liked him a lot, and that's what counts.

Erskine Hawkins and ork, colored outfit from the Harlem Uprogr House, great as the closer. This 14-piece crew is plenty torrid, goin' to town musically in great fashion and paced by Hawkins' high tootin' on the trumpet that has folks comparing him to Armstrong. He's good and leads his men skillfully. Act is staged and lighted excellently, and a couple of the boys in the ork chip in

with nice vocal innings. The two specialties in the act are very strong. Velma Middleton, a big Bertha, socks aplenty with her vigorous dancing, involving splits, hocking and the like, which are unusual for one her size. Her singing is forgotten about once she hoofs. Cook and Brown, two boys, are strong stuff, and they'll make some headway. They're eccentric hoofers who work cleverly, and their timing is a treat to behold.

Ruby Zwering and the pit boys play the show well, with Ruby doubling okeh as straight in the early portion of Ross Wyse's act. *Sidney Harris.*

Chicago, Chicago

(Reviewed Friday Afternoon, June 4)

They are expecting the Robert Taylor pix, *This Is My Affair*, to pull them in this week, but the poor second-show house opening day pointed the other way. And there is no unusual draw on the stage to help matters.

Opening act, Lewis and Van, is ushered in by the house line with a flashy staircase routine. Boys, working on miniature individual stairs, do a good turn to *They All Laughed* and close with great competition steps. Netted a big hand.

Vic Hyde, the one-man band from Niles, Mich., stayed on 14 minutes, doing takeoffs of Busse, Kyser, Kemp, Lewis and *Chinatown* on his clever contraption. Then moved to the front platform to play two and three trumpets simultaneously. His small-town talk helps, altho he should guard against going over the limit.

The line follows with a novel Fred Evans Donald Duck number in which the girls in the cartoon character costume, do various dance bits. Sybil Bowman is next with her familiar act. Altho she opened cold, she left to a thunderous hand. There is no excuse, however, for her off-color bosom and torso bits. Her act gradually builds in interest, doing Bee Lillie; Gloria Swanson, Hollywood's forgotten star, and Mrs. Roosevelt.

Helen Reynolds and her seven roller-skating partners close the bill with a whirlwind four-minute session. Preceded by a brief house-line routine, the octet works with lightning speed, executing tricks in daring fashion and putting on a generally dare-devilish show. Make a nice flash in short, silvery wardrobe. *Sam Hontigberg.*

Brighton, Brighton Beach, New York

(Reviewed Tuesday Evening, June 1)

Some people have their nerve, and here's a bunch that's trying to palm off a two-a-day policy of shows that might be called tabs to seashore folks at a 55 and 99-cent scale of reserved seats. It would be all right if the entertainment was good, but you just can't put a Pat Rooney on top of an hour's vaude unit stretched to twice its length and expect it to be good. It isn't, and the answer was that there were only about 75 people on hand for the second night of the policy. House and policy is being run by an ex-burlesque crew and there are some ex-burlesque performers and bits in it, too, but it isn't burlesque. It's obviously clean, but it isn't entertaining. First half of the show runs 76 minutes and the second 40.

Pat Rooney and son are headlining the show, billed all over the place and sharing it with Joy St. Clair, ex-burlesquer, who has switched from stripper to ingenue. Show is entitled *Take a Chance*, produced by Kenneth Rogers, also an ex-burlesquer. Body of the show is really the Earl Taylor unit, *Parlez-Vous Parlez*. Settings and costumes are of a caliber you'd expect of a cheap grind policy and not a two-a-dayer. Producing is hodge-podge, with specialties thrown in at random into production numbers.

While it's difficult to pick out the performers for individual mention because of the hodge-podge presentation, there are some who could be identified. The Rooneys do their regulation act and do it okeh. Irving Sellg, also from burlesque, is the show's main comic, and he's a clever fellow. He can handle clean comedy. Gordon Bennett makes a good straight and singer. Miss St. Clair hasn't any noticeable singing and dancing talents, but she's plenty pretty to look at. Connie Cella is a nice soubret,

showing up well with two boys in a hoofing session.

Then there's Harry Harper, a fair enough banjolist; Curley Slade, whose vocal imitations of musical instruments are good; Smith and Hart, whose comedy act went big with the folks, but whose personalities overshadow their material; Dave Davis and Company, another vaude act doing a lot of familiar comedy pieces; Estelle Brave, an okeh prima donna; Parker Brothers, good hand-to-hand acrobats; Leon and Diane, average apache dance team, and a girl acrobatic dancer of ability who doubles into a bronze paint number.

To round out the production there are 10 girls in line and six showgirls. The girls may not be all there on looks, but at least they work well. There's also a line of eight boys, whose dressiness is all that can be said for them. Their dancing is plenty bad. The seven-piece ork is led by Charles Brave. *Sidney Harris.*

Oriental, Chicago

(Reviewed Friday Afternoon, June 4)

Major Bowes' *Dixie Jubilee Revue*, featuring an all-colored lineup, is fast, entertaining and quite professional. The Major is not leading as long a parade to the box office as he did during his Chase & Sanborn days, the opening house being just average. The gong and reappearing emcee have given way to production, colorful drops and swell musical support from Donald Hayward and his 10-piece outfit. Various specialties are introduced by an off-stage voice, the speeches trimmed to a minimum.

All on for a *Dixieland* curtain raiser, followed by a *Mamma Don't Allow* version on odd musical contraptions. Next setting presents the band and the acts in floor-show fashion, the boys striking a feverish note with the *Nakasaki* tune. Harriet Waters, heavyweight brues warbler, pipes two tunes and nets a heavy hand with her jellyish strutting. George Holmes, in a red outfit, hoofs *Gee, I Wonder If My Right Gal Is Gone* and taps while balancing a chair on his face. Nice novelty.

Ann Cooper cops the "female Louis Armstrong" title, tooting some of *These Days*. Willie Hines presented another good novelty, doing a staircase tap number on roller skates.

Starlight Dixie Trio, who sit in with the band thruout the bill, step to the mike next to warble *It Don't Mean a Thing* and a good arrangement of *Lulu Is Back in Town*. Al Bowman follows with a good musical specialty, tapping, playing a guitar and working drums.

Gordon McKay, possessing a set of Morton Downey pipes, held attention with *Stardust* and *Some Day You'll Belong to Me*, latter an original tune by the ork leader. The Three Skipsters, gal tappers, are on for a brief session, the highlight being a radium rope number by two of them. Orchestra takes the spot next with *I'm Coming, Virginia* that seems slow in comparison with the preceding high-temperated offerings.

Rascals of Rhythm, two talented boys, stop the show with their freak voices that enable them to do takeoffs of various musical instruments. One plays a piano, the other mugging beside him. Work in plenty of hilarious bits. Four Lindy Hoppers, familiar around this area, are the closing act with their devilish stepping. All back for a flashing spotlight finale. *On screen, Hotel Haywire (Paramount). Sam Hontigberg.*

Roxy, New York

(Reviewed Friday Evening, June 4)

Generally emceed by Marty May and having the incomparable Gae Foster line for background and production, the Roxy show sizzles along with tempo and variety. Line appears a few times, the girls bouncing large balls in the opener. Later appear with male dummies in a cute *Let's Call the Whole Thing Off* affair, the lyric being sung by miniature Murray Wood, a personable midget with nice pipes. Wood, with a brunet and blonde, hoofs some, too, and clicks okeh.

May, gagging right thru, comes on for a long stint of his own. Tells a supremely nutty story of his experiences as a one-half-hour-old youngster, then does imitations of a "throaty tenor and belching bartone." Winds up this tomfoolery with

a takeoff on a prima donna, with the usual May gestures. Audience tickled. Fiddled a bit and closed.

Nick Long Jr., dancer, has showmanship, talent and is handsome. Figuratively had the audience in the palm of his hand, casually chatting of Hollywood, etc. Did imitations of Buddy Ebsen, Eleanor Powell and then turned on his own stuff. Tall and well-built, Long taps with vigor yet gives an impression of ease. Hoofing is well-balanced has a neat rhythmic pattern and a nicely executed eccentric motif. Easy hit.

In numbers made famous by the Astaire-Rogers combo, Nadine Gae and Long go thru a series of ballroom turns ranging from rumba to waltz, all woven together and accomplished with finesse and verve. Act has class and does not lag.

Floyd Christy and Hal Gould, male acro comedy team, gag thruout their ludicrous entanglements. Lines are fairly clever and turn has a good dash of satire. Slow-motion piece well handled.

Eugene, xylophonist, possesses a brilliant technique. Offered both classical and pop stuff, tops in each being *Light Cavalry* and *Tiger Rag*. Latter, a highly melodic interpretation, scored terrifically, the orchestra coming thru splendidly for the finale.

Pix, *Fifty Roads to Town* (20th-Fox), House fair. *Paul Ackerman.*

Paramount, New York

(Reviewed Wednesday Evening, June 2)

Ozzie Nelson and orchestra, playing a return date at the Paramount, put on a show considerably improved over the last offering of the same troupe. Nelson was wisely elected to let his hair down a bit; the out-of-place formality that marked his previous Paramount date has been dropped and he lets himself go. He kids around more, sings a little less and has a faster paced show. Result is a show, altho minus any real sock from the band, that sustains entertainment at a good level thruout. Nelson's closing number, a medley of Tschalkowsky numbers played a la dance orchestra, is none too strong, tho, as a farewell bid. Ballads are pretty much given the go-by in favor of fast numbers and several swing numbers and this helps a lot, too. With his show as it is, Nelson is a good stage attraction. His vocalist is Shirley Lloyd, a cute and personable blues and rhythm singer. Does three numbers, one of which is shared to a good comedy effect by Nelson. They were well liked.

Ben Berrl, comedy juggler, and the Lathrops, dance trio, constitute the support and okeh. Dance team has two men and a girl—latter very well dressed and in good taste. They do that slick precision stuff and they do it well, working together at first, then the girl solos and then the two men, with the girl re-joining. In the last number her dress drops below the par of the other two. In her solo the gal does a punchy routine, the men's number holding up well.

Berrl's juggling routine is the show's sock, next-to-closing. He had to come out repeatedly. Uses rubber balls and Indian clubs, and burlesques some of the old-time stuff, mugging, trick mustache, etc. His getoff, tho, for the encore is bit of inspired foolery. Comes out of the wings with a piece of paper and starts to fold and tear, as tho he were doing the bit of tearing the paper and then passing himself thru it. Instead he winds up tearing it to shreds while the house waits breathlessly. Then he walks off.

Picture the enjoyable *I Met Him in Paris*. Trade good. *Jerry Franken.*

Teatro Cine Roma, N. Y.

(Reviewed Wednesday Evening, June 2)

Latest wrinkle to revive or at least take up the slack of a fast-fading vaudeville is this house's policy of a presentation in conjunction with Italian films shown here under the Italian Government's sponsorship. Tho not exactly a vaude bill or even a presentation unit as we know it, it nevertheless is the next thing to it, for in its offering it incorporates an overture by a full-sized pit orchestra, a line of house girls and the presentation proper in which very often are worked in fitting and adaptable variety acts. The house is now in its 10th week of operation.

The presentation takes on the form of condensed revivals or original playlets typed after standard works. The cast as a whole can be considered as fixed, that is permanent in the sense of a stock company, with types of roles and prominence being periodically distributed and rotated. Headliners of the playlets and the one or two variety acts

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE SENSATION" *White Doc M. IRVING*
4313 Roosevelt Blvd., Phila. Pa.

LELA MOORE
In Her
DANCE of the LOVERS
ROXY THEATRE, N. Y.,
Week of June 11.
Dir. Wm. Morris Agency.

BELL'S HAWAIIAN FOLLIES
Now
West Coast Tour.
Mgt. Bob Hicks Page,
314-21st Ave., Altoona, Pa.

VIC HYDE
"One-Man Swing Band"
CHICAGO THEATER,
Chicago, Ill.,
Week June 4.
Mgt. Rudy Vallee Units Corp., N. Y.

RAJAH RABOID
THE MIRACLE MAN.
Rendezvous Room,
Roosevelt Hotel, Jackson-
ville, Fla.
Open Time July 18.
Hotels and Clubs.

used within it are replaced with every change of program, usually fortnightly. A direct adoption from the vaude house ranks is the chorus, managed and supervised by Toni Mendez, consisting almost entirely of former Capitol and Roxy theater chorines. Composed of eight girls, and here since the beginning 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 influences in both story and characters and lasting some 50 minutes. Principal singing parts are handled by Gina Page, A. Cattano and Giuseppe Massiello. Miss Page's voice is clear and delicate, but without much power even though allowances are made for the lack of a p.-a. system. Cattano has a smooth tenor, good in the middle registers, and with Miss Page combine harmoniously in several duets. Massiello 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 virile tenor, surprising in its clarity of diction and carrying power. Comedy parts are carried off by Gigi Mattioli, Miss Corradina Corradetti and Attilio Barbato. Characterizations by Miss Corradetti and Mattioli are praiseworthy.

An added variety attraction, Eme Davis, billed as a sensational aerial artist, failed to make an appearance. It was explained that she had terminated her contract the night before.

Maestro A. Alberti conducts the 16-piece pit orchestra thru the score of the show and also thru the overture, a melody of Italian and Spanish airs.

Show is continuous and popular prices prevail. *George Colson.*

Empire Music Hall, Paris

(Week of May 24)

One of the most entertaining bills offered as yet by the new management. Bobby May, clever American juggler, in spite of being badly spotted, scores a genuine show-stop with his uncanny manipulation of clubs, balls and other objects. Gets good surprise effect by playing hot harmonica before going into his juggling. George Prentice and his *Punch and Judy* were victims of an unwarranted demonstration staged by a few plants who were careful to keep their identity secret. Prentice was able to terminate his act and received a tremen-

dous hand from the audience, which apparently desired to convey its appreciation of the act as well as its disapproval of the unsuccessful demonstration. Okito and his two assistants present a series of elaborate and mystifying illusion tricks which are cleverly sold and minus stalling which slows up many magic numbers.

Remainder of the bill is good, but most of the acts have been seen a bit too often. Jean, Jac and Jo, best of the local crooning trio, happily have stocked up on new material and gags, most of which are of good quality and net the boys laughs and a big hand. Featured on the bill is a farcical sketch played by several local favorites. Sketch is okeh, but has already been seen at the Mogador. Jean Granier, radio star, pleases mildly with patter and songs. Rose Amy scores with pop melodies. Charles Prelle, ventriloquist, offers novel bit using his dog, Moxie, as mouthpiece, which provides weird effect. Show is opened by the Norwich Trio, acro comics, with one of the boys revealing unusual talent as a contortionist. The Six Marvels hold down the closing spot with their adagio flash. *Ted Wolfram.*

Holborn Empire, London

(Week of May 24)

A corking 11-act bill, with three fave American acts in Molly Picon, Joe Jackson and Fred Sanborn definitely drawing patronage. Two other American acts on the bill are Berinoff and Angeline and Terry Lawlor, both new to London vaude.

Swan and Leigh, English comedy horizontal bar act, satisfy in the opening frame. Good tricks and okeh slapstick humor. Leo Sax, portly English comedian, is certainly original and does a good act, in which he is ably assisted by Sally March, personable dancer. Works in one and specializes in dandy baby and kid impressions. Joe Jackson, much-imitated pantomimist as the hobo out to purloin a cycle, is good for belly laughs. He pantes them here with his miming and begs off to a succession of calls. A. C. Astor, much-traveled ventriloquist, does a good act, in which his gagging is sold for plenty of laughs. Berinoff and Angeline are here for the first time, altho the male half of the team is no stranger to London audiences. Act has a yen for combining daring and grace and its ballroom adagio routines

are first rate and result in a big success.

Molly Picon is a sensation here and stops the show cold closing intermission. She has a new cycle of song impressions composed and arranged by Abe Ellston, who is in the orchestra pit. Five numbers, encores, a speech and numerous floral tributes testify to Miss Picon's popularity and success here. Jack Le Dair, comedy conjurer, has quite a few smart small magic tricks in his act, which fares well. Terry Lawlor, American songstress, has a wealth of personality and a dynamic style. Turns in a corking job here, but she could stand a better choice of numbers. George Wood, now in his 40s, is the English "boy" comedian of international repute. He seems to have outgrown the part and is hard in some of his deliveries. Dolly Harner, vet actress, still assists and helps ably. Fred (Pansy) Sanborn, a great fave here, with Irene Sanborn and Melbourne Christopher stooging, lays them in the aisles with his yarns and unique pantomime and xylophone playing. Everything he does registers solidly and he's a natural for the difficult next-to-shut position. The Weekem Brothers are the closers with a daring balancing novelty. *Bert Ross.*

Pittsburgh Cafe Assn. in Foldup

PITTSBURGH, June 5.—Organization formed by club owners to eliminate price cutting and bottle toting has blown up already. Proposed in early May at a meeting of 12 nitery bigwigs called by William Penn Hotel's manager, Gerry O'Neill, the plan to up tariffs hit a boomerang Decoration Day week-end. Adding grief is a bill before the State Legislature to prohibit serving liquor in night clubs and closing taprooms at midnight.

Skelton's 50 Out of 52 Weeks

NEW YORK, June 7.—Richard (Red) Skelton, emcee, who comes into Loew's State here Thursday after a five-week run at the Palace, Chicago, holds some sort of a record by having played 50 weeks out of 52. Following the State engagement, he will play one-week stands at the Riverdale, Milwaukee; Lyric, Indianapolis, and Fox, Detroit; three weeks at the Capitol, Washington, and two weeks at the Century, Baltimore. He is managed by Tom Kennedy, of the Simon Agency.

"Variety Scandals" Unit

CHICAGO, June 5.—*Variety Scandals*, new John Billsbury-Al Weston unit, opens June 11 at the Princess Theater, Nashville. Cast includes Leo Arley and Oliver Sisters, Jack McBride, Hitt, Raney and Ratliff; Alice Pizzo and the Five Evanston Girls. *Variety Scandals* is the ninth unit produced this season by Billsbury and Weston.

Fuller Circuit Goes Flesh

LOS ANGELES, June 5.—Reopening of the Fuller vaude circuit thru Australia has been set for July 24 after several years without flesh. American acts are being offered 12 weeks with options by Bert Levey office here. Return of vaude to Sir James Fuller's houses will give the Tivoli Circuit there first taste of real opposition in several years.

Detroit Suburban Flesh

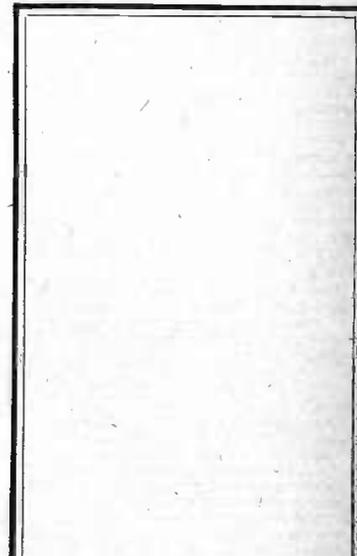
DETROIT, June 5.—Vaude for two major suburban houses will soon be an established policy, it was learned this week. Eastown Theater, Wisper & Wetman house, and the Tuxedo, operated by the same circuit in Highland Park, are the houses. Gus Sun Agency will do the booking.

Geo. Black's Son With MCA

NEW YORK, June 5.—George Black Jr., son of the director of General Theaters Corporation in England, is a visitor here, getting a look-in on local theatricals. He is affiliated with the Music Corporation of America office in London.

Lincoln, Neb., Goes Duals

LINCOLN, Neb., June 5.—Last vaude date here for the season was handled by Ed Gardiner's *Music Hall Varieties* unit. Orpheum has been on an alternate-week basis for nearly two months, but warm weather always makes a deep dent in the biz. Plan now is for dual features.



AT LIBERTY VAUDEVILLE ARTISTS

HIGH-CLASS TEAM—Man sings and fakes hot piano any key. Also reads lines and can do comedy, specialties, imitations and M.C. Woman also reads lines and can dance, high kicks and acrobatics. Also doubles tea leaf reading. Both make A-1 appearance and have clean wardrobe. Reliable and sober with good references. Will be open July 1. Turkeys lay off.

BENNY ROSS & MAXINE STONE
WEEK JUNE 17. LOEW'S STATE, NEW YORK.
WEEK JUNE 25. RKO PALACE, CHICAGO.

Direction
Nicholas T. Agneta
Curtis & Allen Agency



Just completed Nine Months' European Tour in leading theaters in England, Ireland, Scotland, France and Germany.

CHARLES COOK and ERNEST BROWN

and now fulfilling record-breaking engagements on Broadway.

ROXY, NEW YORK, Week May 22d.
LOEW'S STATE, NEW YORK, Week June 3d.

Leaving June 9th for Hollywood, Cal. to appear in "FIFTY-SECOND STREET," UNITED ARTISTS' Feature Film Musical.
Personal Direction **BILLY SHARP**

Initial Broadway Appearance
EUGENE
Xylophonist Extraordinary
ROXY THEATRE, New York
Week June 4th
direction
EAST—Luddy & Smith. WEST—Max Turner.

R K O THEATRES
1270 Sixth Ave. Radio City, New York

The Roof, Hotel McAlpin, New York

Roof Garden atop the Hotel McAlpin opened for its summer session this week, offering as its musical attraction Johnny Messner and band. Twenty-four stories up in the natural breezes, this expansive rectangular salon, window-enclosed so that it can afford protection against storms or too gusty winds, with its lofty ceiling, widely spaced tables and all the dancing room wished, never seems too crowded regardless of the size of the patronage and at all times seems cool and airy. Without a cover charge at any time, it is open for luncheon, dinner and after-theater supper, daily and Sundays. Prices are reasonable, with dinners \$1.50 up.

In tune with the refreshing airiness of the room, Messner's rhythms are characterized by light sweet-swinginess and decided emphasis on the pash and waltzes. Tunes are built around the sax and clarinet tooting of the leader and the muted trumpeting of Jean. As a rule the rest of the instrumentation serves mainly as background coloring rather than for full rhythm or for solidity. An occasional mild swing number or a novelty turn breaks up the sating sugar-coatedness of the general run of offering and also gives the impression that the outfit is capable of going to town but is mellowed by remarkable adaptable restraint. Sectionally the saxes stand out. Good work is also done by bass player Mench and guitarist Diamant for rhythm and by Allen on the trombone for harmony.

Complete personnel consists of Johnny Messner, leader, vocals, sax and clarinet; Willard Cattrel and George Ward, saxes; Hufford Allen, trombone; Paul Jean and Peter Schipper, trumpets; Jack Diamant, guitar, trumpet and trombone; Dick Connel, drums; Paul Kulthau, piano, and Homer Mensch, bass. Arrangements by Diamant, Cattrel and Messner. Business manager, Dick Messner.

Vocalist is pretty, young and red-headed Jeanne D'Arcy, rhythm and personality singer. Completely adequate as such, yet of no great shakes as a singer, she nevertheless adds the required decorative touch.

Between dance sessions Gonzales and Menen offer stroller music and vocals. Menen alternates the Hawaiian steel guitar and electric guitar, while Gonzales offers the occasional songs besides his guitar playing. They specialize on the soft, dreamy romantics and their stock has a preponderance of Hawaiian, Spanish and Italian tunes.

Messner's Band airs twice weekly over Mutual Broadcasting.

George Colson.

Night Club Reviews

Melody Lounge, Coconut Grove, Boston

Cool, subdued basement lounge of Barney Welansky's Coconut Grove is an ideal rendezvous. Studio piano is situated in a mirror-paneled octagonal bar with white-cushioned silver stools. Ceiling and walls are black, lit in the four corners by torchlights and a rectangular ceiling frosted light. White-cushioned leather settees line the intimate lounge, together with red-topped tables and modernistic lounge chairs. Circular mirrors patch two walls. Room is divided into two separate air-cooled units.

Holding down the bar piano is Dorothy Mack, pleasing with her sophisticated, pop and naughty ditty singing. The gal, a Kay Francis likeness, tickles the ivories softly and shoots out the light blue parodies in nice contralto fashion. Most of it is request stuff.

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

Peak attraction is a pearl-illuminated front, featuring blond June Ray, nude and former Earl Carroll product, who also doubles in the Grove's line upstairs. Peep show allows the customers to gaze thru lenses at pretty Miss Ray seated sideways in the nude and looking like a living mermaid. Grove has a thrice-weekly change of nudes.

In the interim loud-speakers bring Lew Conrad's music from above.

Sid Patne.

Ambassadeurs, Paris

Ideally situated in the tree-shaded Champs-Elysees, the Ambassadeurs, directly facing the grounds of the Paris International Exposition, should be one of the live spots this summer.

Pierre Foucret has secured the sepian jazz of Willie Lewis and the dance combos of Drena and Verdu to furnish the dance rhythm. All three orks are excellent, but the boys of Willie Lewis will score with the American and English clients, as they not only play hot jazz but double in vocal bits.

Floor show put on by Clifford Fischer is peppy and punchy. Acts are George Campo and Elsie Roy, in their laugh-pulling apache burlesque; Max and his Gang of pooches, doing sensational tumbling, and Darlo and Diane, graceful acro-ballroom dancers.

Line of Abbott Girls are easy to look

at and offer neat ensemble numbers. June Taylor, leader of the girls, scores with good acro dancing and tumbling. Jimmie Witteried is handling the press.

Ted Wolfram.

Lido Club Casino, Larchmont, N. Y.

Last year this was the Larchmont Casino, in which Jimmie Lunceford and his manager, Harold Oxley, were interested. This year it's been given a new name, but the spot and the interests are the same. And the Lunceford Band is better than ever and one of the best in the nation.

Casino is a nicely decorated spot—

when caught last year it hadn't been completed—and cool enough. Prices, including a minimum plus a music charge, are none too high, but high enough to keep out the mob, that would like to sit all night over a mug of beer.

In talking about the Lunceford Band the adjectives can be overworked. Comment above, however, cannot be expanded. The band is simply among the first 5 or 10 in America, and no doubt, Lunceford takes no back seat on the swing—his Negro musicians amply take care of that. But more important, possibly, is that when the band does get hot it doesn't go too excessively Harlem—it hasn't the usual colored band earmark, which is a good thing. Likewise, when the song is a sweet one the band doesn't reverse itself and go too heavy on the sugar, a common band failing, and especially with colored bands.

Lunceford mixes his tunes wisely, the boys and leader selling their stuff well. Get a load of the arrangement of *Organ Grinder's Swing*. Jerry Franken.

WRITERS, INCLUDING—

(Continued from page 3)

Cameraman Joris Ivens, who filmed the pic under fire, explained the scenes as they were shown on the screen, because sound track has not yet been synchronized with the pic. Shots were taken from striking angles and were highly realistic, with scenes of bombardments, corpses and ambulances. Film will probably run into censorial difficulties when it's released like its predecessor, *Spain in Flames*.

ADMISSION TAXES

(Continued from page 3)

postage rate for first-class mail, which the Republicans claim is a rate "some \$100,000,000 in excess of the cost of carrying this class of mail."

Total revenue from all taxes in the "nuisance" group in 1936 amounted to \$423,336,000, and for 1937 is expected to go above \$463,000,000. If the measure is extended another \$502,710,000 is anticipated for 1938. No opposition to the resolution is expected to develop in the Senate.

WAIVE TAX ON—

(Continued from page 3)

musical artists were such unincorporated businesses, but after the appeal made for the profession by AGMA it ruled that compensation received by musical artists as "employees" was exempt from such tax.

Bureau considers as employees within the meaning of the law: (1) Vocalists or instrumentalists who sing or play in radio broadcasts, both in series and guest performances; (2) vocalists or instrumentalists who appear in opera, whether paid weekly, monthly or by performance.

While AGMA in securing this dispensation for its members was not thinking specifically of vocalists connected with dance bands, this category could be construed as coming under the meaning of the law, according to Fischer. Fischer also points out that possibly the tax authorities might make a point of considering such vocalists as "entertainers" and therefore possibly not eligible to the dispensation.

Purpose of the tax was to place unincorporated and incorporated business on the same level, the former type thus far not having been subject to a business tax.

THERE'S \$\$\$

(Continued from page 4)

Company and an additional \$5,494.50 for the musicians.

Most unusual benefit was that tendered to Meyer Weisgal, producer of *Eternal Road*. Led by Sam Jaffee, the cast, stagehands and musicians contributed their services free for a performance the day after the piece officially closed. Theater Authority, joining the grand gesture, refused to take its cut.

Biggest contributors to TA during the season were the Israel Orphan Asylum, United Palestine Appeal (Night of Stars) and Hebrew National Orphan Home.

Handing out the bouquets, Corelli lists the best shows as Jimmy Hines' Christmas Basket Fund show, Mayor Meyer Ellenstein's show for the Hebrew Sheltering Home of Newark and the Ziegfeld Girls' Club. Beaux-Arts Ball easily gets the nod as the most bizarre show.

Benefits listed as doing right by the artists—giving 'em more than coffee and cake—are the Children's Shelter of Manhattan, of which Mrs. Otto Abraham and

Mrs. Hugh Cassell were chairmen; Grand Street Settlement, chairmaned by Messrs. Max Young and Paul Adler; National Customs Service Association, with Harry Cohen, and Frank Liddy as chairmen, and Arnold Reuben's benefit for the Limb, Shoe and Brace Fund.

Outstanding benefit acts are listed as Ernie Mack, Bob Hope, Estelle Taylor, Harry Hershfield, Billy Glason, Rudy Valle, Milton Berle, Willie and Eugene Howard and Henry Youngman. Under the category of notable comebacks thru playing benefits, the TA places Yvette Rugel, Eddie Leonard, Joe Howard, Ann Pennington and Freddie Bernard.

Familiar benefit acts "destined to make the grade" are given as Harry Foster Welch, Six Dancing Debonaires, Jay and Lou Sellar, Marjorie Gainsworth, Nathane Brothers and Condos Brothers. Child prodigies are Seven Lorla Brothers and Frances Gold, and outstanding comedy discovery is given as Oshins and Lessey. Outstanding ballroom team, Nadine and Giraldo. Outstanding artist, Mitzi Green.

Best benefit orks: Ben Nelson, Joe Moss, Herbie Steiner and Howard Lannin. Best paid benefit show: Associated charities of Buffalo, approximately \$3,000 being dished out, excluding transportation. Best sound equipment supplied by Gold Sound System.

Co-operation of the night spots, police department, bookers and managers has made the work of TA considerably easier, according to Corelli, who is already getting a rubdown for next season.

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Piccadilly Room, 1523 Club, Philadelphia

An example of a two-in-one policy being applied to the nitery field, this is believed to be the first time that extra space within a club is being used for a night spot. Ike Beifel, bonifancing the 1523 Club, leased a room to Ben Rash for a nitery of his own. Both are on the same floor. Beifel's 1523 Club is entrenched in the back hall, while Rash offers a sepiu layout in the Piccadilly Room. Deal is on a percentage basis, but with guests meandering from room to room, it's a mystery how checks are kept straight.

Piccadilly Room boasts sock sepiu specialties, but the Harlem atmosphere fails to permeate the surroundings.

Entertainment is a continuous affair with a general roundup of entertainers to give the semblance of a floor show. Portly Gladys Bentley takes top billing here. Gives out the risk-gay ditties in that intimate manner that leaves no mistaken meaning. To rousing returns, she offers *Just Give It To Tina, Gladys Isn't Givin' Anymore* and a Wally Simpson-inspired *He Did It for Love*. And for the more intimate circles sings *Goody Goody*. New to the villagers here, she's dynamite.

Ann Lewis, who piped here as Julia McKenny before joining Gotham's Cotton Club crew, does the rhythmic pops up brown. For the balladeering, Lula May pipes 'em in ditty fashion. Phil Scott, personable chap, sings scat and adds airy hoofology. Lydia White does a session of torso whirls and tosses. Goes over well. To set 'em in the proper frame of mind for Miss Bentley, Fats Smith and Cora Green go thru the paces of a race ditty, *Golf Course Papa, Green Fee Mama*. Two chicks, who serve as drink purveyors, make for a feeble line.

Tiny Bradshaw has the emcee duties. A breezy chap, at varying times a band leader, he makes a noble attempt to create the fast-moving spirit of Harlemania which the room forbids.

Johnny Hamilton's four-piece ork makes music for the specialties and those who brave dancing on floor space that would crowd a midget. Band undistinguished, but toot aplenty to keep things moving along.

No cover, but a minimum at tables. Drinks sell from 50 cents up.

In the 1523 Club portion, white entertainment holds forth. A steady parade of warblers in the informal manner. Current are Bubbles Shelby, Pepper Garat, Kay Laverty, Linda Rae, Peanut Stewart and a strolling music combo. Personality counts here, gals almost serving as permanent fixtures. Tariffs and goings-on match the Piccadilly. Entire layout is a noble experiment, and with everything against it for making a go, its fate is intriguing. *Oro.*

El Chico, New York

Benito Collada recently spent six weeks in Mexico, Cuba, and Central America, bringing back eight performers never before seen in New York. In addition he has held over the Spanish guitarist Carlos Montoya and brought back the charming ballerina Mona Montes. Put them all together and you have El Chico's new summer revue.

Outstanding is Senorita Montes, who just returned from a season with the Metropolitan Opera ballet. She is a lovely brunet offering classic Spanish dances. Emphasizing grace and sweetness instead of the fire usually expected from Spanish dancers, she completely captivates her audience. Also making a solid impression is the new mixed team of Jose and Patricia, performing Portuguese, Andalusian and Mexican dances in authentic costumes. Both fine looking, they click their finger cymbals and stamp their feet in lilting rhythm, compelling interest all the time.

An odd personality that fails to impress us is Rolando, impersonating Mexican characters. Probably because the objects of his satire are unfamiliar to Americans he fails to establish contact with his audience, despite the obvious artistry that envelops his work.

Las Guarecitas, two vivid señoritas in flaming-colored peasant costumes, move with ease among the tables, regaling the customers with ranchero songs from good old Mexico. Trio Pampero, young men from Argentine, play their guitars and sing authentic Argentine tangos and rancheros along with folk songs from other South American countries. Their harmonizing is good, altho the

Spanish lyrics are something of a bar to their complete clicking.

Carlos Montoya, playing his guitar without a pick, produces remarkable flamenco music and completely charms his audience. If only he weren't so poker-faced he would be sensational.

Don Alberto and his seven men provide the show accompaniment in their usual competent manner and then offer a wide range of dance music, including pop and Latin. Alberto, gracious leader, also emcees the show and threatens any minute to become a regular comedian.

Between-show entertainment is offered by Rodolfo D'Avalos and Senorita Albertina, who demonstrate easy methods to dance the tango and rumba and then invite customers to come on and try the fancy stuff. A pleasing, informal novelty. *Paul Denis.*

El Dorado, Detroit

This spot is one of the oldtimers, operating under management of Joseph Krauser steadily from the earliest days of repeal. Has a steady patronage for a transient neighborhood and draws largely from leading ballrooms near by.

Indoor garage for patrons' parking is a feature appreciated here. Overflow balcony at the rear helps hold the crowds on busy nights.

Jack Davis is standing emcee here, displaying personality and a good tenor story voice that clicks on both romantic and comedy songs.

Bee and Ray Radcliff open with a ballroom waltz. Girl returns in an acrobatic-contortionist routine and the duo closes with a remarkable apache dance. The turn has a well-controlled slow tempo most of the time, marred by a bit too much slithering of the girl over the floor.

Val Williams opens with a lively tap number and returns for a morbid and melodramatic medley, combo-song and dance of a dope fiend.

Davis closes the show with a strong rendition of *Gee, But You're Swell*. Charlie Mason's Orchestra carried on for dancing. Mason's boys have a soft-sweet style. Most of the customers never get a peep at them, however. Up in a little orchestra balcony over the entrance, this is about the only spot in town that puts its band in a private hideaway. *H. F. Reeves.*

Walton 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 and is doing fair business.

New show, which opened Decoration Day, is a pleasing bill, using a six-girl line as a basis. It is a somewhat stereotype layout, but entertaining nevertheless. Tony Shayne booked it and it comprises the girl line, emcee, singer, dance team and roller-skating duo.

The Milray line girls do four numbers, each in becoming costumes that point up their charms, of which they have plenty. Ray Goss, young and eager-to-please emcee, does a fair job of announcing and then steps out for a bit of ordinary singing. It's only when he takes to hoofing that he really means something.

A sock item is the Royal Duo, boys on roller skates. They whirl around in breathless fashion, making the customers gasp, and reaching a climax with one boy crawling thru a regulation tennis racket while being spun around from an ankle hold on the other's neck. It's hot stuff.

The ballroom team of Tatiana and Oleg Le Zorro is a striking one. Young and breathlessly handsome, they offer several numbers that don't excel particularly but which manage to hold attention. Need more polish, but in the meantime their extreme attractiveness can keep them going. The featured singer is Mildred Rozelle, plumpish and vigorous in the blues singer tradition. She delivers pop ditties, all in special arrangements, with gusto, a bit of body shaking and determination to be hotcha. A pleasing warbler.

Band is Peter Kara (see Band Reviews). Nine young men and all good musicians, dishing out thoroughly danceable rhythms. Boys are versatile and keep interest high with their careful arrangements and instrumental novelties.

Spot is a nicely decorated room, with a slick cocktail lounge adjoining. Dinner is moderate priced, while there's a \$1 minimum week days and \$2 Saturdays and holidays after 10. *Paul Denis.*

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College Inn, Hotel Sherman, Chicago

A potpourri of pleasing novelties is offered in the Inn's new Summer Jubilee show—a gala medley that runs the gamut from rumba dancing to basket ball and keeps things moving at a dizzy pace. Something of the room's circus atmosphere is still retained—the "big top" above the dance floor and the Karl Marx clowning (he's been in the show since last fall). An orchestra, featuring Al Trace and with Charles B. Stone waving the baton, does a neat job of furnishing rhythmic music for the show and the dancers.

Starting with a novel introduction of the principals by Al Trace, show gets under way with the orchestra playing a swingy tune for a lively song and dance session by Ruby Abbott and one of the Heat Waves, the latter being a combo of Duke Durbin, Jackie Winston and Steve LaMarr, who strum a guitar, sing and dance with refreshing abandon. A line of 10 girls, trained by Paul Bachelor, make their appearance in voluminous skirts, the front of which when raised form Aunt Jemima figures for a clever comedy routine. Pliner and Earle, one of the finest piano duos hereabouts, attain some novel and entertaining effects on the ivories.

Raul and Eva Reyes, Latin dance team formerly with Xavier Cugat, are expert and graceful exponents of the rumba, which they demonstrated most pleasingly. Also offered a beautiful strut number to *Let's Take a Walk* and a clever novelty number, winning heavy applause.

A surprise interpolation was the singing of *Only Make Believe* by the Singing Bus Boy, a bona fide bus boy employed in one of the hotel's restaurants. He won a big hand for his excellent rendition. Another surprise was the appearance of the line girls in basket-ball costumes and playing a regulation basketball match to the accompaniment of much merriment. The Heat Waves then came on for a fast session of hot-cha songs, tap and clog dancing. These boys are sterling entertainers and sell their stuff in a big way.

The high spot in hilarity was reached in the presentation of *Lady Gwendolyn's Daughter*, a screamingly funny burlesque by Al Trace, Ruby Abbott and other members of the orchestra. A "keg dance" by the line girls followed, the girls rolling "eights" onto the stage and dancing upon them. Difficulty of balancing and consequent frequent tumbles of the girls added to the evening's gaiety.

Show closed with an amazing exhibition of skill at table tennis by Coleman Clark and Bill Price, with Fred Hagen giving a rapid-fire account of the various counts.

Show has a breeziness and informality that should make it sure-fire summer entertainment. *Nat Green.*

Empire Room, Palmer House, Chicago

Magic name of Eddy Duchin and orchestra attracted a throng the very night after the Decoration Day week-end. Back after three years and scored at this viewing with his delectable ivory (*See NIGHT CLUB on page 27*)

Addition Night Club Reviews on Page 27

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Orchestra Notes

CHARLIE ENGELS and band moved into Harry's New York Cabaret, Chicago, replacing Austin Mack's combo, which has been there for 20 months.

BETTY ALLAN, vocalist, has joined Bill McCune's Staccato-Styled Music at the Marine Roof of the Hotel Bossert, New York. Bill continues to double at the Persian Room of the Plaza during cocktail hours.

KEN MOYER and his Pacific Coast Ork set for a two weeks at Tybrisa Pier, Savannah Beach, Ga.

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

PETE BUREK'S Orchestra is swinging out at the Clearpool Swimming Pool, Memphis. Ballroom opened for the season last week.

TED FIO-RITO and band will be one of the names to open the Pan-American Exposition in Dallas June 12. Following attractions will be Rudy Vallee and company, Lanny Ross and Phil Harris and band.

SENIOR JOSE and 12-piece all-Mexican orchestra were selected to open the summer season at the Eola Hotel Roof Garden, Natchez, Miss., June 4.

BERNIE CUMMINS and band have made an overnight hit in Memphis, setting the paces atop the Hotel Claridge.

JERRY McRAE and her Texas Rangerettes are the new all-girl band at the Three Mile Inn, Monroe, La.

BARNEY RICHARDS enlarged his outfit following the close of a 20-month engagement at the Limehouse, Chicago, and will play ballrooms and summer resorts this season. Among additions is Al Bottorf, xylophonist.

SAM SPECIALE set for the summer at Renault Tavern, Atlantic City.

JACK DELMAR completes his second year as music master for the La Casa Ballroom, Philadelphia. Already set for the fall opening.

HARRY TAYLOR gets the call at the Showboat, excursion steamer leaving Philadelphia nightly.

BILL DOGGETT leaving the 7-11 Club, Philadelphia, June 17 to open at the Club Harlem, Atlantic City.

REESE DUPREE brings Don Albert and orchestra this week to his Strand ballrooms in Philadelphia and Atlantic City. First appearance in this territory.

LARRY MELI replaces Joe Landy at Lamb's Tavern, Philadelphia roadhouse, and Henry May is set for the summer run at Evergreen Casino.

FLOYD MILLS is held over for a second season at the Hotel Du Pont, Wilmington, Del. Band broadcasts nightly over WDEL and the Intercity network.

SID DICKLER'S Swingtet has been engaged a month by the Penn-Albert Hotel, Greensburg, Pa., starting May 25.

COUNT BASIE will take his orchestra to the Ritz, Boston, for four weeks upon the conclusion of his four-week engagement at the Savoy Ballroom, New York.

BENNY GOODMAN'S bookings, thru Willard Alexander of MCA, include theater appearances in Washington and Pittsburgh. By June 20 he will have left for Hollywood, where he will work for Warners' Hollywood Hotel, play at the Palomar Ballroom, and keep his radio schedule on the Camel Caravan show.

MAL HALLETT attracted 1,800 patrons at the opening the Rocky Glen Park Hall, Moosic, Pa., May 25.

MICKEY POLO has been engaged by the Birch Grove, Bridgeport, Conn.

DRISDALL SISTERS and all-girl band have been held over at the Town Tavern, Alton, Ill., until June 12.

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

DON CARPER is the summer attrac-

tion at the White Cap Cafe, Santa Catalina Island, Calif.

EDDY DUCHIN may stay on at the Palmer House, Chicago, indefinitely if he can break a contract with the Coconut Grove, Los Angeles, where he is scheduled to open in August.

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

GEORGE ACNEW and seven-piece band opened last week at the Top Hat night club, Crystal Lake, 14 miles north of Alma, Mich.

STUTZ HENDERSON and his 13-piece band have been booked by Billy Capen, of Detroit, for the Wonder Bar, Port Huron, Mich., beginning June 15.

RAINBOW GIRLS, new five-piece orchestra, which recently made its bow at Watertown, Wis., comprises Mary Miller, Patricia Simon, Mildred Oathout, Pauline Bramer and Margaret Moldenhauer.

BOBBY BRAAN'S BAND, formerly Ted Wright's Orchestra, with Boby Braan directing, has returned to the Top Hat, Madison, Wis.

SIX-MAN COMBINATION of Ray Barr, Ancil Sweat, Dick Orr, Homan Bogart, Dave Mordecai and Robert Asen has started its eighth consecutive week at the Wivel Restaurant, New York.

JACK SHERR will hold his post in the Cafe de la Paix, St. Moritz Hotel, New York, for the summer now that the management has decided to keep the spot open for the season.

SONNY DONOVAN, former trombone and trumpet player in Glen Gray's Orchestra, is grooming his own band.

ART SHAW has been held over at the Willows, Pittsburgh.

GLEN MILLER'S crew supplemented Hudson-Delange June 8 at the Playland Casino, Rye, N. Y.

RADIO ORCHESTRA CORPORATION has acquired exclusive booking for the (See ORCHESTRA NOTES on page 29)

Fight Brings Dough to Chi

CHICAGO, June 5.—Spot operators are expecting the busiest seven-day session of the summer with the Braddock-Louis championship battle set for June 19. Fight fans with bulging pocketbooks are expected to flock in the preceding weekend for one grand session. Fight headquarters report an advance ticket sale exceeding \$350,000 and predict a sellout of the 80,000 seats.

While the big spots are expected to get the lion's share of the night club spending that week, the smaller are going to increase their talent-buying budgets and make real efforts to attract some of the visiting spenders. Several winter spots, usually folding for the season this week, are holding on to cash in on the coming event.

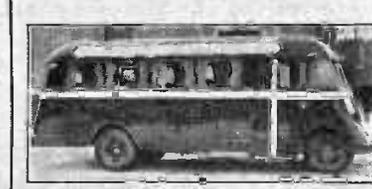
Berns Joins Will Weber

NEW YORK, June 5.—Sammy Berns, former Philadelphia agent, is now affiliated with Will Weber.

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CHAUNCEY CROMWELL and his Commodores have the summer engagement at Sagamore, Lake George, N. Y., following their June 15 closing at Pinehurst Inn, Buffalo.

Reviews of Acts

John and Edna Torrence

Reviewed at Chicago Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Six minutes.

A youthful and talented dance team, doing refreshing work in an original manner. Allowed only two numbers here, but heavy applause warranted an encore. Opened with a slow routine and followed with their amusing *Collegiate Slouch*, a satire on college kid strutters. The brother and sister combination make a neat appearance and are equally suitable for theater or night club engagements. Hon.

Radio Ramblers

Reviewed at Chicago Theater, Chicago. Style—Impersonations. Setting—In one. Time—Thirteen minutes.

The veteran impersonators trio continue to rate top position with good, amusing takeoffs. Are ahead of the parade, including new notables in their repertoire, particularly those who are not included in every impersonator's act. At this stand opened with Henry Armeta and followed, in order named, with Rubintoff, Boake Carter, Crosby, Charles Lughton, operatic skit and for an encore went goofy as three legionnaires. Hon.

Lynn Martin and the Merry Macs

Reviewed at Palace Theater, Chicago. Style—Singing. Setting—In one. Time—Nine minutes.

A harmony act featuring Miss Martin, with support from a personable male trio. Do novel work, original arrangements of current and old-time melodies and deliver them in a refreshing manner. The girl is young, good looking and possesses a sweet voice. She solos *Where Are You?* and in the other tunes is joined by the Merry Macs. Among their novelties are such bits as *And the Great Big Saw Came Nearer and Nearer*, an English ditty of the villain-heroine triangle, and *Dear, Dear, What Can the Matter Be?*, in modern style. Went over big when caught here. Hon.

Mann, Dupree and Lee

Reviewed at Palace Theater, Chicago. Style—Dancing. Setting—Full stage. Time—Ten minutes.

A reunited dance act that can stand much more polish and improved costuming on the part of the female partner. Trio open with a soft-shoe routine to music of *Gee, But You're Swell*, fol-

lowed by Mann with a fast tap solo that boasts of some difficult steps.

Dupree and Lee, mixed team, follow with a modernistic acro strut that is fairly well done, and Mann returns for a novel movements offering to tune of *Some of These Days*. At the close, his hands do a very good impression of a bird's flying wings. Other team comes back for another acrobatic routine and are joined by Mann for a fast finish. Hon.

Jack Leonard

Reviewed at Oriental Theater, Chicago. Style—Comedy. Setting—In one. Time—Eight minutes.

A corpulent funster with a supply of amusing talk and satirical takeoffs of Bing Crosby, Calloway and Richman. Caught in Jack Fine's *Park Avenue Revue*, where he comes on from the audience to do his act. Starts off with an imitation of a Texan and peppers the entire turn with clean, funny patter. Exits with a bit of feverish strutting. Hon.

Burns and White

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

A mixed dance team, versatile in soft-shoe, tap and acrobatics. The platinum blond partner is a highly talented and decorative partner, capably handled by the male in some novel and intricate acro tricks. Spotted twice in the *Park Avenue Revue*, first appearance standing out with its pleasing *Romance in Rhythm*, a dancer's version of *Boy Meets Girl*. Return for a novelty routine, the gal doing a takeoff of a farmer's daughter stripping at Minsky's. Latter not too strong at this time, with the public's taste turned against burlesque. Other routines were heavily mitted. Hon.

Jack Marshall

Reviewed at Earle Theater, Philadelphia. Style—Comedy. Setting—Front of band. Time—Six minutes.

As Benny's bad boy, Jack Marshall, trombone tooter with Benny Meroff's Band, makes a sissy of even Peck's bad boy. With comic fodder at a premium these days, Marshall's zany antics makes for a laugh with every tonzil wave or personality dido. And never once resorts to gutter tripe of the blue category. With Meroff straightening, goes thru the trials and tribulations of an idiot spelling c-a-t and lays 'em in the aisles as a fashion stylist for milady's hats, members of the band modeling. His fortune in his face, being able to screw it up like a squash, mugging is a natural for screen closeups. Material is secondary, has a style of his own and it's the mad interpretation that makes Marshall stand out as a million for fetching laughs. Oro.

Ann Lewis

Reviewed at Piccadilly Room, Philadelphia. Setting—Floor show. Style—Singing. Time—Six minutes.

A sepiu song stylist who chants the scorchy torchers with a Harlem swing twist that makes 'em rock in rhythm. No cooling into a mike but stands right up and delivers. Her throaty, effective pipes match the mood of the tunes, *Cryin' Mood*, *All God's Chillun Got Rhythm* and *Roseta*. Gal can toss a tootsie too for moochings that helps no end for the sending. Oro.

Gene Austry

Reviewed at Chicago Theater, Chicago. Style—Cowboy songs. Setting—Full stage. Time—Sixteen minutes.

An ideal act for a small town house. Austry is top man with the kids, ranking as one of the leading Western flicker stars, but his pictures seldom reach downtown houses.

His turn was given a production setting here and is ushered in on his movie horse, Champion, with a fast Yipee number by the house line. Has the

animal do a few tricks and then goes to work, singing *Why Did I Get Married?* and *Mexicali Rose*.

Frankie Marvin, in a funny tight suit getup, comes on from the house for some talk with Gene and mikes a yodeling ditty. An unbilled fiddler joins them, all doing *Drifting Along With the Tumbling Tumble Weed* and *She'll Be Coming Around the Mountain*. Gene is left alone to close with *Old Faithful*, his horse joining him in the finale. Hon.

Franz Hug

Reviewed at Rosy Theater, New York. Setting—In three. Style—Novelty flag waving. Time—Two minutes.

Very short novelty turn consisting of twirling and passing from hand to hand, behind back and high into the air large square silk signal flags. The trick being deft grasping by the handle and keeping the silks distended and flowing at all times. Performed against a shipdeck setting and he himself garbed as a gob, act impresses with colorful sight appeal and with fair original manipulations. G. C.

Philly 7-11 Club Opens

PHILADELPHIA, June 5. — Jimmy Toppi has unshuttered his "world's largest nitery" as the 7-11 Club. Spot has been reconstructed from a sporting arena, the Olympia Club. Has a seating capacity of over 3,000.

No names in the opening all-sepia show, which included McCain and Rose, ballroom duo; Victoria Vigal, singer; Nubi and Ubi, song-and-dance team; George Williams, comic; Reds and Curley, dancers; the Three Chocolate Drops, dancers; a bronze-skinned chorus and Bill Doggett's 14-piece ork.

Eagle River Spot Opens

EAGLE RIVER, Wis., June 5.—Chuck Taylor's roadhouse, the Jack-o-Lantern Lodge, opens the new season June 18 with modernistic rejuvenations. Opening show will contain Woods and Bray, Mildred Rock, Rick and Snyder; Bliss, Lewis and Ash, and music by Tod Liebbling's Cheerleaders. Shows will be given twice nightly and a \$2 minimum will prevail.

Carmens Book Conventions

SAN ANTONIO, June 5. — Besides booking their own acts in local spots, Billy and Grace Carmen are the producing directors of all convention entertainment here, being affiliated with the Chamber of Commerce. Carmen's attractions supplied talent for 50 convention and food-show dates in this territory during this spring and early summer.

Mt. Royal, Montreal, Shows

MONTREAL, June 5. — Mount Royal Hotel here will put in floor shows starting June 17. MCA, which has been supplying the bands there, will also put in the floor shows.

Rockwell-O'Keefe Sets Bill

NEW YORK, June 5. — Rockwell-O'Keefe has booked the following acts for four weeks, beginning June 10, at the Congress Hotel, Chicago: Charles Carlile; Diaz, Don, Dolores and Demis, adagio dancers; Tommy Trent, puppets, and Bernhardt and Graham, dancers.

Sally Fields Books To-Jo

DETROIT, June 5. — To-Jo Farms, swanky spot reopened last week, was acquired by Sally Fields Booking Office. Miss Fields returned this week from Chicago, where she is completing negotiations for representation with a Western office.

MCA Books Woods Band

NEW YORK, June 5. — Abner J. Greshler, of MCA, has set Don Hooton at the Syracuse Hotel, Syracuse, beginning May 21, and Howard Woods and his Royal Crest Orchestra into the Hollywood Hotel, West End, N. J., with a WOR wire.

Rowland Adds Detroit Cafes

DETROIT, June 5. — Artists' Booking Service, operated by Art Rowland, has added two new local spots, Gamble's Inn, full week, and the Hi-De-Ho Club, two nights. Each uses three acts.

George Flint With Sun

CHICAGO, June 5.—George B. Flint, veteran agent, was appointed manager of the local Gus Sun office at a recent meeting of all branch managers in Springfield, O. He succeeds Dwight Pepple. Sun recently returned to Springfield from a vacation and reports that the outlook for booking agents is the brightest in many years.

Sacco's 10 Years in Chi

CHICAGO, June 5.—Tommy Sacco, booker, will celebrate his 10th anniversary in this field this week. Sacco books a number of spots in and around this area and occasionally produces his own units.

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PHILLY'S BUSTED LEGIT

Season Sets Another New Low in Number of Productions Showing

Playing time is way under, dropping from low 109 weeks during previous season to only 78 weeks last year—47 shows presented, of which 19 were pre-Stem tryouts

PHILADELPHIA, May 29.—Lowering even the previous season's all-time low for local theatrical activity by one attraction, the 1936-'37 season in Philadelphia rang down the curtain after a stormy year, both artistically and financially. Counting the D'Oyly Carte repertory as a unit, 47 productions showed here, one less than last year, and the picture is even gloomier when playing time is analyzed. Being the most reluctant and laggard season in opening, it was not until September 21 that the first foots were lit. And for the first time the end of May found all the boards blank, the last house folding May 15. During this period of 34 weeks, four houses were in operation, giving a total of 136 possible theatrical weeks. But only 78 were utilized for legit fare, compared to the 109 weeks needed for the 48 attractions of the previous season. Helping the cause was the fact that the houses were able to divide 24 weeks of road-show motion pictures.

Forrest Theater, operated by Lawrence Shubert Lawrence, once again rang up the best record, utilizing 27 weeks of playing time for 18 productions. Only two attractions failed to hit a \$10,000 weekly gross, a revival of *Blossom Time*, its 11th engagement in this city in 11 years, and *New Faces*, picking poor pennies in spite of publicity bluffs when Mayor S. Davis Wilson went on a censorial rampage on opening night. Both shows lingered a fortnight. Bordering close on the low mark were the two weeks for *Susan and God*, which did not have to cope with the heavy nut of the musicals. A two-week revival of *The Great Waltz* failed to bring in \$30,000 and must be inked in red.

The smash money-grabber for the season was *The Show Is On*, bettering \$65,000 for two weeks; other high marks were reached by *Idiot's Delight*, which hit almost \$50,000 for a fortnight, as did the D'Oyly Carte Opera Company for the G. and S. revivals, Leslie Howard's *Hamlet*, Katharine Cornell, who showed plenty profit for a split-week with \$26,000 for *Canada* and *Wingless Victory*, and Gellud's *Hamlet* almost hitting that figure for a single week.

Stage Door opened the season, reaching almost \$20,000 for a single week, an excellent showing; *Tovarich* showed profit under \$15,000 for a single week; around the same \$15,000 mark were the two weeks for *The Women* and Walter Huston's *Othello*, latter having the benefit of Christmas holiday trade; *Frederika* showed \$40,000 for a fortnight, as did *On Your Toes*; *Orchids Preferred* is chalked up to experience, mayor banning it after opening night.

At Lawrence's Chestnut Street house ATS coin helped the auditor balance books, and with a steady diet of straight dramatic fare, red ink was used sparingly. Even *Lady Precious Stream* pulled thru with less than \$15,000 for the two weeks, ATS coming to the rescue. *Boy Meets Girl*, with four weeks, hitting around \$30,000 total, took honors for the season's longest run. House played 13 attractions for 25 weeks, *Call It a Day* doing nicely with \$30,000 or so for a fortnight, *Children's Hour* hitting almost \$40,000 for its three weeks, Nazimova grossing a fine \$12,000 for a week's revival of *Hedda Gabler*, tho she took in only half that amount when she returned later in the season with *Ghosts* for a single week, and the third Ibsen piece of the season, Walter Hampden's *An Enemy of the People*, which did little better than *Ghosts*.

Prelude to Exile and *End of Summer* approximated the \$30,000 figure for their fortnight stays, while *Reflected Glory* and *You Can't Take It With You* failed to gross \$25,000 for similar periods. *Fulton of Oak Falls*, in spite of the Cohan-Harris reunion, failed to bring in \$10,000 for a single week. A two-week revival of *Pride and Prejudice* hit about \$15,000 at pop prices.

The Erlanger Theater, Alex Yokel handling the house, skidded along mostly dark, utilizing about 13 weeks for eight shows. Only two, one a return engagement, showed profit. *Tobacco Road*, at a pop scale, took in \$15,000 for two

weeks, and *Dead End* chalked up about \$40,000 for a three-week stay. Biggest and most expensive flop of the season was *Forbidden Melody*. Musical failed to bring in \$30,000 for three weeks, even dropping the last Saturday night performance. *Love For a Stranger*, the local season's curtain-raiser, couldn't better \$7,000 for the week. Four box-office flops, in rapid succession, were *Point of Honor*, staying only five days; *Glory for All*, folding here after a week to empty pews; *The Meal Ticket*, taking a similar dive after four days, and *Excursion*, which couldn't eke out \$5,000 for the week, yet became a smash hit after opening on Broadway.

New Locust Theater, former pix palace, tried its hand at legit with dramatic revivals at pop prices. Jules Lavalent mentioned as the major domo. Opened October 26 and gave up the ghost early in February, after Mayor Wilson nixed an attempt to bring in *Mulatto*. It had 13 weeks of playing time for eight productions. The *Mask and Wig* show, which was booked into the house before it joined the legit ranks, walked off with a healthy \$25,000 for the week at a \$3.30 top. Poorest gross is credited to *It Can't Happen Here*, one and only WPA effort showing in Philadelphia, which failed to bring in \$5,000 for two weeks.

Personal Appearance opened the house, rating better than \$10,000 for the fortnight, town flooded with cut-rate

BROADWAY RUNS

Performances to June 5, inclusive.

| Dramatic | Opened | Perf. |
|--------------------------------------|---------|-------|
| Abie's Irish Rose (revival) (Little) | May 12 | 30 |
| But, The (revival) (Majestic) | May 31 | 9 |
| Bolshoi Red Lights (49th St.) | Jan. 13 | 167 |
| Boy Meets Girl (Am. bassador) | Nov. 27 | 645 |
| Brother Rat (Biltmore) | Dec. 16 | 202 |
| Dead End (Belasco) | Oct. 28 | 674 |
| Excursion (Vanderbilt) | Apr. 9 | 67 |
| Having Wonderful Time (Lyceum) | Feb. 19 | 124 |
| High Tor (Beck) | Jan. 8 | 173 |
| Pony Wise (Morosco) | Apr. 19 | 56 |
| Room Service (Ort) | May 19 | 22 |
| Tobacco Road (Forrest) | Dec. 14 | 1500 |
| Tovarich (Plymouth) | Oct. 15 | 263 |
| You Can't Take It With You (Booth) | Dec. 14 | 203 |
| Women, The (Barnum) | Dec. 26 | 188 |
| Yes, My Darling Daughter (Playhouse) | Feb. 9 | 187 |
| Musical Comedy | | |
| Rubes In Arms (Shubert) | Apr. 14 | 61 |
| Show Is On, The (Winter Garden) | Dec. 25 | 188 |

tickets; *Correspondent*, *Unknown* and *Moon Over Mulberry Street* were way under that figure for similar stays; at single weeks *Git Along Little Dogie* bettered \$5,000, thanks to Frank Parker, while *Tobacco Road*, with the same company that pulled nicely at the Erlanger earlier in the season, *Lady Chatterley's Lover* and *Hey Diddle Diddle* failed to approximate the \$5,000 marker.

Apart from Howard's *Hamlet* and Huston's *Othello*, 19 new productions put in their try-out periods here. Of the 19 only four failed to reach New York, *Lady Chatterley's Lover*, *The Meal Ticket* and *Glory for All* folding here, while John Golden is holding *Susan and God* for next season.

Harvard Spreads on Drama

CAMBRIDGE, Mass., June 5.—Providing the most intensive training in stagecraft available at Harvard University since the days of the famous 47 Workshop, Harvard announces a School of the Drama as a feature of the coming Harvard Summer School. Leonard M. Barker will be in charge of the course, along with John Mason Brown, New York dramatic critic, and Prof. Frederick C. Packard, of Harvard.

Aldrich Makes Plans For Central City Fest

DENVER, June 5.—Rickard Aldrich, who will have charge of all activities connected with the Central City Play Festival, arrived here yesterday and began a series of conferences with the backers. He will include a visit to Central City in his itinerary and will return to New York next week to sign the rest of the cast and begin rehearsals for Ibsen's *A Doll's House*, the play for this year. Cast will come to Denver and go on to Central City to finish rehearsals in the opera house a week before the opening on July 17. The play will run three weeks to August 7.

Thornton Wilder has made a new adaptation of the play. Sets and costumes made for the Central City production will be shipped to New York for use there this winter, when Aldrich will stage the same show. Jed Harris will direct.

Sheila Barrett has been signed to headline the night club, to run seven nights in the dining room of the old Teller House in Central City. The club will operate on the opening Saturday night, and on the following three Friday and Saturday nights.

"Drastic Decline" of Stage Dooms Philly's Broad St.

PHILADELPHIA, June 5.—Hope that the Broad Street Theater would return to the legit ranks next season after remaining dark for the past year was dissipated last week when bondholders brought friendly suit in Court of Common Pleas to have the theater razed to make room for a parking lot.

Suit in equity said it would cost \$500,000 to rebuild and renovate the theater and, in view of the "drastic decline in recent years in the theatrical business," it would not be possible. Suit states further that the Pennsylvania Company for Insurance on Lives and Granting Annuities, as trustee, has already received rental offers for a parking lot.

Summer Theater News

Louise Gifford, who assisted Winthrop Ames in his staging of *Iolanthe* and *Pirates of Penzance*, has been engaged to stage the productions at Deer Lake, Pa., this summer. Miss Gifford is instructor of dramatics at Columbia University.

Included in the company which will open the fifth season of Robert Porterfield's Barter Theater, Abingdon, Va., June 10 will be Debby Dare, Nell Harrison, Dorothy Hinkley, Elizabeth Sparks, Sidney Stephens, Vincent Gardner, Jack Hasler, Gary Mohr, Francis Stringfellow and Paul Yost. Stage directors for the coming season will include Allen Williams, William Morwood and Porterfield. Opening production, *Hay Fever*, will be staged by Richard Clark.

For the second play of the 1937 subscription season Maryverne Jones will offer a revival of *The Shansons of Broadway* at the Starlight Theater, Pawling, N. Y., the week of June 7. Among those in the cast will be Ralph MacBane, Starr West, Will Henry, Clement O'Loughlin, Edden Young, Miriam Battista, Isobel Rose and Clara Thropp. For the third week, beginning June 14, Miss Jones will present Sidney Howard's *They Knew What They Wanted*, with Starr West and Ralph MacBane in the leading roles.

Day Tuttle and Richard Skinner have engaged Mme. Alla Nazimova to play for them in Ibsen's *Ghosts* at the Westchester Playhouse, Mt. Kisco, N. Y., for the week beginning July 5 and at the Country Playhouse in Westport, Conn., for the week beginning July 16. Mme. Nazimova revived this play a year ago and toured with it from Coast to Coast. In her supporting cast were Harry Ellerbe

Stage Whispers

Sam Chartock should be interested in Grand National's flicker, *The Girl Said No*, which uses excerpts from the Gilbert and Sullivan operettas, with the same players—Frank Moulan, Vera Ross, William Danforth and Vivian Hart—who appear in the Chartock revivals. . . . The main item of interest to Chartock, who annually smarts under the lash of Anglophilic critics who think there is no God but D'Oyly Carte, should be the fact that in the picture the company, about to fold, is saved by the wild enthusiasm of the critics. . . . Alex Yokel has on his next season's schedule Elswyth Thane's *Young Mr. Disraeli*, which he'll do in association with Saul Baron. . . . But, since Disraeli is young, George Arliss won't be able to play the part—so it won't seem like Disraeli at all to most of the customers. . . . The *New Theater* and *Film Magazine*, the revamped resuscitation of *New Theater*, lasted just two issues, folding with the current or May edition. . . . Summer stock companies have taken a tumble this year, according to the records kept by Harry Lane of Equity; last season there were 55 all told, but at the beginning of the week only 19 had been registered; even the 20 or so are still expected to be heard from some time before the Fourth of July, the totals still show a sizable decrease. . . . Evidently the barns are being turned back to the animals.

Belatedly, but with characteristic flourishes, George Bernard Shaw replied to the cable sent him by the committee that was fighting the Dunnigan Bill, which would have made Commissioner of Licenses Moss the czar of Broadway. . . . Said Mr. Shaw, told of the situation: "What are his qualifications? What is his salary? What is his standing in the higher literature? Would he be allowed to sit in judgment on any of the other professions? If not, has America gone madder than usual?" . . . With *Virginia*, the Center Theater spectacle, lining up players and production people preparatory to its August opening as the season's starter, Al Woods indicated that he might sneak in under the line by presenting a play late in July; if and when, it would be *Censored*, by Conrad Selzer and Max Marcin. . . . Among those signed for the St. Louis Municipal Opera this summer is Rosemary Dering, who has appeared there three seasons already. . . . *The Bat*, the popular-priced Ben Lundy-Ben Kamsler revival at the Majestic, first in their series of summer stock harlequinades in New York, will stay for two weeks, instead of the single week originally scheduled; business has been nothing sensational but, according to reports, nice enough. . . . Moving notes: William Harris Jr. has established new headquarters in the Empire Theater, moving out of the Hudson Theater offices he occupied so long. . . . Frieda Fishbein, leaving her offices at 1482 Broadway, has moved into the New Amsterdam Theater Building. . . . Gilbert Miller has gone high-hat and taken space at 9 Rockefeller Plaza, tho the press department under Bernie Simon still stays at the St. James Theater.

as Oswald and McKay Morris as Pastor Manders, and they will both appear with her again at Mt. Kisco and Westport. This will be the first time that Mme. Nazimova has appeared in a summer playhouse. She will direct the production and will use her own version of the Ibsen play.

A new summer stock company has been formed, to be located at Clayton, N. Y. Company is owned by Kirby Culver, of Hillsdale, Mich.; Howard Palmer, of Detroit, and R. Morris Donley. Cast is headed by Grace Baird and Dorothy Eaton; other members include Carol Foley, Leslie McConoghy, Betty Moe and William Thomas. Culver will direct the players, Palmer will handle the technical end and Donley will handle publicity.

Charles O. Carey has engaged Randolph Carter to direct the productions of his summer theater, which opens June 23 at Litchfield, Conn. Plays now scheduled are *Ladies at Play*, by Randolph Carter (new); *All the World's Fair*, a new musical comedy with book, lyrics and music by Paul Denniker; *Educating a Husband*, by Edith Carter (new); *Fly Away Home*, *The Children's Hour*, *Hay Fever*, *Personal Appearance*, *Death Takes a Holiday*, *Tonight at 8:30*, *Post Road* and another new play.

Robert Henderson's third production of the Ann Arbor Dramatic Festival, at the Lydia Mendelssohn Theater, *The Laughing Woman*, has been drawing practically capacity houses and the most enthusiastic audiences of the season to date. Following the Henderson policy, new stars, Tonio Selwart and Beatrice de Neergaard, were brought in for this production, with a supporting cast including Richard Glycer, Polly Clock, Judith Alden, Katherine Parker, Robert Regent, Page Beth Henry, James Russo, Kamilla Stenisko, William Dorbin, Bertha Jordan, Peggy French, Ellis Baker, John W. Austin, Louis Maier, Demetrios Vilan, Phillip Dakin, Arthur Davidson, Mary Howes and Ainsworth Arnold.

The first season of productions given with the business as well as stage management directly under Henderson has proved the most successful of recent Ann Arbor series to date.

A second series from Noel Coward's *Tonight at 8:30*, including *Family Album*, *Fumed Oak and Shadow Play*, follows *The Laughing Woman*, with leads by Jessie Royce Landis, Charles Romano, Ellis Baker and Demetrios Vilan. The latter two took small parts in the Daviot play.

Westport Country Playhouse, Westport, Conn., which opens June 28 under the management of Richard Skinner and Day Tuttle for a 10-week season, will commence with *Eva Le Gallienne* in Goldoni's *Mirandolina*. Running each Westport show after it has acquired a week's experience at the Mount Kisco Playhouse, the management announces the following plays. In addition to Mme. Nazimova in *Ghosts*: Ina Claire, in a new adaptation of *Barchester Towers*, by Anthony Trollope; Peggy Wood, in *Lysistrata*; Eugenie Leontovich, in *Romance*; Ruth Gordon, in a new version of *Doll's House*, to be directed by Jed Harris; Anna May Wong, in *Turandot*; Joan Bennett, in *Sarah Simple*, and Margaret Anglin in *Return to Polly*.

Pine Brook Club Theater, Nichols, Conn., has engaged Michael Markham as director for the 14-week schedule of plays, which include three tryouts. One of the new plays recently added to the list is *Call It Music*, a comedy by Homer Rehan and John Porter, based on the life of Marco Polo. Lucien Henri, formerly art director of the Pasadena Community Playhouse, will design the settings for all of the productions. Additions to the permanent acting company are Blanche Wilson, Charles Appleton, Leonard West and Daniel Murdock.

T. Edward Hambleton as manager and Halsted Welles as director will be featured. (See *SUMMER THEATER* on page 28)

Chorus Equity Notes

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

Chorus Equity is holding checks in settlement of claims for the following members: Adrian Anthony, Nancy Lee Blaine, Adele Butler, Ronnie Campbell, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Lorraine Janee, Dorothy Mellor, Evelyn Page, Carol Raf-

From Out Front

By EUGENE BURR

There has been a tremendous amount of enthusiasm aroused by the First National Convention of the Legitimate Theater, which used up vast amounts of time and newsprint last week. There is no use in trying here and now to review its accomplishments—since that thankless task would simply serve to throw a damp sponge upon the enthusiasts, there being as yet no accomplishments to review. Similarly, there is no particular use in going over the endless number of words which flowed with engulfing and alarming profusion from the mouths of a great galaxy of scintillating legitimate-theater talent—words which, if laid end to end, would reach from the Hotel Astor to the factory of the well-known Smith Brothers. Enough to note that a sort of virulent infection of enthusiasm has afflicted almost all those who attended the convention, causing even so staid and skeptical a gentleman as Mr. Hank Senber, demon dirt-digger-upper of *The Morning Telegraph*, to remark with more vehemence than caution: "It is difficult to see how anyone in the theater, no matter what his or her capacity, could have experienced the First National Convention of the Legitimate Theater without having felt a reborn pride in the theatrical profession an dits personal resources."

That is a statement which, if Mr. Senber were as Machiavellian as he likes to seem, might be considered double-edged. For certainly the personal resources of the profession came gallantly to the fore, urged on by the golden (or inky, rather) lure of easily available newsprint. Like knights of old riding forth to the tourney, the cohorts of legit sent forth their lance-like words, jousting for the honor and glory of winning a banner—not in this case the banner of heraldry, but simply the line of large letters that stretches across the top of a newspaper page.

Thus Mr. Burgess Meredith indulged in a cheap and sensational attack upon the legitimate theater, urging it to accept the money-ordered madness of Hollywood, shouting epithets at and impugning the motives and characters of those producers honest enough or idealistic enough to keep faith with the artistic aims of the stage—and so proving, as I have for a time woefully suspected, that he is not a great young actor but merely a potentially great young actor who, upon being contaminated by adulation and wealth, became an aimless and overblown young fool; thus Mr. Brock Pemberton, an intelligent and astute producer who was once dramatic critic for *The New York Times*, goaded by the quick failure of three undeserving plays, inveighed against dramatic critics and suggested that critics be invited only to those plays thought by their producers to be worth criticism, other plays receiving simply a newspaper "report" (with which suggestion I—tho not publicly—agreed, with the proviso that over all such "reports" there appear a legend stating that the producer was afraid to trust his play to the honest appraisal of accredited dramatic critics); thus Mr. Paul Green, arguing for the fusion of music, masque and drama in the theater of the future, said that mere "entertainment" was no longer a theatrical aim—an attitude which the astute spectator could easily have gathered from watching a performance of the asinine *Johnny Johnson*, Mr. Green's latest flop; thus a young actress climbed a chair at one session and screamed this and that about the difficulty of breaking into the theater, a histrionic outburst that earned her the immediate offer of a job; thus all sorts and conditions of people connected (some of them very remotely) with the stage jostled and pushed for place in the headlines; thus suggestions for salvaging the theater from the deep waters into which I was surprised to learn it had sunk came forth like a golden horde from the communal mouth that opened itself so wide and overworked itself so energetically at the convention—suggestions that ranged from a plea for more and better amplification systems (despite the fact that a couple of real actors at the convention specifically damned the mike as an instrument of distortion unnecessary to any true actor) to a request (understandable enough) that some sort of central agency be set up for the backing of shows.

It was dispiritingly noticeable that, tho all of the speakers expatiated endlessly upon what would save the legitimate theater, few if any of them went into the somewhat more annoying details of how it was to be obtained. Only Mr. John Golden came into the field with a specific plan; only Mr. Golden broke into headlines by doing something more than suggest. Mr. Golden, modestly announcing that in so doing he was only turning back to the theater some of the money he had taken out of it, offered five \$1,000 yearly fellowships to young and promising playwrights.

With more of that sort of thing at the convention this misanthropic commentator would have been more inclined to agree with the enthusiastic Mr. Senber and the rest.

Yet all the shouting, which raised so much (it seems to me) premature enthusiasm, did definitely accomplish something. The boys were out to get headlines—and get them they did. Thus the shouting and the fervor it engendered gave rise to a lather of approbation in the press. Legit got itself talked about a great deal—not only here in New York but thruout the length and breadth of the land—and that is something that will do legit no harm at all.

But talk and publicity (and even the enthusiasm of zealots like Mr. Senber) are short-lived things. The talk has been good—but in order that it have any sort of permanent effect it must be continued. That is my plea: to the fervor of the enthusiasts I subscribe but moderately, feeling that too much exultation now may dim our senses to the necessity for continued and, in fact, even greater efforts. Mr. Golden has contributed five fellowships; a lot of people thruout the country have talked a little or a great deal about the legitimate stage. Those two things the convention accomplished. Let's not get so enthusiastic about them that we forget we must yet accomplish a great deal more.

The executive committee of the American Theater Council has on its hands the tremendous task of sifting all the suggestions and of preparing ways and means to carry out those that are accepted. We all of us have on our hands the task of making the publicity gathered by the convention do some permanent good. When the committee has sifted plans, when it has come out with a definite program of specific ways and means—when we have shown that the head start given by the convention will be followed up by more talk and more and more talk—then I shall wax even more enthusiastic than Mr. Senber. But not before.

fin, Percy Richards, Ragna Ray and Carolyn Russ.

Chorus Equity has jurisdiction over presentations and night clubs. When we have a sufficient number of members in these fields we will have a standard contract. We will also be able to establish the bonding system protecting salaries that we now have in the legitimate theater. We are always hearing complaints relative to long hours, bad pay and insecurity in the branches of the amusement profession in which there is no Equity contract. We stand ready to help our members, but we must have co-operation from the chorus people engaged in this work.

Many of our old members working in presentations and night clubs have allowed their dues to lapse. In an effort

to encourage organization the council of the Chorus Equity Association is permitting, for a limited period of time, all such members to place themselves in good standing by paying current dues, providing they do this while working.

New members are allowed to join (See *CHORUS EQUITY* on page 35)

New Play on Broadway

Reviewed by EUGENE BURR

MAJESTIC

Beginning Monday Evening, May 31, 1937

THE BAT

(Stock Revival)

A mystery melodrama by Mary Roberts Rinehart and Avery Hopwood. Directed by B. F. Kamler. Settings by Frederick Fox. Presented by Ben Lundy.

Lizzie Allen May Vokes
 Cornelia Van Gorder Minnette Barrett
 Billy Brooks Arvid Paulson
 Jack Brooks Norman Stuart
 Dale Ogden Linda Lee Hill
 Doctor Wells Robert Ober
 Detective Anderson Hermant Lieb
 Richard Fleming Matthew Smith
 Reggie Beresford Eric Kalkhurst
 Unknown Man Richard Barrows

ACT I—Living Room and Library of a Country House. 10:30 in the Evening. ACT II—Same as Act I. ACT III—Trunk Room on the Third Floor. The Action of the Play is Continuous.

For a long time this corner has been shouting its head off for repertory revivals, not only of the classics, but also of the smash hits of other eras. It being my quaint notion that, in the theater, good theater is almost as important as good drama. Also, it has been my contention that such revivals should, if possible, be presented at a price low enough to entice all those theatergoers afflicted with either nostalgia or curiosity concerning the theatrical fare of the past.

Messrs. Ben Lundy and B. Franklin Kamler, tho they don't completely fulfill the long-held desire, at least come pretty close. With a fine display of common sense they figured that New York is the biggest hick town in the land; therefore, why go to the country to operate a summer theater? Hiring the Majestic as their cowbarn, they opened a series of mystery-meller revivals at a \$1 top. It's not repertory but at least it's stock. And, tho the opening performance of their leadoff play, *The Bat*, on Monday night left enough to be desired, it's to be presumed that the company will improve with a few more performances under its collective belt; and when that happens there's no reason why the revivals shouldn't keep running merrily all summer. After all, rehearsals last only a week, the acting is competent, the presentation is at least sufficient—and whaddya want for a buck anyhow?

The Bat opened its original run of 800-odd performances 17 years ago, but it still stands as a sturdy, if trite, mystery meller—its triteness probably the result of all the imitations that have poured forth in the years between. It still manages to chill—a little at any rate—with its story of the country sojourn of Miss Van Gorder, who leased the home of a deceased banker whose institution was short \$1,000,000. The ensuing complications, including a murder and more mixed-up details than seem strictly necessary, are still calculated to please playgoers who are willing to take their theater straight.

The cast, directed by Mr. Kamler, works hard and will probably work better during the latter part of the two-week run. May Vokes, who jitters obtrusively as a would-be comic maid in the original presentation, jitters obtrusively as a would-be comic maid in the revival. Various of the other performers also do nicely, including Minnette Barrett, Norman Stuart and Linda Lee Hill.

It's all pretty obvious, and it's all un-abashed hoke—but it's also a lot of fun.

(49th Anniversary)

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Write T. BELL, Secretary, 68 West 85 St., N. Y.

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TEACHERS' SUMMER COURSE JULY 12-AUGUST 20

FOR CATALOG ADDRESS SECRETARY, ROOM 145, CARNEGIE HALL, NEW YORK

Thru Sugar's Domino



WE HAVE stupid, unprincipled burlesque managers to thank for the wave of Puritanism that threatens to weaken further the structures in which are housed most branches of the show business. 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, metaphorically speaking, 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 all well and good but it is ineffective as a means of fighting off everything obnoxious in censorship if it fails to take into consideration the blunt fact that where there is censorship smoke there must be indigo fire. True, there are occasions when censorship is threatened or imposed on plays, books, revues and other forms of expression because the reform element is blind to the esthetic and 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 undebatable filth of burlesque wiped out by the New York License 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. It was astounding to note 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 ordered were there still a big-time vaudeville circuit—not because of considerations of decency but because the lines or situations would be regarded as intolerably dull. There's the difference between the kind of pop-priced stage we had when there was still something of consequence left in vaudeville and today. Surely human nature hasn't changed that much. The fault must lie with the trend taken by those running theaters; misguided souls who probably feel with all sincerity that the only way to entertain fully and effectively is to exploit smut, sex and degeneracy.

A smart night club emcee in this era is one who knows how to handle blue lines skillfully. A good talking act in vaudeville and presentation houses is 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 that gave birth to our greatest comedians is that the double-entendre (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 i. 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 even mentioning. But the censorship forces work while the others sleep. They are constantly seeking ways and means to impose their standards on a world that is separated from them by the fringe of wholesome sanity.

Nobody could possibly detest censorship more than this censorator. Nobody dreads more the thought of government playing the role of censor. Nobody wants more that the theater and all its branches should prosper. That is why we call a spade a spade and warn show business to clean up house before the house itself is swept away by the broom of an old hag that sees wrong in everything that is pleasurable. There is much that show business must do in regard to co-operation 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 it but those actually engaged in the business. It's that or economic disaster for all concerned.

The Broadway Beat

By GEORGE SPELVIN

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 came out of retirement this week to make a recording for Chevrolet—and, as reported hereabouts, she'd like to get a dramatic show. . . . One of the severest cases of theater-stay-in occurred at the Metropolitan, Boston, when Benny Goodman played there; at the break of the first show opening day only 100 of the 900 attendant kids took their leave, with the rest lurching in the theater restaurant and then dividing their time between re-seeing the Goodman show and dancing in the theater's salon. . . . Jimmy Kane, formerly on the RKO booking staff, is now working for Quintana, jeweler on Fordham road. . . . Murray Weintraub is now in charge of George D. Lottman's Coast publicity office, with new offices established at 6605 Hollywood boulevard, and Jerry Olenick, formerly assistant story editor under Sam Marx at MGM, supervising the copy department. . . . The WPA Four Arts personnel, while out on strike during the recent stoppage, put out a three-sheet mimeographed paper called *The Maypole*.

Leave it to Jay Faggen to think up a neatly remodeled slogan for the Harlem Uproar House; last week he came out with "Spice That's Nice." . . . Neat, huh? . . . The horse that Milton Pickman, of MCA, was riding one day last week must have thought he was a bookie instead of a booker, for, in what could only have been a mistaken spirit of vengeance, he tossed Milton from here to there. . . . He's still sore—Milton, that is; not the horse. . . . There are two Green Rooms, both connected with hotels and similarly exploited—one at the Hotel Edison and the other at the Hotel Madison. . . . Not only have they the same billing for the rooms, but the hotels' names sound alike, too. . . . The Penn-Astor drug emporium, second home of legit hopefuls, has a small and aloof Maltese kitten who can almost always be found perched on top of the change counter, oblivious to ingenues spending their last 15 cents for a pack of cigarets. . . . The lights below the glass top make it a nice warm spot.

Getting back to the FTP strike, during the stoppage Lyle Andrews, business manager of the FTP, came out and played the drums. . . . Teddy Garratt, music pub, composer, arranger and dealer of South Africa, here from his native habitat on a visit recently, saw as many shows as he could and came to the conclusion that Broadway legit is terrible. . . . The only one he liked was *The Woman*. . . . Truth-in-Advertising Note: the Palm Restaurant on Second avenue is operated by the Just One More Restaurant Corporation. . . . Out-of-Place Art-Lover: When a visitor left the Whitney Museum and hopped a cab, asking to be driven to the Frick Museum, the cabbie casually remarked: "Lissen, lady, they changed the name of that one to the Museum of Modern Art." . . . The scene of Broadway and 47th street on the free postals handed out by the Automat looks plenty out of date; old-fashioned togs and changed topography make it a near relic. . . . *The Literary Digest* (remember? the magazine that ran a poll) will be sold, but soon. . . . Second issue of the *One Act Play Magazine* is out; the first issue received raves from hither and even yon and prompted the sponsors to make plans for a one-act repertory theater next season.

Chicago Chat

By NAT GREEN

RUMORS that the Chicago and Oriental theaters, Loop B. & K. houses, are to drop stage shows are generally regarded as just so much talk. . . . While neither house is setting the world on fire with its stage shows, both doubtless would suffer a terrific drop in business if they should go to straight pictures. . . . The Oriental tried it a couple of years ago and found the policy didn't click. . . . Casino Parisienne is planning to install a name band in an effort to get out of the red. . . . Spot has had the finest shows in town but biz is nix, for reasons that everyone but the management seems to be hep to. . . . Bughouse Square blossoming out with buskers and soap-box orators now that warm weather has arrived, and the spot is on the regular route of the Chicago-after-dark busses. . . . The old Dill Pickle Club site, once the happy hunting ground for radicals of all sorts, is soon to become the rendezvous for heavy-spending sundodgers, its promoters fondly hope. . . . Place is to be converted into an ultra modern night spot.

It's not often that an act turns down sure-money booking. . . . But Lum and Abner's *Pine Ridge Folks* members insist on taking at least a week's vacation in July, and Vaughn Richardson, their representative, wired Coney Holmes, who books the outfit, not to arrange any more bookings for that month. . . . *Daily Times* is ballyhooing Anita Loos' new turf serial, *Saratoga*, with three horses ridden by men in jockey garb parading thru Loop streets. . . . Harlan Ware, former Sherman Hotel exec and now prominent contributor to national mags, in from his West Coast home with Mrs. Ware. . . . Burton Rascoe's new tome, *Before I Forget*, is attracting a lot of notice hereabouts. . . . Before he caught up with success Rascoe worked as errand boy, waiter and theater usher in Chicago. . . . Herb Jones' June issue of *Al Lib*, in new format, is a swell-looking job. . . . Carries a lot of interesting articles and snappy comment along with some threescore photos of interesting folks and makes a great flash. . . . Movie scouts are overruling the Windy City, combing theaters and night spots for talent.

Jimmy Mattern, round-the-world flyer and radio commentator, will enter the Montreal-to-Paris air race in August. . . . He is being backed by M. L. Benneman, wealthy Pittsburgh oil man. . . . Jack Clark, talented young publicity man, is handling the publicity end for Jimmy. . . . He's going to Europe, but not by air. . . . We're anxious to see and hear the new idea in band instrumentation and music that is being introduced by the Jesse Crawfords, coming to the Congress. . . . With a euphonium quartet, a harmonica soloist, bassoons, oboes and many strings, and the Crawfords at the consoles of twin electric organs, the band should be plenty different from the common run. . . . Bill Jahnke, Saginaw Fair impresario and newspaper man, after reading our item about the grand dame leading a wheezy pug dog, appended this to the column: "And in Saginaw an Irish setter named Duff leads a Dutchman." . . . A new personality lass on the horizon is charming Ruby Abbott, singing with the band at College Inn. . . . If she continues the pace she set on opening night she'll go places! . . . Myles Ingalls, of the French Casino, in from New York to set the new summer policy of Casino Parisienne.

"Behind the Headlines"

(RKO)

Time, 58 minutes. Release date, May 14. Directed by Richard Rosson. Produced by Cliff Reid. Screen play by J. R. Bren and E. L. Hartman, from a story, by Thomas Ahearn. Cast: Lee Tracy, Diana Gibson, Donald Meek, Paul Guilfoyle, Philip Huston, Frank M. Thomas, Doodles Weaver, Ralph Robertson, Art Thalasso, Edith Craig. Reviewed at the Rialto, New York.

Lee Tracy's lines aren't as smart this time as were those he had to memorize in previous films, wherein he was projected as an omnipotent, omnipresent reporter. To compensate for the deficiency the picture awards him not only news beats but heroic inclinations and credit for a rescue and recovery maneuvered by some boys from the Department of Justice.

Differences between this newspaper saga and forerunning exaggerations of the Fourth Estate are the innovation of radio as newspapers' competitor, the omission of paper-cluttered demon-infested city rooms and an apostate G man. Fortunately the story runs at a rapid gait. Its incongruities are overshadowed by its series of climaxes which incite audience tension and curiosity. It has a Dick Tracy air about it and is low on the mush count.

As Lee Tracy's only important professional rival and former fiancée, Diana Gibson is competent, but with all her ingenuity she is always snowed under by Tracy's brainstorms until he defames her paper. Rather than undergo the libel suit the station owner cans Tracy, the alternative submitted by the litigant. Subsequently Miss Gibson is trapped by hijackers when she tries to scoop the town on the gang's plans to hold up an armored car carrying bullion. The preposterous is in abundance. The Federal Communications Commission doesn't exist as far as Hollywood is concerned here, but in the end the public is pleased. The antiquity of the newspaper film won't impair the selling appeal of this one, nor will the mediocrity of the acting. Its brevity is advantageous for double-feature houses.

Sylvia Weiss.

"Kid Galahad"

(WARNER)

Time, 101 minutes. Release date, May 29. Directed by Michael Curtiz. Screen play by Seton I. Miller, from a story by Francis Wallace. Cast: Edward G. Robinson, Bette Davis, Humphrey Bogart, Wayne Morris, Jane Bryan and others. Reviewed at the Strand, New York.

Proving once again that the treatment, not the play, is the thing, the brothers Warner transform prize-fighting formula of punches, referee, crooked gambler and last-minute knockout into a fast-moving, exciting, first-rate entertainment. Part of the credit goes to Edward G. Robinson, who's cast as Nick Donati, a fight manager. Robinson's a perfect Napoleon in height and gestures whose angry language and strings of expletives say more than anybody else's angry language and strings of expletives. Credit also goes to Humphrey Bogart, who can be more deliciously callous than anyone else on the lots. Bogart (Turkey Morgan) certainly takes his choice of weapons and before the picture is concluded he has carved up Ward Gulsenberry's trousers and rubbed out Donati. Donati, however, gets the last shot in and finishes off Bogart. And plenty of credit also to two excellent young stars, Wayne Morris and Jane Bryan, who handle the love interest with simplicity and freshness. Morris (Gulsenberry) is a bellhop who's whipped into a prize fighter by Donati. Donati has a sister he's tried to keep away from the shadow element that hovers around prize rings. Gulsenberry falls in love with the sister. Gulsenberry, however, is not the toughie Robinson takes for granted he must be; he is innocent, so innocent he can't even mix a gin sling—than which there is nothing more innocent. It is because of this that Bette Davis, who seems to be forever cast as a cigaret-in-the-corner-of-the-mouth-moll, renames him Kid Galahad. Anyway Donati does not like his sister's association with his fighter, so he sends Galahad into the ring to get slugged to death by Chuck McGraw, the champ, who's one of Turkey Morgan's boys. Galahad is loyal to his manager and obeys orders until, when he's pounded to a bloody mass, Marie, the sister, prevails on Donati to change his mind. All

ends, as we said before, in a confusion of shots and punches.

Kid Galahad has all of that quality of rapid-fire shift of scene and racy action which distinguishes a good American picture and makes it grand entertainment. Maurice Zolotow.

"The Hit Parade"

(REPUBLIC)

Time, 80 minutes. Release date, April 24. Directed by Gus Meins. Screen play by Bradford Ropes and Samuel Ornitz. Cast: Frances Langford, Phil Regan, Louise Henry, Pert Kelton, Max Terhune, George Givot, Tic Toc Girls and others. Variety talent includes Carl Hoff and his Hit Parade Orchestra, Duke Ellington with his band and Ivie Anderson, Eddy Duchin and his orchestra, Molasses and January, Pick and Pat, Al Pearce and his Gang, Ed Thorgeresen, The Voice of Experience and Oscar and Elmer. Reviewed at the Rivoli Theater, New York.

This parade isn't exactly a hit. However, judging from the radio, vaudeville and night club contracts engaging the variety talent herein billed, their names are popular enough to pack houses the country over, despite the stack of adverse criticism which could be fired justly at the reel.

The producers would have the public believe this to be the musical spectacle of the age. It's three removed. Basically its theme is another *Pick a Star* and *A Star Is Born*. This time, this, a radio star is discovered, but the means is not worth the end. Dismissed by one prima donna after he brought her success, Regan, radio talent scout, picks up Miss Langford in a beer joint and has her well poised for a national sponsor when her past, a prison term, catches up with her. A governor's pardon returns the lady to her clamoring audience. "Thin-sies" in the name of the sponsor and a well-aimed description of the whole story.

After all their gadding about the entertainers appear stage struck; the show isn't a smooth piece of direction, and with the possible exception of Regan there's not a handsome one in the lot. Musically the picture fares better with the favorites *Was It Rain?*, *Love Is Good for Anything That Ails You* and *Sweet Heartache* and vocalizing by Miss Langford and Regan. Sylvia Weiss.

"Big Business"

(20TH-FOX)

Time, 61 minutes. Release date, July 23. A Jones family story by Ron Ferguson and Eleanor Delamater. Screen play by Robert W. Ellis and Helen Logan. Directed by Frank W. Strayer. Cast: Jed Prouty, Shirley Deane, Spring Byington, Russell Gleason, Kenneth Howell, Allan Lane, George Ernest, June Carlson, Florence Roberts, Billy Mahan, Marjorie Weaver, Frank Conroy and Walks Clark. Reviewed at the RKO Palace Theater, New York.

Another Jones family yarn, with the principals this time engaged in losing their pants in an oil swindle. Jed Prouty, as John Jones, runs a drug store but is shortly to become head of the Jones Petroleum Company, a phony outfit. The Jones kids save the family dough, what with inventing superchargers that sell for plenty of wampum. Plenty of young males and females float around the screen, exhibiting enthusiasm in what goes on.

Acting is negligible; direction is spotty. Spring Byington comes thru with a good performance.

For the nabe trade, and not much of that. Paul Ackerman.

"I Met Him in Paris"

(PARAMOUNT)

Time, 81 minutes. Release date, May 28. Produced and directed by Wesley Ruggles. Screen play by Claude Binyon, from story by Helen Metnardi. Cast: Claudette Colbert, Melvyn Douglas, Robert Young, Mona Barrie, George Davis, Lee Bowman, Fritz Feld and others. Reviewed at the Paramount Theater, N. Y.

Claude Binyon, who used to be a theatrical trade newspaper man himself, wrote the screen play and dialog on this picture. It's a hit picture and it's Binyon's picture, above and beyond all the other numerous excellent jobs in connection with its production. Direction and acting are all tops—but Binyon's twists to a commonplace story, plus dialog that is packed full of bellylaughs, gave all the others the opportunity to

show their excellence. His lines sparkle and rather than writing mere gag lines he has drawn his laughs from the story itself, which is strictly okeh writing—for stage or screen.

The story is essentially simple. Kay Denham is a department store designer, living a routinized life for years, saving for "that trip to Paris." She leaves behind a stolid, unromantic suitor, meeting Young and Douglas in Paris. She falls in love with both—thinking she loves only Young. Off they go, the trio, to Switzerland, for a winter holiday. Young is married, but, as to be suspected, keeps it on the q. t. The scraps between the loving couple and Douglas, as chaperon, are the meat of the story from its comedy viewpoint, but the end, when Colbert makes up her mind on which of the three she wants, it shows no semblance of a letdown.

The acting is uniformly superior, which applies to the production thruout. Jerry Franken.

"Grandeur et Decadence"

(FRENCH MOTION PICTURE CORP.)

Time, 81 minutes. Release date not given. Directed by Jacques Natanson. Scenario by Henry d'Erianger, from the story by Madame Steinhof and Aime Simon-Girard. Cast: Firmin Gemier, Marcelle Geniat, Pasquali, Lucien Galas and others. Reviewed at the Belmont, New York.

Outstanding in this Gallic production is the strong and subtle acting of Firmin Gemier, France's great actor-manager, who died in 1933. Gemier plays a small business man who climbs to riches and social position by expanding production with machinery and mass methods. His fall comes during the depression when orders cease and the bank takes his plant over and throws him out. Like so many other French films and plays, intention of this picture is anti-machine and anti-Fordistic. Gemier takes complete possession of his role in a fashion rarely seen on the screen; for this his theatrical background is doubtlessly responsible. Marcelle Geniat, cast as the wife, plays with tender understatement.

Otherwise the picture is unsatisfactory, lacking that humorous understanding of human nature that the finer French pictures give us. Treatment is episodic and without unity. Editing poor so that picture is jerky. English titles are too fragmentary and fail to give the English spectator an adequate idea of what actors are saying. Maurice Zolotow.

"The Girl Said No"

(GRAND NATIONAL)

Running time, 85 minutes. Release date not given. Producer and director, Andrew Stone. Screen play by Betty Laidlaw and Robert Lively, from a story by Andrew Stone. With selections from the operettas of William S. Gilbert and Sir Arthur Sullivan. Cast: Robert Armstrong, Irene Hervey, Paula Stone, Ed Brophy, Frank Moulan, William Danforth, Vera Ross, Vivian Hart and others. Reviewed at the Astor Theater, New York.

The attempt to combine the charm and whimsicality of Gilbert and Sullivan's operettas with the world of honky-tonk results in a clumsy and uneven picture. The dyed-in-the-wool members of the G. and S. cult will do almost anything to hear their favorite songs, these already classic musicals exist so much in a world of their own that when the delicate touch that makes a D'Oyly Carte production so heart-warming is absent the familiar words and music fall slightly flat.

The extracts from the operettas which are sprinkled thruout the picture are secondary to the threadbare plot; girl and man baiting each other until they finally fall in love. Robert Armstrong is the hard-boiled bookie who's clipped by Irene Hervey, a marble-hearted dance-hall hostess. Deciding to take her like she took him, he pretends he's a theatrical agent and can put her in mazzas—for a nice fee. She falls for the flimflam but is still wary enough to refuse to pay him the dough until he actually puts her in a production. A company of old-time G. and S. troupers, now running a hash house but who continually practice the songs they once sang on the stage in the hope that some day they may return, give Armstrong the idea of staging a show for one night, thus putting the finishing touches to

(See FILM REVIEWS on page 29)

Film Shorts

"Sound Effects"

(VITAPHONE)

A rather long short (22 minutes), featuring the unique imitating ability as well as the singing and humor of Rufe Davis, hillbilly comic; the singing and love interest of the team of Irene Delroy and Rodney McLennan and the harmonizing of the Frazee Sisters. Davis is cast as a barnyard amateur broadcaster who is called upon to provide sound effects to a skit that is done thru the rube's short-wave set by the Lovebirds of the Air, radio team that was flying to a broadcast but was compelled to make a forced landing on the farm. His imitations include locomotives, walling baby, musical instruments and all sorts of animals. By way of reciprocity, the hillbilly pays a visit to the big city and his grateful friends show him the town, the time practically taken up in the night club sector of 52d street, where the Frazee Sisters get a chance to do some sweet and swingy vocalizing. Roy Mack directed. George Colson.

Eliseo Grenet and Orch

(VITAPHONE)

Unusually entertaining musical short, lasting some 10 minutes, featuring the writer of *Mama Inez* and orchestra and a surrounding bevy of authentic Latin American dancers and singers. Setting is located first on the sidewalk of a Cuban street and then switches to a cabaret interior. Scenes impressed as very realistic, especially in the street locale, where a multitude of extras under Roy Mack's direction provide unaffected touches. Grenet goes thru several Latin numbers in typical style and also provides appropriate musical backing for the heel-clicking and castanet dancing of Conchita and the singing of J. Negrete, R. Armangod and Panchito. Panchito does the major share of the vocals and shows up to best advantage. The Rumba Sextette, three pairs of mixed dancers, work in a production number. George Colson.

Vitaphone Funsters

(VITAPHONE)

A miniature variety show, running 10 minutes, with condensed versions of highlights of four big-time vaude acts. Opens with the Three Swifts, internationally known juggling act, in an offering of their Indian club specialty, photographing great as far as bringing out of intricate passing and comical optical illusions, but falling somewhat short on lines with hushed and mumbled talk. Johnny Burke follows with a comedy monolog, presenting himself as a gossipy, old-maidly suburban commuter who succeeds in taxing the patience of all the passengers into a mild, comic retaliation. Andy and Louise Carr do an eccentric hoofing double, and the Three Redingtons, two girls and a man, close with some neat tumbling and acro stunts on a trampoline. George Colson.

Double Talk

(VITAPHONE)

Another tribute to the artistry of Edgar Bergen, foremost of ventriloquists, and his equally famous dummy, Charlie McCarthy. Instead of exposing his hoax the medium of the screen brings added amazement and delight at Bergen's deft technique.

Story is set in an orphanage, with Charlie McCarthy one of the bad boy inmates and with Bergen as supervisor. A wealthy but terribly ugly and deaf woman is paying a visit to adopt a child and Bergen is trying his best to palm off Charlie and thus rid the institution of a nuisance. The rich woman is accompanied by a beautiful nurse whose job will be to take care of the adopted child, but Charlie does not know her position, thinks her just another woman in search of a child to adopt and falls (See FILM SHORTS on page 29)

THEATRE EQUIPMENT NEW & USED

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N. Y. Burly Managers Thrown For Loss in Licensing Tiff

NEW YORK, June 5.—The hopes of the operators of the now-darkened burlesque houses here for any leniency from the license department to permit them to reopen with burlesque were shattered yesterday when Commissioner Moss refused the application for a license of the Oriental Theater to operate under a policy of colored shows and motion pictures. However, the operators are still hanging on, revealing that they expect some definite word this week-end as to what their chances are. It is expected that several of the present operators will drop out of the picture soon in view of the fact that they cannot stand the pace of continuing to pay out rentals to hold on to their darkened houses.

The operators have been trying every angle to get some action from the city authorities. That they had some hope is seen by the fact that all of them held on to their theaters by continuing to pay rent. While a few of them are able to continue paying off on the theaters, there are several less fortunate and it is expected that they will let go of the theaters. The operators feel that License Commissioner Moss has just such a purpose in mind, feeling that he is seeking a change of burlesque management in the town.

The theaters have been pulling many political strings, not so much to fix

their dilemma as it has been for the purpose of getting accurate information as to whether they stand a chance of opening or not. Some talk has been circulated that the managers have been pooling money and planned a united front, but this has been contradicted by many of the operators who claim that they cannot get together on agreeing as to who the spokesman for them might be.

Chaplin Biz Booster in Frisco

SAN FRANCISCO, June 5.—Capitol Theater here played to capacity business last week with Mildred Harris Chaplin as the featured attraction and with thousands of out-of-towners here for the Bridge Fiesta. Prices were boosted from 75 cents to \$1 top. Miss Chaplin is being held for a second week.

U-Notes

By UNO

ALLEN GILBERT, producer, and Teddy White, assistant, replaced Kenneth Rogers at the Brighton, Brighton Beach, Monday, and with a chorus of 26 substituting for the Earl Taylor unit of 16. Sam Raynor and Murray Briscoe were new principals on the same day.

JOYCE BREAZZELLE, dancer, thru Bennett Gillman, agent, is booked for the summer at the Summit Hotel, Uniontown, Pa.

BILLY (BEEF TRUST) WATSON, according to *The Belmar* (N. J.) *Coast Advertiser*, wrote a song, *My Darling I'm Waiting for You*, for the undertakers' union. For next season the title of his show will be changed from *The Beef Trust* to *The Chicken Trust*. Weight of the chorus from 90 to 125 pounds.

AL FIELDS, ork leader of the Troc, Philly, and Mrs. Fields (Jean Carroll) left New York last week for Columbus,

Strip Stowaways

NEW YORK, June 5.—Two recent stowaways on the Queen Mary revealed that they were strip-teasers figuring on better breaks in England than here. They gave their names as Joyce Stanton and Alice Delmar (the files of the Burlesque Artists' Association revealing no members by those names), and they told their story to the ship's captain, R. V. Peel. In distinct contrast to his name, the captain didn't let the girls peel.

O., to visit an aunt, Mrs. McCafferty; also June Lacey (another of the Carroll sisters), Earl Jr. and Dave Lacey for Chi to be the guests of Russell Henrick.

ANN MITCHELL, now Mrs. Al Hogan, has retired from show business.

HELEN NELSON, after a month's vacation in Canada, opens June 30 for a return at the Bath and Turf Club, Atlantic City.

BETTY AND SHIRLEY MAC, along with Caroline Frieze, Millie Roth, Tiny Dunne and Peggy Paige, comprise a new unit that Jack Miller booked into the Club Reo, Allentown, Pa., last week.

TEDDY UNDERWOOD and Esta Alja visited New York for a few days and left June 1 for a carnival in Watervliet, near Albany, N. Y.

IDA ROSE celebrated a birthday at the Peerless Hotel, New York, June 1. Guests included Ann Mitchell (Mrs. Al Hogan), Al Hogan, Mickey O'Day, Don Milheim, Frank Taylor, Helene (Skippy) Chaine; Rube, Nettie and Ruby Wallman; June Paige, Lillian Delmar and Claire Murray.

MANNY KAY, Herbie Barris, Ben Chasen, Earl Edwards, Charles D'Arcy, George Bernstein, Dottie Darling and Kay Whitmore return to the Olympic Hotel, Fallsburgh, N. Y., for the summer.

JOYCE KELLY and Bordine and Carol opened May 31 at Rudd's Beach, near Albany, N. Y.

GEORGE KATZ was on hand for the opening of the Brighton Theater,

Brighton Beach, May 31. Others in the audience were Mr. and Mrs. Harold Raymond, Meyer Harris, Stella Wilner, Allen Gilbert, Teddy White, Marion Bent, Janet Reade, Diane Rowland and Dave Peyser.

REGINA WYNSOR, former number producer, now dance studio operator, held a recital June 5 at the Central Auditorium, Brooklyn.

RAY LeSTRANGE is now enjoying California sunshine in Los Angeles.

QUEENIE KING and sister, Babe, spotted by Dave Cohn into the Casino, Toronto. Opened June 6 on a two-week engagement.

JACK MONTGOMERY held a recital with 50 kiddies from his dance school in the Bronx, New York, at the Palm Garden, New York, June 6. Duke Martin officiated as emcee.

INGEBORG TORRUP

(Continued from page 4)

for Social Research, assisted by the Greenwich House Dance Group, which she founded. A long program, with Miss Torrur appearing in solo interpretations during the first and third of the three sections, it proved eminently satisfactory.

Miss Torrur's work is, as ever, free and lyric, emphasizing grace in movement and a great sensitivity in musical interpretation. Skillfully alternating many and varied moods in her individual numbers, she presented an always interesting and sometimes exciting program. A sprightly and intelligent humor in the lighter pieces aptly set off the depth of sensitivity that made her slower movements often her most successful. In the latter category, best of all, it seemed to me, was her study set to the music of *Aase's Death*, by Grieg, tho the *Leuto Doloroso*, for which she herself wrote the music, wasn't far behind. Best of the lighter pieces was the *Allegro Aenergico* to music by Beethoven.

In general a consummate artist, Miss Torrur has, since last seen by this reviewer, developed a tendency to spoil certain minor effects by quick and unnecessary movements that cloud the general structure and that seem both unmotivated and unnecessary. That, however, is simply a minor criticism of generally excellent work.

The numbers offered by the Greenwich House Dance Group served, in effect, simply as a pause between the two sections offered by Miss Torrur—tho the group did score nicely with its *Allegretto Scherzando* to Schumann music. Of the ensemble one small youngster who wore braids clearly stood out, revealing real possibilities.

Luis Suera accompanied Miss Torrur on the piano and offered two solos, Ravel's *Jeux d'Eau* and Chopin's *Impromptu in A Flat*, playing with technical skill. Madie Wall accompanied the group numbers and played as her solo Shostakovitch's *Prelude* (Op. 34 No. 14), doing a fine job—a far better one, in fact, than was deserved by the muddled and ineffective composition.

Eugene Burr.

Paris Reneges on Playing Stripper

NEW YORK, June 5.—June Marshall's engagement for the ABC Theater, Paris, as a strip-tease performer has been canceled. She was to have sailed this week, but the management of the Paris house ordered the cancellation when the local ban on burlesque was brought about.

Miss Marshall's engagement in Paris was to have been for eight weeks, and the William Morris Agency was negotiating the deal.

Burlesque Club To Elect New Officers

NEW YORK, June 7.—Burlesque Club here will hold its annual meeting and election of officers Thursday. Candidates for office comprise Emmett R. Callahan, president; Oscar Markovich, first vice-president; Bobby Clark, second vice-president; Irving Becker, treasurer, and Henry Kurtzman, secretary. Running for the board of governors for two-year terms are S. F. Bernard, Charles Franklin, Nat Golden, Thomas Phillips and Fred Sears.

Nominating committee consisted of Louis Isaacs, Art Harris and Ad Meyers.

A story relative to further information in the matter of the New York City License department and the now-darkened burlesque houses appears on page 15 of this issue.

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Burlesk's Newest Strip Sensation.

Burlesque Reviews

Casino, Pittsburgh

(Reviewed Thursday Afternoon, June 3)

Flashing a blaring band, hot hoofing, fair-to-middlin' songs and melocore comedy, Irvin Miller's *Brown-Skin Models* transformed George Jaffe's house into the novelty of Harlem burly without strip teases.

Fashioned as a revue, *Models* highlights native sepia stepping talents against colorful scenic and costume background a little classier than ordinary bump shows hitting here. Production shows well-knit direction and moves at a fast pace thru 140 minutes of variety. Minus marks chiefly for poor comedy, unexciting even when dirty, which was about a third of the time.

Favored by one-third-full house, because of excessively hot weather, were Jesse James, who whistles and dances on crutches; Heavyweight Comedienne

Aunt Hattie Noel, who sang and then burlesqued the usual burly tease, and Band Leader Sylvester Briscoe, who performed near miracles in a trombone solo. He tears apart instrument while playing in manner that stamps him as above run-of-mine inland circuits.

Other high spot was tall chorus gal named Bessie Pierce, who with smile and lively hip-shaking magnetized the stage, even when in the 12-choline ensembles.

Other solos were Tanya, contortionist, who drew plenty applause with seemingly boneless writhings after a slow start; tap dancing duo, John and Bus Brown; Baritone Marcus Hall, who sang in front of drop for two numbers as chorines paraded in fashion-show style across stage, and Tenor George Byers.

Ernest Baby Seals handled all comedy, with Harbley as his straight man.

Morton Frank.

Burly Briefs

JACK KANE has taken over the Park Theater, Erie, Pa. . . . Roxy, Cleveland, has enlarged its seating capacity with a balcony being installed to accommodate 100 seats. . . . Issey Hirst was finally promoted into week-ending at Grossinger's in Fallsburgh, N. Y., the promoter being Harry Brock, who went along with him. . . . Joe Levitt is in the box office of the Brighton Theater, Brighton Beach, while Moe Costello is general manager of the house. . . . Rae Dolan, now at the Hollywood Restaurant, New York, has changed her first name to Kay.

Rialto operator, back from Atlantic City. . . . Babe Davis and mother left for Petite Lake, Antioch, Ill., to spend the summer vacation. . . . Sam Raynor and Murray Briscoe closed at the Rialto and went to Brighton Beach, N. Y. . . . Recent Milt Schuster placements include Jean Carter, Dorothy Houghton, Valerie Parks and Charles Ryder, Rialto here; Irene Cornell and Dolly Dawson, Roxy, Cleveland; Charmaine and Rags Ragland, Casino, Toronto; Claire Stone, National, Detroit; Margie France, Palace, Buffalo; Sally O'Day, 608 Club here, and Maxine DeShon, Dorothy Wahl, George Prosnath and the Three London Sisters, Colosimo's here.

CHICAGO BRIEFS: N. S. Barger,

IATSE Organizes Chi Theater Help

CHICAGO, June 5.—Organization of the new Theatrical Employees' Union has gone into full swing here under the leadership of Peter Shayne, president of the Chicago Moving Picture Operators' Union.

"A more than favorable reaction has been met among the cashiers, ushers and doormen, with many in the outlying districts calling our offices for IATSE organizers to contact them," says Frank Clifford, MPMO business agent.

Offices have been opened to house the newly formed Film Exchange Employees' Union and Theatrical Employees' Union. Each has a separate charter, however, and, according to Clifford, each will have its own headquarters when complete. The unionization is reached in about 60 days.

Feeling CIO pressure in various parts of the country, IATSE is losing no time in its present organizing of theatrical help. Closest CIO opposition felt in this area has been in Milwaukee, where both factions are picketing theaters. CIO officials here stated that no attempts at theater organization were being made in Chicago.

No statement has been made of the number of employees enlisted by IATSE so far.

Tab Tattles

IT IS with sorrow that we report the untimely passing of that popular little chorine and specialty artist, Geneva (Grimm) Phillips, of Washington, Pa., who died at St. Vincent's Hospital, Cleveland, May 29 after a brief illness. She had a host of friends in the tab and burlesque fields who will mourn her passing. Ralph Canton, Hazell Charberlain, Clarence Umbell and Rosy Yost, professionals, attended the funeral. Her parents, Mr. and Mrs. Russell Grimm, reside at 47 Highland avenue, Washington, Pa. Further details in Final Curtain, this issue. . . . Ray Kolb, widely known in tab and burly circles as a straight man, entered Christ Hospital, Cincinnati, Sunday for a bladder operation. He will be there for at least a fortnight. Friends are urged to drop him a line. . . . Johnny Broderick and Charlotte Aren, now in their sixth week at the Casino Parisien in the Hotel Morrison, Chicago, write that they will visit Art and Nid Longbrake in Mechanicsburg, O., and Gus Sun in Springfield, O., early in July before departing for the Dallas expo, where they are set for the season beginning July 24. They play the Earle Theater, Washington, the week of June 25 and expect to take a few weeks' rest after that. Broderick (Burton) formerly had his own tab unit over the Sun and Spiegelberg circuits for a number of years. . . . Ed Lee, erstwhile tab basso-straight, is now emceeing at a cafe in Superior, Wis.

SOLLIE CHILDS was in Chicago last week arranging time in Wisconsin Sun-booked houses for his *Parisiennes Folies*. Childs jumps to Boston this week, where Doc Breed, of RKO, has him set for the balance of the summer, with a return date in Sandusky, O., en route east to Lowell, Mass. . . . Marshall and Beulah Walker are now on J. W. Menke's showboat in Nashville. . . . *Blondes and Brunettes*, featuring Chic Kennedy, and *Casades Revue*, both owned by Lou Walters, of Boston, have just begun a tour of Northeastern Canada. Featured with the latter unit are Peggy DeCoursey and Derna Marsh, Three White Whirlwinds, Whitey Roberts; Rose Marie, 8-year-old singer and dancer; Franco and Francine and Bernie Stevens' Ork. There are eight girls in line. . . . Chicago Sun office has set Linton DeWolfe's *Girls in Platinum* for June 13 at the Al Ringling Theater, Baraboo, Wis.

BILLY AND GRACE CARMEN, vaude, tab and club team, who recently gave up active trouping to open a booking office in San Antonio, booked a number of tab turns for the Home Modernization Exposition in the Municipal Auditorium, San Antonio, week of May 29. Among the tabsters set there were Glyndon, wire act, formerly with Owen Bennett's *Fads and Faces*, and Bud Vallee, who has been with various units over the Sparks, Kemp and other circuits. The Carmens also appeared on the bill. . . . Stan and Martha Davis are back in Detroit after playing a number of dates in Upper Michigan. . . . Eddie Daley and Edythe Michelson are now playing the Juniata Terrace, Huntingdon, Pa. . . . Mrs. Gus Sun has returned to her Springfield (O.) home after spending several months in Miami. . . . Bob Shaw, general manager of the Gus Sun Booking Exchange, reports that his office does not have affiliation with any other circuit with the exception of Southern Attractions, Charlotte, N. C., despite several recent reports to the contrary.

HY HEATH, the tab oldtimer, pipes in to say that he's still doing business at the old stand—Station KWKH, Shreveport, La.; staying away from the juice of the roasting ear and otherwise doing okeh. Hy has a song number, *Who Calls You Sweet Mama Now?*, written in collaboration with Marshall Walker some years back, which is now being published by Handy Bros.' Music Company. Ditty already has four different recordings, with a fifth slated to come up this summer. *The Shreveport Times* recently carried a shot of Heath together with Bob Burns, Jack Benny, Fred Allen and Gracie Allen, showing all concentrated on knocking out scripts. "You can readily see how they'll continue to get their pictures in the same row with a big shot," writes Hy. "But it's okeh with me if they want to be

satisfied with reflected glory." . . . Alex Saunders, veteran producer and manager, is now doing comedy with the girly-girly attraction on the Hennies Bros.' Shows. . . . Bill Southerland, another tab oldtimer, is now handling the advance press for one of the major carnival companies. . . . Don Phillips, piano leader, is now poundin' the ivories with the girl show on the Cetlin & Wilson carnival. . . . Patsy Gilson writes from Slack's Camp, Cedarville, Mich., where she is spending the summer: "If Halton Powell's a G man I'm a wall-eyed pike." . . . We have received a verification of the report that Ruby Darby is dead and that Jean Darby died just six weeks after she did. . . . Dolly Darby, now Dolly Henderson, is now residing in Dallas.

NIGHT CLUB

(Continued from page 19)

ticking. Eddy is spotted in the middle of the floor show and piano-thumps such hits as *Tea for Two*, *Serenade in the Night*, *Day and Night*, *Margie* and others requested by guests. His dance music is unusually smooth and coincidental with the pleasant atmosphere of the room.

Show is opened by Merriel Abbott's line of 12 beautiful kids dressed as newsboys and distributing heralds among the customers announcing Duchin's arrival. They next do a neat soft-shoe *Let's Go Slumming* routine that netted a good hand. Ellen Blair followed with an aerobic concoction to the music of *Gee, But You're Swell*. Familiar work, but well done. Bruce Holden, personable tenor, goes romantic with three selections and displays a full, pleasing voice. Makes a great appearance.

The line returns for a *Blossom Time* number in which they are outfitted in bridesmaid costumes and parade to *O, Promise Me*, and *Sweetheart, Sweetheart* tunes. A timely and well-staged turn.

Jack Holland and June Hart, fast dance team, follow Duchin's act and their original work stopped the show. They fox-trot, tango and rumba and have a number of new tricks on hand. They do more natural work than the average team and their speedy finishes are unusually good.

Four Aristocrats continue to furnish relief music. During the nightly 10 o'clock Little Show, Mari Lynn is seen in a toe number and Olive Kesner and Dorothy Oettil do a *Raindrops* dance specialty. *Sam Honigberg*.

Alhambra, Buffalo, N. Y.

This popular spot is about 12 miles from Buffalo in Athol Springs, N. Y., and is managed by Bernie Elliott.

Playing here for the second successive season is Carlton Happy Hauck's Band. Combines the characteristic styles of America's leading bands into a smoothly

operating outfit. At different moments they are reminiscent of Wayne King, Guy Lombardo and Benny Goodman.

Hauck alternates between fiddle, singing and conducting. Rest of the gang consists of Merle Torok, piano; Ernie Coleman, Bill Palmer and Jimmie Torok, tenor saxes and flutes; Al Kendziora, trumpet; Nat Nathanson, first fiddle; Jimmy Engler, second fiddle and featured vocalist; Charles Karns, drums; Dick Honard, guitar; Bob Bushey, bass and trombone, and Byron Dalrymple, arranger.

Danny Beck is emcee. He's really a one-man show and can easily be an evening's entertainment all by himself. As Galli Curci, he provokes hysterical laughter; also impersonates and burlesques a theater patron, and as a drummer, the act which put Danny on the map these last 18 years, the entertainer is at his best.

Buddy and Selma, rope-skipping tappers, stage a novel specialty act. Another skit, hoking man's superiority over woman, is moderately funny and probably could be improved by addition of comic costumes.

Carlos and Sarranos, ballroom team, are good in their tango number. Sarranos is petite and graceful and Carlos does his share well. Also uses a good voice, almost operatic in tone.

Muriel Micks, exotic danseuse, combines the serious with the comedy. She executes an attractive change-of-rhythm dance.

The Flying Aces, roller skaters, are thrill producers with whirlwind spins. *Harold J. Warner*.

Viennese Roof, Hotel St. Regis, New York

The packed Viennese Roof is a triumph of showmanship. Opened for the summer May 12, it has been doing almost capacity ever since.

The large high-ceilinged roof, decorated in the elegant fashion of old royal Vienna, is a perfect setting for a warm evening's rendezvous. The courteous service, the fine food and liquors, the open windows overlooking majestic midtown Manhattan, the palace ballroom interior with its gilded chandeliers and candelabras and the lovely music all combine to provide that atmosphere of far-from-the-crowd comfort. The Viennese motif is carried thru successfully, beginning with the costumed elevator starters and checkroom girls down to the costumed musicians and waiters.

Thru high prices, the "right crowd" is attracted and the formal dress liberal-spending patronage is easily evident. With both the Iridium Room and the Maisonette Russe closed for the summer, the hotel is concentrating on this spot and doing a fine job. The B. S. Bercovic exploitation department is on the job with a tieup with Bonwit Teller,

which supplied the costumes, designed by Renee Montague. The costumes are inspired by the canvases of court painter Franz Winterhalter, the show being billed as the *Winterhalter Revue*.

The floor show is brief but appropriate. The lovely Albertina Rasch Giris (six) prance out in Second Empire billow costumes and flutter thru engaging ballet formations. Offer an opening and a closing number, each a gem in its ability to fit in perfectly with the atmosphere of the room.

Only other acts are Henry Dick, a lanky tap dancer, offering actful and clean-cut tapping of the better type, and Pierce and Harris, ballroom team, providing an interest-holding combination of straight and satiric movements. Taking a chance following those heavy St. Regis favorites (the Hartmans), this team essays pointed satire and does surprisingly well.

Jacques Fray (still doing radio work with Mario Braggiotti and also fronting a band now) is leader of the thoroughly pleasing band. Fray himself disappoints thru failure to exude much band-stand personality and also his failure to give the customers a few piano solos. The band itself (11 men) is a solid one, the sweet violins being much in evidence for the liting waltzes and slower tempos. Strictly a sweet and smooth outfit, the band does, however, emphasize more brass and rhythm for the late supper crowd. *Paul Denis*.

Cedar Gardens, Cleveland

One of the largest and slickest floor shows in local Harlem is to be found here. Leonard Reed, septa producer, has outdone himself in the matter of fast and furious entertainment.

Jess Rogers emcees the offering with ease and a familiarity that pleases his patrons. Chick and Chuck, dance team, routine in solo and double appearances, and Noody and Knockem is a tap team which rounds out this portion of the entertainment.

Jimmy Anderson has been brought on from the East. Ruby Logan is a singer of blues and popular numbers who scores, and there's a chorus of six septa dancers that match any similar sextet seen locally in many a moon.

Jimmy Jones comes from Chicago with his orchestra and affords the musical background for the acts. Spot is winning patronage by this presentation. *H. R. Hoyt*.

Continental Room, Stevens Hotel, Chicago

Continental Room has inaugurated its summer season with Lou Bring and orchestra on the band stand and a pleasing floor show of three acts. Bring, youngster in his 20s, has a breezy style and vocalizes nicely, and his boys deliver a brand of dance music that goes well with the customers.

Opening show was launched with a swiny novelty song vocalized by Bring. Emily Von Losen, attractive blond dancer in abbreviated black costume and full-length black stockings, offered an exquisite toe strut that won her a big hand and followed it with an entertaining acrobatic number which also registered well. Has real talent and pleasing personality.

Frances Hunt, tall and attractive vocalist, formerly heard on the Camel hour, has an excellent voice and sells her stuff nicely. Sang *Mr. Paginini, You Showed Me the Way and I've Got To Get Hot*, winning generous applause for each.

Loyanne and Renard, billed as "symphonic dancers," offered several beautiful routines that might well be termed symphonies of motion. Feminine member of the duo has an exquisite figure and wears beautiful costumes that set off the dances to perfection. Team was called back again and again, finally retiring amid heavy applause.

Edward Beck, manager of the Continental Room, continues to give patrons the best of service, and Fred Thelen, head waiter, is a perfect host. Attractiveness of the room, together with the excellent food, music and entertainment, should make it a popular summer rendezvous. *Nat Green*.

WALKATHON

WANTED PRODUCER who is capable and who can and will put on a Big First-Class Show. Will furnish Big Tent, fix and my share of Jack. None but real business need answer. Would like to hear from Pop Dunlap, Hal Ross, Hayden, Tibbets, Seltzer and others.

W. J. ALLMAN, Coates House, Kansas City, Mo.

Endurance Shows

WE HAVE HAD INQUIRIES recently on Earl Fegan, Mrs. E. H. Snyder, "Moon" Mullins, Elmer Dupree, Hughie Hendrixson, Billie Lang, Frank Lauricella, Eddie and Janice Watson, Jack and Penny Gerguson, Porky Devlin, Egg Rockhill, Teddy Webb, Frenchy Poullet, Chic Abbott, Danny Bilello, Eddie and Lou White, Al Gilbert, Anita Day and Jimmy Carr.

EDDIE AND PEGGY TULLIS, who have been out of the marathon business for some time and who intend to stay out, are now settled in Dayton, O. Eddie and Peggy report that a certain party is using their names in writing to various shows for transportation to join, etc., and they ask promoters to beware of the impostor. Eddie and Peggy have a darn good idea who the guy is. He has worked the same larceny in the past.

MAC MCGREEVY, well-known walkie emcee and comic, has been in Hollywood the last several months doing a bit of picture work and writing songs. He is reported to have knocked out a dozen new ditties recently for Cliff (Ukulele Ike) Edwards. Mac has also been doing some night club work in the Los Angeles area with his former partner and pal, Al Howard, emcee and comic in the early endurance show days. Howard has been doing picture, too, and also a bit of recording. He is featuring Mac's latest songs. *I've Built a Dreamhouse in Dream-*

land, My Love Symphony and All I Need Is a Roof and You. Howard is also stressing one of his own compositions, *Norah, Darlin'*.

Ray Alvis Walkathon Begins Eliminations

EMMITSBURG, Md., June 6.—Ray Alvis Walkathon, operating here under the sponsorship of the Francis X. Elder Post No. 121, American Legion, passed its 46th hour Tuesday. Phil Murphy is emceeing, with Eddie Brown in charge of the twice-daily broadcasts over Station WFMD, Frederick, Md. Jim Coffee is floor judge.

Twelve couples and two solos still remain in the running. They are Vivian Branch and Charles Smalley, Ann Taxi and Johnny Henderson, Eleanor Johnson and Jack Thompson, Mary O'Connor and Albert Colliflower, Adne Dove and Al Gilbert, Jean Smith and Mickey Sheehan, Charles Curran and Billie Parker, Alice Graser and Bobby Allen, May Eason and Phil Chris, Lillian Bowling and Bobby Jackson, Ruth Rose and Pete Trimble, Beany Bean and Jerry Davis and two solo lads, Cliff Real and Woodrow Rippen.

Surprise triple-time sprints and 20-minute elimination tests are under way at the present time.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

OKITO is at the Empire in Paris.

CARDINI is at the ABC in Paris.

MEMORA, mentalist, is at the Cigalo in Paris.

CARRINGTON is playing the French Riviera with full magic show.

GIOVANNI, sleight-of-hand "pick-pocket," is at the Corso in Zurich, Switzerland.

MARCO AND JEROME, magic act, were on the opening bill of the Champagne Bar, newly opened spot in Detroit's well-known Corktown.

PAUL ROSINI is playing a two-week engagement at Blossom Heath Inn, Detroit.

GEORGE LOVETT and Company, music-mystery act, are playing a three-week return engagement at Northwood Inn, Detroit northend night spot.

MARTINELLI THE GREAT has taken his mystic act into Club Morocco, Philadelphia, headlining the summer revue.

JOHN BOOTH winds up a fortnight's stay at the new Chez Paree, Omaha, June 10, and opens two days later in Detroit, his second engagement in the latter city in eight weeks. Booth will not be able to make the IBM Convention at High Point, N. C., this month.

AFTER THE magic conventions—what? The magic field is plagued with many minor problems affecting all magicians, professionals and amateurs. First there's that everlasting scourge—exposing; then there are the magicians who work for little or nothing, the magician who lifts another's tricks and palms them off as his own; the magician who gives an inferior show, loading to burnt-up territory; the magic dealer who peddles inferior merchandise for good wampum; the magician who gives free shows for whatever publicity he can get out of it, and a hundred and one other similar problems that should be fairly important items for discussion wherever magicians gather. One magic convention is past and two more are slated to take place before the end of July. Will these items that affect all magicians be ironed out at these conclaves or will they be passed up as heretofore, only to be repeated all over again during the ensuing year? Let's hope something happens. If only these little problems are mulled over at the conclaves, mulled over and then buried for good, it'll be something. It'll at least give us something different to write about. It gets pretty tiresome harping on the same subjects week after week, especially when a guy knows that the minor difficulties outlined above will be with us just as long as magic hangs around. So, what!

CARTER HARRISON, well-known Wichita, Kan., magic worker and State representative, writes: "Speaking of conventions, I believe I'll attend either the Reno, Nev., headache or visit with Percy Abbott in Colon, Mich. Dorny was here last week to emcee a 20-girl show for the Median Shrine. He was the whole show. We spent the week-end together with Loring Campbell."

WERNER C. (DORNY) DORNFIELD is reported to be joining a Chevrolet Motor Company unit some time this month.

MEMBERS OF THE Magicians' Association of Cleveland, their wives and friends journeyed in a body to the Vogue Room of the Hotel Hollenden there Friday night, June 4, to watch Carl Rosini do his stuff. The second show of the evening was given as a special performance for the Cleveland magi.

DR. CHARLES HOFFMAN bills himself as "the highest paid bartender in the world" in recent promotion posters.

INDIANA SOCIETY OF MAGICIANS will hold its fourth annual banquet and installation at the Stube Club, Indianapolis, June 9. Officers to be inducted on the occasion are Dr. W. S. Zarick,

president; Wilson Pollard, vice-president; George T. Purves Jr., secretary-treasurer; and Roger Dunn, sergeant-at-arms.

BILL BAIRD, during his engagement at the Indiana Theater, Indianapolis, last week with *Hollywood Ingenues*, dropped in at the Red Gables there for a visit with Palmer and Doreen and to catch them in their new magic kettle turn. Paxton and Pollard and a number of other local magi caught both magic acts during the week and the bunch ganged up for several good chat tests.

GREAT GEORGE (Grover G. George) and his *International Revue* have concluded a string of Eastern Sun office dates and opened for the Chicago Sun forces in Baraboo, Wis., June 6.

LELAND SANGSTER recently jumped 2,000 miles from Iowa to Southern California, opening May 29 at the Barbara Worth Hotel, El Centro, Calif., to play the Canteloupe Growers' Ball.

VISITORS TO the Marquis Show at the Virginia Theater, Parkersburg, W. Va., last week included Mr. and Mrs. McDonald Birch, Mr. and Mrs. Tommy Windsor, Mr. and Mrs. Eisenbarth (Jean and Jo, illusionists), All Hassan, Al Snyder and others. Rutherford Piggott (The Great Rutherford) is manager of the Virginia Theater.

GLENN NEWTON and Company are playing week stands thru New York State. Newton is featuring his regular turn and a new idea in escape boxes. Prince Ray-Mond is doing six illusions, besides his cigaret and card presentations. Mme. Alma is presenting her mental routine. Troupe changes every night and travels in three cars and two trailers. Tom Hamilton and C. A. Rodger, magicians, were recent visitors on the show.

PARENT ASSEMBLY, SAM, New York, at its recent annual meeting at the Hotel McAlpin elected the following officers: Julien J. Proskauer, president; S. L. Quimby, first vice-president; Ladson Butler, second vice-president; Jack Treple, treasurer; E. W. Dart, secretary; Royal V. Heath, Frank N. Dodd and Charles H. Toy, trustees. Election of Proskauer refuted a recent story in an Eastern publication which hinted that because of his connection with Stunts, Inc., he would not be re-elected.

HARRY H. BAKER, district manager of the Wilson Steamship Line, was named president of the Washington Assembly No. 23, SAM, at a recent election of that organization. Charles W. Townsley was elected vice-president and Carl E. Brockway, secretary-treasurer. Arch McDonald is the new sergeant at arms. Arthur Godfrey, Washington radio announcer, was admitted to membership in the society.

SUMMER THEATER

(Continued from page 23)

millar names in the lineup of the Theater-by-the-Sea, Matunuck, R. I., when that summer stock reopens June 29 for a 10-week season. Sylvia Field and Harold Moffet are also slated to return for a second season and John Hoysradt is another second-timer. Others in the cast will include Russell Collins, Tookie Hunter, John Straub, Zamah Cunningham and Robert De San Marzano. On the play lists are a selection of one-act plays from Noel Coward's *Tonight at 8:30*; *As Husbands Go*, which will be the opening attraction; *The Church Mouse*; *Kind Lady*, a new 17th century melodrama; *The Devil's Moon*, which will star George Macready, graduate of Brown University, who appeared with the troupe last season before going into *Queen Victoria* with Helen Hayes, and two other tryouts—*A Man, a Wife and a Horse*, by Pete Xantho, and *And for Yale*, a collegiate opus, circa 1905.

Peninsula Players, Fish Creek, Wis., open their season July 15 with *At Mrs.*



GLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT DRAMATIC

JEAN TRAVERS—young soprano who sings popular rhythm songs and semi-classical melodies, currently appearing at the Versailles Restaurant, New York. Possesses charm, a vivacious and expressive delivery. Best of all, a real voice, which is above average in pop tunes, but really reaches its element in the operetta type of number. Is of wide range, well modulated and takes coloratura runs beautifully. Definitely recom-

mended for operetta and also for radio work.

For FILMS

RUTH DENNING—lovely singer who recently closed at the Powatan Club, Detroit, and who has done a great deal of radio work. Should screen exceptionally well. Has a fine singing voice, a natural for popular numbers, and also possesses acting background, having spent time in various summer stock companies. Rates a test.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

LEON LONG, colored advance man and magician, has returned to the Alabama country and says that he'll spend the week-ends in Birmingham during June and July.

EMMETT MCATEE, endman of a decade ago, is directing the minstrel show being sponsored by the Junior Chamber of Commerce of Mobile, Ala. In addition McAtee will be a featured performer. About 35 young businessmen of Mobile are being trained by McAtee, with the proceeds going to civic undertakings.

TOMMY GAFFEY, formerly with the Dockstader and Cleveland minstrels, among others, and one of the best street drummers of his day, is seriously ill at his home, 320 West Onandago street, Syracuse, N. Y. Tommy has been suffering with cancer of the stomach since last March and has been confined to his bed since then. His last trouping

was done with the John R. Van Arnam Minstrels in 1927. His friends are urged to drop him a cheery note.

Beam's, to be followed by *Importance of Being Earnest*, *Good-Bye Again*, *The Way of the World*, *Post Road* and an original production. A new theater is being constructed on the Door County peninsula in a natural wooded garden. In a "Sunday Night at 8:30" series, to be presented in a wharf studio theater, productions of *Lysistrata*, *Under the Gaslight* and other works are planned. A ballet group will also be presented. In addition to the six productions, to be presented on Thursday, Friday and Saturday nights, the players will sponsor 18 lectures on the theater between July 15 and the end of August.

Richard Wylie Fisher will direct the work of the apprentice group which is to be associated with the movement and the production of each week's play. Management is under the direction of Caroline Fisher. Others associated with the players this coming season are Gertrude Needham, instructor in voice; Berthold Relsapfel, art director; Lilli Bogen, director of music; Leo M. Luecker, lecturer; Lydia von Pletzer, costume designer; Margot Fulton, dancing instructor; Spencer Tuck, technical adviser, and Margaret Stanley, secretary.

Francis Joannes announces the opening of the 15th season of the Stony Creek Theater, Stony Creek, Conn., June 28 for a 10-week season of revivals and new plays under the direction of Richard Bender. A permanent acting company will include Fraye Gilbert, Earl MacDonald, Millicent Green, Ralph Holmes, Virginia Campbell, Joe Bates Smith, Mary Rockwell and William Dorbin. Among the revivals will be *Hands Across the Sea*, *Still Life* and *Ways and Means* from Noel Coward's *Tonight at 8:30*; *End of Summer*, *The Guardsman* and *Getting Married*.

IN A GRISWOLD HOUSE register, now in possession of the Burton historical section of the Detroit Public Library, the following members of Haverly's Mammoth Minstrels were registered November 15, 1880: J. H. Mack, F. E. Wright, Fred Wilson, Harry Robinson, Lew Simmons, Charles Wilson, Harry Armstrong, James A. Sanford, Charles Reynolds, A. J. Tolbot, Frank Cushman, Alf Lawton, William Arnold, Emile Ames, Harry Woodson, Steve Crimmins, Sam Dearen, J. A. Kelly, C. Florentine, Ed Harley, F. B. Malcom, C. A. Wilson, W. Thornton, E. Kneeland, Harry Williams, C. M. Cooper, F. Arnold, A. Arnold, E. T. Sylvester, Charles Queen, Tom Peasley, F. Vasenetta, D. Mareta, J. Mullan, J. Flynn, J. Russell, T. Smith, J. Crimmins, J. W. Colton, Charles Todd, J. A. Cresside, Sam Yeager, J. H. Cody, N. J. Sullivan, W. S. Brownson, H. L. Church, M. W. Wilson, Newton Walt, H. V. Lee, J. Burness, L. F. Ambreck, W. H. Strickland, G. H. Strickland, G. H. Robinson, and D. S. Thomas and William S. Chatterton, agents.



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THE FILM WEEKLY AUSTRALIA

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Australian Office of THE BILLBOARD.

Elitch Stock Ready To Go

DENVER, June 5.—Kenneth McKenna will be back for the second year as leading man with the Elitch Stock Company, with Barbara Robbins signed as leading woman. Theater will open June 12 with *Reflected Glory*.

Others signed for the company are Ona Munson, Madeline Clive, Minna Phillips, Helen Bonfils, Walter Gilbert, Frank Jacquet, Philip Ober and James Spottedwood. George Somnes will be in his second year as director, and Brad Hutton will be stage manager.

Advance ticket sale is hawtier than ever and Manager Arnold Gurtler looks for a record year. Season will run from 10 to 12 weeks.

Billroy Briefs

GARDNER, Mass., June 5.—Lots of visitors on the show in Northampton, including Ruth Flanagan and party from Springfield, Mass.; Gus Gustavson, Mr. and Mrs. G. Daly and Mary Brandon, of Norwich, N. Y., and Don and Della Palmer, our contracting agents, making the first trip back with us this season. Too bad they can't be with us more so Della can get caught up with her sleep.

In the same town thieves broke into the Cal West portable homestead and after a warm reception from Dodo, the family watchdog, left with everything but Cal's peckhorn, which made us sad indeed.

Would like to inform Boob Brasfield, of the Original Floating Theater, that "the" Elithu Dobbs is still with this organization and getting over big as one of the guards in the Chinese number. He now speaks Chinese fluently, having studied at one time under Pup Shannon. Brasfield was probably referring to one of the Mississippi Dobbs in his article in the last issue of *The Billboard*.

Mr. and Mrs. Billy Wehle will fly to Cincinnati Sunday to see their son, Billy Jr., graduate from the Ohio Military Institute. Little Billy, by the way, is the valedictorian of his class. Wish we could be there to see the expression on Billy's face when the valedictory address is being delivered.

Charles (Foggy) Catanzaro is having a pretty hard time making the bus every morning after those long strolls after the show every night, but after Mr. Holland leaves him in a few towns he will confine his midnight walks to the city limits.

A certain lukewarm romance which developed a short time after the show opened has cooled off considerably during the past few days. Wonder if that photograph from George had anything to do with it. WAYNE BARTLETT.

Ginnivan Finds Mich. Okeh Despite Inclement Weather

MANCHESTER, Mich., June 5.—Frank Ginnivan Dramatic Company, now in its fifth week in Michigan, has been enjoying good business, despite much rain and cold weather.

Lola Belle Parsons has joined as leading woman and Jack Parsons to direct and handle general business. They are also scoring nicely with their specialties. Pete Wight, featured, is proving a hit with his line of comedy and specialties, Ginnivan reports.

House trailers are the subject of conversation on the show; two new ones having been added recently and several more slated to be added later.

COLORED - PEOPLE

Musicians, Performers, Blues Singers for Colored Dramatic Show. Agent with car. Must post; percentage and guarantee. Write, no wires. 7-11 SHOW, 1520 Jonesboro Road, Atlanta, Ga.

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Rep Ripples

JIM HEFFNER, manager of the Hefner-Vinson Show, now in Kentucky, is planning on getting a new outfit to replace his present one, which was badly damaged in a blowdown at Horse Cave, Ky., recently.

MANAGERS, ATTENTION! If you're too busy to keep us informed of your show's activities as the season progresses, appoint a correspondent on your company to furnish us with a news letter at regular intervals. Let his first effort include the roster of the organization. May we have your co-operation?

CARL SAVAGE, rep and tab vet, is now working out of the profession in Brooksville, Fla.

WILL AND AVIS FERNS, out of the tented theater for the first time in 12 years, are in their seventh week of night club work in the Columbus (O.) area for the Curt Galloway office. They are slated to open soon at the Great Lakes Expo in Cleveland for the summer. Will and Avis are billing themselves as Arabella and Zackeriah, barnyard cutups.

OTE BALDWIN, minstrel vet, now residing in Henderson, Ky., reports that the Mill Tolbert Palace Tent Theater, featuring Lassie White and Honey Wild, played there May 25 to big business. "A fine outfit and a great show," Baldwin pens.

"NO DOUBT Cal and Bonnie West might be interested to know that I opened at the Roxy Theater here today and found their names, among others, filed away in Pop's collection," writes John D. Finch, formerly of Billroy's Comedians, under date of June 2. A great gang here. Note Edith (Stripper) Farley's name conspicuous in 'Billroy's Briefs' by its absence. She must be paying off."

STAN AND MARTHA DAVIS postal from Detroit under date of May 26: "While playing the Frolic Theater, Midland, Mich., recently we visited with the Jack Kelly Show. It is one of the cleanest outfits we have seen in many a day. Manager Kelly can justly be proud of a capable cast. He has recently purchased a covered wagon house trailer for Mrs. Kelly. We are looking forward to another visit with the Kelly gang soon."

E. F. HANNAN has written material recently for Tyler-Varney Players and M. W. Hollingsworth's Favorite Players.

WILL REAP, veteran *Uncle Tom's Cabin* player, is in West Mountain Sanitarium, Scranton, Pa. He would be happy to hear from old friends.

JACK HAMILTON, former tent show owner, with his wife and daughter, spent the Decoration Day week-end with Mrs. Hamilton's sister in Cincinnati. The Hamiltons, who have been out of the tent rep business for the last three years,

now reside in Columbus, Ind., where Jack is associated with the Cummins Diesel Engine Company. Jack was a visitor to the rep desk during his three-day stay in Cincy.

"RUSTY" WILLIAMS is in his fourth season with the Odell White Show, now touring North Carolina.

FILM REVIEWS

(Continued from page 25)

his con game and collecting from Miss Hervey. Thru devious skulduggeries Armstrong and his two bookie pals get a theater for one night and pack it with stooges who applaud everything. In the middle of *The Mikado* his conscience gives way as he realizes the hearts of all concerned will be broken when they find out the production wasn't genuine. Armstrong decides to be a man, steps out in front of the footlights and tells the cast it's all a fake. Everybody weeps, but thru her glycerin Miss Hervey tells Armstrong she believes in him, for she has learned to love him. Just when he feels most like a chiseler the situation is saved by the critics (attention Brock Pemberton and the American Theater Council), who arise and say the show is grand and they really owe Armstrong a vote of thanks for bringing Gilbert and Sullivan back to Broadway.

Dance-hall sequences are fair examples of realism, but lacking was the fugitive darkness that lurks around the fringes of the dime-a-danceries. Armstrong and Miss Hervey handle the sophisticated chatter impressively but get too stiff when the story grows serious.

Accent of G. and S. selections was on the comic side, with the *Matter Song* (Ruddigore), *Policeman's Song* (Pirates of Penzance), *Monarch of the Sea* (Pinafore), *My Object All Sublime* (Mikado), *Flowers That Bloom in the Spring* (Mikado). Moulan, Danforth, Hart and Ross sing the selections capably, tho Danforth's mugging is overdone for the camera.

If promotional material stresses Gilbert and Sullivan angle picture should draw many of the G. and S. addicts, but customers will be disappointed because there isn't enough G. and S.; and those who come for the laughs and love interest will be annoyed by the music, which has a special appeal.

Direction and photography fair, but shots of Gilbert and Sullivan are too obviously dragged in to get the spectator in the right mood. And that peculiar springlike mood which is the necessary prerequisite to playing or enjoying Gilbert and Sullivan is lost in the cinema. This kind of thing is too delicate and self-contained to have much body on the screen.

Picture is not dull and would round out a double bill nicely.

Maurice Zolotow.

"Wings Over Honolulu"

(UNIVERSAL)

Time, 78 minutes. Release date, May 16. Screen play by Isabel Dawn and Boyce DeGaw from an original story by Mildred Cram. Produced by Charles R.

Rogers and directed by H. C. Potter. Cast: Wendy Barrie, Ray Milland, Kent Taylor, William Gargan and others. Reviewed at the Roxy Theater, New York.

Without heavy "names" and with a not too intriguing title, this little picture of the navy in Eastern waters and more specifically of wives of air men in such service goes along its merry and more often its air-pocketty path to wind up with an interesting if not very deep insight into the trying lot of service wives. Its moral is that not all is glamour that goes with uniforms and gold braid. A rather obvious fact to be sure, but it is delightfully brought out by director Potter, and the acting is almost human, as pictures go. It probably will not cause any unusual comment at any house, for it is too colorless in many box-office respects, but it will adequately fill the bill for any general audience because of its simple story, pretty photography and thru being romantic enough for the femme trade and with action enough for all men except the blood-and-thunder guys.

Following a whirlwind love-at-first-sight marriage, Wendy Barrie accompanies her aviator hubby, Ray Milland, to a Pacific naval base. Here her young romantic soul is warped and thwarted by the stodgy and exacting set she runs into, and try as she will she can't help rebelling against the straitlacedness and the "unreasonable" demands of the navy upon her husband's time. She longs for a gay time and romance. When a former suitor, Kent Taylor, appears on the scene and she goes to a party with him, misunderstandings crop up, unmean harsh words are exchanged between the newlyweds and she decides the best solution to it all is to flee with Taylor. Milland uses a plane to pursue them without permission, cracks it up in the thick fog and is injured. But at the court-martial she appears in his behalf, explaining the circumstances of his misdemeanor, and wins a mild reprimand as his punishment. The near tragedy, however, brings them to their senses and they decide to do better by each other from then on.

George Colson.

FILM SHORTS

(Continued from page 25)

in love with the nurse. At the same time he does his darndest to discourage the old buzzard, hoping that the beautiful girl will adopt him herself. He is chagrined no end when he finds out that thru his smart-aleckry he has lost all the way around.

Grand entertainment for oldsters and youngsters, with somewhat veiled moral incorporated as an added inducement for kiddie draw. Florence Auer and Virginia Reed in supporting femme roles.

George Colson.

ORCHESTRA NOTES

(Continued from page 20)

summer at the Cavalier Hotel, Virginia Beach, Va.

CHARLIE BARNET'S summer stand at Hickory Lodge, Larchmont, N. Y., starting June 15, will have an NBC outlet. Booking by CRA.

MIKE RILEY'S Orchestra and Don Bestor's Band will do Vitaphone shorts, set by Fanchon & Marco and CRA.

THE TWELVE QUEENS OF Rhythm, piloted by Lee Elliott, have a New England date with Jerry Cook. Harry Moss, of Associated Radio Artists, handles the band's road engagements.

JESSE OWENS, Olympic track star, is touring Midwest ballrooms with his orchestra in accordance with arrangements by Harry Moss, ARA, and Marty Forkins.

RED MCKENZIE has been taken over by Harry Moss, ARA.

"FATS" WALLER will open at Old Orchard, Me., June 19.

JULIAN WOODWORTH returned to the Asbury Park Casino June 5 for a second summer.

OTTO THURN'S music from the Alpine Village at the Great Lakes Exposition will be aired over NBC and Mutual.

Kansas City Jottings

KANSAS CITY, Mo., June 5.—E. C. Bickford, who has been with the Chick Boyes Players for the last eight years, is said to be closing soon.

Red Welbon and Helen Terry joined the Hank Neal circle in Colorado this week.

Charles Archer and Billy Remick have closed with the Golden Rod Showboat to join the Bud Hawkins show in Kentucky.

Don Spencer recently joined the Frank Smith Players in Illinois.

Arthur Higgins, well-known rep and tab comedian, will be seen with the Gagnon-Pollock show this summer.

Roster of the Ted North Players, now one and two-week stands in Kansas, includes Ted North, owner-manager; Roy E. Hilliard, director; Barney Wolf, stage manager; Dave A. Heilmann, advance; Marie Peters, Virginia Cullen, Ethel Regan, Mildred Baucum, Foy Witherspoon, Billy Baucum, Bloyce Wright, Frank Chiddix, Baby Patty, Ann Norris, Ted North Jr., and Everett Eckhardt, boss canvas man, with three assistants.

Fred and Lilyan Poole closed with the Frank Smith Players last week and are now playing night clubs in Illinois.

Fred Leonard, formerly with the Wallace Bruce Players and Allen Bros. Comedians, is now engaged in commercial lines in Nebraska.

Jimmie and Louise Jukes, well known in Midwest rep circles, have joined the Dufour & Rogers crime show in Cleveland.

Madam Kala Vonn, who has been featured with Walter's Comedians, is said to be closing at an early date.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Sees Decline In Number of Amateur Unit.

Several articles have recently appeared in show trade papers regarding amateur units. They stated that public interest in this type of entertainment is declining. Box-office receipts are proof of this, and nobody knows this better than Major Bowes. Some of his units have been called in and only a limited number are now active. I would like to point out a plan which would benefit many. In the first place, what does a unit consist of? Perhaps a couple of tap dancers, a few singers, an impersonator of barnyard inhabitants and musical instruments. The Major is known as a shrewd showman and he should be well aware of the fact that there are lots of clever dumb amateurs available such as gymnasts, acrobats, skaters, bicycle riders, jugglers, etc. Of course, these acts are not suitable for radio work, but this handicap could be eliminated. A hall could be rented and weekly showings could be arranged by the Major. He could then pick the best and add a few to each unit. This would change them from song and dance reviews to vaudeville presentations. I am sure the public would appreciate this change of policy. I would like to see more comments in The Forum on this subject. At present there are many good vaude acts playing first-class night clubs in the larger cities. They are always received with enthusiasm and many times are the hit of the show. I have no doubt that some wide-awake booking agents pointed out to managers the advantage of playing a variety of acts, for many club owners are reaping handsome profits.

HARRY LAKOLA.

Opportunity Seen for 'Tom' To Be Revived

I read in The Forum several weeks ago about "the first Uncle Tom Cabin shows." I quote that. Seems as tho some of the Johnny-come-lately boys are trying to tell how long they have been in the business. Recently George DeMott mentioned meeting me in Greensburg, Pa., and stated that I was "a real oldtimer." We had a pleasant chat and I presented him with a bayonet from my juggling gun that I used when I made a request appearance before President McKinley the day he saw me "spin the gun" in his inauguration parade. Mrs. McKinley personally thanked me at that time. To get the Tom shows' business straight here is something to think over. As to myself I played all the kerosene circuits. Yearly we played from the canal boats, with the audience on the banks and the stage on the canal boats lit with torches. Some of the oldtimers around New Philadelphia; Canal Dover, O., and those down around Cincinnati and Portsmouth may recall those days. In 1858 C. C. Howard presented the first Tom show with his daughter, Nellie, as Little Eva. I have every reason to believe she was the first and only "original Little Eva." It is possible that she is still living near Chicago. I think it was her mother, Josie, who played Aunt Ophelia and other parts. I say this was in 1858 and was given as a black-face sketch and not as Uncle Tom's Cabin. At one time it was called *Down Amongst the Lowlys*. This was the name of the family living around Cincinnati and Portsmouth who were instrumental in helping slaves across the river. This sketch was played around Chicago in what was known as the "dizzies" or concert halls, later dignified by the name varieties and then vaudeville. I might say that all the characters in Harriet Beecher Stowe's book were real characters and lived in the location of the book. In the original C. C. Howard sketch Uncle Tom auctioned himself off to the highest bidder after his escape. Two characters later dropped from the play were Gumption Cute and Sample Switchell, the town outup and the town salesman. It runs in my mind that Kate Parlington played with the Howards and later was in Stetson's origi-

nal company. I am sure no one can go back after that unless it is Nellie Howard. I am trying to locate a box in which I have stored the script we used thru Ohio. It was given me by C. C. Howard, who was one of the finest of the grand old troupers. Oldtimers will no doubt remember me as Count Tomaso and Major Tomaso, "world's greatest gun spinner." At present I am hale and hearty, living a retired life, playing politics and living with memories of days gone by and friendships made and held in the show business for over half a century. I look with pride that it was I who taught Billy Kibble, a Greensburg boy, the rudiments of show business, such as tight-rope walking, juggling, trapeze, etc., later to see him produce what I claim the biggest and best Tom show on the road. I claim that with motor transportation as it is, with theaters closed, and the story of Uncle Tom produced on the same lavish scale by a real showman who could produce a street parade like Billy Kibble, there is no reason why a motorized outfit, under canvas, could not play two and three-day stands in cities and pack them in. Uncle Tom and his show made theater history, and the generation of today would welcome him back.

CHARLES THOMAS.

Permits to Circuses To Show Saturday

so notified an advance agent for Ringling Bros. and Barnum & Bailey Circus.

In reaching this decision the mayor ruled in favor of the enjoyment of thousands of children for whom the circus visit to Springfield seemed threatened by the wishes of the merchants' bureau of the Chamber of Commerce that there should be no opposition from the circus to normal Saturday business.

Several weeks ago the merchants' division of the Chamber took the stand against having circuses showing on Saturday for fear of loss of revenue to downtown stores and it was at that time the mayor had stated he would refuse any Saturday permit. Later when he was informed that the merchants' opposition did not officially represent the attitude of the full Chamber of Commerce he said he was perfectly willing to reconsider the case if a Saturday application is made.

The mayor's earlier stand had aroused quite a bit of criticism among persons for whom Saturday afternoon is the only convenient circus day, and even persons connected with merchandising had expressed this opinion that the drawing power of a circus would be likely to

attract as much business from out of town before and after an afternoon performance as might be lost during the actual hours of the performance.

The Big Show wanted to play Lowell, Mass., on a Saturday—June 12—but a permit was not granted. Action of the park board there was based on the protest of several larger merchants who objected to a Saturday date. Ringling-Barnum took the bull by the horns and said that it was June 12 or no R-B in Lowell this season.

We cannot see why a Chamber of Commerce or the merchants' division of a Chamber should be opposed to Saturday circus showings. The merchants are not going to lose anything by it, not by a long shot. If on circus day the natives cannot do the shopping intended there is another day. How can the merchants lose? If the money is not spent Saturday then it will be either the day before or Monday, or for that matter any other day. That makes good sense, so why all the agitation against a circus showing on a Saturday? CHARLES MONTGOMERY.

Recalls Shows Whose Names Hardly Memory

I have been much interested in the names of old-time circuses and outdoor shows mentioned in letters to The Forum from time to time. Here are a few about which little appears to be known in the present day: Asa T. Smith, New York, 1840; James A. Rowe, Montgomery Queen; Pacific Coast, 1849-'52; Orrin Bros.; Costello's One-Ring Circus; Slegrist & Duray; Scribner's; Searls-Scribner; Great Eastern Show; Dode Fisk; Emil A. Arpe's; Dan France; Frank P. Spellman; U. S. Circus Corporation, 1915; Colorado Grant Show; Colorado Harry Show; Lion Bros. and Robinson & Schiller. J. W. Roscoe, advance agent of the '80s is still hale and hearty in San Francisco.

ART R. ROTHROCK.

Wonders About Second Opener On a Carnival

I am trying to find out what is meant by second opener on a carnival or on anything except a circus, as that is where the term originated and is the only place, in my opinion, where it should be applied. I have been a troupier 25 years in both circus and carnival. There are a first and second opening on a circus side show. The first opening gives the program of the big show and the day's performances, usually done by the side-show manager, while the second opener has to talk on the side show only. Now on a carnival side show all talk on the same thing, same line of banners, etc. In the last few years larger circuses are not using the term second openers because of the fact that they must be talkers before they can qualify, and the contracts read "talker, ticket seller." Of course, some smaller motorized circuses still advertise for second openers for side show, as it is sometimes hard to get real talkers-ticket sellers on smaller shows because the managements usually want them to be workmen as well as to handle their other duties. They refuse, which is quite right. Why do the majority of side-show managers on car-

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nivals use the term big circus side show when it's on a carnival? What's the matter with a carnival side show? I remember a few years ago when that veteran of show business, Hank Gowdy, had one so named, the only one I ever remember seeing, and it sure looked good. The carnival is well able to stand on its own merits, as the last few years have proved that it has progressed far ahead of the circus. And they are two distinctly different branches of show business. So why call the side show on a carnival a circus side show? I would be pleased to have someone enlighten me as to a second opener on a carnival. HARRY SNEED.

Saranac Lake

By JOHN C. LOUDEN

Fred Rith, oldtimer here, enjoyed a visit last week from his sisters, Mrs. Margaret Schwartz and Mrs. Helen Ericson, of New York.

Mr. and Mrs. William Muhlfelder, of Bellefeld, Germany, arrived at Saranac Lake last week to spend a three-week vacation with their son, Dr. Werner Muhlfelder, Will Rogers Memorial Hospital intern.

Mr. and Mrs. Jack Swenson and Miss Gertrude Smith, of Brooklyn, spent a few days here last week, visiting their friend Sol Ragone.

Dorothy Kruse also enjoyed the company of her husband, Harry, over the week-end. Dorothy is making grand progress and will soon be added to the up-patient list.

Harold Rodner, WRMH executive, visited the Lodge last week and said "hello" to all the patients.

Jennie Grande was pleasantly surprised last week by a visit from her mother, Mrs. Rose Grande; her cousin, Mrs. Padula, and a friend, Miss Pabst, of New York. All expressed delight at Jennie's progress.

Mr. and Mrs. Joseph D. Carlin, of New York, were the guests of Teddy Bodwell at the Lodge over the holiday week-end.

Seymour Zwilling, Lou and Adele Ross, Charles and Ida Faye spent a pleasant vacation, visiting Jules Zwilling at the Lodge.

Two hundred members of the American Thoracic Surgery Association, holding a convention here, were the guests of the Will Rogers Memorial Hospital at a luncheon held in the main dining room at the Lodge Wednesday of last week.

Write to those you know here.

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 wherever else a p.-a. system is required. Entertainment today depends so much on sound transmission for proper delivery and appreciation that without it is lost or at least limited. Much worse off is entertainment distorted and disadvantageously transmitted by a poor sound system.

It is no secret that the "mike" can make appealing, colorful and magnetic singers out of those who in the pre-mike days would not have been in the parade at all. But it can just as definitely work the reverse. All of us have at some time or other listened to a performer whose voice came over a maladjusted sound system. And the same is true of orchestras, stage shows, fairs, carnivals and practically all other branches of show business.

Not only would an expertly set sound system be fair to the performing artist but it would also be a shrewd and profitable investment for employers, managers and, in some cases, performers themselves. Only by a true sound medium can entertainment be properly judged and classified. Unworthy transmission adversely affects all concerned—employer, performer and audience.

It would be money well spent for users 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.

The Final Curtain

ALDRICH—Richard, 73, music critic of *The New York Times* for 30 years, of heart disease in Rome June 2.

ANTHONY—Eugene, exhibitor, of Pontchatoula, La., and known to film men as Gene Anthony, in Marine Hospital, New Orleans, after a lengthy illness. Survived by two brothers and a sister.

BLUM—Phil, 82, veteran showman, at his home in New Orleans May 31. Blum was first associated with the Fitchberg interests, later going with the Saenger Amusement Company when it took over the Fitchberg houses. Survived by a daughter and four grandchildren.

DEAN—Cliff B., 78, veteran of the vaudeville stage, in New York June 2. In addition to playing in vaudeville for 50 years he was a member of the Abie's Irish Rose road company. Funeral services under the auspices of the Actors' Fund June 4.

ENTWISTLE—Dr. Richard L. Sr., 62, organist, May 25 in Roxborough Memorial Hospital, Philadelphia, after a week's illness. There are no survivors.

FLYNN—Emmett J., 45, former film director, in Hollywood June 3.

GETCHELL—Hston G. (Cap), 81, widely known auditorium manager of St. Joseph, Mo., and a prominent Shriner, May 22 in that city of wounds received when a caged tiger of Irving J. Polack's Indoor Circus clawed him just before a performance in St. Joseph Auditorium May 20. Getchell was elected president of the Auditorium Managers' Association of America in 1930 and was a senior emeritus member of the Imperial Council of Shriners of America. When a young man Getchell sang in the Orleto Octet in Cincinnati, and later he organized an octet with the same name in Memphis. Besides his widow, Minnie M. Getchell, three daughters, Mrs. Milton T. Perry, Mrs. Richard Conline and Mrs. Charles Brock; a son, H. G. Getchell Jr., and a brother, Marcus E. Getchell, survive. Burial in Memorial Park Cemetery, St. Joseph, May 24.

GLASSCOCK—Fred C., 56, veteran circus and vaudeville entertainer, at his home in San Antonio June 1. He was born in his father's wagon show in Louisiana. He joined the Forepaugh-Sells Bros.' Circus at 17 and later worked with Barnum & Bailey, Hagenbeck-Wallace and Ringling Bros.' circuses. He was also a member of the vaudeville act of Foster, Lamont and Foster, later known as the Aerial Fosters.

M. W. (Buck) Taylor

Marshall W. (Buck) Taylor, widely known showman, died at his home in Doylestown, Pa., May 30 after an extended illness. He was born in Philadelphia October 31, 1866, and educated at Friend's Central School there. He ran away from home at the age of 16 and joined Sells Bros.' Circus, remaining until he became treasurer and official announcer, where as such he was given the nickname Buck, of which he was very proud.

He was best known of late years in the outdoor show world, but his ability was not confined to outdoor shows, as for many years he was connected with booking and management of vaudeville houses in various parts of the country, principally in Philadelphia. He was one of the originators, with J. Fred Zimmerman, of operation of a string of popular-priced vaudeville houses in that city. He was general manager and the houses were very successful, finally passing to the Stanley-Warner Company.

Since retiring from the vaudeville field he had turned principally to outdoor shows, specializing in rodeos and Wild West shows. His rodeos were always features of opening of Willow Grove Park, Philadelphia, each year until his retirement from that field. In 1931 he formed a partnership with California Frank Hatley and they booked the latter's show at Million-Dollar Pier, Atlantic City. Seasons of 1933-34 he leased the pier and installed a circus and rodeo at popular prices. He disposed of his rodeo stock and holdings in 1935 and retired to his home, Buck's Roost, in Doylestown, where he had one of the show places of that section. Survived by his widow, Mrs. Marian B. Hunt Taylor; a daughter, Mrs. George W. Caldwell; a sister, Mrs. Maye Bye, and a brother, Fred Taylor.

GLAUM—Ray, clown and female impersonator with various circuses and carnivals, among which were Hagenbeck-Wallace, Sells-Floto, Sparks, Christy, Dan Rice and Barlow's Big City Shows, in St. Louis City Hospital of pneumonia recently. Survived by a sister. Interment in Louisville.

HANNOCH—Rose, 57, at her Long Island (N. Y.) home June 2. She was the mother of Jack Lenny, musical comedy dancer. Funeral services June 6.

JOHNSON—Richard M., 82, former circus aerialist, at his home in Canton, Ill., May 23. He traveled with wagon circuses and with the Barnum and Sells shows. Survived by a foster son, Earl Ray Johnson, and an adopted grandson, Richard M. Johnson. Funeral at the Murphy Memorial Home, Canton, and burial in Greenwood Cemetery there.

KRALI—John P., 51, actor with stock companies for many years until his retirement two years ago, May 28 in an Oshkosh (Wis.) hospital. During his career Krali appeared with the Winninger Brothers for several years and was a member of the Oshkosh stagehands' union. Survivors include his widow, two brothers and two sisters.

50 years Lingard had been active in the amusement field. As press agent he served First National Pictures, the Shuberts and Klaw & Erlanger. He discovered and starred Bela Lugosi in *The Red Poppy* in 1926. Then followed three years with the productions of the Manhattan Opera Company. Lingard was the author of *Hogan's Alley*, a successful comedy, and other dramatic pieces. His widow survives.

LUCK—Andrew J., 76, musician, composer and teacher, formerly associated with Victor Herbert, May 30 at his home in Philadelphia after a short illness. He was a native of Germany. He was a member of the old Germania Symphony Orchestra, Philadelphia, and for 20 years played at the Chestnut Street Opera House there. During the 20 summer seasons that Victor Herbert played at Willow Grove Amusement Park, Philadelphia, Luck was a member of the orchestra. He arranged music for Herbert, assisting in preparing scores for *Little Nemo* and other operettas, and also arranged marches for John Philip Sousa. He gave up playing five years ago to devote his time to teaching and composing. Luck was a founder of the

PHILLIPS—Geneva (Grimm), 25, chorine, line producer and specialty artist, well known in tabloid and burlesque circles, May 29 at St. Vincent's Hospital, Cleveland. She had been seriously ill for five days, pneumonia finally setting in and causing her death. Miss Phillips was working the Roxy Theater, Cleveland, when stricken. She entered show business in 1929 with Fred Hurley's *Smiling Eyes* and had been with various Hurley attractions since then. Before going to Cleveland she had worked with Ralph Canton's burlesque at the West End Theater, Uniontown, Pa. Deceased appeared with the A. B. Marcus show on several occasions, closing with that attraction several months ago when it sailed for Australia. Funeral services were held in Washington, Pa., her home, June 1, with interment at Mount Washington Cemetery there. Her parents, Mr. and Mrs. Russell Grimm, and two brothers survive.

SAVAGE—Richard H., 50, gymnasium instructor of the Friars' Club, New York, who trained many stage and screen stars, in St. Mary's Hospital, Orange, N. J., May 31. Survived by brothers, Walter B. and James Savage; his widow, five sons, three daughters and four other brothers.

SIEVENSON—Robert A., 27, secretary to Eldridge R. Johnson, founder of the Victor Talking Machine Company, May 22 in Jefferson Hospital, Philadelphia, after an operation. He leaves his wife, parents and a sister.

STONE—J. C., concessioner for many years with various carnivals, of heart attack at his home in La Crosse, Wis., May 28. Surviving are his widow, Julia Stone; a son, James Jr., and a daughter, Doiores.

SURETTE—Mrs. Ada Miles, 68, wife of Thomas Whitney Surette, nationally known teacher of theory of music and history, June 1 at her Concord (Mass.) home following a long period of failing health. Survived by her husband, head of the Concord Summer School of Music, and a sister, Mrs. Willard C. Gray, Lynne, Conn. Private funeral June 3 at her home. Cremation followed.

VIERNE—Louis, 77, blind organist, suddenly while playing a concert before a large audience in Notre Dame Cathedral, Paris, June 2.

VON ZENGEN—Ernest E., 77, associated with the New York Theater Program Company for 35 years, at his home in Queens, New York, May 29.

WEYMANN—Mrs. Anna Power, wife of Harry W. Weymann, president of the Weymann Music Company, Philadelphia, May 27 at her home in that city after a long illness. Besides her husband, a daughter, Carol Weymann, NBC radio artist, survives.

WORKMAN—Ruby, 21, dancer, of Fort Wayne, Ind., of gas asphyxiation in her apartment there May 25. She was born in Mendon, Mich., and attended school at Lagrange, Ind. Funeral services and burial at Lagrange. Survivors include her husband, Julio Garces; mother, Mrs. Ella Workman; four sisters and one brother.

Marriages

BURNS-FOSTER—Bob Burns, film and radio comedian, to Harriet Madella Foster, his secretary, at Las Vegas, Nev., May 31.

CARROW-BALLOTT—Edward Carrow, Detroit exhibitor, to Mary Anne Ballott, nonpro, recently in Detroit.

DETWILLER-CADWELL—Arthur Detwiler and Anna Cadwell, both members of the Mighty Sheesley Midway, at Pontiac, Mich., May 28.

GIVOT-CURTIS—George Givot, radio comedian, and Maryon Dorothy Curtis, film actress, at Hollywood June 2.

HARGRAVE-MOORE—Homer Hargrave, Chicago broker, and Colleen Moore, former film actress, at Crown Point, Ind., May 19.

LaLONDE-WALLS—Lawrence LaLonde, magician and side-show manager, and Vera Walls, mentalist, both with Clark's Greater Shows, at Reno May 27.

MCGINNIS-TYRE—Robert McGinnis, clarinetist, and Marjorie Tyre, harpist, both with the Philadelphia Orchestra, May 28 in Philadelphia.

PERKINS-FULLER—George M. Perkins, exhibitor, and Bessie Fuller, concessioner, both with the Modern Noah's Ark Show, at Little Rock, Ark., May 1.

PETERSON-SMITH—Jim Peterson, nonprofessional, and Eleanor Smith, night club dancer, May 22 in Philadelphia.

PHILLIPS-BLAIR—Ralph B. Phillips, formerly with the McClellan Shows, and Jewel Blair, of Burkburnett, Tex., at Wichita Falls, Tex., May 15.

(See MARRIAGES on page 93)

SYLVESTER Z. POLI

Sylvester Z. Poli, 77, retired theater magnate, died May 31 at his summer home in Woodmont, Conn., of heart complications after an illness of pneumonia. He was a pioneer of vaudeville, a circuit operator, a sculptor and an artist.

Born in Lucca, Tuscany, Italy, the son of a church organist, he was apprenticed as a boy to the Museum Craven, Paris, and in 1881 joined the Eden Musee staff in New York. From there he went to the Egyptian Museum, Philadelphia, and later toured the country with wax museum shows. In 1889 he opened his own dime museum in Toronto and later another in New Haven, Conn., which was subsequently enlarged for vaudeville.

His activities were soon extended to include Bridgeport, Hartford, Waterbury and Meriden, Conn.; Worcester and Springfield, Mass.; Scranton and Wilkes-Barre, Pa.; Baltimore and Washington. In his vaudeville activities he specialized in selling his shows at the admission prices of 10, 20 and 30 cents. He showed the first motion pictures in New Haven and later supplemented his vaudeville shows thruout New England with films. He sold his chain of 18 theaters in 1928 for \$26,000,000 to a company controlled by William Fox, but when the company went into receivership in 1933 Poli regained control, serving as an adviser to the receiver. He retired two years ago, his theaters being turned over to the Loew Circuit.

Surviving are his widow and four daughters. Funeral services were held June 3 at St. John's Roman Catholic Church, New Haven, and burial was in the mausoleum that he built in St. Lawrence Cemetery as a memorial to his son, Edward, who died in 1922.

KYLE—Russell, known as "Little Red" and for years associated with Nick Patrinus, cookhouse operator, May 31 at the home of his mother in Cincinnati. Red was well known in carnival business, having worked practically every big and small-time carnival on the road. Until recently he was with Patrinus, who operates the cookhouse with Murray's Modern Midway Shows. Funeral for his mother's home June 1.

LE BLANG—Daniel (Blanco), owner of Club Alabam, Chicago night spot, June 1 in that city. Known as Dan Blanco, he had been an entertainer and night club operator in that vicinity for 35 years. His widow, Thelma Garson Le Blang, and a daughter, Virginia, by a previous marriage survive. Funeral in Chicago June 3.

LINCOLN—Burr B., 56, Michigan State commissioner of agriculture, suddenly May 27 in Flint, Mich., from cerebral embolism. He had been in charge of all State and county fairs in Michigan and was enthusiastically received at his initial speech at Michigan Association of Fairs convention in January in Detroit. He was head of Harbor Beach Fair and known thruout the State as a friend of farmers. Survived by his widow, two sons and three daughters.

LINGARD—Steven Nelson, producer and publicity man, recently. For almost

50 years Lingard had been active in the amusement field. As press agent he served First National Pictures, the Shuberts and Klaw & Erlanger. He discovered and starred Bela Lugosi in *The Red Poppy* in 1926. Then followed three years with the productions of the Manhattan Opera Company. Lingard was the author of *Hogan's Alley*, a successful comedy, and other dramatic pieces. His widow survives.

MARSCHANTE—Marian, Spokane (Wash.) singer, killed in an automobile collision in that city May 20. She played in several Shubert musical shows. Later she appeared in night clubs. Survived by her mother, Mrs. Fritz Marschante.

MYERS—G. F., 81, owner and operator of a motion picture theater at Carrollton, Tenn., for many years, at St. Paul Hospital, Dallas, May 27 following a paralytic stroke. He served several terms as mayor of Carrollton.

O'DELL—James, 55, brother of the late Maude O'Dell, actress, who died a few months ago, May 28 at Beaufort, S. C.

OVERHOLT—Mrs. Lillian, wife of Tom Overholt, with whom she worked in vaudeville under the name of Overholt and Young, at South Coventry, Conn., June 1 from an operation. Besides her husband, two sisters, Maybelle Alberti and Evelyn Ross, who are two-thirds of the Do Re Me radio trio, survive. Cremation was at Springfield, Mass.

OWENS—Helen, 12, daughter of Buck and Anna Owens, showfolk, June 1 at Freeport, N. Y.

Harry N. (POP) Endy

Founder of the ENDY SHOWS in 1908

Who Passed on June 9, 1932.

The Two Sons, DAVID B. and RALPH N. ENDY, have continued since their Father's death, the show now being the ENDY BROS.' SHOWS, INC.

Gone, but never forgotten by the Endy Shows' entire Company.



ACTS, UNITS AND ATTRACTIONS

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

Aerons, Ruth Hughes (Radio City Rainbow Room) NYC, nc.
Abbott, George (Mayfair) Portland, Ore., t.
Abbott Dancers (Palmer House) Chi, h.

Babcock, Jimmy (Hofbrau) Hoboken, N. J., re.
Bald, Raymond (Met.) Boston, t.
Baldwin & Bristol (Riverview Beach) Pennsylvania, N. J., p.

Bell, & Grey (Smitty's Club) Marine City, Mich.
Bell's Hawaiian Folies (State) Oroville, Calif.; (Senator) Chico; (California) Dunsmuir 14, t.
Belmont Bros. (East Wood Park) Detroit.

Bing, Herman (State) NYC, t.
Blaine, Rose (Lion & Eddie's) NYC, nc.
Blair, Ellen (Palmer House) Chi, h.

Bryson, Clay (Montclair) NYC, h.
Buckley, Dick (Planet Mars) Chi, h.
Buddy, Neil (Congress) Chi, h.

Caldos & Baline (Roosevelt) New Orleans, h.
Calloway, Cab, & Orch. (Orph.) Minneapolis, t.
Cameron, Lady Yukona (Leon & Eddie's) NYC, re.

Route Department
Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Chilton & Thomas (Michigan) Detroit, t.
Christy, Floyd, with Hal Gould (Roxly) NYC, t.
Clare & Sanna Sisters (Michigan) Detroit, t.

D'Arcy Girls: Waterloo, Ia.
D'Avalos, Rodolfo & Albertina (El Chico) NYC, nc.
Daisy the Horoc (Loew) Montreal, t.

Dawn & Darrow (Royale Frolics) Chi, nc.
Day, Tiny (Fritzel's Fiesta) Orystal Lake, N. Y., re.
Days, Ruth (Chez Paree) Chi, nc.

Earns & Gordon (Stork) Providence, nc.
Edmonds, Joe (Hofbrau) Hoboken, N. J., re.
Ender, Chick (Monsieur) NYC, nc.

Hild, Dorothy, Girls (Riverside) Milwaukee, t.
Hilliard, Jack (Royal Frolics) Chi, nc.
Rixon, Hal (1214) Phila, nc.

Jack & Nedrow (Royale Frolics) Chi, nc.
Jacob, Anita (Loew) Montreal, t.
James & Peitz (Ball-Ball) Chi, nc.

Jones, Alan (Radio City Rainbow Room) NYC, nc.
Jordan, Verna (Open Door) Chi, nc.
Jose & Patricia (El Chico) NYC, nc.

Kane, Allen & Boys (Monte Carlo Bar Hotel) Chi, h.
Karson Musicales (Terre Haute) Terre Haute, Ind., h.

La Fons, The (Colosimo's) Chi, nc.
La Marr, Renee, Trio (Colosimo's) Chi, nc.
La Marr, Bobby (New Earl) Baltimore, nc.

McCoy, Bob (Biltmore) NYC, h.
McQuilly, Jean (Village Barn) NYC, nc.
McDonald, Ray & Grace (Savoy-Plaza) NYC, h.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati office not later than Friday to insure publication.

Dawn & Darrow (Royale Frolics) Chi, nc.
Day, Tiny (Fritzel's Fiesta) Orystal Lake, N. Y., re.
Days, Ruth (Chez Paree) Chi, nc.

Debonairs, Six (Hollywood) NYC, re.
Debutantes, Four (New Yorker) NYC, h.
DeGoff, Harriet (Frolics) NYC, nc.

Earns & Gordon (Stork) Providence, nc.
Edmonds, Joe (Hofbrau) Hoboken, N. J., re.
Ender, Chick (Monsieur) NYC, nc.

Gae, Nadine (Roxly) NYC, t.
Gale & Loyde (Drake) Chi, h.
Gardner, Muriel, & Marvin Kane (Orlton) Chicago, h.

Gibson, Virginia (Bagdad) Miami, nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Gimmore, Patricia (Leon & Eddie's) NYC, nc.

Hague, Beatrice (Hi-Hat) Chi, nc.
Hale, Chester, Girls (Pal.) Cleveland, t.
Hale, June (Variety) NYC, nc.

La Fons, The (Colosimo's) Chi, nc.
La Marr, Renee, Trio (Colosimo's) Chi, nc.
La Marr, Bobby (New Earl) Baltimore, nc.

Lewis, Greta (Bertolotti) NYC, re.
Lewis, Joe (Frolics) NYC, nc.
Lewis Sisters (Chez Paree) Omaha, nc.

McCoy, Bob (Biltmore) NYC, h.
McQuilly, Jean (Village Barn) NYC, nc.
McDonald, Ray & Grace (Savoy-Plaza) NYC, h.

McKay & Lavelle (State-Lake) Chi. t. McKenny, Julia (Phila.) N. c. McMahon, Larry (Village Barn) NYC, nc. McNally Sisters, Four (Mayflower Casino) Chi. nc. Mack, Della & Billy (Casino da Urca) Rio de Janeiro. Mack, Lytle (Club Lido) Youngstown, O., nc. Magdud, Frances (Bon-Air) Chi. c. Madison, Rudy (Gay '90s) NYC, nc. Mae, Edna (Paradise) NYC, re. Mahon & Rucker (Marble Club) Detroit, nc. Mail, Fall (Lookout House) Covington, Ky., nc. Mallina, Luba (Adelphia) Phila., h. Mallory, J. R., Circus Revue (Idlewild) Ligonier, Pa., p. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Manners, Lorraine (Dempsey's) Miami, re. Manning, Lee & Mizzi (Hollywood) NYC, re. Manno & Stratford (Claridge) Memphis, h. Manolite (Russian Art) NYC, re. Manon, Sylvia (Chez Farce) Chi. nc. Manors, Molly (Parody Club) Chi. nc. Marcelli, Dolores (L'Aligion) Chi. c. March & Play (Capitol) Portland, Ore., t. Marco & Marsha (New Rivoli Casino) Juarez, Mex. Marcy, Helen (McVans) Buffalo, nc. Marino, Joe (Famous Door) Chi. nc. Marquette & Lynda (Palumbo's) Phila. nc. Marsh, Howard (Mayfair Club) West Orange, N. J., nc. Martinez & Antonita (St. George) Brooklyn, h. Marvo, Magician; Cynthia, Ky. Mary, Erik & Co. (Savoy) London, h. Mason, Jack (Maria's) NYC, nc. Mason, Johnny, & Andree (Casino da Urca) Rio de Janeiro. Mason, Melissa (Met.) Boston, t. Masters & Tollas (Riverside) Milwaukee, t. Maurice, The Great (Mayfair) Boston, nc. May, Marty (Rox) NYC, t. Mayfield, Katharine (Queen Mary) NYC, re. Melba (Harry's New York Cabaret) Chi. nc. Merrill, Joan (Mayfair) NYC, re. Meroff, Benny, & Orch. (Capitol) Washington, t. Meyer, Helen V., & Co. (Met.) Boston, t. Miller, Helene (Benny the Bum's) Phila., nc. Miller, Louise (Cocoanut Grove) Waukegan, Ill., re. Miller, Marty (Turf Club) Pittsburgh, re. Miller, Marion (Gay '90s) Chi. nc. Mitchell, Rene (Kit Kat) NYC, nc. Mitchell, Viviane (Cocoanut Palms) East Detroit, nc. Modern Noah's Ark: Canton, Ill. Montes, Mona (El Chico) NYC, nc. Moore & Dene (Plantation) NYC, nc. Moore, Lela (Casino) St. Remo, France, nc. Moorehead, Jim (Henry House) NYC, re. Morales Bros. & Little Daisy (Old Vienna Gardens) Russell's Point, O. Moran & Martinez (Roosevelt) New Orleans, h. Morgan, Marion (Hi-Hat) Chi. nc. Morgan, Stuart, Dancers (Versailles) NYC, re. Morton, Alvin (Club Minuet) Chi. nc. Moya, Lita (El Gaucho) NYC, nc. Mozele (Old Roumanian) NYC, re. Murphy, Dean (Mounds) St. Louis, c. Murphy, Senator (Met.) Boston, t. Murray & Alan (Bagdad) Miami, re. Myers, Helen (Radio City Rainbow Grill) NYC, nc. Myers, Timmie (Mitchell's Playhouse) Chi. nc. Myrus (College Inn) Chi. nc.

Nary, Charles (St. Regis) NYC, h. Newbold, J. R. (Hickory House) N. c. Nelson, Ozzie, & Band (Farmount) NYC, t. Nelson's Boxing Cats (Leon & Eddie's) NYC, nc. Nesbit, Evelyn (Barkley's) Brooklyn, nc. Newdahl, Clifford (Henry NYC, h. Niemi Sisters (Barney's) NYC, nc. Nicholas Bros. (Cotton Club) NYC, cb. Nichols & Haley (Avalon) Cleveland, nc. Niles, Noma (Swane) NYC, nc. Nils & Nadyne (Cavalier) Virginia Beach, Va., h. Nip, Agnes & Tommy (Hollywood) NYC, re. Niffen & Dell (Limehouse) Chi. re. Nixon, Lois (Hollywood) NYC, re. Noble & Donnelly (Mayflower Casino) Chi. nc.

THE NONCHALANTS

Now Playing CASTLE FARM, Cincinnati, O. PERSONNEL: Musical MUSICO CORPORATION OF AMERICA Noll, Eddie, & Marion Nolan (Urca Casino) Rio de Janeiro, Brazil. Norman & McKay (Casino da Urca) Rio de Janeiro. Norman, Fay (Paddock Club) Louisville, nc. Novak, Wilma (Famous Door) Boston, nc.

O'Donnell, Iona (606 Club) Chi. nc. O'Neil, Catherine (Famous Door) Miami, nc. Orinda, Tuddy (Nub Club) NYC, nc. Omar (St. George) Brooklyn, h. Original Black Rhythmic Band (Oriental) Chi. t. Ortega, Rosita (Yumuri) NYC, nc. Osman, Sally (Hi-Hat) Chi. nc. Oso, Charles (Garnichael Club) Augusta, Ga., nc. Osterman, Jack (Mirador) NYC, nc.

Page, Ken & Roy (Mayfair) Chi. nc. Paige & Faraker (Club Tally-Ho) Lansing, Mich., nc. Palagi, Nella (Silver Bowl) Sacramento, nc. Palmer & Peaches (Villageque's) Brooklyn, re. Palmer, Gladys (Three Deuces) Chi. nc. Palmer, Paddy & Peggy (Harry's New York Cabaret) Chi. nc. Panchito (Yumuri) NYC, nc. Papile, Felix (Montclair) NYC, h. Parish, Deane (Chez Maurice) Montreal, nc. Park Avenue Revue (Lyric) Indianapolis, t. Parker, Bob (St. Regis) Salem, Ore., t. Parker, LaRue (Brown Palace) Denver, h. Parker, Muriel (Roosevelt) New Orleans, h. Parsons, Jay (Sawdust Trail) NYC, nc. Paul, Gene (Stuben's) Boston, c. Paul & Pettit (Beverly Hills) Newport, Ky., cc. Paxton, Glen (Lincoln Highway Inn) Mishawaka, Ind., re. Payne, Billy (Fenthouse) Boston, nc. Pedro & Luis (Poli) Lowell, Mass., t. Pegue, Paul (Glória Palast) NYC, re.

Pennington, Ann (Paradise) NYC, re. Pepin & Beatrice (New Yorker) NYC, h. Peppino & Camille (Pierre) NYC, h. Perry, Frank (Tuxedo Club) Phila., nc. Perry, Margy (Palm Garden Club) Columbus, O., h. Perles & Jetan (Rio Allentown, Pa., nc. Pickard & Seal (Oxford) Phila., t. Pierce & Harris (St. Regis) NYC, h. Pierce, Marion (Riviera) Ft. Lee, N. J., re. Pierce & Roland (St. Moritz) NYC, h. Pille & Taber (Mayfair) London, re. Piroksa (Casino Parisien) Chi. nc. Pierre & Temple (Biltmore Bowl) Los Angeles, h. Pilmer & Earle (College Inn) Chi. nc. Pitter, Pamela (Villageque's) Brooklyn, re. Plaut, Jerry (Dizay Club) NYC, nc. Plaza, Trini (El Gaucho) NYC, nc. Plunkett, Al (Chez Ami) Buffalo, nc. Poe, Evelyn (Colosimo's) Chi. nc. Poe, Les (Silver Bowl) Sacramento, nc. Powell, Eddie (Avalon) Cleveland, nc.

Queens of Rhythm, Four (Schlitz Winter Garden) Chi. nc. Radcliffe, Roy (Crown) Providence, h. Radio Aces (Chez Farce) Chi. nc. Randall, Marion Martinez (Roosevelt) New Orleans, h. Randall, Peter (Village Casino) NYC, nc. Randolph, Amanda (Black Cat) NYC, re. Raphael, Waldorf-Astoria) NYC, h. Rasch, Albertina, Dancers (St. Regis) NYC, h. Rathburn, Vernon, & Co. (State-Lake) Chi. t. Raye & Naidi (Radio City Rainbow Room) NYC, nc. Reed (Mirador) NYC, nc. Reed, Etha (606 Club) Chi. nc. Reeves, Billy (French Casino) Detroit, re. Regar, Charlotte (Skylight Club) Cleveland, re. Rekofts, The (French Casino) NYC, nc. Renard, Jay (Open Door) Chi. nc. Renee & Estelle (Cotton Club) NYC, nc. Rene & Bone (Dutch Village) Toledo, O., nc. Reyes, Paul & Eva (College Inn) Chi. nc. Reyes, The (Greenbrier) White Sulphur Springs, W. Va., h. Reynolds, Frank (Avalon) Cleveland, nc. Rhodes, Dale (Northwind Inn) Detroit, re. Rhodes, Dorothy (Kit Kat) NYC, nc. Richards & Carson (Paradise) NYC, nc. Rickard, Carl (Open Door) Chi. nc. Rider Sisters (Harry's New York Cabaret) Chi. nc. Ripa, Bob (Casino Parisien) Chi. nc. Ritchie, Carl & Margie (Sherwood) Burlington, Vt., h. Roberts, Three (French Casino) NYC, nc. Robins Sisters (Royal Frolics) Chi. nc. Robinson, Bill (Pal.) Cleveland, t. Rock, Mildred (Mayflower Casino) Chi. re. Rodrigo & Francine (Book Cadillac) Detroit, h. Rogers, Sally (Skylight Club) Cleveland, re. Rogues, Three Musical (Barney Gallant's) NYC, nc. Rohmer, Billie (Frontenas) Detroit, re. Roland, Dawn (St. Moritz) NYC, h. Roland, Mary (Paradise) NYC, re. Rolland & Annette (Ball-Ball) Chi. nc. Romero, Arturo (Buckingham) NYC, h. Ronald & Roberta (Meadowbrook) St. Louis, re.

Rook, Isabel (Walton) Phila., h. Rosalind & Annette (Tokay) NYC, re. Rosaline & Seville (Beverly Hills) Newport, Ky., cc. Rosell, Paul (Blossom Heath Inn) Detroit, c. Rosita & Fontana (Surfside) Atlantic Beach, N. Y., cb. Ross, Pierre & Shuster (State-Lake) Chi. t. Roth & Shay (Fan-Amer. Expo.) Dallas. Roth, Lillian (Beverly Hills) Newport, Ky., re. Royal Moscovians (Fort Hayes) Columbus, O., h. Rugel, Yvette (Yacht) NYC, nc. Russel, Al & Sally (Crossman House) Alexandria, Va., h. Russell, Johnny (Paradise) NYC, re.

St. Clair & Elliott (Park Central) NYC, h. St. Claire & O'Day (American) NYC, mh. St. Germaine, Kay (Drake) Chi. h. St. Onge, Joe (Police Circus Coliseum) St. Louis. Sargent, Jean (Hollywood) NYC, re. Seton, Ann (Sapphire Room) NYC, nc. Seymour, Ann (Lookout House) Covington, Ky., nc. Sandra (Park Central) NYC, h. Shaver, Buster (Riviera) Ft. Lee, N. J., re. Shaw, Helen (Mirador) NYC, nc. Shayne, Gloria (Mayflower Casino) Chi. nc. Shea & Raymond (Paradise) NYC, re. Sheppard, Sammy (Mitchell's Playhouse) Chi. Sheridan, Eleanor (Radio City Rainbow Room) NYC, nc. Shore, Willie (Colosimo's) Miami, nc. Shutta, Ethel (Royal Palm) Chi. nc. Simmons, Lee (Plantation) NYC, nc. Skating Girls, Eight (Chicago) Chi. t. Skyrockets, Four (Gay '90s) Chi. nc. Smith, Bill (Tumble Inn) Croton-on-Hudson, N. Y., re. Smith, Cyril (Astor) NYC, h. Smith, E. (Devoevot) Chi. h. Smiths, Three (Fair) Rochester, N. Y. Sophisticates (Claridge) Memphis, h. Starr, Judy (Astor) NYC, h. Steele, Bill (Met.) Boston, t. Sterling & Hart (Palais Royal) Lansing, Mich., nc. Sterner, Kean & Lois (Ball Tabarin) Paris, nc. Stewart, Cal (McVans) Buffalo, nc. Stone, Dick (Essex House) NYC, h. Strand, Fred (Buckingham) NYC, h. Stroud Twins (Hi-Hat) Chi. mh. Stuart, Gene (Dutchman's Grill) Lynn, Mass., nc. Stuart & Lee (Benny the Bum's) Phila., nc. Sue, Lyda (Chez Paree) Chi. nc. Sullivan, Mickey (Eden Gardens) Worcester, Mass., nc. Swane, Frank (Pal.) Cleveland, t. Swifts, Three (French Casino) NYC, nc. Swing Kids (Astor) NYC, h. Sybil, Paul (Surfside) Atlantic Beach, N. Y., h. Symington, Eve (Waldorf-Astoria) NYC, h.

Tania & Kirsoff (Hollywood) NYC, re. Tappen, Maxine (Essex House) NYC, h. Teela, Dick (Riverview) Des Moines, p.

ROUTES

Temptations, Four (Edgewater) Lafayette, La., nc. Terry, Ruth (Chez Paree) Chi. nc. Theodore & Denesha (Cocoanut Grove) Chi. nc. Thomas, Eddie (College Inn) Phila., nc. Thompson, Helen Waterbury (Ambassador) NYC, h. Thornton, Hal (Whirling Top) NYC, nc. Thrift & Ray (Mirador) NYC, nc. Thurn, Otto (Alpine Village) Great Lakes Expo. Cleveland. Theodore & Denesha (Royale Frolics) Chi. nc. Thury, Iona de (Tokay) NYC, re. Tic Toc Girls (Casanova) Hollywood, Calif., re. Timney, Dot (Black Cat) NYC, nc. Toudelay (Plantation) NYC, nc. Torrence, John & Edna (Chase) St. Louis, Mo., h. Town Troubadours (French Casino) NYC, nc. Toyama Troupe (Michigan) Detroit, t. Tudor Sisters & Avery (Sistine Circus) Ft. Wayne, Ind. Travis, Mildred (Parody Club) Chi. nc. Tweed, Harston (Sawdust Trail) NYC, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.) Abbott, Dick (Emerson) Baltimore, h. Abrams, Al (Mayfair Casino) Cape May, N. J., nc. Aces, Four: (Yacht) Chi. nc. Acey, George (College Inn) Phila., nc. Adrian, McDowell: (Wagon Wheel) Nashville, nc. Albins, Jack (Village Casino) NYC, nc. Alchin, Jimmy: (Gino's Cedar Gardens) NYC, c. Alford, Mickey: (Riviera) Fort Lee, N. J., re. Alberto Don: (El Chico) NYC, nc. Armstead, Charlie: (Showboat) St. Louis, b. Arnheim, Gus: (New Yorker) NYC, h. Arthur, Zinn: (Pinebrook) Nichols, Conn., cc. Atkinson, Connie: (Berkeley-Carteret) Asbury Park, N. J., h. Auwater, Fred: (Flamingo Club) Orlando, Fla., nc. Averill, Bud: (Paradise) Los Angeles, c. Ayres, Mitchell: (Hollywood) NYC, re.

Baer, Billy: (Bear Mountain Inn) Iona Island, N. Y. Barnett, Charlie: (New Kenmore) Albany, N. Y., h. Barrett, Hughie: (Tavern on the Green) Central Park, NYC. Barris, Harry: (Uptown) Portland, Ore., h. Barris, George: (Westview Park) Pittsburgh, p. Beecher, Keith: (College Inn) Chi. nc. Belasco, Leon: (Roosevelt) New Orleans, La., h. Berger, Jack: (Leon & Eddie's) NYC, nc. Berigan, Bunny: (Pennsylvania) NYC, h. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.

Bestor, Don: (Essex) Houston, Tex., h. Betzner, Jack: (Rice House) Newark, N. J., re. Bittick, Jimmy: (Cafe de Paree) Los Angeles, re. Black, Bob: (Fere Marquette) Peoria, Ill., h. Blackburn, John: (Golden Gate) Salida, Colo., nc. Blaine, Jerry: (Park Central) NYC, h. Blake, Lou: (Park Plaza) St. Louis, h. Boroff, Mischa: (Morocco) Mountainside, N. J., nc. Borr, Mischa: (Sherry-Netherland) NYC, re. Brandwynne, Nat: (Essex House) NYC, h. Brink, Verd: (Lagoon) Salt Lake City, nc. Bridge, Ace: (Elitch Gardens) Denver, c. Bring, Lou: (Stevens) Chi. h. Brown, Les: (Playland) Eye, N. Y., p. Bruno, Al: (Butler's) NYC, re. Burkhardt, Johnny: (Euclid Beach) Cleveland. Byard, George: (Stillwell) Los Angeles, nc.

Caceres, Emilio: (Chez-Armi) Buffalo, nc. Calloway, Cab: (Orph.) Minneapolis, t. Campbell, Jan: (Club Paree) Hartford, Conn. Campus Jesters: (Cypress Arms) West Hartford, Conn., re. Carce, Joe (Jimmy Kelly's) NYC, nc. Carpenter, Earl: (Lincoln) NYC, h. Carper, Don: (White Caps) Santa Catalina Islands, c. Capraro, Joe: (Cotton Club) New Orleans, nc. Carson, Merle: (Casino Gardens) Ocean Park, Calif., p. Carr, Mickey: (Terrace Gardens) Albany, N. Y., c. Carroll, Frank: (Schierenbeck's) Bronx, NYC, re. Castellanos, Don: (885 Club) Chi. nc. Castle, Frank: (Deauville) San Francisco, nc. Caveney, Frank: (Silver Lake) Oconomowoc, Wis., p. Chaikin, Louis: (Weber's Hofbrau) Camden, N. J., re.

Childs, Reggie: (New Penn) Pittsburgh, nc. Christensen, Chris: (Gibson) Cincinnati, h. Chiquito: (El Morocco) NYC, nc. Churn, Jolly: (Cleveland) NYC, re. Collier, Harry: (Colorado) Glenwood Springs, Colo., h. Collins, Paul: (Indiana Roof) Indianapolis, h. Conga: (Merry-Go-Round) NYC, nc. Conn, Irving: (Arrowhead) NYC, re. Conroy, Lewis: (Cocoanut Grove) Boston, re. Cornelius, Paul: (Feony Park) Omaha, nc. Courtenay, Ed: (De Soia) Savannah, h. Covalo, Etzl: (Plaza) Pittsburgh, c. Craig, Francis: (Hermitage) Nashville, h. Crawford, Dick: (Sugar Loaf Tavern) Winona, Minn., nc. Crawford, Jesse: (Congress) Chi. h. Crickett, Ernie: (Unique Grill) Delaware, N. J., re. Crum, Chauncey: (Pinehurst Inn) Buffalo, re. Cullom, Red: (Silver Slipper) Hot Springs, N. M., nc. Cummins, Bernie: (Edgewater Beach) Chi. h.

D'Arcy, Phil: (Governor Clinton) NYC, h. Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., re. Dan, Arthur: (Park Lane) NYC, h. Darrell, Pat: (Wonder Bar) Zanesville, O., nc. Davey, Arthur: (Villageque's) Sheepshead Bay, N. Y., re. Davis, Eddie: (LaRue) NYC, re. Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc. De Babary, Joska: (Biltmore) NYC, h. DeLeon: (Dutch Mill) Memphis, Tenn., nc. DeLeon, El: (Casper) Newark, N. J., re. Delman, Cy: (Coronado) St. Louis, Miss., h. Denny, Jack: (Drake) Chi. h. Derr, Ray: (Oakes) Phila., h. DeBella, Emery: (Radio City Rainbow Grill) NYC, re. DiBella, Angelo: (Armando's) NYC, re. DiBert, Sammy: (Webster Hall) Detroit, h. Digler, Sid: (Forest Park) Dayton, O., p. Diggon, Richard: (Casino) Memphis, nc. Dixieland Jazz Band: (Expo.) Ft. Worth, Tex. Dixon, Dick: (Gloria) East NYC, nc. Doggett, Bill: (7-11) Phila., nc. Donahue, Al: (Radio City Rainbow Grill) NYC, nc. Donaldson Boys: (Lawrence) Erie, Pa., h. Donnelly, Rex: (Green Pier) Wildwood, N. J., b. Dornberger, Charles: (Roosevelt) NYC, h. Duchin, Eddy: (Palmer House) Chi. h. Duerr, Dolph: (Green Derby) Cleveland, nc. Duffy, George: (Mayfair) Niagara Falls, nc. Dunn, Al: (Wagon Wheel) Alexandria, La., nc. Dutton, Denny: (Chez Paree) Indianapolis, nc.

Earl, Glenn, & Ork: Sand Lake, Mich. Edmund, George: (Loyal) NYC, c. Ellington, Duke: (Cotton Club) NYC, nc. Engle, Freddy: (University Club) Albany, N. Y., nc. Evans, Mill: (Markham) Guilford, Miss., h. Famliant, Mickey: (Silver Lake Inn) Phila., re. Farber, Ellis: (Lookout Mt.) Chattanooga, h. Farley, Harry: (Embassy) Indianapolis, nc. Felix, Don: (Pines) Newtown, Conn., h. Felton, Happy: (Wm. Penn) Pittsburgh, h. Ferdi, Don: (Stratford) Bridgeport, Conn., re. Fernandez, Don: (Embassy) St. Louis, h. Fields, Shep: (Surfside) Atlantic Beach, N. Y., cb. Finch, George: (Shore Road Barn) Brooklyn, nc. Finer, Jack: (Stuben) Boston, h. Fisher, Mark: (Cocoanut Grove) Waukegan, Ill., re. Fitzpatrick, Eddie: (Cosmopolitan) Denver, h. Fomene, Basil: (Pierre) NYC, h. Fossutt, Dick: (New Louvre) Salt Lake City, re.

Fosdick, Gene: (Mon Park) NYC, nc. Foster, Bob: (Reno's) Clarkdale, Miss., re. Fray, Jacques: (St. Regis) NYC, h. Frederic, Marvin: (Commodore Perry) Toledo, h. Freeman, Jerry: (Paradise) NYC, cb. Frost, Joe: (Brook) Millburn, N. J., nc. Gaines, Charlie: (Morocco) Phila., nc. Garnett, Bill: (Glenn Rendezvous) Newport, Ky., nc. Garet, Jimmy: (Narragansett) Providence, h. Gates, Jerry: (Riverview) Des Moines, p. Gentry, Tom: (Graystone) Detroit, h. Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.

Garcia, Emilio: (Chez-Armi) Buffalo, nc. Calloway, Cab: (Orph.) Minneapolis, t. Campbell, Jan: (Club Paree) Hartford, Conn. Campus Jesters: (Cypress Arms) West Hartford, Conn., re. Carce, Joe (Jimmy Kelly's) NYC, nc. Carpenter, Earl: (Lincoln) NYC, h. Carper, Don: (White Caps) Santa Catalina Islands, c. Capraro, Joe: (Cotton Club) New Orleans, nc. Carson, Merle: (Casino Gardens) Ocean Park, Calif., p. Carr, Mickey: (Terrace Gardens) Albany, N. Y., c. Carroll, Frank: (Schierenbeck's) Bronx, NYC, re. Castellanos, Don: (885 Club) Chi. nc. Castle, Frank: (Deauville) San Francisco, nc. Caveney, Frank: (Silver Lake) Oconomowoc, Wis., p. Chaikin, Louis: (Weber's Hofbrau) Camden, N. J., re. Childs, Reggie: (New Penn) Pittsburgh, nc. Christensen, Chris: (Gibson) Cincinnati, h. Chiquito: (El Morocco) NYC, nc. Churn, Jolly: (Cleveland) NYC, re. Collier, Harry: (Colorado) Glenwood Springs, Colo., h. Collins, Paul: (Indiana Roof) Indianapolis, h. Conga: (Merry-Go-Round) NYC, nc. Conn, Irving: (Arrowhead) NYC, re. Conroy, Lewis: (Cocoanut Grove) Boston, re. Cornelius, Paul: (Feony Park) Omaha, nc. Courtenay, Ed: (De Soia) Savannah, h. Covalo, Etzl: (Plaza) Pittsburgh, c. Craig, Francis: (Hermitage) Nashville, h. Crawford, Dick: (Sugar Loaf Tavern) Winona, Minn., nc. Crawford, Jesse: (Congress) Chi. h. Crickett, Ernie: (Unique Grill) Delaware, N. J., re. Crum, Chauncey: (Pinehurst Inn) Buffalo, re. Cullom, Red: (Silver Slipper) Hot Springs, N. M., nc. Cummins, Bernie: (Edgewater Beach) Chi. h.

Golo, Billy: (Checkerbox) Buffalo, c.
Goodman, Benny: (Earle) Washington, D. C. t.
Gorodetsky, Teva: (Russian Kretchna) Phila., nc.

H
Hall, George: (Taf) New York, h.
Hamilton, George: (Beverly Wilshire) Beverly Hills, Calif., h.

Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Ken: (Rendezvous) Battle Creek, Mich., re.

Henderson, Fletcher: (Grand Terrace) Chi, nc.
Hendrick, John: (Outpost Inn) Ridgefield, Conn., re.

Hirado: (La Rue) NYC, re.
Hoefflinger, Al: (Clement Inn) Phila, re.

Imperial Trio: (Imperial) NYC, h.
Iowa Ramblers: (Longville) Longville, Minn., nc.

Jackson, Jimmy: (Ochateo C. C.) Milwaukee, Wis., nc.
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.

Kahn, Al: (Overbrook Villa) Phila, re.
Kain, Paul: (Commadore) NYC, h.

Le Salle, Frank: (Wival) New York, nc.
Leaser, Walt: (Nightingale) Wausau, Wis., nc.

McCarn, Grace: (Chinese T Gardens) Detroit, re.

Mariant, Hugo: (French Casino) NYC, nc.
Marshall, Doyle: (Hi-Hat Club) Decatur, Ill., nc.

Marsico, Al: (Showboat) Pittsburgh, nc.
Martel, Gus: (Stork Club) NYC.

Melvin, Jack: (Man About Town) NYC, nc.
Meroff, Benny: (Capitol) Washington, D. C. t.

Middleman, Herman: (Nixon) Pittsburgh, c.
Mills, Dick: (Cedar Lane Club) Opelousas, La., nc.

Motely, Berk: (Casa Grande) Berwyn, Md., nc.
Munro, Hal: (Ivanhoe Gardens) Chi, nc.

Nagel, Harold: (Pierre) NYC, h.
Navarro, Al: (Seivedere) Baltimore, h.

Nelson, Ozzie: (Paramount) NYC, t.
Nelson, Red: (Famous Door) Chi, nc.

Norman, Vincent: (Evergreen Casino) Phila, nc.
Norris, Stan: (Merry Garden) Chi, b.

Osborne, Will: (Fairmont) San Francisco, h.
Quaranta, Charles: (Mile-a-Way Pavilion) Grand Junction, Colo.

Palmer, Freddy: (Colonial Inn) Singac, N. J., re.

Smith, Stuff: (Silver Grill) Buffalo, re.
Snider, Billy: (Gibson) Cincinnati, h.

Sperry, Milton: (Merry-Go-Round) NYC, nc.
Spratt, Jack: (Cascade Park) New Castle, Pa.

Stable, Dick: (Coney Island) Cincinnati, p.
Stanley, Arthur: (Yacht) NYC, nc.

Strong, Benny: (Brown) Louisville, Ky., h.
Stuart, Nick: (Tavern) Reno, Nev., nc.

Swanson, Billy: (Edison) NYC, h.
Tatro, Bill: (Bridgeway) Springfield, Mass., h.

Thomas, Terry: (Mayfair) Detroit, nc.
Thompson, Ellis: (Zell's) NYC, nc.

Travers, Vincent: (French Casino) NYC, nc.
Tucker, Tommy: (El Patio) San Francisco, h.

Vagabond, Charles: (St. Nicholas) Des Moines, h.

Valle, Rudy: (Astor) NYC, h.
Van, Bob: (Chicago Esquires) (Hotel Miami) Dayton, O., h.

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.

Cornell, Katharine: (Shubert) Boston 7-12.
Dead End: (Biltmore) Los Angeles 7-12.

MISCELLANEOUS

Delmar, Hypnotist, Escape: (Vista) Rio Vista, Calif., 10-12.
Hunsinger, Harry, Magician: Paw Paw, Mich., 7-12.

CHORUS EQUITY

Help us to help you. Get in good standing yourself and see that your unit is 100 per cent Chorus Equity.

In the short period between May 1, 1937, and May 31, 1937, the Chorus Equity paid out to its members \$7,362.22 in salaries due.

Beginning June 1 all members holding cards good to May 1, 1937, who have not protected their membership by applying for an extension of time are fined 25 cents a month for delinquency.

DRAMATIC AND MUSICAL

Brother Rat: (Heilig-Mayfair) Portland, Ore., 10-12.

NEW DATE BOOKS FOR 1937 NOW ON SALE Arranged Especially for Your Needs Dated From January 1, 1937, to January 1, 1938.

McCauley, Bill: (Bossert) Brooklyn, h.

McGill, Billie: (Huntington Inn) Detroit, nc.

McGill, Billie: (Huntington Inn) Detroit, nc.

McGill, Billie: (Huntington Inn) Detroit, nc.

Cole Big Biz Is Holding Up

Straw houses at Toledo, Erie and Buffalo—new gates at front door

BINGHAMTON, N. Y., June 5.—As was to be expected, the run of Cole Bros. Circus over the B. & O. branch from Akron to Sandusky, O., was slow and arrival late. The haul was short and with everybody lending a hand the march and doors were on time and two good houses were chalked up, showing a marked improvement over last year.

Toledo greeted the show with rain, which continued until 11:30 a.m. This is an extremely long haul and, of course, a long parade, but parade was downtown before 1 p.m. with afternoon show starting on the dot. The Toledo lot was a tough one, some of wagons going down to the beds. The night house was a sellout, with folks sitting on ground around track. Laura Gillette, only daughter of L. C. Gillette, came over from Ann Arbor, Mich., to visit with her father, who is now connected with the auditing department. Mrs. Nettie Dill also visited, Toledo being her home.

The lot in Cleveland was on the lake front, but instead of a short haul as in the past, it is a fairly long one now owing to change in trackage because of the new terminal. Good business at both performances.

New Front Door Gates

Erie, Pa., was a big day, with capacity in afternoon and a turnaway at night. Messrs. Lowe, Sr. and Jr., of the Erie Printing Company, took in the performance. (See COLE BIG BIZ on page 63)

Rice Fourth In Logan, W. Va.

Business is exceptionally good—Powellton, Ansted maiden spots—add trailer

LOGAN, W. Va., June 5.—Celebrating the 31st continuous day in West Virginia and following Downie Bros. Circus and the Dodson and Page carnivals, marking the fourth show here, Dan Rice Circus enjoyed an exceptional day's business on Decoration Day, notwithstanding intense heat and plenty of opposition. Bill Erickson joined here as lot superintendent.

Powellton was a maiden circus spot, with the mayor, Chamber of Commerce and leading business men working hand in hand with the Rice organization and delivering an excellent day's business.

Ray Marsh Brydon purchased a new 24-foot Shultz trailer here for the press and emergency hospital departments. Partitioned off into two rooms, each one with separate entrance, the trailer is parked between the ticket wagon and (See RICE FOURTH on page 63)

RIGHT THIS WAY TO THE BIG SHOW

SUMMER SPECIAL NUMBER

Of The Billboard

Dated June 26

with

Animal Exhibits

By B. H. Patrick

As a Feature



MERLE EVANS, band leader of the Ringling Bros. and Barnum & Bailey Circus, who has been with the Big Show for many years.

Rink Begins Well At Valley Center

VALLEY CENTER, Kan., June 5.—The Rink Bros. Circus opened at Valley Center, winter quarters, May 31 to an audience that filled all the seats and many were placed on the straw. Program moved with remarkable smoothness for a first performance and received much applause. Several numbers were omitted at opening, owing to fact that Sidney Rink recently suffered a fractured wrist from an unruly horse.

The program in order: Grand entry. Four high-school horses mounted by Vivian Perin, Lola Burdette and Winona Bird. Maxwell's dogs and monkeys. Vivian Perin and her dancing horse, Honey Boy. Winona Bird and the three juvenile Birds in trick riding. Lola Burdette and her Palmino stallion. Happy Owens and his clowns. High-jumping

AFA Will Proceed To Organize Other Shows; Probably H-W Next

NEW YORK, June 5.—Altho no statements have been forthcoming from the American Federation of Actors' headquarters here, it is definitely expected that under the direction of Ralph Whitehead, executive secretary, the union will proceed to organize other circuses along lines similar to the closed-shop agreement reached on the Ringling-Barnum show last week in West Philadelphia. Probably today (5) or early next week AFA organizers will begin canvassing members of the Hagenbeck-Wallace show, which will be in Western New York at that time.

As reported in last week's issue of *The Billboard*, virtually every member of the Ringling-Barnum show is now a member of the AFA with the exception of some of the performers, concessioners and men holding "white collar" positions. Concessioners and executives will not be asked to join the AFA, but it is merely a matter of time until all performers will be obliged to sign. It was learned this

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

FITCHBURG, Mass., June 5.—The Tom Mix Circus finished its second week in New England, which was spent in the Boston area, and from a business standpoint proved to be the biggest of the season, chalking up three straw houses.

At Quincy a good matinee, straw house at night; Framingham, two good houses; Lawrence, two-thirds of a house in the afternoon and straw house at night. At Lynn a hard downpour of rain affected matinee business to some extent, straw house at night. At Salem and Waltham capacity houses at all performances.

Rube Marquard, former outstanding baseball pitcher, and his wife were guests of Tom Mix at Lynn, and Tom introduced him to the audience. Jack and

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

WATERTOWN, N. Y., June 5.—So great was the demand for admissions to Hagenbeck-Wallace Circus performances in Rochester Monday that Manager Howard Y. Bary staged three complete shows. Advances from the agents indicated Rochester was completely sold on the title, Hagenbeck-Wallace, therefore Mr. Bary inserted a 12 o'clock noon show into the Decoration Day program.

It is the first time in circus history that a 12 o'clock show has been advertised and staged on Decoration Day and everyone with the show was enthusiastic in aiding in the success of the experiment.

Williamsport, Elmira, Ithaca and Geneva gave show very good business. The Ward LaFrance Company installed automatic sprinklers and pumps on all tractors in Elmira and motorized department is now operating at 100 per cent.

Elmira took Hagenbeck-Wallace to heart and special writers were on hand from *The Star-Gazette*, *Advertiser* and *Telegram*. Glen Sherwood, of *The Advertiser*, was on lot all day and result was a full page article, which ran June 1. Edward Rossiter also gave special interviews and articles to Bert Bennett, 24-hour man; George Davis, dining department

ponies. Trick roping. Winona Bird. Blindfold jumping stallion. Second edition of Maxwell's dogs and monkeys. Clown number. Posing horses. Leaping wolfhounds. Brady's ponies. Roman standing races. Charlot races.

Dutch McIntyre, woman wrestler, is featured in the Annex. Ten concessions front the main entrance.

B. H. Nye is general manager; Wallace Gordon, agent; Sidney Rink, colored trainer, for nine years superintendent of elephants with the Al G. Barnes show and more than a score of years trainer with the American Circus Corporation, is trainer for the Perin-Soldini horses, owned by Miss Perin.

Sam Hardeman is press agent.

superintendent; Poodles Hanneford and Terrell Jacobs. The day the show played Ithaca was "Spring Day" for the Cornell students and about half of the college boys and girls were in attendance at both shows. College authorities co-operated with management in every respect.

Ralph Williams and Bob Hickey handled the Rochester engagement and obtained much publicity in all papers, as well as radio stations. Al Sigi, news commentator for *The Times-Union*, gave a 40-minute broadcast from the lot Sunday, assisted by Mel Smith, the mike being in menagerie. Among those on the broadcast were Poodles Hanneford, Grace Hanneford, Betty Waters, Dan Dix, Eddie Trees, Ted Merchant, Dolly Jacobs, Cheerful Gardner and Ralph Williams. Terrell (See THREE FOR H-W on page 63)

R-B Has Great Biz in Philly

PHILADELPHIA, June 5.—The Ringling-Barnum Circus closed a most successful nine-day stand here Wednesday night. The week stand at 11th and Erie avenue broke last year's record for that stand. There was rain one day. Two nights were turn-aways and the other nights were almost capacity. Matinees were better than usual.

Moved to 69th and Market streets for the first three days of this week. Weather was excellent.

Manager S. W. Gumpertz told *The Billboard* representative that the matinee performance May 31 was the largest of any matinee in the history of the combined shows, topping the matinee record made in Los Angeles three years ago by more than \$300. Only 28 passes were in the house—a minimum pass record. Night business for the three days was capacity.

Paris To Have Summer Shows

Will be held in conjunction with the International Exposition

PARIS, May 31.—According to reports from reliable sources, Paris will be offered a summer circus season in conjunction with the International Exposition, which opened last week. Instead of showing in the regular indoor spots the shows will appear under canvas at or near the exposition grounds. The Four Bouglione Bros. Circus (Cirque d'Elver) is to hold forth during June, followed by the Amar Bros. Circus in July and the Cirque Medrano in August. The Cirque Leonce, Jean Houcke and Van Weer are also readying projects for circus spectacles for the period of the exposition.

Principal circus fare of the moment is (See PARIS TO HAVE on page 75)

Robinson Elephants Back Home

CINCINNATI, June 5.—John Robinson's Elephants are back at the Robinson farm in Terrace Park after a brief stay with Graham's Midget Circus. They closed with the show this week at San Antonio, Tex., and were accompanied here by John Robinson Jr. and George Thompson, trainer.

Vernon Reaver Joins H-W

CINCINNATI, June 5.—Vernon Reaver is back in the circus business, having recently joined Hagenbeck-Wallace as contracting agent. He has been with Fred Buchanan, Ringling-Barnum and other shows.

Social Security Act

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



With the Circus Fans

By THE RINGMASTER

CFA.
President, FRANK H. HARTLESS, W. M. RUCKINGHAM, 2880 West Lake Street, Chicago, Ill.
Secretary, THOMAS BANK, Norwich, Conn.

(Conducted by WALTER HOHNENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., June 5.—Mrs. El Hertzberg, mother of Harry Hertzberg, passed away May 29 at Santa Rosa Hospital, San Antonio, Tex. Funeral was May 30. Thousands mourn her loss, as Mrs. Hertzberg was one of best known and beloved women of the Southwest. Her activities in musical circles, charitable and benevolent associations, social life and good works for the community were legion and constant. She was always sympathetic with her son in the aims and purposes of the CFA. Harry is the sole survivor of the immediate family.

Bill Montague, West Hartford, Conn., visited with Frank Ketrov, general agent of Kay Bros.' Circus, May 27. He was in that territory contracting dates for show, which will enter New England shortly.

Dr. David E. Reid, CFA, of Lebanon, Ore., visited the Barnes show at Eugene, Corvallis, Salem and Portland. After night performance at Salem Abe Goldstein, Milt Taylor and Virginia Butterfield rode to Portland with him. He took Taylor out to his sister-in-law's home, where his wife is convalescing from a fractured leg received when a horse fell on her in Eugene.

Rev. J. W. E. Airey, CFA, of Houston, Tex., was a recent visitor in San Antonio and called on Circus Fans. He has obtained from the 101 Ranch estate the famous Pawnee Bill band wagon. It is being renovated and redecorated and will be kept on exhibition at Houston as a repository for Indian relics and

No "Bad" Shows, Says Roy

NASHVILLE, June 5. — There's never been a "bad" circus performance. That, at least, was the sworn testimony in a Federal Court hearing recently. Rob Roy, widely known Tennessee fair executive and for many years secretary of the Alexandria Fair, was on the stand and was asked to testify as to the merit of a certain circus performance.

"It's a good show," Roy replied. "I think I've seen almost every circus and to me they're all good. There's no such thing as a 'bad' circus to me."

pictures pertaining to the pioneer days of the Southwest.

Stan Rogers, CFA, of Los Angeles, caught an indoor show at Long Beach sponsored by Pyramid No. 43, AEO Scouts, a number of performers from Yankee Patterson Circus taking part. Alfredo Codona was equestrian director and Jack Horner emcee. Show ran from May 15 to 22.

Col. C. G. Sturtevant received from Mr. and Mrs. Eddie Silbon, aerialists, now living at Oakland, Calif., a beautiful miniature sailing ship, carved and completely rigged by Eddie, and a photo of the original Silbon Troupe taken in 1880, showing Cornelius and Kate Silbon and the boys, Walter and Eddie.

The editor of *White Tops* acknowledges receipt of a beaded hat band sent to him by James Reed, of Lincoln, Neb. On each end it has an elephant head and the letters CFA; between the two is a kid show with banners, refreshment stand, ticket wagon and a big top with a marquee. Big top has the words "White Tops," and whole thing is worked out with colored beads.

Mr. and Mrs. Sverre O. Braathen spent three days with Sells-Sterling Circus. On lot at Baraboo in afternoon they met Pedro Morales, brother of Teresa, and his road partner, Luis, and his wife. Had played Baraboo Ringling Theater night before. Braathen visited on lot with Ben Gollmar, Fred Gollmar and the latter's son and daughter. Leaving Baraboo late Monday, they drove to Brooklyn, Wis., to visit Conroy Bros.' Circus. Found Mr. and Mrs. Le Roy Butler and his mother and Dr. and Mrs. Torney on the lot.

Bill Katska is still postmastering at the State capital at Madison, Wis., but had time to catch Sells-Sterling at Fort Atkinson, Madison and Baraboo. Also caught Conroy show at New Glarus. States it is a clean little show with a snappy program.

F. E. Loxley, CFA, of Cranston, R. I., saw the Mix show in Providence May 19. Also caught Palestine Shrine Circus at Pawtuxet same week.

Cole No. 1 Car Roster

FALL RIVER, Mass., June 5. — The roster of advertising car No. 1 of Cole Bros.' Circus includes William Backell, manager; Allen J. Lester, press representative; Ham DeLotel, Richard Talley, Oscar Lind, C. Davis, Russell Alexander, Toza Chrismon, Joe Hawley, George Hanes, John Cousins, Harry Varner, Roy Backell, William Hupp, Sid Middleton, James Ramsey, Phil Isenburg, John Trotter, William Morin, Marty Yates, Harry Kackley, Edmond Riche, Harold Kilpatrick, Jim Gephart, Norman Lombard, Robert Bender, Harry Lee and Mose Hullinger, billers.

Roster of big-city brigade: Clyde Willard, manager; Si Semon, banner squarer; Robert Hiatt, Sam Laughlin, Herb Goerke, Harry Phillips, Othel Corkrum, Ralph Patterson, Lester Bidwell and John H. Martin, tackers.

Booth With Texas Longhorn

JACKSONVILLE, Tex., June 5. — Clinton Booth, former circus owner and well-known clown cop, has sold his interests to Jay Davis Jr. and is now with Texas Longhorn shows in this State. Last season he was in partnership with A. Cogleman, later buying his interest in show.

Atterbury Is Doing Well Despite Weather Conditions

MINNEWAUKAN, N. D., June 5. — Atterbury Bros.' Circus, which opened May 1, has been experiencing all sorts of weather, yet only one performance, night, has been lost. Show was in two blowdowns. Considering everything, business has been very good.

Show is managed by R. L. Atterbury, assisted by his son, R. L. Jr., who also is a versatile aerialist. Don Adams is legal adjuster, announcer and manager of Side Show; Fred Harper, equestrian director, who presents coach dogs, Liberty ponies and mule; Harry Heyden, Ralph Burke and Warren White are the clowns; Fritz Glover, band leader; Harold Aiken is in ticket office and supervisor of some departments. Among attractions is Queen, big elephant, trained by Happy Russell, reports Otto Johnson.

Beers-Barnes in East; Having Good Business

SYKESVILLE, Pa., June 5. — The Beers-Barnes Circus, which opened April 15 at Honea Path, S. C., is having good business and has not lost a day. Show was in South Carolina, North Carolina, Virginia, West Virginia, Tennessee and Maryland. Show will play other Eastern territory.

Misses LaVone and Collins, aerialists and gymnasts, are recent additions to big-show program, and Georges, Marlon and Huntington to the band. Charles Beers and his performing bears; Misses Beers and Barnes, on tight wire; Mixon and Beers, double traps; Tillie Mixon and her ponies, riding monks and dogs are scoring. Frank P. Melster, band leader, has arranged some novelties. Lee Daniels has the Side Show and business also has been good in that department.

The Musical Kings, George and Nellie, and Mr. Bowman were recent visitors.

N. J. WPA Show Booked For Southern Communities

CAMDEN, N. J., June 5. — Harry Horne, supervisor of the Federal Theater in South Jersey, revealed that the WPA Circus has been booked for a busy summer season in South Jersey communities. Patterned after the old French traveling circuses, the Federal Theater Circus will be presented on a stage and will be a combination of circus, side-show and vaudeville acts. The portable stage upon which last year's WPA open-air shows were presented has once more been drafted into service. A brown and green canvas inclosure, 10 feet in height and topped with brilliant colored flags, will surround the circus area. Within this inclosure bleacher seats sufficient to accommodate 700 people have been provided.

The show is a two-hour performance, opening with a side-show scene, with Walter Stanton as ringmaster.

Here and There

ABERDEEN, S. D., June 5. — Polack Bros.' Circus will play its fourth engagement in Sioux Falls, S. D., week of June 28 under auspices of the El Riad Shrine Temple. Mr. and Mrs. G. O. Dupuis will have charge of the promotion, this being second time for Dupuis in Sioux Falls.

The writer caught Famous Robbins Circus in Beresford, S. D., and had a nice visit with Jimmie Heron and Lonie Buchanan. Fair matinee and with customers wearing overcoats; near capacity house at night.

Duke Mills and wife, Opal, are handling promotion for Polack show at Sioux City. They are sporting a new Oldsmobile.

Any circus or carnival agent coming to Aberdeen will find assistance if he contacts William M. Owsley, of the Ward-Owsley Baking Company. Bill is a member of the CFA.

Harry D. Smith, whose home is in Aberdeen, is out of the hospital after a long siege. He worked with G. G. Gray on indoor promotions thru the Dakotas. T. DWIGHT PEPPLE.

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Under the Marquee

By CIRCUS SOLLY.

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

JEN AND BILL LERCHE are with Eakin Bros.' Circus in Indiana.

O. V. McCARTY has left Haag Bros.' Circus and joined Happy Days Shows.

THE ROBBINS show had a good day at Bozeman, Mont., May 29.

FRANK T. KELLY, of Galesburg, Ill., former trouper, says that he is doing well, selling new water heaters.

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

JAMES MCKENNA, of Pawtucket, R. I., saw the Mix show at Providence, it raining all day.

BUSINESS with Haag Bros.' Circus is extra good. Greenville, Madisonville and Owensboro, Ky., were excellent stands.

HENRY WHATLEY, formerly in Ringling Bros.' advertising department, is manager of Princess Theater, Eastman, Ga.

MANY OF THE BIG tops are reporting big attendance. Let's all hope that it continues.

CHARLES SINCEL left Silver Bros.' Circus at Beech Creek, Pa., and went home to Clarksburg, W. Va. Earl Annon replaced him.

CORINNE AND BERT DEARO are with Ringling-Barnum. Corinne is with the Walter Guice riding act and Bert is doing aerial contortion trapeze act.

PRINCE ELMER is presenting his impersonations and comedy acrobatic dancing in the Hollywood Midget Review on the Foley & Burk Shows.

CLAUDE PETERSON ran into Abe Newburger, former lithographer, billposter and checker-up, in Louisville. Abe is working around theaters there.

PEDRO MORALES renewed old acquaintances with Larry (Red) Fillingier, of Bob Eugene Troupe, at the Performers' Club in Chicago.

CLARENCE AUSKINGS, general agent of Roberts Circus, pens that William C. Lumb closed on the advance and that Bill Owens has joined.

LEROY (CORKY) WILLIAMS, who has trouped with most of the larger shows, has given up his Georgia filling-station business to return to trouping with Haag Bros.' Circus.

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

SEAL BROS.' CIRCUS is now in Iowa, using a straight 25 and 50-cent admission policy and doing nice business. No parades have been missed since show opened early in April.

KENNETH (DOC) HAINES saw Hagenbeck-Wallace at Syracuse, N. Y., reporting a fine performance and a cracker-jack 17-piece band under direction of Henry Kyes.

WILLIAM MARTIN, of Philadelphia, cards that Ringling-Barnum has something to be proud of and that is Merle Evans' Band, featuring two great drummers.

CRAWFORD DROEGE, billposter; Jack Harris and Frank Centner drove from Dunkirk, N. Y., to Erie, Pa., May 29 to see Cole Bros.' Circus and visited with a number of folks.

O. M. HIBBARD, formerly with the Ringling shows in canvas department, visited Cole Bros.' Circus at Canton, O.

and saw Charles Young, Cap Seymour, George Brown and Stanley Dawson. Says that it is a real show.

BAND LEADERS and musicians, attention. The Billboard is setting aside some space for your activities and you are invited to contribute frequently. Let's go.

SINON D. J. COLLINS, clown, closed with Hagenbeck-Wallace at Parkersburg, W. Va., and returned to his home at Atchison, Kan. En route he played a few dates. He intends to return east in July.

HERBERT WEBER, who recently completed a nine months' tour of Europe and South Africa with the Four Ortons, joined the Barnes show at Sacramento, Calif. States that he is being featured in center ring with his three-people tight-wire act.

PAUL M. LEWIS, owner of Lewis Bros.' Circus, states that length of performance is an hour and 50 minutes and not one hour and 20 minutes as mentioned in last week's issue. Very few auspices are played. Show has 73 head of stock and net 28 as mentioned.

JOE BAKER advises from Bellingham, Wash., that he met Tuffy Orth on advance of Barnes while show was being billed for Seattle. Baker trouped with Orth on Ringling-Barnum advance many years ago. Baker is on way to Vancouver, B. C., to arrange for promotion.

MIKE WELSH, of the old-time Welsh Bros.' Circus, was in Atlantic City recently and received a number of orders for bleacher seats. He attributes his success to advertisements in *The Billboard*. While in Atlantic City he called on his old friend Frank B. Hublin.

CHARLES (KID) KOSTER saw the Barnes show at Seattle, which he greatly enjoyed. Show was there May 28-30 and all performances were almost sellouts. It is well billed. Koster met S. L. Cronin, Jake D. Newman, Kid Bartlett and Bert Chipman.

COY HERNDON, hoop roller and juggler, at one time featured with the Howe show, now at U. S. Veterans' Hospital No. 91, Tuskegee, Ala., reviewed for the Library Press Club the Dexter Fellows book, *This Way to the Big Show*. About 150 attended. Walcott's Rabbit Foot show played Tuskegee May 27.

THE CIRCUS is not just a show—it's an institution. Green shoots, sunshine and rain, warm breezes—all hint of the circus due in American communities in the spring.

GEORGE WOMBOLD, former boss canvasser, who is at Soldiers' Home, Sandusky, O., was in Cincinnati for a few days last week and called at *The Billboard*. Stated that he saw the Cole show when it was in Sandusky, had a fine time and visited with many old-time friends.

MRS. HENRY HARDMAN, 51 Willow street, Fitchburg, Mass., is very ill. Her first husband, Charles A. Chapman, was manager of Car No. 1 of the Frank A. Robbins Circus, and she was on the car as press agent. She would like to hear from William Conway and others with whom she came in contact.

WALTER L. MAIN CIRCUS, playing New Jersey towns near the metropolis, had visits from many friends in New York City. A number of the show's personnel commuted back and forth each night. Bobby Burns, press agent, visited his parents, Johnny Wall and Jimmy McGee also were seen along Broadway.

ORA LORETTA returned from Cuba after finishing three and one-half months' work with Santos & Artigas Circus and joined the Jack Hoxie Circus. Ora has her two children with her—Mary Minerva doing swinging ladder and trapeze and J. G. and Minerva, acrobatic contortion. Ora is doing single horizontal bar turn.

WILL ADAMS has been out of circus business for many years, but he knows nearly all of the oldtimers. He was with the old Sun Bros. and Mighty Haag shows. He has been a foreman in a

Tom Mix's Visit Better Than Medical Treatment

FITCHBURG, Mass., June 5.—Tom Mix made 6-year-old Gerard Demers, of Lawrence, Mass., a happy boy during a recent visit of the Mix Circus to that city.

The boy, a regular Tom Mix fan, had been suffering with peritonitis for seven weeks following an appendix operation and for a week was at the point of death. He expressed a desire to see Tom Mix, so his father went to the lot and asked Mr. Mix to come and see the lad. He agreed, and when he arrived there were over 400 children there to greet him.

When Mr. Mix entered the sick room the lad's face brightened and over it came a smile. The two talked about cowboys, horses and baseball. The boy played with Tom's sombrero and kept putting it on and off his head. His heart beat rushed up to 120 when Tom promised him a ride on Tony when he was able to walk.

Medical men present said that Mix's visit to the boy had done more for his recovery than they could possibly do. Mix claimed no credit, as all he wanted to do was to make the child happy.

textile mill at Payne City, suburb of Macon, Ga., for several years, but keeps in touch with his trouper friends by reading *The Billboard* regularly.

FRED RINGLER, owner of Wolverine Theater, Detroit, was with Cole Bros.' Circus at Sandusky and Toledo, O. He returned to Detroit and was host to Mr. and Mrs. Clyde Beatty over the week-end when show was at Erie, Pa. The Beattys flew to Detroit and back. Ringler will spend about a month with the show this summer.

SLIVERS JOHNSON and wife saw Sells-Sterling at Madison, Wis., and had a visit with old friends. Enjoyed performance and also that of Vanderburg show at another spot. Slivers saw his old friend Lew Christensen, manager. This show is playing smaller towns in Wisconsin and doing good biz. The Johnsons open at Sun-Prairie, Wis., first week in July, then to Iowa for Rosenthal.

IN AN AFTER-NOTICE of Dan Rice Circus, The Logan Banner, Logan, W. Va., had this paragraph: "Humanitarian methods in the handling of the performers were noted when a page boy was seen continuously serving cold drinks to the artists and keeping the stock well watered." It was an extremely warm day.

FROM JOSEF RIX, of Lansing, Mich.: "In the June 5 issue Texas O'Rourke, of Burlington, Vt., says that Cole Bros.' Circus was granted a license to play there June 19, the first railroad show there in seven years. Mr. O'Rourke is mistaken. It was with that show in 1935 and it as played Burlington July 13 and Rutland July 12, only two stands in that State. Had a tornado on Friday and rainstorm on Saturday."

EDDY BROS.' Circus was at Tarrytown, N. Y., June 1, sponsored by the Recreation Commissions of Tarrytown and North Tarrytown. Dr. Hugh Grant Rowell was chairman of the committee. The show was operated for the benefit of children of the villages and to raise funds for the fireworks celebration planned for July 4. Despite threatening weather and intense heat the affair was a big success.

WENDELL J. GOODWIN is loud in his praise of the 15-minute spec *Savage Africa*, appearing with the WPA circus. "To those managers who think that there is nothing new in the way of specs," he writes, "I suggest that they come to New York City and catch *Sav-* (See Under the Marquee opposite page)

Wallace Headed Westward

MANSFIELD, O., June 5.—Wallace Bros.' Circus, after a month in the Greater Pittsburgh area, which territory gave the show its best grosses in several seasons, is trekking westward to play Midwest territory.

The show did well here on account of the Mix show passing it up late in April because of a soft lot and Hagenbeck-Wallace experiencing a rainy day here. Weather for Wallace show was ideal, with Hoot Gibson concert registering big at both performances.

Dressing Room Gossip

RINGLING-BARNUM — Cameras are snapping in all directions. I see the two Pauls making up, Jerome and Jung; Charles Bell calling Betty; Mickey Graves lining the private tops; Willie Mosier, mailman, handing Dick O'Connor lots of letters. Mrs. O'Connor left for Manitowoc, Wis., after a visit with hubby. I see Bluch Landolf disposing of a berth box; Walter Guice and Harry Ritley singing the bathhouse blues. Elsie Jung returned after an illness of two weeks. Ann Hamilton, Wild West rider, recovered from an injured ankle. The Dirty Dozen Annual Club membership closed. Names in next edition. Polidore and Louie Jacobs are discussing a new walkaround.

Telegram for Felix Adler. Billy Danero crowned Emperor of Clowns, taken from a reader of *The Philadelphia Record*. Stepped into wardrobe department and Mrs. Bigger is making beautiful designs (See DRESSING ROOM on page 41)

When Tents Blow Down

The following editorial, captioned *When Tents Blow Down*, was published in *The Enterprise*, Livingston, Mont., May 29:

"A brisk Southwest wind, the kind they have down in Texas when the wind really blows, put a stop to the afternoon performance of the Robbins Circus Friday afternoon and gave the populace who were on the grounds or who hastened to witness the tragedy of the circus business an idea of what circus folk do when they face a crisis.

"Be it said for the management of the Robbins show, they exercised due caution and took no chances that any of their patrons would be injured. The time was almost ready for the circus-goers to enter the big top, but the Southwest air was filled with dust and it was evident that a goodly portion of Gallatin County was on the way to make the circus grounds the center of a temporary dust bowl.

"The wise management offered no admission to the big tent, and furthermore they 'shoed' the employees out. Then as the every member of the Robbins personnel were one of the crew, laborers, managers, pop sellers, acrobats, actors and all joined the frantic effort to lay the canvas low and stop the ripping and tearing of great holes in the canvas.

"At 3 o'clock the down canvas was being soaked by a downpour, making difficult any program of mending and repair. But in the spirit of the craft, 'the show must go on,' the crew all pitched in.

"Now the Robbins Circus personnel goes on, another group added to that list who tells the folks here and there how hard the wind blew in Livingston. "The disappointed ones were the kiddies who had become circus-minded."

Wiziarde Returns to Quarters; Will Open Tent Season July 3

WESTMORELAND, Kan., June 5.—Jack O. Wiziarde, of the Wiziarde European Circus, returned here May 23 from a pleasant and profitable trip thru Colorado, furnishing acts at Brush Auto Show and at the Elks' show at Ft. Morgan. His tent season will open July 3, when a one-ring circus will be staged, carrying a midway, which will play one and two-night stands. Ray Alexander will be in charge of the midway. Management will have a callopie and a new light plant.

Wiziarde reports crop conditions very good in Kansas. He visited Seal Bros.' Circus at Atwood, enjoying a reunion with old friends.

W. Va. Circus Minded

MAN, W. Va., June 5.—With working conditions never better and miners working 24 hours daily, West Virginia is circus-minded in a big way. Dan Rice Circus spent the month of May in the State to profitable business and will continue its bookings until late in the fall. Hagenbeck-Wallace gave three performances in Charleston and Mighty Haag reports good returns in smaller spots. Ray Marsh Brydon is quoted as saying: "Easy jumps, very low locals and friendly officials."

HARRY BOICE

(Harry Boice Treadwell)
Formerly of Three Fleets and Ringling-Barnum Circus. Anyone knowing or having any information of the above party, communicate with
C. R. TREADWELL, 248 North Nighthaven Avenue, N. Barbours, Pa.

The Circus Does a "Tunney" And Comes Back as the Public's Champion

By Bob Hickey

THE same long count that enabled Gene Tunney to retain his heavy-weight title at Soldier Field, Chicago, against Jack Dempsey must have been in effect the last few years for the circus. Father Time, who has enacted the roll of referee, must have given the white tops another "Famous 14"



ROBERT E. (BOB) HICKEY, who has been on the press staff of various circuses for 15 years, is this season with the Hagenbeck-Wallace Circus.

great business in Dayton, Cincinnati, Columbus, Pittsburgh and Charleston and was robbed of turnaway trade by rain and mud in Muncie, Anderson, Canton, New Castle, Washington, Wheeling and Zanesville. Every town on the route would have registered a good profit with any kind of a break in the weather.

Brooklyn was exceptionally kind to Ringling-Barnum, and Washington was played for three days instead of the customary two. S. W. Gumpertz and his agents knew what Washington would produce, so consequently added an additional day to the annual stay. Philadelphia saw the show for nine days instead of the usual one week. Two lots were played and for the first time in several years the mammoth tents of the biggest show on earth greeted the sky line of 69th and Market streets for three days and also one solid week at Fifth and Erie, Philadelphia proper.

The Cole Bros.' Circus with Clyde Beatty and Ken Maynard is also doing a bang-up job wherever it appears and it will cover plenty of territory east and west before fall rolls around. Indianapolis was better than last year for the Rochester showmen, and Cincinnati, Dayton, Columbus and Pittsburgh, where they followed Hagenbeck-Wallace, were great. It seems as the opposition brought business to both shows, at least that was the story from both Chicago and New York several weeks ago.

On the West Coast Manager S. L. Cronin flashed back the word receipts are 30 per cent ahead of last year and this despite a tough brand of the usual "California" weather. The Barnes show is now streaking up the Coast and will soon head into the Midwest, where much bigger days are awaiting it than when the show last left its calling cards.

Charley Sparks and Dall Turney, manager for Tom Mix, both declare business is away above last year and they sigh when they mention the money they should have if the Department of Agriculture weather reports had always been "fair and warmer" instead of "rain and colder." And it is the same with Russell Bros., Walter L. Main, Jack Hoxie and the many other motorized organizations.

Need More Railroad Circuses

Right now with only four railroad shows on tour—Hagenbeck-Wallace, Ringling Bros. and Barnum & Bailey, Al G. Barnes and Cole Bros.-Clyde Beatty—there is room for two or three more. Some towns will be played this year that did not have a large show during 1936, among them being the West Virginia cities and also towns in Louisiana, Maine and some Eastern and Western States.

The public wants the big shows, with their 20 or more elephants, their scores and scores of horses and the detouring and loading activities. Thousands of folks, all the way from 6 to 60, are on hand every day when the railroad shows move into town and they hang around the crossing from early morning until late at night. I've seen more people in the railroad yards this year waiting for the circus trains than for several years. Why in Zanesville, O., I stepped off a Pullman at 3 o'clock in the morning and there were 40 to 50 people in the depot waiting for the first section of Hagenbeck-Wallace to appear. And it was not scheduled until 6:30 a.m.

That the circus business, although it is back in the front ranks of amusements, is not for old men or men with old ideas was demonstrated this spring. Two former showmen attempted to operate one large show but sold out before it made the first road stand. This show passed into the hands of a younger man with brilliant ideas, and the jobs of several hundred for the season of 1937 were made secure and permanent.

The circus business is going to improve and expand, especially when it interests and intrigues such capable executives as S. W. Gumpertz, Howard Y. Bary, S. L. Cronin, Zack Terrell, Jess Adkins and Jess Murden. These men understand the problems and are ready and eager to back their judgment with money. They will spend on experiments and are always adding something

new to the shows that make them better for everyone connected with the organizations.

Watch This Young Owner

Circus enthusiasts, and this applies to all the Fans, the Saints and Sinners and the others that are just plain folks but who love the smell of the tanbark, should watch Howard Y. Bary. Just a youngster, this is his first show as owner-manager, but he is going to make good in a big way and before many months roll around he will amaze the show world with some of his ideas and plans.

Mr. Bary knows the circus business and what it needs. He went to Africa, Burma and other far-off places to get attractions for Hagenbeck-Wallace and also Ringling-Barnum, and he brought back something with box-office appeal. He would rather ride in an airplane than take a train. He is so busy he never writes letters and handles all his correspondence by telegraph or long-distance phone.

Several years ago when he was the advertising representative for Hagenbeck-Wallace he talked to me about an automatic stake puller and said if he ever owned a circus he would have a machine to pull stakes at night. Well, he owned his show less than a month and one night in Pittsburgh asked me to come out and look at the new invention, which was rapidly pulling the manager's stakes. There it was pulling them single, double and triple and allowing men to do other work. So successful is this machine, which is mounted on a Chevrolet tractor chassis, that he has ordered another for immediate delivery.

Mr. Bary believes that in a year or two the sleeping cars will be air conditioned, as well as the big tent and side shows. He declares there is room for many improvements around the circus and he is going to devote some of his time, when he finds a few spare minutes, to look into the problems. And when "Howard" looks and decides there will be quick and fast action.

Staffs Are Efficient

The return of the Hagenbeck-Wallace Circus to the road this year makes places for most of the experienced circus men and every show is represented by capable and efficient general and other agents, such as C. W. Finney with Hagenbeck-Wallace, J. C. Donahue with Arthur Hopper with Ringling-Barnum, J. D. Newman with Barnes and Floyd King with Cole Bros.-Clyde Beatty. They know all the answers and questions.

And are the press agents happy! You can't find a good circus p. a. out of work, at least try to hire one. The Ringling show is headed by Roland Butler, and his staff includes Frank Braden, Dexter Fellows, Sam Stratton and Eddie Johnson, while "my show," Hagenbeck-Wallace, includes Bill Naylor, Ralph Williams, George Degnon and myself. On the Barnes show Don Hanna, Klara Knecht and Gardner Wilson are doing a grand job, and the same can be said for Ora Parks, R. B. Dean, Bernie Head and Allen Lester with Cole Bros.

And so, gentle readers of *The Billboard*, if you doubt any of the above statements or claims investigate the box-office records.

UNDER THE MARQUEE—

(Continued from opposite page)
age Africa, which depletes life in darkest Africa—wedding of the prince and princess, human sacrifice, executioner in action, death of the slave dancer, etc. I expect to see some major circus book this spec for next season, and it will not be surprising to see other shows copying the idea. At least it's new and the public is eating it up."

STANLEY F. DAWSON submits following items from Cole Bros.: "Rounding out first four weeks of road tour, I never saw a show go thru so many rainy days, soft lots, long runs and hauls and be up and ready for the customers and have such unusually big patronage. The candy stands and Side Show have shown

appreciable increases in trade. When show made Anderson (or was it Terre Haute?) Al Humpke entertained Mr. and Mrs. Burkhart (Hilda Nelson), Mr. and Mrs. Robert Courtney, Mr. and Mrs. Billy Cronin and Paul Nelson. Recent visitors recalled from memory have been Mr. Carson, William Minehart, Jack Minehart, Ralph Wagner, "Botties" Ver-noski, Blackie Diller, C. M. Hibbard, Mrs. Harry Overton, Jack Croak and wife, Lou Morris, Johnny Castle, Joe Glacey, Harry Parker, Warren Irons, Eddie Martin, Mrs. R. F. Lyons (Stanley Dawson's daughter), Mrs. E. Dawson. Don Cook visited his family at Cleveland. Mrs. Cook is rapidly getting well. Glancing over the personnel, see many seasoned oldtimers—Judge Palmer, D. C. Hawn, Jack Pfeiffenberger, L. C. Gillette, Jean Weeks, Jimmy Reynolds, Charley Young, Nick Carter and many others that I will mention later. Chuck Langford joined at Akron. Whistling Sam Cooke goes over big with his whistling specialty to band accompaniment. Cy Hawkins is here and says the first 50 years are the hardest. Ilene Sullivan was talking to Billy Cronin when Kickapoo, 6-year-old Indian, came by. Miss Sullivan asked Kickapoo what he thought of pale-face boss ticket seller. His answer was, 'Irish pale-face boss ticket seller is full of mud.' When Colonel and Mrs. Courtney were married they did not have an opportunity for a honeymoon, so they honeymooned at Niagara Falls. Paul Nelson vows he will never wear tights again but intends to be an executive in ticket department. It was a big day for Prof. Lowery, Billy May and Shorty when show was in Cleveland. Mrs. Lowery had the usual or unusual fried chicken. Judge Palmer sent in an advance requisition for not seconds but thirds. Jasper, of the Afro-American contingent, recently joined on seats. Skinny Dawson has been on hand at several stands lately. The drawing power of Ken Maynard and his group of Wild West performers and real blanket Indians is evidenced daily by the fact that we have to seat the customers on both sides for the aftershow. Clyde Beatty gives a comparable-to-none performance."

I M P O R T A N T
AN
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APPEARS ON
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Useful Circus People
All departments. Address as per route.
SEAL BROS. CIRCUS
WANTED
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Harry Smith come on.
Only ones who can cut it reply to
RAY COLLINS,
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FOR SALE
High-School Home, "WALKING WIZARD," from Arabian ancestors. Has ten high-class programs. No stage fright; has performed before 15,000 people. Works with or without the band. His best program is a military act.
GILLEN SALES AGENCY,
Glad Harvest Farm, Sparta, Tenn.

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

The "ole depression of '29" not only hit the circus owners in the pocket-book, their most vulnerable spot, but also annihilated the small and large bank accounts of their patrons. Cash customers, especially those with families, the folks on whom the circus thrives, started to stay away from the ticket wagons in the spring of 1930. But now you again see the "family trade" on all lots, whether it be a large or small show, just so it is labeled a CIRCUS.

If it hadn't been for a rather bad spring, with plenty of rain and cold weather, the circus owners would now have a fair profit for the season. But they don't need to worry. When the sun shines and Palm Beach suits become a necessity, along with straw hats and ice-cream cones, then the long lines will form in front of the red and white ticket wagons and also the reserved "wickets" as they are called by our good Canadian friends.

The tipoff on what 1937 would be came last spring when the first indoor circuses were held in Detroit, Cleveland, Minneapolis, St. Paul, Rochester, Omaha, St. Louis and other big towns, where auspices shared in the profits. Circus men, those affiliated with the shows in the summer, were amazed at the business the indoor shows were doing and immediately on their return to quarters started to spend additional money for actors, press agents and even paint and new canvas.

Chicago and New York Big

When the big shows started their spring dates in the buildings the question was answered in their daily statements. Chicago and New York were the scenes of mild opposition battles for business. Hagenbeck-Wallace and Cole Bros. rolled up healthy grosses in Chicago. In New York Cole came thru with a profit and Ringling Bros. and Barnum & Bailey registered the greatest amount of money in six or seven years. Reports said it was about 25 per cent better than last year. Boston was also a duplicate of New York for the Ringling show.

Business for the first two or three weeks for the big shows over east has been greater than optimistic managers figure, especially when confronted with unseasonable weather. Hagenbeck did

The Corral

By ROWDY WADDY

A GENUINE contest spirit among contestants puts the fan-interest pep into actual rodeos.

TEX ROBERTSON, accompanied by Chief Summers, "Indian wonder worker," visited the corral desk last week. Tex infoed that he and the chief have been doing their whip cracking and trick roping acts in several Cincinnati niteries.

EARLE N. GENZBERGER has been named rodeo manager of the seventh annual rodeo to be held in Butte, Mont., this summer under American Legion auspices. Carl Spillum and Leo Cremer 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 Kinderhook, N. Y., that he has purchased the Martin Van Buren Hotel there. It was formerly known as the Kinderhook Hotel.

GENE AUTRY will return to Springfield, O., June 8 for another one-day personal appearance at the Fairbanks Theater. He played to capacity business on his first visit there May 30. Because hundreds of persons were unable to gain admittance, a return date was arranged. Frankie Marvin will accompany him.

PLANS for the rodeo to be staged in Grangeville, Ida., this summer in connection with the fourth annual Border Days Celebration are rapidly nearing completion. A program of events comparing favorably with those offered by the bigger rodeos of the West has been arranged.

Cash purses totaling \$1,500 have been posted for winners in the various events.

LLOYD POHLSON letters that while visiting in Denver recently he visited Dan Fernamburg, an old rodeo hand, who is seriously ill in St. Joseph Hospital after undergoing two operations for kidney injuries received at the Cheyenne show last year. Lloyd says Fernamburg is not in need of financial aid, but he is anxious to read letters from his friends on the Ringling-Barnum show and the old 101 Ranch show.

FORT PECK RODEO Company opened its season at Fulton, Mo., May 23 to turn-away crowds, according to Mary Carter. Robert Ristow, a member of the show, sustained a fractured skull in the bronk-riding events, while Frank Little Bear, clown, suffered a broken rib in the bulldogging event. Show's lineup includes Monty Miles, Red Wilkerson, Smoky Stattleman, Dusty Stattleman, Jim Ristow, Homer Tharp, Slim Graves, Ernest Shouer and Mary Carter.

HEAVY RAINS cut down attendance at the Stampede held in Hussar, Alta., May 24 and prevented several out-of-town riders from competing, thus the committee was able to present only two main riding events. More than 35 contestants participated, however. Walter Peake furnished the stock. Winners: Bucking With Saddle—Jack Sherman, Loren Thompson, Urban Doan. Bareback Bronk Riding—Jack Grant, Frank Sharpe, Tom Peake. Show presented a full program of races, but Indian entries were small due to the fact that the rain prevented their attending.

ARRANGEMENTS for the 12th annual rodeo to be held this summer in Livingston, Mont., have already been completed, according to Sol Frank, secretary. Committee has increased its purses this year, the guarantee for which has been placed with the National Park Bank, Livingston. Event is sanctioned by the Rodeo Association of America. Leo Cramer, who is furnishing the stock, has returned from a tour of Texas and Mexico, where he selected dogging steers and Brahma bulls. Charlie Murphy has again been named arena director. Event is being heralded by an attractive mailing piece in the form of a folder.

LIVERMORE, Calif.—Elaborate preparations have been made for the annual rodeo to be held here. Altho sponsored by the cattlemen of the region, the rodeo has turned into a community event and hundreds of citizens of Livermore and surrounding country are actively engaged in plans for the celebration. Purses and trophies to be awarded winners this year will be the greatest in history, according to Judge M. J. Clark, treasurer. In addition to the Rodeo Association of America, trophies posted for seasonal winners of various events, daily purses will be awarded winners in professional and amateur contests.

COL. JIM ESKEW, of the Harris-Eskew rodeo combination, will again direct the second annual nine-day rodeo to be held in Rochester, N. Y., soon. Eskew-Harris organization will furnish all stock and paraphernalia. Local merchants have donated several handsome trophies in addition to the \$3,000 in prize money. According to Charles E. Tutty Sr., publicity director, event will be publicized thru 50 Western New York dailies, featuring plenty of pictorial and block paper matter, radio tieups and pamphlets. Event is being sponsored by the Lalla Rookh Grotto and under sanction of Rodeo Association of America. Roy R. Rumpff, executive secretary of the Rochester Centennial Exposition in 1934, is general chairman.

MILT HINKLE and his Texas Rangers Rodeo have been enjoying fair business despite the rainiest spring in years, according to Jack Knight. Knight says that attendance has been good when the organization has been able to show, but many Saturdays and Sundays have been lost. He is already in Flint, Mich., assisting the American Legion with its plans for the third annual rodeo to be held there. Hinkle staged the first show in 1935. Event this year will not be contest, as all contracted hands on the show's roster will be used. The Rangers will head east immediately after the Flint engagement for a summer's work under the George A. Hamid banner. Show will be divided into two units when the fair season starts.



A large consignment of wild animals had just arrived in New York aboard the Hansa from Hamburg for the Sells-Floto Circus. . . . Gollmar Bros.' Circus was doing good business at Colorado Springs, Colo., despite a hailstorm which followed an evening performance. . . . W. J. Daplyn, after holding a lieutenantcy in the English Army, returned to the States to again enter the banner business. He was formerly with Sparks, Gollmar and Robinson circuses.

Kretz Bros.' Circus was playing Sinking Springs, Pa., to good business. . . . Christy Bros.' Circus in evading a Torrington (Wyo.) ordinance forbidding any paid admissions on Sundays went on, circumventing the law by obtaining 50-cent contributions instead of the usual charged admissions. . . . John Robinson Circus canceled its Canadian tour due to the unsettled business conditions in many cities there. . . . Nicholas Chafalo, current in Spain, booked his dare-devil free act with the Olympia Circus at London.

The electric-light wagon of Walter L. Main Circus had to be dismantled when it encountered a low bridge during its trip to New London, Conn. . . . Owing to big business thru California Howe Circus was increased to 25 cars. . . . Duncan Nevin resigned as press agent with Al G. Barnes Circus. . . . The Duttons, equestrians, had just concluded negotiations to appear at the Trans-Mississippi Exposition and Pageant of Progress at Rock Island, Ill. . . . Ringling-Barnum Circus reported excellent business since leaving the Garden in New York. . . . The Campbell, Bailey & Hutchinson Circus was playing to good business in the mountains of Kentucky.

Dexter Fellows (CSSCA) Tent Tattles

By FRED PITZER

NEW YORK, June 5.—We learn that Frank T. Ford, an old trouper, is anxious to communicate with old friends on and off shows. He is well cared for and can be reached care of Joe Cook, Landing, N. J. . . . Genc Hoffman, of the Poodles Hanneford Tent, Wheeling, W. Va., is convalescing at 68 Franklin avenue, Saranac Lake, N. Y. Gene's room is beginning to take on a circus appearance what with pictures of shows friends are sending to him. Gene expects soon to be aboard his good old galleon, Saints and Sinners.

We have a circular describing Blm Pond's ability as a lecturer. One need only talk with "Blm" to know his talents, and we are glad that he remains on the executive committee of the Dexter Fellows Tent for another year. . . . We have received the June issue of *The Sawdust Ring*, official organ of the English CFA, and we want to congratulate its editor. It has a varied lot of interesting circus material covering all countries. . . . Glad to learn that Ed Kelly's leg is better. While nursing it he built up a scrap book dealing with shows and personnel. . . . The man you see approaching both great and small with ticketettes is Ray Schindler, who is the High-Muck-a-Muck of the changing-off-of-a-type-writer-for-the-Home-Fund. . . . Arvid Paulson is now playing in *The Bat* at Majestic Theater. . . . Paul Meyer is going back into the broadcasting business. . . . An important annual meeting was held at 70 Park avenue, at which many changes of policies were made and about which we will advise our membership in due time. . . . The last luncheon for the season will be held June 23.

The following officers were elected for the year 1937-'38: President, Orson Kilborn; vice-president, Fred P. Pitzer; treasurer, E. D. Thornburgh; secretary, E. Q. Olliphant; ringmaster, Tony Saug; equestrian director, Tex O'Rourke; Barker, Bill Steinke; scribe, E. L. Robbins. The executive committee nominated the following to serve two years: Tex O'Rourke, Percy Magnus, Rad Haffenden, Ormond Gould, Clifford Fowler, Chalmers Pancoast, Al Sielke and Carlton M. Hub.

W. T. Luck Jr., head of the American Legion in Richmond, Va., made Osa Johnson fell very much at home in that city when she landed there to talk under auspices of the Legion. Osa is an ardent booster of the CSSCA and likes to meet Tent members in any city.

Ernie Wessen writes from Mansfield, O.: "Tom Mix struck rain here and was unable to open. Hagenbeck-Wallace arrived too late to get up its top for the afternoon show. But they had one grand Side Show. My 11-year-old daughter and I gyped them by spending half the afternoon in it. It's tough to see a show miss a performance—tough on the owners, I mean."

Glad to hear that Mrs. Hanneford has fully recovered from an ear operation performed in the Ohio Valley General Hospital. Members of Hagenbeck-Wallace were entertained in Wheeling, W. Va., by the Colvigs and others of the Poodles Hanneford Tent.

To prove how much alive the Lillian Leitzel Tent, of Bradford, Pa., really is, Press Agent Jim Schtomblom sends along a splendid picture of one of its meetings. The band of five musicians (the Tent's official windjammers) instead of playing thru their derbies wear them—and a mighty funny sight indeed. It looks like a mighty happy group, what with all its circus surroundings.

A letter from Charley (Savannah) Bernard: "According to the letters reaching me from visitors to the shows in Indiana and Ohio during recent weeks, cold nights, much rain and muddy lots have been continuous and have made it a case of all work and no sleep for the working crews, and plenty of troupers' worries for musicians and performers wading to and fro thru the mud."

folk next wound their way up the hill past the granite monument that marks the grave of Al Ringling and on to the sarcophagus of Henry Ringling. There the widow and son of the latter stood with bowed heads as the band again played in subdued tone a circus march.

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ANVIL PARK RODEO
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For Prize List write
C. A. STUDER, Sec'y, Canadian, Tex.

Lewis Bros. Circus Wants

Candy Floss, Snowball, Candy Apple Concessioners with own outfits. Wire K. L. PECK, Superintendent of Concessions, Warren, Pa. June 8; Union City, Pa., June 9; Warren, O., June 10; Massillon, O., June 11; Mt. Vernon, O., June 12.

WALLACE BROS.' CIRCUS, SIDE SHOW

WANT young Oriental Dancer who has good wardrobe. Entertaining Froaks, Novelty Acts. We furnish transportation, board and sleeping accommodations, and pay top salaries.

Address
W. R. TUMBER, Side Show Manager,
Bay City, Thursday; Saginaw, Friday; Royal Oak, Saturday; all Michigan.

ENLARGING SHOW WANT

Small Band, Acts of all kinds, Clowns, Aerial Acts. Help in all departments. Lucky Joe Lisle come on.

ROBERTS CIRCUS.
Somerville, N. J.
Box 329.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ARTHUR A. JURENA opened his open-air rink in Anderson Park, Kenosha, Wis., with two sessions daily. Rink has maple floor and good music.

THREE Blue Streaks, roller-skating act, were booked last week as the only act on the bill for Jefferson Beach Ballroom, Detroit, by the Gus Sun office.

MORE THAN 900 boys and girls participated in Boston park department-WPA roller-skating races on Louis Pasteur avenue in the Fenway of Boston on May 30, seven winners being crowned. Avenue was closed to motor traffic. Participants from all parts of the city competed in contestant areas, where they were checked for height and age and then assigned to heats. Meet was part of Park Commissioner Long's spring playground program, conducted under direction of William M. Mullen. Winners and runners-up received gold and silver city medals. North End Playground and Carter Playground led with one first place and two second places each.

A. O. JOHNSTON, until recently assistant manager of Lexington Rink, Pittsburgh, opened Shadyland Rink on May 26 in Springboro, Pa., near Conneaut Lake.

HARRIS Amusement Enterprise Company entered the Pittsburgh roller rink field with opening of new Duquesne Garden Rink. Preview opening on May 25 was sponsored by West Penn Hospital Junior Auxillary, which rented the rink and brought out society bigwigs. The Pittsburgh Press initiated the rink with a party for 500 newboys. Cervone's Band furnishes tunes. A unique feature is an island in center of the floor, flanked by beach umbrellas, where skaters can rest and watch others roll by.

MARY, ERIC and Company, roller skaters, are at the Corso, in Zurich, Switzerland.

CARROLL SISTERS and Nelson opened in Stamp's Cafe, Philadelphia, headlined for a new summer revue.

ARMAND J. SCHAUB SR., Dale Plunderman and Robert Larick, of Norwood Roller Club, Cincinnati, were visitors to Fred Martin and son in Arena Gardens Rink, Detroit, on May 28-31. There were other visitors from Cleveland Roller Club; White City Roller Club, Chicago; Fairhaven and Traverse City, Mich., skating clubs, and from Columbus, O., and other cities. A general introduction took place, with special midnight session for all visitors and members of the 100 Figure Skating Club, of Arena Rink. In the wee hours lunch and refreshments were served. Visitors stayed over for the first annual national skaters' convention on night of May 30 and many more came in for this session. After skating they were guests of Arena Skating Club officers, refreshments were served and a short talk made by Ann Fiver. "No wonder Fred Martin is so popular among rink managers, operators and skaters," said Mr. Schaub. "He is paving a way to cleaner and better skating and stands

for more modern rinks and for an organization that will sponsor better attractions and create a better form of our amusement for all America. All rink operators and managers should write to him and learn more about his plans. My visit also accorded me the pleasure of meeting my friend Walter E. Sutphen, former rink operator and manager of leading rinks in and about Detroit for 25 years. Altho not having a rink now, he is active in amateur and pro roller sports. On May 28 he took me to a night club which his brother-in-law, Harry Hartfield, is operating. There were many trophies there and I was told they were won by Hartfields at amateur roller speed meets. Sunday afternoon in Arena Gardens I met the other Hartfields, who were there in commemoration of the last skating feature races by the Hartfields on Decoration Day, 1933, when five Hartfields were winners of separate amateur races in Convention Hall, Detroit, which Mr. Sutphen managed. Fred Martin, after clearing the floor during the afternoon session, spoke of this feature and presented the Walter E. Sutphen trophy, a miniature cup, to Miss Delphine Hartfield and a gold skate-pin to Harretta Hartfield. Delphine is daughter of Edward Hartfield and Harretta of Harry Hartfield; all were amateur champions, including another sister, Mrs. Sutphen. This was the first time I ever met five champion racers in one family. Roller racing was a great sport then and I believe that if all rink operators and managers join the new rink operators' association we will be able to revive the sport, but to do so 100 per cent co-operation is imperative. At annual conventions many new ideas can be exchanged that will mean much to roller skating."

LEO MAYTNIER, operator of roller rinks in Eastern Ohio, reports he has negotiated a 10-year lease on the rink in Summit Beach Park, Akron, O., from Summit Beach, Inc., new corporation operating the resort. He plans to open several new spots within the next few months.

DAMAGE to Meyers Lake Park Roller Rink, Canton, O., leveled by flames which swept the two-story recreation building there recently, was reported in excess of \$3,000. It is said \$800 worth of new skates had been added to equipment and scores of pairs of privately owned skates were in the rink. No plans have been made for replacing the building, and for the time being there will be no skating in the park. Later, officials said, a rink may be erected along the midway and may be ready for operation next fall.

Organization Goes Ahead

By CYRIL BEASTALL

DERBY, Eng.—I read with interest in the May 1 issue of *The Billboard* the reference to Fred Martin's trip east on behalf of the recently formed Roller Skating Operators' Association of the United States.

Recent developments in the United States suggest that at last some decent organization is coming to hand. While fully realizing that proper organization of roller skating nationally in such a large country is no small task to take on, I have been rather surprised that in a country possessing such a large number of roller rinks, even for its size, that better organization has not been evident long ago.

There seems no doubt that very great credit is due to the exceptionally enterprising manager of Arena Gardens, Detroit, Fred Martin, for he appears to have been a prime mover in many matters which have done much to help put our sport more in the public eye of recent years. Yes, Martin had a lot to do with the success attending the amateur speed championship of the United States in April and indications are that in his capacity as secretary-treasurer he is already doing valuable work for the operators' association.

I think the next matter for serious consideration of the organizing powers that be is the organization and development of dance and figure skating on rollers. Organization in this branch of the sport would do much to bring more business to rinks, for development of popularity in rollers can best be made along the lines of dance skating.

It is a proved fact in Europe; it is up to America now to wake up to the fact. Every roller skater can obtain enjoyment from taking up roller dancing seriously and the fullest facilities for such enthusiasts are available at practically every rink every night. Remem-

ber, only a much smaller percentage of skaters have the desire to take up speed work, and then again one cannot be racing about during the whole session.

As Miss Harrigan, of New York City, is constantly reminding me, roller rink managers have yet to get wise to the value of concentrating on development of roller dancing. My correspondent is only too right. Americans are supposed to be enterprising people. Well, they certainly fall down on their reputation in this matter.

In America you have most of the finest rinks and some of the best musical out-puts available to roller skaters in the entire world—a background worthy of better results in production of your fancy skaters. Wake up!

The Wonder City

By EARLE REYNOLDS

HERSHEY, Pa.—Sports Arena here, which I believe to be the finest in the world, has had Evelyn Chandler, champion woman ice skater, and also the picture skating star, Sonja Henie, on the ice, but for the summer season a mammoth floor has been laid and the huge arena, with seating capacity of 7,000, has been thrown open for roller skating, under management of John Davidson, a lifelong skater on both ice and rollers.

Opening on May 30 had Helen Reynolds presenting her solo on rollers and her Eight Champion Sensational Girl Skaters. Miss Reynolds and company played the Hershey Theater week before the opening of the arena and after its opening they went to the Chicago Theater for one week, after which they will take a three weeks' vacation before opening at Young's Million-Dollar Pier, Atlantic City. The act will play 45 weeks during the 1937 season, having already played 24 weeks since first of the year.

This is my second visit to this wonder city. Sports Arena cost more to build and is more modern than Madison Square Garden. It is just 50 years ahead of the times and is located in a city of no more than 3,000 inhabitants. But if you see the Sports Arena on a hockey night or stop in at the Hershey Theater you will see more people there every night than there are in the city of Hershey. Anyone who comes within miles of this wonder city and fails to stop a day or two misses the treat of their lives.

During the depression the inhabitants of Hershey never heard of it. Spend a few hours in the Hershey Theater, most modern of all theaters, built of marble and granite. There are air-conditioned buildings that are right now years in advance. There is no show too big for Hershey. The finest are booked here. Cities of 10,000,000 will never outdo Hershey. The millions made in sweets are spent right here among the people that help make all this gold.

DRESSING ROOM

(Continued from page 38)

on costumes. John Tiebor is steward of AFA for dressing room. Flora Guice is walking the dog. Angela Antelek returned from hospital with arm in a sling. Had a fall in Washington, D. C. Reports she feels fine. Scotty broke the ice down in clown alley with a new outfit, a Palm Beach and whites. All followed with straw lids. Mrs. Hunt arrived from Chicago, visiting her twin daughters. See Eddie Rooney carrying hot coffee across the lot. There's Nelson Mario carrying a large bundle from Mayer's commissary.

In all my days with a circus I have never seen so many straw houses as we have had the last three weeks. A large box received by the steward. Governor McMullen of Delaware and secretary of state were guests of the circus at matinee performance at Wilmington, Del. Executives met many performers. The writer met the party during performance in grand stand. Union cards are being passed to all performers. AFA buttons were also distributed. Everett Hart approves AFA 100 per cent. Says it is good for him in Hollywood. Looking down Broadway, I see Wallenda opening his

trunks, a color scheme of all trunks alike.

I see my time is up—the cookhouse flag is at full mast. JOE LEWIS.

COLE BROS.—A tour of the backyard reveals many interesting things. Visitors every day. Here they come—circus fans, newspaper people, performers, etc. Space will not permit listing the names, but we are glad to have you and thank you for the interest shown in us and our work. Glancing around, I see, as usual, Clyde Beatty has a gang around his wagon. There's Harriet arranging the lawn chairs, and Clyde trying out some new wimp lashes for the act.

Across the yard is Ken Maynard's top, with the awning billowing in the breeze. There are a group of friends seated and Ken is telling them some kind of a story—the missus is near by. The Fillipino chauffeur is polishing the car. Out in the back is Art Keller, molding rosin balls for Ken's shooting. Always a friendly greeting to all at Ken's and Clyde's places. Harold Voice's private top has turned out to be the social center—every day card games, radio going and the thermometer handy. Plenty of chairs and a general loafing center.

Near the big top is Harold Nicholson's snack stand. Always coffee sipping going on there. Has enlarged this year, serving almost anything the heart desires in eats and drinks. The tallyho buggy, I see, is serving not only in the parade and tournament but as a sun parlor for the girls. Juanita Hobson seems to be leading the race for a sun-tan. Of course, the clowns' canopy is always the shadiest and coolest spot. Joe Short sorting something out of a box, Horace Laird laying out his props, Chester Barnett fumbling with some red fire for his firehouse gag, Billy Rice down in a huge box sorting out something—maybe he is looking for the big hammer. No rope spinners or hand-to-hand acrobats in sight.

Fritzie Partello continues to have a waiting list at the hospital top for this, that and the other. Out comes a boy with a sore thumb. Jack Pfeifferberger, the long hand of the law, continues to quiet all disturbances. Once again the eye over to the stand finds Norma Humes, Rose Davis, Betty Stephens munching something. There's Clint Barnes getting the last drop of coffee. Tommie Poplin, train electrician, is eating bologna, when he would rather have shrimp. I almost overlooked the private top of the Indians, which is in contrast to the others. No chairs there—just straw for seats, and blankets, feathers and whatnot hanging everywhere. No horseshoe pitching or baseball, no talk of a kangaroo court on July 4th as yet. EMMETT KELLY.

DAN RICE—Captain Bailey is happy with the arrival of the missus. Danny McPride tells of a wrong constable around a carnival who was given a mickey finn and then taken for a ride on a Chairplane. Jimmy Thomas tells of the time he was master of transportation of a small wagon show. His boss' orders were: "You get it in and we'll set the trap." Slim Webb's wife can change a tire on a car quicker than the official tire boys. Grab stand operated by the show stood everyone on their ears when Stewart W. R. Henry announced frog legs on the menu last Saturday. Kibosh put on Jelly Roll Rogers and his Ethiopian Swing Band and Symphonic Orchestra for rehearsing at 3 a.m. on Decoration Day.

Camp Fire Tales, by Ray Marsh Brydon, almost ready for publication. Annabelle May Stevens visited grave of her pet dog "Judy" at Logan on Decoration Day. Floyd Lake elected keeper of the bees. Fell asleep on the job the first hour. New trailer purchased at Beckley by Gypsy Lee Henry. "The Dutchess contemplates changing her name to 'The Duke.'" A \$1,600 de luxe trailer purchased by Ray Marsh Brydon arrived at Montgomery, W. Va. On first night's occupancy he discovered that he had two new unannounced roomers in the persons of Doc Hefferan and Jean Belasco.



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HOLIDAY BIG IN EAST

Week-End Packs 'Em at Beaches

Post-depressh gloom appears dispersed—more like mid-season than curtain raiser

VALLEY STREAM, L. I., N. Y., June 5.—Decoracion Day week-end for beach resorts was far past even the fondest expectations. Ordinarily Decoracion Day is curtain-raiser on season's activities, but this year, from the look of things, it compared with midseason at some of the beaches from the standpoint of people and biz.

Rockaway was packed with visitors over the week-end and the Boardwalk section had excellent trade. Playland Park, Long Island's largest single amusement enterprise, reported a bigger volume of trade than it has known for any Decoracion Day in years.

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

Among Long Island's thousands of amusement people feeling runs high for one of the most successful years in a decade or more. Mr. and Mrs. America and children are trying to find an outlet for post-depressh gloom in amuse- (See HOLIDAY BIG on page 67)

Shreveport Pool Taken Over

SHREVEPORT, La., June 5.—A charter has been filed here by Shreveport Natatorium and Amusement Company. New organization has taken over municipal natatorium and renamed it Sportland Beach. Pool has been remodeled and rides and concessions erected adjacent. Pool was leased last winter for 10 years by Frank D. Fowler, company manager.

Idora Resumes Act Bills

YOUNGSTOWN, O., June 5.—Idora Park here, back to its former policy of free acts for the season, Manager Charles Diebel said the Conley Trio, aerialists, and Conley Circus, trained dogs, ponies, monkeys and a bucking mule, are now playing, with well-known circus acts to follow.

Free Gate Booms Capitol

LINCOLN, Neb., June 5.—Capitol Beach reopened with Harry King's ballroom start, band being that of Ace Brittain, and business was good. Ralph Beechner, pool manager, is also assistant to Manager Hoyt Hawke. Roller-skating rink is on percentage, with Arthur Rogers in charge. Free gate has been found to be the biggest biz incentive in years, concessioners getting a good play.

RIGHT THIS WAY TO
THE BIG SHOW

SUMMER
SPECIAL
NUMBER

Of The Billboard
Dated June 26
with

Coney Comes
Smiling Thru

By Edward L. Schott
As a Feature



MALL DODSON, widely known newspaper man, who has taken over the job of running the publicity department of Atlantic City's \$15,000,000 Auditorium, known as the world's largest, where a long string of special events, including water and ice carnivals, will be held this summer. He has long been identified with road shows and night clubs.

New Summit Beach Breaks Akron Records

AKRON, June 5.—Breaking all records for opening-day attendance, about 35,000 entered Summit Beach Park here on Saturday, followed by more than 15,000 on Sunday and nearly 25,000 on Decoracion Day. Combined three-day attendance was greatest in history of the park, said Manager Frank Rafal, opening-day figure being best in 12 years.

Receipts also set new high marks, lines standing before ticket boxes of numerous rides until after midnight. Parking lots overflowed and hundreds of cars were parked for blocks on adjacent streets.

A rejuvenated park, more than \$50,000 having been spent on equipment and modernization, it promises to become outstanding in the Middle West within another year. Transformation this year appears almost unbelievable, with so much accomplished in the short time Summit Beach, Inc., has been in existence.

A. E. Selden, "The Stratosphere Man," presenting his high act as free attraction the first week, is attracting capacity crowds. A series of standard acts will be offered, Manager Rafal said.

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 week-end drew crowds estimated at more than 350,000 by police and amusement men in the district between Malibu and Redondo beaches. Ocean Park Pier had immense throngs and there has been much done to further beautify the spot. Ocean Park Amusement Company, operator, has Jefferson W. Asher as general manager and Harry Aronoff and E. Fleisher as auditors. Casino Grand Ballroom has been done over, loges seating 1,000 set in, general beautifying done and a number of murals add much to appearance of ballroom and foyer.

Jesse C. Kramer and Bernie Cohen are lessees and managers; John C. Curran, publicity and art director; Fred Schulz, radio technician; Edith Williams, Mrs. Mary Allison, treasurers. New stage has new settings for orchestra and stage numbers. Merle Carlson and orchestra are being presented. It is the intention to present noted organizations and

Biz at Euclid Opener Is Big

Innovations seen in rides and shows—expo sends up demand for camping space

CLEVELAND, June 5.—Parks are in for one of the most successful seasons since the depression, declares Harvey J. Humphrey, president of Euclid Beach. Opening with a tri-holiday on May 29 every indication points to a banner summer. All rides, including Flying Turns, Aerial Swing and whip, were crowded to capacity and the park played to a business far in excess of expectations. Special days, picnics and events for groups and organizations are booked until closing.

Among added attractions is Over the Falls, a dark ride with a chute-the-chutes at the finish. Steepest grade in this county is 55 per cent. Grade on the chute is 51 per cent. In keeping with 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 batteries of bicycles, three in a division, which can be ridden by contestants, winner forging ahead thru his own efforts and giving new zest to this device. In the Surprise House effects work without visible mechanism or the electric eye, thru radio control. Ultra-violet rays are used again in Laff-in-the-Dark.

Stand-bys such as the Thriller, Racing Coaster and other rides have been reconditioned and the roller rink, built of (See BIZ AT EUCLID on page 67)

Tuscora Has Big Opening

NEW PHILADELPHIA, O., June 5.—Tuscora Park here, municipally owned, opened its season on Decoracion Day with record attendance. City park commission, which supervises operation, announced a new refreshment building, installation of a penny arcade, new shuffleboards and other features. Pavilion will continue roller skating afternoon and evening instead of dancing. Pool has been renovated.

Philly Biz Near Capacity

PHILADELPHIA, June 5.—The holiday period over Decoracion Day brought perfect weather and all parks and outdoor resorts in this section did near capacity. Willow Grove and Woodside parks put on special attractions on three days.

Coney Founders' Day

CINCINNATI, June 5.—Sunday, June 20, will be celebrated as Founders' Day at Coney Island, under plans announced by Edward L. Schott, president and general manager. It will commemorate the 51st anniversary of the opening of Coney as "Ohio Grove, the Coney 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, O., June 5.—Olentangy Park, largest amusement spot in Central Ohio, which opened a few decades ago with Shoot-the-Chutes, since abandoned; a few concessions and a ride or two, is now a busy 100 acres filled with a score of attractions and abounding in specially developed athletic fields, playgrounds and bathing pool, all of which are open for the season.

One of the innovations is an outdoor dance floor, which will accommodate several hundred dancers and spectators. Johnny Burkhardt's Band is current at the new pavilion. Jan Garber is due to bring his orchestra for a return engagement shortly and Austin Wylie's Orchestra will be an early attraction.

Management announced that an average of one name band a week will be presented in the ballroom thruout the summer.

Wildwood Rules on Trailers

WILDWOOD, N. J., June 5.—City commissioners took action to control the trailer problem at this ocean-resort town as they feared the summer season might make it acute. Trailers will be welcomed to Wildwood, but they must be parked west of New Jersey avenue, under an ordinance adopted last week, which also sets Park boulevard and streets leading directly to it as the only permitted means of ingress and egress for trailer tourists.

Augusta Operator Robbed; Beach Has Record Crowds

AUGUSTA, Ga., June 5.—Henry Edmunds, owner of concessions in Davis Park, reported that he was held up and robbed of \$350 following close of business on Decoracion Day.

Greatest Decoracion Day crowds since before the depression were reported by Sea Beach resort managers. One of the most elaborate parades here in the past 10 years did not keep thousands from the beach. Amusement spots were filled and concessioners were elated over spending.

DETROIT.—Eastwood Park opened its swimming pool over Decoracion Day week-end to big business.



MARSHALL W. (BUCK) TAYLOR, widely known showman, whose career embraced circus, park, vaudeville and other fields, including three seasons' presentation of rodeo and circus at Young's Million-Dollar Pier, Atlantic City, and whose death on May 30 is reported in detail in the Final Curtain of this issue of The Billboard.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard)

Hot Stuff

As this is written there's a hot spell enveloping the Eastern area. It is the first real warm weather of summer, and all outdoor pools in and around Gotham have been doing land-office business. The 1937 open-air aquatic season had an auspicious inaugural, insofar as the Atlantic seaboard is concerned, and it's good to see so many smiles on faces of pool men again. Yet pool operators can't remember when there was a better hot spell so early in the season. They can't even recall when there were three such perfect consecutive swimming days as in the metropolitan area over Decoration Day weekend.

However, smiles and cheery countenances bring to mind the contrast they offer from that which usually exists in the swim fraternity. Have you ever noticed what a bunch of sourpusses those in the aquatic biz ordinarily are? I mean to say your pool owner or operator is usually complaining about something or other. Either it's too cold to get anybody in his outdoor tank, or he's an indoor pool man and he cries about it being too hot and says outdoor natatoriums offer too much competition. The average pool man, be he an operator of an open-air or inclosed aquadrome, is the original Calamity Jane.

And so it's refreshing to notice so many happy faces during the past week. Here's hoping that jolly spirit continues. Pool owners should resign themselves to the fact that Mark Twain was right when he said: "Everybody talks about the weather, but nobody does anything about it." Worrying or bellyaching won't remedy the situation.

A certain amount of rain or a certain amount of cool weather is to be expected each summer. The sensible thing to do is to plan ways and means to draw them in, thru well-managed promotion schemes, so that when the cold snap does come the other biz you do will balance it.

Stauch Fellows

The bank operating Stauch Baths, Coney Island, N. Y., is doing nice things down the Island way. Receiver Berkowitz, acting for the bank, has made a lot of constructive changes, which is proving a help.

When a swim tank goes to receivers, too often those in charge forget all about operation of the pool and try to make it run by itself. As in every business, they usually cut expenses to the bone and sit back waiting for patronage. With the result, of course, that many tanks which have gone into receivership never came out of it because they never really had the chance. All receivers of pools should use common sense and try proper pool management if they really want to get out of the red.

First thing for a newcomer in the swimming biz to realize is that the trade is highly specialized and that it will pay to hire someone familiar with workings of the industry. Not anyone, even if he be a bank president, can learn overnight about water sanitation or proper promotion methods or a million and one other details associated with management of a bathing establishment. Learn the ropes, if you like, but be sure you learn from one who knows them.

Dots and Dashes

Ed Fahl is handling advertising for Luna Park pool, Coney Island, N. Y.,

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working out of the New York office of Barron Collier. . . . Frank Marano announces that he is managing Aivin (Shipwreck) Kelly, the flag-pole sitter. —Phil Smith, manager of Palisades Park (N. J.) tank, is eating like a horse these days and one wonders what's behind this sudden appetite spurt.—Bill Duffy writes from Kingston, N. Y., that he is going to run a gala water carnival up his way the last week in June. . . . And Ken and Viola Blake drop a note from Chi that the breaks have been ag'in them, but that they'll soon be on the road with their high-diving act.

Palisades, N. J.

By MARION CAHN

Sensational weather over the Decoration Day three-day holiday resulted in tremendous biz. Everybody got his share. Pool did exceptionally well for so early in season, with capacity on two days.

Benefit for Jimmy Tiernan, the four-year-old survivor of a recent horrible Long Island slaying, worked in conjunction with *The New York Evening Journal*, brought a swell turnout. . . . Ray Krim, representing *The Journal*, took charge from its end. . . . Incidentally, Krim's dad was a showman back there when, so Ray's heart was in this shindig and he did a swell job. . . . Special show included Uncle Don, Emery Deutsch, Lee Elliot and her band, Honey Troupe, Florescu and Martin Block. . . . A special word for Martin Block, whose swell plugging of the benefit over WNEW can account for a good part of the attending crowd. . . . A grand person to work with.

George Hamid visited the park the other eve and, due to strict orders to gameten that no one was to be allowed in free for any reason, had to pay . . . had a swell laugh . . . congratulated the ticket man for his following of orders . . . and refused refund.

Doc Morris tells me that he's got plenty of them that picnics booked in here . . . Knowing Doc, we're sure they'll be good. . . . Bill Hart already set up in new stand. . . . Sadie Harris reports good biz for first 10 days . . . consistently better than last year. . . . Jack Bloom also reports good biz.

Beautiful Leg contest, sponsored by the Electrolysis Associates of New York and New Jersey, held last Sunday. Benay Venuta, of radio; Gladys Shelley, of legit, and Louis Zinberg, president of the Electrolysis Associates, acted as judges. . . . Cash prizes and season passes to the park for runners-up.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Three days of perfect weather and immense holiday crowds in the park from morning till night is the cause for broad smiles and contented air of concessioners hereabouts. Weather more than anything else brought visitors in throngs and, what's more, they spent money like the proverbial drunken sailor. If the season of 1937 continues as good as the opening days, oh, boy!

Current free attraction, Les Kimris, has clicked remarkably well with thrill-seeking patrons, putting on two performances a day. This week's auto award, second of the season, went to Yonkers. The third, a sedan, is on display in center of the park. Special Decoration Day fireworks held the crowd spellbound with "ohs and ahs."

Les Brown, assistant to the director, says he has a great array of Hamid-booked acts scheduled for this season. Three Queens, Marie, Elizabeth and Anna, are again reunited with the return to the park of Anna Lipsett. John Scinto, Tiny Sivat and John Walters are wearing troubled expressions these days. We wonder why. More next week, Hasta Luego.

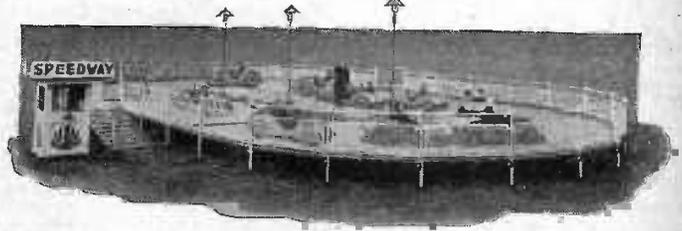
Cut in City's Grant Curbs St. John Spot

ST. JOHN, N. B., June 5.—St. John Horticultural Association, operating Rockwood Park on eastern outskirts of St. John, has threatened to close the park, release the employees and give away or sell the animals and birds in the zoo.

City council cut the annual grant to \$3,000 for this year, which is insufficient to keep the park functioning, according

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to the association. Councillor J. A. Whitebone, business agent of St. John local IATSE & MPO, inquired as to where receipts from checkroom, pavilion, refreshment stand, boat hire, etc., have gone. Association reported a bank overdraft of \$2,456 and that the bank threatened to close the account at \$3,000. Park includes Lily Lake, used for boating, swimming, skating, skiing, tobogganing and angling. Shoot the Chutes, Merry-Go-Round and Ferris Wheel formerly at the lakeside were removed because of inability to run on Sundays because of blue laws being enforced. Park area, including driveways, walks and several artificial lakes, covers about five square miles.

City grant in 1936 was \$4,000. According to the association, this is the lowest figure at which the park can be operated, and for some years the city gave from \$5,000 to \$7,000 annually for expenditure on the property, including building and repairing driveways and walks and maintenance of the zoo. Additional help must be hired to aid the regular staff on repair work.

DETROIT.—C. L. McGeer, instructor of the late Clem Sohn in his "bat man" acts, gave an exhibition of aerial acrobatics in Eastwood Park on June 5. A "Victory Jubilee" picnic given by Local No. 212, United Automobile Workers' Union, drew attendance estimated between 20,000 and 30,000.

Going Thru Fire and Flood

By Otto Wells

THAT the general trend in amusement parks is upward is evidenced by encouraging reports from all sections of the country. Business in Ocean View Park last year was well in advance of any since 1928 and my opinion is that with continued prosperity we may look for even better results this season.

Ocean View Park, often called the Atlantic City of the Southland, probably



OTTO WELLS, veteran owner-operator of Ocean View (Va.) Park, on Chesapeake Bay, near Norfolk. During the years since 1901 that he has operated the park it has been destroyed by fire three times and thrice has been swept by storms, and each time the property has been rehabilitated and modernized.

has more rides and amusement devices than are to be found in any amusement park south of Coney Island, N. Y. A wide expanse of beach stretches, white and glistening, for a distance of more than seven miles. There are well-turfed lawns, free picnic pavilions and wide-covered walks, facing the water and flanked with attractions, rides and booths. Main walkway overlooks famous Hampton Roads and Chesapeake Bay and in the distance may be seen the entrance between Cape Henry and Cape Charles and the bounding Atlantic Ocean.

"Out of the Ruins"

The season last year was good and Labor Day came and went with every prospect of a successful termination and then came that fatal Thursday, September 17. A storm struck and it surely was a storm in every sense of the word, wind of cyclonic proportions and a raging sea that rose to almost tidal-wave magnitude. The storm swept right and left with probably more actual damage to the park than that occasioned by the two storms of 1933 when the park was badly damaged.

During the last storm the roof and part of the ballroom walkway were carried off, underpinning of the big structure was swept away in spots by the seas, two of the boarding house hotels were destroyed and one of the big bath-houses was wrecked. It looked for a while as tho the entire park were doomed. Throughout the winter we have been at work and Ocean View Park was ready for its 1937 opening on May 29. During the period in which I have been interested in operation of Ocean View Park, since 1901, it has been destroyed by fire three times and thrice has been swept by storms that have reached a cyclone stage with waters so high that they might well have been termed tidal waves. Each time a new and better park has come up out of the ruins and we opened this season bigger and better than ever before.

Bathing Biz Is Hot

Two tieups last season gave two unusually big days. One was put on by a firm of bread bakers in this territory and was a community picnic. The bakery, thru its grocer distributors, gave out more than 50,000 strip tickets entitling the holders to half-rate at all rides and other attractions. So successful was it that the operators of the bakery made

arrangements to repeat the occasion this season. Just prior to Labor Day we held a Ford Fun Day when a similar stunt was worked for employees of the Ford Motor Company, Norfolk branch, dealers, their help, families and friends. On both occasions rides and other attractions and concessions were kept busy thruout the day with the result that two usually dull days took on the appearance of gala holidays and box-office results were well worth while.

Ocean View Park participated in the Atlantic City Beauty Pageant and Miss Virginia was selected from many contestants in Ocean View ballroom. Picnics were held almost every day last season, coming from Tidewater Virginia and Eastern North Carolina.

About the only way in which good roads and automobiles have hurt amusement park business in this locality is in the bathing. A few years ago it was unheard of for a person to wear a bathing suit from home to the beach, but today it is the rule rather than the unusual. This has, of course, spoiled the bathhouse business, but I feel that sooner or later there will be something to bring about a return to normal and that the bathing-house business will again pick up.

Jess Adkins' Fishing

Ocean View Park is more of a community recreation center than almost any privately owned amusement park that I know of. We probably have too many free benches for patrons to rest upon, but that is an Ocean View tradition and there has never been an admission charge to the park. We hold free band concerts each evening and from time to time bring in name bands and big free acts, with fireworks now and then. I believe this will be one of the most successful seasons in many years.

No reference to Ocean View would be complete without some mention of the fishing. The world-famous Ocean View spots are in abundance and it requires real skill to catch these tasty fish. Further off-shore there is an abundance of game fish. One of the finest fishing fleets for hook and liners, rod and reelers, to be found in any section of the country is maintained.

Jess Adkins, circus magnate, will bear out this statement. It is a well-known fact that the agent who does not book the show that Jess is with for a Monday opening in Norfolk just is not on the job, because whenever Jess' circus comes to Virginia the big boss must get in his Sunday's fishing off Ocean View Park.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, June 5.—More than \$250,000 was dumped into the resort over Decoration Day week-end by an estimated 100,000 visitors, giving amusements and hotels a sample of what may come in the next few months. It was one of the biggest Decoration Day holidays in recent years and had beach front jammed to capacity. All theaters did midnight shows Saturday and Sunday with SRO in most of them.

Steel Pier had a trio of bands, Guy Lombardo, Benny Goodman and Tommy Dorsey, besides Alex Bartha alternating and Sally Rand's stage show. Did capacity business and, owing to excellent weather, opened the arena for an open-air circus, with diving horses, high-diving Hawaiians and other acts. Railroad reported carrying 19,000 from Pennsylvania, with several thousand more from the New York area. Bus travel equaled if not surpassed this figure, while a line of motor cars trailed into the resort over both boulevards until traffic all but got out of control.

Million-Dollar Pier, with net hauls and aquariums open, did its largest Decoration Day in history, while concessioners again began to believe in Santa. The 27-passenger ship of Clarence Chamberlin made a number of holiday flights over city. Jack Rutherford, Palm Beach, Fla., won the first annual, Palm Beach, Fla. around Absecon Island boat race, which started and finished off Steel Pier, where more than 5,000 were in the stadium.

Down-beach Sportsland, a lot full of varied sports stunts, failed to get open, and late this week workmen were still putting together some of the high stuff. Vince Martino, who once ran Garden Pier, is one of those interested in the

project. However, Frank B. Hubin, right around the same location, opened full with everything, including an illusion bally operated by George Pinkus. Bob Walker, old-time carnival man, along with Larry, doing guess-your-weight at Missouri Avenue. Wax Show, after hurriedly moving from one location, has blossomed forth in another with admission price of 5 cents instead of former donation plan. Skee-ball opened wide for the holiday with a good play, while Marty Harris on the upper walk threw open Hygia pool for the season, getting a good play. One of the largest shooting galleries in the resort was opened near convention hall by Noon, while on the upper walk Tom Endicott, cowboy suit and all, went to town in opening Dude Ranch again.

A new Sloppy Joe's, with a coconut drink featured, made its bow. And along the Walk rail Abe Simms, George Miller and George Ruty were talking it over. Their Boardwalk establishment is doing big while Ruty has a marathon running in the South. Doc Couney was down but figured it too early to open. Johnny's Sportland, opposite Million-Dollar Pier, is called the best ballyhood place on the walk. Texas avenue kiddie park will be missed this year, nude sun-baths replacing it. Litot returned from Miami to get his Pennyland going.

Electric signs, for which the Walk was once famous, are coming back on Steeplechase Pier, Million-Dollar Pier and Central Pier. None, however, equal the old Chesterfield gadget for 10,000 lights, destroyed when Steeplechase burned in 1932. Holiday drivers got their first taste of parking lot banditry, with the city doing nothing about it except to tow away a few cars of visitors who probably won't bother to make a second trip here. Mrs. Roosevelt will make her first Atlantic City address on October 12 in the Auditorium. Mrs. Martin Johnson came quite a flurry with her Darkest Africa Show in the Auditorium. June 18 has been set as date of the Warner opening. Million-Dollar Pier summer opening has been set back to July 2.

Wildwood, N. J.

By ORO

If the Decoration Day week-end was any indication of coming events, concessioners here can be assured that this season will not only equal but even exceed the banner 1936 year. Transportation facilities reported heaviest crowds and traffic in years.

Renovated Casino Arcade, with new rides, neon-lighting displays and gayly decorated stands, was brightest spot on the Boardwalk. The arcade, an indoor midway on land side of the beach, is owned and operated by S. B. Ramagos. Adding to arcade attractions, Joe Barnes has taken over the pavilion for a roller-skating rink. Casino Arcade will also be site for the national marble tournament on June 28-July 2, event to be broadcast on a nation-wide hookup by CBS and sponsored by General Mills.

At Hunt's Ocean Pier holiday program was choicest in years, proving a magnet for thousands. For the first time pier offered a name attraction, Benny Meroff, orchestra and revue.

Boardwalk concessioners and merchants have banded together to form an association to discuss plans for improving appearance of Boardwalk stands and stores, business practices and conditions in general. An attempt to reach a price agreement, making a 10-cent charge for all rides and games compulsory, was unsuccessful. In spite of agitation against concessioners with nickel games, the majority was not in accord with a price-fixing plan, figuring there will be enough business for every stand's price. Plans are to hold weekly meetings on Wednesdays.

Chi Riverview

Midway men are all living in the past this week still talking about Decoration Day crowds. It was the only day since opening that weather offered a break. The Sunday before got away to a good start, but the heavens broke loose around 4 p.m. and put a damper on the remainder of the day.

Oldtimers and new alike, tho, are optimistic and feel they're starting the best season in many moons. S. W. Thomson, operating three shows this year, has a real hit with his motordrome. Rudy Coombs, Ruth Harris, Vee Lawson and Ernest Slavin, riders, make cus-

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Decoration Day week-end was a hypo to hopes for a great season, with concessioners at many beach resorts selling out entirely in many instances. Surfside Club, Atlantic Beach, newest wrinkle in beach spots, offering bathing, dinner and dancing all for \$3. There'll be about 3,500 cashiers and ticket takers on the grounds when the World's Fair opens in 1939. Max Rosner's Dexter Park, Richmond Hill, open and ready to feature sports events thru summer.

Roosevelt Speedway, huge auto-racing spot, may soon go for other events in addition to gas-buggy contests. Community of Hempstead, a converging point for auto traffic from all points of Long Island, is preparing to spend almost \$50,000 in an attempt to eliminate congestion. Jamaica swimming pool's opening day permitted bathers to make use of natatorium minus a fee to acquaint them with the spot. Roadside Rest, Oceanside, one of the largest hot-dog-selling spots in the country, registers its total sales over a week-end in the vicinity of six and seven tons.

An illustration of how tough it is financially to make a floor-show spot go may be seen in the fact that only one out of five of the local roadside spots uses entertainment of that type. Freeport still conducting publicity campaign in its own behalf. Nunally and Johnson running a small amusement park in Broad Channel catering to motorist trade. Outdoor operas at Jones Beach are scheduled to begin late in the month.

ROCKAWAY BEACH: Roaches' Beach being fenced off to permit use only by its own customers. Nickel ice cream bids fair to be the largest selling item locally this summer. With waste paper selling so high for junk, it is surprising that something isn't done about the tons of it picked off the beaches each week and burned. N. Sali's Circus, one ring, is holding forth off the Boardwalk at Seaside for summer, and a neatly gotten together show it surely is. Thunderbolt, scenic railway ride at Seaside, is one of the oldest of the community's stand-bys and still a money getter.

Beach authorities are planning to handle more than 500 lost children this summer. George Wolpert, Chamber of Commerce exec secretary, says the organization will have something interesting to say relative to amusement biz locally within the next couple of weeks. In Edgemere instead of calling them concession booths they're called stalls.

Howe's Baths and Ocean Edge Baths, on the easterly end of the Walk, are ready for big "no matter how great the volume." Eddie Nugent, vet Island life guard, is kiddie athletic director of Roaches'. Commodore Willie Fishman infers that Al Roon, one of the East's best known beach physical training instructors, will be at Edgemere. Several cabarets are considering installing bingo games.

LONG BEACH: The new Boardwalk has been formally dedicated, with much of the expected fanfare left out. Nassau Hotel is to be the hangout for many of Broadway's well knowns. All together there are about 1,000 persons engaged in various phases of the amusement biz here, and most of them want to be known as the "refined type."

tomers duck with some of the best riding this correspondent has ever seen. Daley Vaughn and Otis Lloyd are talkers at the drome. Thomson's Artists and Models, girl show, has Phyllis Harris, Helen Hart, Peggy Clark, Betty Cook and Florence West in the line, with Bert Kaye and Grant Kenworthy working the front. His other show, Hollywood Monkey Village, is managed by Earl Chambers.

H. G. Dunsee's side show, Palace of Wonders, has Whitey Daily and Hazel Merkley stopping the gazers out front. On the inside, Great Gravityto, sharp-shooting; Professor Forge, woodcraft; Baby Ann, fat woman; Tony Marino, fire-cater; Ross Heath, glass blower; Mar-X, psychic; Mildred Sheppard, mystery box; Bud Dunsee, lecturer. Bill Henning is on tickets.

No one should go dry or hungry in this spot, with eateries and beer bars every few feet. With schools letting out this month, concessioners are readying 2-cent signs for kids' days. John Kruto, broken-plate stand, is sole agent for The Billboard this season.

American Recreational Equipment Association

By R. S. UZZELL

BUFFALO.— Sure enough, they are getting rain in most of the West where for the past three years it has been so dry. The wheat crop seems assured now. This will give the farmer some money in July or perhaps his favorable promise will restore his credit at the bank. It will take several rains yet to make corn, as the subsoil has been depleted of moisture by the extended drought. While all is not rosy yet with the farmer his prospects are much brighter than for four years past.

This means better fairs again and more money in circulation generally. Amusement parks can always expect their share of the family purse above the actual cost of living. The dead and dying trees are silent sentinels of the scorching blast that cooked the Central West. What they cannot understand out there is why this could happen simultaneously with floods in the Ohio Valley and in New England.

That amusement parks could survive such calamities is little short of miraculous. It is no wonder that they were not buyers from our manufacturers while under such a grilling. The better prospects for carnivals have all of those boys smiling the old broad smile.

J. W. (Patty) Conklin was at Great Lakes Exposition, Cleveland, on June 1, watching the Octopus and R. E. Chambers' new ride, the Gyropracter. He has to supply Quebec Fair while operating in Toronto, so is adding equipment to his shows. He knows what is in the market and watches it operate before making a commitment. And who could justly criticize him for that?

Expo Is Better

Cleveland Exposition is better than last year and more beautiful. The Sunday and Decoration Day following produced a crowd of about 160,000, but the ball game adjacent got part of the money. Some of the fronts are a credit to the fair and could with profit pay a park man for the expense of a trip to Cleveland. The Great Lakes will be produced in flowers again on the embankment at the entrance—very appropriate, beautiful and impressive. It makes visitors talk. Gradually we are going to show park men that flowers can talk to their patrons and in turn make patrons talk to their friends.

Charles A. Stark, once with the L. A. Thompson Scenic Railway Company, produced an appropriate and attractive front for the Funhouse. He tells us that he itches to get back into the amusement park business. John H. Gourley has made numerous improvements in Streets of the World. He has been accumulating wisdom on this sort of a production and can always suggest better ways of doing things. He has some faithful reproductions of old world historic buildings, no small part of which is the coloring. He says now he can do a better job for less money.

Almon R. Shaffer, associate director, feels more confident than last year and tells us the two Billy Rose shows are going places. The Aquacade has cost a nifty sum, has huge capacity and requires an army of employees for its operation. It is the headline in advertising the exposition and is sure to be well known by the patrons. The access to it is good and colorfully lighted. We shall soon know the answer.

Out-of-Towners Question

Most of the rides are on the wrong side of the midway to get the best break. There has been considerable shifting of rides since last year, but not yet are they in an advantageous position.

H. H. Hammond, of Geauga Lake, did not move his Bug ride, but has a fairly good location for his boats that run out on the lake. The Loop-o-Plane and Ell Wheel got quite a shift but are still on the wrong side of the midway. Gooding got his Skooter on the right side but now stanching too much alone and away from the other rides.

The boys are likely to face a dull June, except for week-ends. Then July will tell the tale. The big question is, "Will

Social Security Act

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

they draw the out-of-town patronage they had last year?" We are all willing to be surprised by a second year exceeding the first year of an exposition and will watch results.

Rushing To Replace Myers Lake Hofbrau

CANTON, O., June 5.—Carl Sinclair, secretary and general manager of Meyers Lake Park Company, operator of the park here, said the Dodgem building will be remodeled into a restaurant to replace the Hofbrau, night club, recently destroyed by fire with damage estimated at \$50,000. The building, 80 by 90 feet, is to be enlarged and a stage and orchestra stand are to be constructed.

Mr. Sinclair said workmen are on a 24-hour schedule to complete the new restaurant and beer garden within two weeks. Former Hofbrau policy of night club talent and bands will prevail.

Meanwhile no immediate plans will be made to replace the recreation building. But later, said Mr. Sinclair, a new building may be erected on the site.

Rock Springs Books Long List of Outings

CHESTER, W. Va., June 5.—Rock Springs Park here launched what promises to be its biggest season in more than a decade. It is again under management of R. L. Hand, who has added some new features and done extensive landscaping.

More than two weeks of daily school picnics got the park off to an excellent start. Much new paint is in evidence, 400 new shrubs have been set out and eight monkeys have been added to the zoo.

Glenn Riggs, KDK, Pittsburgh, will present a radio revue in the outdoor theater every Sunday afternoon and night. Dance pavilion is again under management of Lou Platt, with sessions Thursday and Sunday nights. Manager Hand reports picnic bookings heaviest in years.

Crowds Jam Pontchartrain; Coast Guard Station Nearby

NEW ORLEANS, June 5.—Large crowds pack boardwalk and beach at Pontchartrain Beach as daily temperatures cling to 90 in afternoon shade. Another record crowd came out last Sunday to see Oscar V. Babcock and his bicycle thrill act, jam being about 50,000 for the day. Babcock replaced Bee Kyle, who set a precedent with a four-week stay, and the Flying LeVans.

Manager Harry Batt opened new Tyrolean beer garden with good results. Rides are doing best business in several years.

The government has announced early construction of a Coast Guard base adjacent to the beach for lake patrol duty and Mr. Batt says this will add to the resort's attraction and safety record. Freckles, of Our Gang Comedies, was a feature in the Casino Saturday and Sunday.

Coney Island, New York

By ROGER LITTLEFORD JR.

Coney Island showmen experienced one of the heaviest week-ends in a long time over the Decoration Day holiday. With weather on the hot side and no signs of rain, practically every one did big business. Baths and the beach opened full blast for the first time this season, shows were packed almost constantly, rides were sought after as a means of cooling off and games did exceptionally well. Police closed most of the latter Saturday night, but they were open again on Sunday. Most shows jacked their admish over the three-day spree and, according to reports, did all right by it.

Luna and Steeplechase parks really went to town. Luna, again under management of Charles R. Miller, is offering several new attractions this year, besides some structural changes and renovations. Streets of Paris has been redesigned—has an elevated stage and a new cocktail bar. Bothwell Brown's Revels of 1937 revue entertains the guests nightly, featuring Mlle. Bonita, dancer; Gypsy Nina, dancer; Robert Montgomery, emcee; Cliff

and Carmody, ballroom team; Mary Harris, blues singer, and line of clever gals. Show is nicely paced, cleverly wardrobe and agreeably endowed with talent. Bonita is a standout and should go places.

Victor Circus Draws

James Victor's Circus at the far end of the grounds is proving as popular as ever, and consists of Charles Wiers' Elephants, Gertrude Bell on the trapeze, Happy Harrison's dogs, Fritz Siefried and Company, acrobats, and Bill Spain, equestrian director. According to plans, Victor will change the program several times during the summer, exact length of each bill not definitely set as yet.

New features in the park this year include Old Man River (miniature flood layout), Naughty Nifties; Fred Fansher's Bamboo Funhouse, a VooDoo show; Mickey Funhouse; Tumbler, Daffy Dill and Captain Thompson's Wonder Ship, deep-sea monster. George Haefely's

(See CONEY ISLAND on page 48)

Park Free Acts

FOUR LORENZOS were featured on the midway in State Fair Park, West Allis, Wis., during opening week of May 29. Free acts will continue all season.

THOUSANDS saw a free program in Pierce Park, Appleton, Wis., on June 1 which included 12 acts, featuring Four National Hayseeds, Bonnie Male; Captain Henry, of the Showboat; Jimmy and Gale, adagio dancers of the Ernle Young Revue, and Edward F. Mumm and his symphonic jazz band.

WLS FARM HANDS have been booked to play High Cliff Park, Appleton, Wis., on June 13, with a 68-piece band comprising musicians from bands of Calumet County and surrounding territory. Spot is under new management of Lothar Kemp.

WILLIAMS GROVE PARK, Mechanicsburg, Pa., drew large crowds on May 30 and 31 with free attractions headed by Ce-Dora, "Loop of Death"; McLaughlin's Dog and Monkey Show, featuring Jo Jo, high-diving dog; Cousin Lee and his boys, Dallastown Boys' Band, Herald Goodman and his crew and fireworks.

Greatest Season in Years Is Anticipated for Paragon

NANTASKET BEACH, Mass., June 5.—Paragon Park reopened on May 29 with many improvements, notably a new multi-colored entrance of enamel, Skooter with stream-lined cars, rebuilt Heyday and park interior redecorated and painted.

This should be one of the best seasons in its long history, say officials. Prior to opening crews worked night and day. On the season's act program will be several importations of performers. Park is an hour's boat ride from Boston.

Trailer Camps for Newport

NEWPORT, R. I., June 5.—Newport apparently is getting fidgety over possibility of Ocean Drive becoming a marked highway for trailers, so the resort will try to prohibit parking of all trailers within city limits except at special-licensed camps. Chairman J. R. Haire, council ordinance committee, said a suitable bill has been drawn to cover the situation. Populace is reported concerned over Ocean Drive becoming a mecca for trailers during yacht races for the America's cup.

Savannah Opening Big Draw

SAVANNAH, Ga., June 5.—Savannah Beach opened on May 29 with record crowds. Chamber of Commerce and resort officials are given credit for great success of the celebration. On the program were a baby show, beauty contest, life-saving exhibitions by the Red Cross and night dancing at Tybrisa Pier and Brass Rail. G. F. Garls was chairman of the program committee. Music for dancing was by Ken Moyer and his orchestra, and Eddie Farley, saxophonist. Pier officials expect a most successful season, especially for concessions.

Meyers Lake Opens Above 20,000 Mark

CANTON, O., June 5.—More than 20,000 entered Meyers Lake Park here over Decoration Day week-end to give it one of the biggest openings in recent years. Manager Carl Sinclair said. The big playmat, resplendent in new paint, new midway features, renovated rides and other improvements, appeared its best in more than a decade.

Park executives worked untiringly to remove evidences of the \$50,000 recreation building fire, which swept the Hofbrau night club and roller rink two days prior to opening. Officials of the park operating company predict the season will be one of the best in recent years, contending that without exception Eastern Ohio parks have listed the greatest number of outings in history.

Steel mill strikes in this area may affect park patronage, if they continue any length of time, as many July and August outings are of steel workers' organizations. Until two weeks ago major plants in this district were operating at peak production and there was every indication that steel workers would have money to spend on outdoor amusements for the first time in years.

Detroit Pool Opens Season

DETROIT, June 5.—Crystal Swimming Pools, Inc., Eight-Mile and Greenfield roads, was opened for the season on May 29 by Theodore Folster and Lorrain and Henning Rylander. Oval pool will hold 1,000,000 gallons, has a sand beach and shrubbery and will accommodate 2,500 at one time. A registered nurse is in attendance for girls and a medical student will be in charge of boys' section with complete first-aid room. Four life guards are on duty. Pool and grounds are illuminated with high-powered lights.

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COMPLETE SERVICE UNIT, \$69.50

Includes 15-gallon fully insulated, stainless interior tank, equipped with two chromium beer faucets, one water faucet, 1/4 H. P. General Electric Motor, Stainless steel shaft, aluminum propellers.

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NOW!

CLEVELAND GATES TOP '36

Better Opening At Great Lakes

Aquacade, Winterland and Pioneer Palace are hits—publicity drive effective

CLEVELAND, June 5.—With a triple holiday to set it off, Great Lakes Exposition is bringing them in excess of expectations. Comparison of the first three days of 1936 and 1937 shows tops for two days this year. In 1936 61,276; 54,826 and 15,142 totaled at 130,826 for the first three days. Comparison with first three-day figures shows a total of 167,910 for this year. However, in 1936 there was some bad weather during this time.

Current year had triple holiday and further boost came thru baseball games in the stadium. On Sunday the Cleveland Indians and Chicago White Sox mixed and on Monday the Indians and Detroit Tigers played morning and afternoon games. First game drew 15,000 and Monday's totaled at 40,000. Expo privileges were given in addition to games. Intermittent showers slowed attendance on Tuesday and Wednesday.

Attendances

| | |
|-------------------|--------|
| Saturday, May 29 | 50,092 |
| Sunday, May 30 | 57,813 |
| Monday, May 31 | 60,005 |
| Tuesday, June 1 | 16,242 |
| Wednesday, June 2 | 16,862 |

Total201,014
Same period, 1936.....172,501

Bright Outlook Seen

Outlook for the summer is considered exceptionally bright by Lincoln G. (See CLEVELAND GATES on page 48)

N. Y. W. F. Drafts Scholl and LaBreque

NEW YORK, June 5.—That the New York World's Fair of 1939 is definitely planning to rely on recognized showmen and fair executives to act in advisory capacities was borne out this week when E. H. Scholl, president of Allentown (Pa.) Fair, and Harry E. LaBreque, resident manager of New Jersey State Fair, were invited to be on the national advisory committee as representatives of their respective States. Charles A. Somma, head of Virginia State Fair, had previously been elected to represent that State.

New York officials, evidently realizing that prominent State and district fair officials are well versed in intricacies of exposition development and management, as well as being experienced in handling of throngs of people, are surrounding themselves with a representative group of "men in the know."

RIGHT THIS WAY TO THE BIG SHOW SUMMER SPECIAL NUMBER

Of The Billboard Dated June 26 with

Prosperity and Fairs

By P. T. Strieder

As a Feature



R. L. PIERCE, secretary of Dunn County Free Fair, Menomonee, Wis., has been re-elected for the 11th consecutive time. Free gate policy of the past three years has shown progressive improvement and won great public support, he reports. The association, which missed only one annual (during depression) in the past 50 years, has well financed property and is in best financial condition in 20 years.

New N. M. Plant Prepared for 1938

SANTA FE, N. M., June 5.—Governor Tingley declared it will be impossible to hold a 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, will have features expected to bring people from other States.

In territorial days New Mexico had a fair that drew from all over the Southwest. It was allowed to lapse until the governor and associates decided to revive it on a large scale.

Visiting Governors and Mayors View Site of Golden Gate Expo

SAN FRANCISCO, June 5.—Governors and mayors of Western States here for Golden Gate Bridge Fiesta on May 27-June 2 discussed with officials of the 1936 exposition plans for their State and city exhibits at the fair. They were unanimous in acclaiming the Treasure Island site and predicted that it will be an outstanding success, with millions attending from across the nation and from foreign lands. The officials were taken on a boat trip around the newly made island and were impressed with buildings and towers under construction.

Fourteen States have already taken legislative action for participation in the exposition. It was announced, and enabling legislation has been introduced in legislatures of six other States. States having passed legislation are California, Florida, Colorado, Oregon, Utah, Washington, Nevada, Wyoming, Arkansas, Montana, New Mexico, Idaho, Missouri and Iowa.

Among State officials who conferred with exposition leaders were Governors Charles H. Martin, Oregon, and Leslie A. Miller, Wyoming; Mayors Ben F. Stapleton, Denver; Joseph K. Carson, Portland, Ore., and E. B. Erwin, Salt Lake City. Gerry B. McGeer, Canadian member of parliament, Vancouver, B. C., discussed plans for Canadian participation in the expo.

At a luncheon given by Golden Gate International Exposition consular representatives of 35 nations heard plans for the fair this week. Hosts were W.

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

DALLAS, June 5.—With betterment of 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 of the Americas participating. Representatives of presidents of 21 nations will be present, Managing Director Frank L. McNeny announced. Their presence will be necessary to open the heavily jeweled lock on the gate, as each of the countries' chiefs must be turned. A downtown parade will precede

Fiesta Staff Back on Job

After Cleveland opening, directors return to Fort Worth—equipment tested

FORT WORTH, Tex., June 5.—With the Cleveland exposition on its way, the staff which has charge of putting on the Aquacade there and Frontier Fiesta here returned this week to wind up rehearsals for this show's opening on June 26. First to return were the costume crew, A. M. Blumberg, manager, and Ethel Swan and Marcelle Mendoza, supervisors.

Everett Marshall, singing star of Casa Manana, arrived on May 31 from Florida. Other arrivals from Cleveland included Billy Rose; Raoul Pene du Bois, costume designer; Albert Johnson, stage designer; Dana Suesse, composer; John Murray Anderson, and Bob Alton, dance director. Harriett Hoctor arrived on June 5 to begin rehearsals. California Varsity Eight, singing octet of Casa Manana for (See FIESTA STAFF opposite page)

Speed-Up Efforts Are Made On U. S. Exhibits in Paris

PARIS, May 31.—Paris International Exposition of 1937 was officially inaugurated by the President of France on May 24 and parts of the grounds were thrown open to the public on the following day. Only a small number of pavilions are completed.

Pavilion of the United States is one of the last on which construction has been started. Thomas J. Watson, commissioner-general of the United States at the exposition, arrived and is endeavoring to speed up work on the State's exhibits.

Work on buildings and rides in the amusement park zones are no further advanced than that on other structures. For the present only certain sections of the grounds are open to the public and during afternoons only.

Nebraska State Signs Rodeo

LINCOLN, Neb., June 5.—Bucking broncs will take the place of gals this year before the State Fair grand stand here. Barnes-Carruthers, thru Jack Polk, has set Joe Greer's Rodeo for the night attraction. This is first year since 1930, when the John Robinson Circus was here, that anything but a revue has held the spotlight at night. B.-C. acts will include Florescu, high pole; Healy and Mack, wire; Hudson Wonders, girl acro-contorters, and Six Lejands, teeterboard. Beckmann & Gerety's Shows will be on the midway.

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 Goes Modern

Big outlay made on plant for '37 annual—new shows and acts are contracted

GRAND FORKS, N. D., June 5.—Offering a program of thrills, races and exhibits declared greater than ever before and on modernized fairgrounds, officials of North Dakota State Fair for Grand Forks declare they are out to take the lead for fairs in the State with the 1937 annual. Modernizing grounds is costing \$123,000, with WPA providing much labor, said Ralph Lynch, president of the association.

The curtain this year will rise on: A new steel, concrete and wood grand stand seating 2,500 in place of the old stand seating 1,600; new beer garden, 48 by 96 feet, with concrete floor and 70-foot bar; sewer system, with 5,000 feet of deep-laid mains; water system, with 4,000 feet of underground pipe; new concrete sidewalks totaling 50,000 square feet, 15 feet wide; graded, graveled and oiled streets, lined with 1,000 to 1,200 trees; two landscaped plazas in an area 140 by 700 feet, parking space for more than 5,000 cars within grounds and for 8,000 more just outside, general repairs and repainting of buildings, new site for concessions and new location for carnival.

Following the fair, concrete and steel bleachers will be constructed on either side of the new grand stand and a new entrance to grounds will be completed. Secretary Dan F. McGowan has lined up free acts and shows that he says never before have exhibited here. Max Goodman's Wonder Shows will be on the midway. Goodman for years has been in charge of concessions here.

Free acts will include Thrill Day features, with Captain F. F. Frakes, Jean DeLuca and others; Ernie Young's *Cavalcade of Hits*, the Danvills, Four Hazel Mangan Girls; Joe Jackson, bicyclist, and International Quartet. A feature of the fair will be dedication of the new grand stand, with Howard O. Hunter, Chicago, PWA regional adviser, as a speaker. Harness races will be on speed programs and auto races are scheduled for the final day.

Fair Grounds

HALL SUMMIT, La.—Parish election has been called for taxpayers to vote on a one-mill tax for two years to pay off indebtedness on Red River Parish Fair Association's grounds and buildings. Small proportion of money raised would go to erection of a community building on the grounds. Most of material and labor would be furnished by NYA and CCC.

SAN AUGUSTINE, Tex.—Directors of St. Augustine County Fair Association contracted with the Big State Shows for the midway. Poor response to previous stock and cattle exhibit was given as cause for abandonment of this feature.

JACKSON, Miss.—For the first time since 1929 Mississippi Free State Fair Association will issue a catalog, book to consist of more than 100 pages. Theme of the 1937 annual is "Mississippi Marches On," said Mabel L. Stire, secretary-manager.

LUFKIN, Tex.—Angelina County Fair directors authorized construction of an agricultural exhibit building, said President Jean Shotwell. It is to be ready for use in the fall. Bill Hames Shows have been booked for the midway.

RALEIGH, N. C.—Great Northwestern Fair Association, North Wilkesboro, which will conduct a fair for Wilkes and adjoining counties under authorized capital stock of \$100,000 and subscribed stock of \$1,000, has received a charter

Social Security Act

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



F. M. FULTZ, secretary of Alcorn (Ind.) Agricultural Fair Association, who reports that President J. R. Emahiser and other board members are preparing for the best annual in the history of Alcorn. A substantial balance was left from the 1936 fair after a large horse barn had been built at cost of \$2,000 and leased to Cole Bros.-Clyde Beatty Circus for wintering more than 100 head of baggage stock.

from the secretary of state. Incorporators include J. B. Williams, E. E. Eller and D. J. Carter.

INDIANAPOLIS.—Fielding W. Scholler, veteran harness horse race starter, of this city, has been engaged again for the 1937 Kentucky State Fair, Louisville. He was there in 1918 and not back again until last year. After the Louisville fair he will start his 34th trip to Southern fairs, having been at Dixie fall events that many years of his career of 37 as a starter.

BUCYRUS, O.—More than \$6,000 in purses will be given for running races at five Ohio fairs in four consecutive weeks. Seven events will be given at Crawford County Fair, Bucyrus, with purses of \$1,000. A week later in Wapakoneta the Bucyrus program will be repeated. Following Wapakoneta, the Van Wert and Dayton will present the runners. Dayton has runners scheduled five nights with purses of more than \$2,000. Following Dayton, Mansfield will come in with a program. This is said to be first time in history of Ohio fairs that a circuit has been arranged for thoroughbreds at agricultural shows.

ATLANTIC CITY.—Atlantic County Agricultural Fair this season will celebrate its 21st year with more attractions and acts scheduled than ever before on the grounds in Egg Harbor City, N. J., said General Manager Anthony G. Vautrinot following preliminary arrangements preceding annual meeting and election. Last year the fair wiped out some deficits. A number of thrill acts will appear, with possibility of more space for other attractions and for concessions. Set features include New Jersey State Poultry Show, South Jersey Hunting Dog Show and a midway.

LOUISVILLE, Ga.—Junior board of directors of Jefferson County Fair Association is planning new grounds, fairs having been discontinued for several years, according to President Walter L. Kemp. Exhibit buildings being erected are expected to be completed by July 1.

SEDALIA, Mo.—By popular demand fireworks again will close each night grand-stand show at 1937 Missouri State Fair, management having accepted a seven-night program of pyrotechnic displays submitted by Thearle-Duffield. More than 40 groups will be fired each evening and featured productions will be changed nightly.

FIESTA STAFF

(Continued from opposite page) the second year, arrived on June 2. Lauretta Jefferson, ballet mistress, supervised and directed all dance rehearsals at Casa Manana during absence of John Murray Anderson and Rose. Rose's main task now is to choose Texas Sweetheart No. 1, as he is to be the only judge.

Cafe-Theater Changed

All technical and lighting equipment at the grounds was given its first com-

plete tryout this week and every part was pronounced in good working order. Members of the Advertising Club were guests of Manager James F. Pollock for this checkup, which included lights and revolving stage at Casa Manana, spraying fountains in various parts of grounds illuminated with varicolored lights, and new flood lights, which have been installed to aid in lighting fountains and buildings.

Two additional box offices are to be installed, and other changes are to be made at entrance of Casa Manana to speed handling of crowds. Balcony patrons will enter thru two separate entrances at stairways, and there will be two other central entrances for table guests. Last year both table and balcony patrons used the same small entrances, causing congestion and complaints. Last year's 210-foot bar will be cut into two smaller bars, providing more space at front of the cafe-theater. Kitchen arrangements will be revamped to provide faster service at the cafe-theater. Two box offices will be built into the tapered east end of Pioneer Palace, as a 50-cent admission will be charged for what was a free show last year.

New Slogan Chosen

Slogan to be used in Fiesta publicity, chosen thru a contest recently conducted, is "Frontier Fiesta—Where the West Begins and Fun Never Ends."

Jack Caldwell, organist at the Palace Theater, Dallas, will play the electric organ in Firefly Garden as accompaniment to Salici's puppet show. Other electric organs will be used in Pioneer Palace and for Melody Lane in the Jumbo Building.

E. C. Bowen will again have covered wagon and ricksha concessions at the Fiesta. This year tops may be removed from wagons and saddles may be put on the burros which pull the wagons for the convenience of those who wish to ride the burros instead of riding in the wagons. Riding burros by guests was started last year and the sport is to be made easier by the addition of saddles. Ticket sales for the first 10 days of the campaign passed the 240,000 mark.

DALLAS EXPO

(Continued from opposite page) for members of the Club Internationale, being enlisted at \$15 each.

Stars Coming to Bowl

Street level of the show has been reconditioned to provide for only seven small shows in addition to Latin-American handicraft and art shops to be run by natives. Nudity will be present in the small shows in a refined form, Mr. Herzog pledged. Artistic frames, graceful and natural poses and skillfully used lights will make the nudes acceptable, he said. Rio gate will be 40 cents.

Pan-American Casino will make its debut Friday night in a \$10 per person preview. Free list was stopped with only amusement editors. Producer A. L. (Red) Vollmann announced that *Cavalcade of the Americas* is ready to begin as soon as the front gates open.

Plans are under way for holidays and special events programs. George P. Marshall, director of special entertainment, said Bill Robinson, tap dancer, has been signed for June 19 and 20 as star of the Emancipation Day program. He will be accompanied by Lucky Millinder's Orchestra. Free, the programs will be staged in the plaza in front of the Hall of State.

Jack Benny and Mary Livingston have been signed for the Cotton Bowl on the nights of July 3-5. A section of the bowl will be arranged for seating 15,000, and the free show will include skits by Mr. Benny and Miss Livingston and orchestra music.

Midway About Complete

Midway is almost ready to open today, if it were necessary. Speedy Bahbs was

granted a contract and has nearly completed erection of a Motordrome at the end of the midway, formerly occupied by Streets of All Nations. Only installation of a new ride, the Octopus, is lacking in Dufour & Rogers' Kiddieland. Harry A. Illions is reading with Lindy Loop and Ferris Wheels. Denny Pugh has been granted contracts for palmistry, corn games, pop-gum galleries and several other concessions.

Proprietor Billy Collins of the Show Boat said the cast for *Murder in the Old Red Barn* will include Buddy Lavelle, Peggy Humphrey, John Wagner, Noel Collier, Phyllis Gordon, Ethan Allen, Jean Holmes, Ralph Matson, and Elsie Lowry, who will understudy all female parts. Frank and Guy Moran, as "Sisters" of the gay '90s, will be given top billing. Neely Edwards will be emcee. Cynthia White, original Rose Marie, will leave her role as a local housewife and mother to sing. Jack Lowry is producer. Orchestra will consist of C. N. Langlois, violinist; Herman Horton, pianist and accordionist, and Bob Harris, bass violinist. Second floor of Show Boat has been remodeled into a club, seating 100.

Bowes Vaude in Exhibit

An innovation among exhibits will be daily free presentation of Major Bowes' vaude units in Magnolia Petroleum Company lounge, which has been enlarged to carry out the program.

Nate Miller has finished construction of his Auto Skooter. C. C. Pyle, owner, and Fred Davis, assistant manager, of the Ripley show, arrived last Tuesday and conferred with Manager J. Ed Brown on plans for opening. Robert L. Ripley sent word that his Sunday radio program will prevent him from participating in the opening, but that he will be down later.

Joe Rogers has been home with a short illness, but it was not serious. Lew Dufour is expected from Cleveland today. Friends have been informed that Paris Peggy Hahn will not talk at the exposition this year. She made many friends in Dallas last season. Stanley Graham returned on Monday from San Antonio, pleased with reception there of his International Midget Circus. Altho rain marred Friday and Saturday shows, Sunday was satisfactory, Mr. Graham said. Last Tuesday, however, a seven-inch cloud-burst occurred in San Antonio.

"A new echo of Detroit's surplus of 'beef trusts' was heard this week when the original A Century of Progress Beef Trust was booked by Peter J. Iodice, Amusement Booking Service. Unit will come to the Bowery, Inc., here for run of the exposition.

ACTS AND REVUES FOR FAIRS — CELEBRATIONS AND INDOOR SHOWS
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 Fullerton Bldg., St. Louis, Mo.

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 Rides and Concessions or Complete Carnival.
LOGAN COUNTY FAIR
 Stapleton, Neb., September 15-19-27.
 Write, Wire or Phone RALPH FIELD.

WANTED
 For Pennsylvania's Largest Free Gate Night Fair. Week of July 13. Ten-in-One, Wild Animal or some other good Show of merit that does not conflict, to complete our Midway. Expect over 75,000 people. Write **ROLAND E. FISHER, Sec'y, Carnival and Night Fair, Saltsburg, Pa.**
A SHOWMAN'S PARADISE

CARNIVAL WANTED
 FOR THE
LITTLETON FAIR
 Littleton, N. C., October 11-15.
 T. R. WALKER, Sec'y, Littleton, N. C.

George A. HAMID INC.
 "wonder attractions"

OUR PREDICTIONS

of the last few months thru this medium and news announcements are being justified. All records ARE being smashed by ALL outdoor branches of show business now in operation. Contributing to the toppling of records are **RECORD-SMASHING ATTRACTIONS** furnished by G A H (Gargantuan Attractions Headquarters).

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Montgomery County Free Fair

Aug. 16-17-18-19-20, 1937

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INDEPENDENT MIDWAY.

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A. R. REITER, Secretary, Coffeyville, Kan.

WANTED

Acts, Clowns, Concessions, Shooting Gallery.
18,000 Attendance.

SHIAWASSEE COUNTY FAIR,
AUGUST 18-20.

EDNA COOLEY, Sec'y, Corunna, Mich.

IMPORTANT

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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

Coronation Motif Is To Prevail at CNE Grand-Stand Show and Spec

NEW YORK, June 5.—Elwood A. Hughes, general manager of the Canadian National Exhibition, Toronto, who arrived from Europe on the S. S. Berengaria recently after more than three months in London, Paris and several other cities in Eastern Europe, was met at the boat by George A. Hamid and both spent a day or so poring over details in connection with the CNE's big grand-stand show and spec, which assumes Coronation motif this year.

Mr. Hughes was greatly impressed with the Coronation, declaring that it "beggars description," and brought back many notes and inspirational ideas which will be worked out in the exhibition pageant. He announced that he had engaged the United States Navy Band and that chances are either Horace Heidt or Benny Goodman will supply the dance innings in the Casino. Booking of Guy Lombardo was announced before he left for abroad.

Mr. Hughes, Mr. Hamid and Capt. Dan Fox, of New York State Troopers in Sidney (Troop C), were entertained by General Manager Earle Andrews; Maurice Merme, director of exhibits and concessions, and John Krimsky, in charge of special events and entertainment of the New York World's Fair in 1939, in the fair's Empire State Building offices, and were given a special guide to take them thru the various offices. Mr. Andrews

interviewed Mr. Hughes on phases of exhibition handling and they also discussed midways, with Mr. Hughes in-dorsing midways as highly necessary because of "their variety and entertainment."

Mr. Hughes is now in Toronto readying the grand stand, spec and multitudinous other details of the exhibition. While here he worked with Mr. Hamid on the attractions program, which will be woven into the Coronation theme.

CLEVELAND GATES

(Continued from page 46)

Dickey, general manager, with special days planned and more complete advertising and billboard campaign than a year ago. Haste in preparation in 1936 made it impossible to properly advertise the expo and it was not until well along that the general public began to realize that there really was a show. All this has been rectified by a winter's campaign with ample time to lay grounds for billboard, poster, newspaper, radio, lecture and blimp barrage which is bringing results.

Interest centers about Billy Rose's much-heralded Aquacade. It is a spectacle of the first magnitude. All that has been written of it fails to properly describe its stupendous sweep. Stage is 185 feet across. On this is a flight of steps leading to a revolving stage above. The stage is mounted on under-water tracks and moved by under-water motors so that it can be brought to guests seated in front rows or moved back to leave a stretch of water for the aquatic portion of the bill. Seats are under cover with tables for dining in front rows. At either side three huge fish emblazon walls leading from rear to proscenium opening, flanked on either side with towers for diving. In base of towers Wayne King and his orchestra and Stubby Gordon and his boys are stationed to play show and dancing between. Seating capacity is 5,000.

Stage Sweep Tremendous

Cast is advertised at 500. There are 48 in the regular chorus, which does not include the ballet, swimming brigade, principals and others that make up a group beautifully drilled and trained to the minute by John Murray Anderson. Action is in four scenes, ranging from shores of Lake Erie to Coney Island in the Gay '90s. While action proceeds on stage, water strip opens and aquatic action is sandwiched in, with stage closing so that performance is continuous.

Bob Alton has charge of dance routines and Chickie Milang male dancers. Dana Suez wrote the score, with Rose furnishing the lyrics. Bob Lawrence is featured baritone, with Eight Men of Manhattan backing him up. Frazee Sisters head feminine songsters, with acrobatic comedy by Walter Dare Wahl. Costumes are elaborate and more effective because of the tremendous stage sweep which allows for their complete display. Finale is a futuristic conception ending in a complete white and silver costuming, with chorus and attendants escorting Eleanor Holm Jarrett up a flight of high stairs holding a silver train that stretches down to cover the center of the stage. Physical effort required in this finish is in itself no small item.

Winterland Offers Stars

Eleanor Holm Jarrett, Johnny Weismuller, Alleen Riggen, Dick Degener and Stubby Krueger are some of the star names in the water carnival. Eleanor sings nicely, does her stuff in the water solo and with Johnny, and a chorus of 50 swimmers serves as background. Diving feats are interspersed. Novelty is found in a specialty wherein Jarrett and Weismuller appear in outfits of luminous paint, followed by chorus in water formations. White and cardinal heads of the swimmers are all that can be seen in the dark. This is only one of the novelties with which the spectacle abounds. Show is played at 75 cents matinee and \$1.50 for the two evening performances. Expo management depends upon this feature to bring them in, and it should.

Second smash attraction is Harry L. Harrison's Winterland, ice-skating spectacle on the site of last year's Parade of the Years. There is a skating surface of 4,000 square feet, with Maribel Vinson, Ralph Jamison, Walter Arlen, Frances Claudet and Duke and Noble featured. Isaac Van Grove has con-

ceived a fairy tale presented against icebergs and aurora borealis. Story with musical setting tells of Prince Charming, who develops a temperature. If it exceeds 32 degrees, Winterland will slither away. Nine old wise men call upon people of Winterland to entertain prince, which introduces stunts. Finally the inevitable princess is rushed to him by Slim Williams, Alaskan musher, driving a dogsled and huskies. There is a big chorus of expert skaters and two hockey teams to give exhibitions in addition to show.

New Shows on Midway

Third big attraction is Pioneer Palace, another Rose conception, situated on site of the old French Casino. Hexagonal building has been revamped with swinging doors cut low to offer view within. Tables dot the floor before a monster bar. Above the bar is stage where Tom Patricola holds forth with a snappy variety bill that runs 25 minutes. Admission is free, income being from drinks and eats.

Along the midway Ripley's Odditorium is getting a good break, as is Cliff Wilson's Monster Show. Tony Sarg's Marionettes started light in the Old Globe Theater site but are building. Dufour & Rogers' Crime Show is getting a good play, as is Hargrave & Reicher's *The Drunkard*. Nights still a bit chilly along Lake Erie, but crowds stick to the finish for Thearle-Duffield fireworks display at 10 o'clock.

Creation of last year now is Fountain of Youth, with Sterling Amusement Company, headed by Jack Greenbaum, still in charge. Streets of the World is building up with nationality dances and special features in the International Circle. Management is in a quandary regarding Ray Euling and his trained seal. Originally spotted in Aquacade show, the act was dropped to speed the program. Al Shaffer wanted the seal as a free attraction in the Circle. Quite all right, except that the seal developed temperament and refuses to work there. At last reports the animal was still on a sit-down strike.

CONEY ISLAND

(Continued from page 45)

Band is current attraction in the ballroom. . . . Al Flath, of rink note, is operating Luna Park Roller Rink and so far has had exceptional business.

Along the Funway

That miniature circus in the Beechnut emporium on the Boardwalk is one of the cleverest and most interesting items along the way. A complete mechanized sawdust performance, acrobats and high-wire acts and all, perform stunts before your eyes. . . . Al Floss, formerly magician with Sam Wagner, drops around occasionally between club dates. Has a couple of new tricks that are honeys. . . . Zeneda-Zan, old-time half-and-half, visited Coney last week and renewed old friendships. . . . Doc Foster, again inside lecturer at the Wagner establishment, says he has big things planned for next fall and winter. . . . Sam himself and Charles Lomas, of *The Billboard*, met for the first time in a long while last week and talked of days gone by. . . . Countermen and cooks are still on strike at Nathan's—and still picketing as vigorously. . . . George Bernert reports a big week at his Irving Baths and near-by Whip. . . . Buster Castle going to town on the front of Fred Sindell's Side Show while Betty King does the same at Sindell's other establishment across Surf avenue.

Wonder what Coney would do without bingo, beano, fascination, et al. . . . They're more numerous than grab joints. . . . Millard & Bulsterbaum, panel painters, must have had a big spring—more new fronts and banners than in a long time. . . . A new game, an electrical horse race along the pattern of Kentucky Derby, will make its debut at Coney shortly. There's room for more new stuff. . . . Plesen Manufacturing Company, creator of Loopt, going full blast to keep up with orders. . . . Some of the boys grouting about slow delivery of canvas—another sign that outdoor showdom has manufacturers and supply houses working nights to meet the demand.

WANTED -- CARNIVALS

Concessions, Harness Horses, Actors, Clowns, Etc.
For Fair, July 23-29-30, 1937.
SPENCER COUNTY FAIR, INC.
Rockport, Ind.
Write F. J. FELLA, Sec'y.

Carnivals Go Big in Mich.

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

DETROIT, June 5.—The Wilson Shows are playing their 10th season of Northern Michigan dates, centering largely in the farming and resort sections of the State. Shows this week at Gladwin were playing one of the few still dates of the season. The Merry-Go-Round was being returned to the lot after top had been destroyed by fire at Owosso, Mich., the opening date, four weeks ago. This makes at least three carnival fires in Michigan in the past month. Manager E. G. Wilson hazarded the theory that the fires may have been deliberately set.

Shows go to Saginaw, playing under auspices of St. Casimir's Church. The shows have been popular for several seasons for various sponsoring organizations in this section and the business has been good in Northern Michigan this season despite rain because of concentration of population in the smaller towns.

Mighty Sheesley Midway did good business this past week at Pontiac, Mich., despite a pay-gate policy. Contrasting with smaller crowds on the Goodman Wonder Show in Detroit, Sheesley was able to make this policy go over in a relatively small town, while the Detroit metropolitan area, accustomed for years to free-gate policies, was generally unwilling to pay out the dime. Red Ace, veteran vaudevillian, was a visitor last week to Specks Groscurth, concession and show operator on the W. G. Wade midway, also playing at Pontiac in opposition to Sheesley.

Karl J. Walker Adds New Musical Feature to Show

PITTSBURGH, June 5.—Karl J. Walker, manager of Gay New Yorkers, with Johnny J. Jones Exposition, recently purchased the world's newest musical instrument, the Vival-Tone Clavier. Walker claims to be the first carnival showman to introduce this added harmony to outdoor show orchestras.

At the present time there are but four instruments of the kind in use. However, Horace Heldt and his Alemitte Brigadiers have featured it for some time. It adds piano, organ, harp and violin tones to various orchestra instruments. Walter Sewell, at the Clavier, has added rhythm and sweetness to the band in tones and amplification that make the music unusual.

Walker's Gay New Yorkers are one of the new shows on the Jones midway and has 20 people on the stage, with beautiful drops and lighting effects. Youth and talent are featured and so far the show has been a success both financially and artistically, Starr De Belle reports.

RIGHT THIS WAY TO THE BIG SHOW SUMMER SPECIAL NUMBER
Of The Billboard
Dated June 26
with

What About the Carnival Employee?

By Jack V. Lyles
As a Feature



FROM HAMILTON, ONTARIO, CANADA, COMES THIS PHOTO: During recent engagement of Conklin Shows in that city Sally Rand, of fan and bubble fame, visited the carnival while playing a local theater. Left to right: J. W. Conklin, president Conklin's All-Canadian Shows; Miss Rand, her manager, M. Martin, and Herbert Hall, president of Hamilton Lions' Club, are shown as if much interested in the occasion which prompted this flash.

Silver State Shows Get Two Montana Celebrations

DEER LODGE, Mont., June 5.—Bill Nelson announced here last week that Billy Gear, general agent Silver State Shows, had signed contracts for the carnival attractions for the celebration and rodeo at Kalspell, to be held from June 28 to July 5. This date to be followed by the American Legion and Merchants' Celebration at Polson, from July 6 to 10.

Polson is located at the end of Flat Head Lake and the movement will be by trucks from Shelby, and Gear is now making arrangements accordingly. Following this date the shows will return to the rails of the Northern Pacific Railway.

Street Fairs in France On a Grand Scale

PARIS, May 31.—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. Among big rides and shows are several Auto Skoter rides, Caterpillars, Cirque Fanni (big tent circus), Georgiano's Menagerie, Durwal's dog show, motor-cycle wall, girl and freak shows.

Big street fairs at Toulouse and Chartres, each having midways with 75 rides, shows and concessions. Smaller fairs at Bar-le-Duc and Perigueux.

S. S. Kresge Chain Store Magnate Goes for Gallery

DETROIT, June 5.—This city is getting a new short-range shooting gallery, and this time the proprietor is S. S. Kresge, the famous 5-and-10-cent store magnate, whose headquarters are here. Range is on Woodward avenue in the city's uptown section and will be operated by Detroit Rifle Range Company. Latter organization, now operating a small chain of ranges in the city, is owned by Jean Stolarsky and Jackson Winston. The new spot is now under construction.

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

By STARR DeBELLE

Shy-Ka-Go, Ill.
Windy City
Week ended May 29, 1937.

Dear Onion:

This writing finds Ballyhoo Bros. up in the air. Just flying high, with business on an uptrend. Some time ago the bosses announced their contemplated foreign tour, but after pricing ocean liners and freighters they decided that dirigibles would be cheaper 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 self-transporting midway was used here for the first time. Suspended in air by four Zeppelins, one on each corner. The midway permanently laid out, with all shows, rides and fun booths located to a good advantage. Everything so arranged to give everyone a good location. That is the beauty of building you own lot. The train crew was immediately fired and airship sailors hired. The train was put in storage, and all staterooms and berths in the dirigibles were filled with the shows' personnel. The bosses keeping one for a private Zep.

The location here, State and Madison, world's busiest corner. Four spiral ladders were dropped down at four street intersections. However, the number three entrance had the heaviest play due to the patrons thinking that they were getting on the elevated line platforms, but wound up on the midway. No kickback after dropping their dimes in the turnstiles.

With offices closing for the day and the elevated rush on, the midway was packed and jammed at 4:30 p.m., giving the show its first matinee of the season. Then, with a packed lot, threatening storms were approaching to kill the night. This was soon settled with the usual Ballyhoo Bros.' diplomacy by floating the midway above the clouds. No more could be taken on, but we did hold what we had.

Thursday, the big day of the engagement, the side-show ticket seller borrowed an umbrella from the midget show, had forgotten to return it to the fat girl show, who had promoted it from a patron on the seats, made the first carnival parachute elopement. Eloping with the ticket-box receipts and the fan dancer. All bees were settled with the "man overboard" routine.

From all indications the show will play the Solar System tour. General Agent Lem Trucklow planned on jumping direct to Venus, but later decided to break the jump by "making" Mars. This route may be canceled due to the show staff being unacquainted with fair secretaries up there. Please run an ad, one-column wide by an inch deep asking fair managers on the horscope route to write or wire. MAJOR PRIVILEGE.

P.S.: NIGHT WIRE COLLECT. CANCEL AD. HEAT FROM MIDWAY SET DIRIGIBLES ON FIRE. ENTIRE SHOW COOLED OFF IN LAKE MICHIGAN. SUPPRESS RUMOR THAT COW AGAIN KICKED A LANTERN OVER. GOING BACK TO RAIL.

PETE BALLYHOO,
General Manager.

Dodson Legion Post To Expand

At session in Huntington it was voted to accept members from other shows

CINCINNATI, June 5.—A regular monthly business session of Arthur E. Dodson American Legion Post 784 was held in the Hut annex tent on show-grounds at Huntington, W. Va., Tuesday, May 25.

Post Commander Charles Clark was in the chair and the meeting was called to order promptly at 4 p.m. At roll call 41 members, all in good standing, responded. A large amount of business was quickly handled in the regular routine manner. Ray Balzer, chairman of the scheduled party and dance to be held by the post, made an encouraging report as to the progress of the affair.

Under the good and welfare of the organization it was unanimously adopted to present 16 regulation Legionnaire uniforms for members of Charles Clark's all-brass concert band. This to be made in a form of a gift to the Dodson shows. The uniforms to be worn by the members of the band when playing under Legion auspices.

The post secretary has received many new applications for membership. A number being received from ex-service men employed on other outdoor shows. Also from veterans in other branches of the amusement business who are desirous of joining this Legion post. All applications for membership will be acted upon in regular order.

When the Arthur E. Dodson Post was first organized membership was restricted to those employed by Dodson shows. With so many inquiries on hand in response to the membership drive, the committee wishes to take this opportunity of inviting and welcoming all ex-service men connected with any branch of show business to address the secretary for any information desired.

Melvin G. Dodson, past post commander, attended the meeting. He was roundly applauded following an inspiring and interesting talk on the good and welfare of the organization. Meeting adjourned at 5:45 p.m., ending one of the busiest sessions ever held in the history of the post.

Truck Driver Missing; Kline Fears Foul Play

SALEM, Ore., June 5.—Abner Kline, of Eyerly Aircraft Corporation, has been making a search for his truck driver, Harry Sprout Jones, who he fears might have met with foul play. Jones, a young man, has been with Kline several years delivering Loop-o-Planes from the factory to all parts of the United States, and this year he has been delivering the new ride Octopus.

The last Kline says he saw of Jones was when he recently sent him to Decatur, Ill., to deliver an Octopus to Rubin & Cherry Shows and make proper collections. From Decatur Jones was supposed to go to Kansas City and pick up another truck which Kline had stored there and bring it to Salem. On May 21 Jones wired Kline that he was leaving Decatur for Kansas City. After waiting about four days and becoming worried Kline wired Charles Goss, of Standard Chevrolet Company, of East St. Louis, Ill., and Goss replied that someone left Eyerly's big semi-trailer truck at his place of business early Sunday morning, May 23.

Williams Buys King's Monkey Circus

WINFIELD, N. Y., June 5.—A. J. King arrived here recently at Ben Williams headquarters from Houston, Tex., to deliver 14 monkeys and the properties of his monkey circus, which he sold to Williams. King then left for Cincinnati and points west.

This troupe of simians are all trained performers and know their "monkey business" and will be presented in an elaborate frameup with the Ben Williams Shows for a tour of Maine fairs and Canadian exhibitions, starting in August. The monkeys are now in charge of trainer Angelo, who announces that one of the mothers is expecting the arrival of the stork.

Great Lakes Exposition Midway

CLEVELAND, June 5.—First casualty of Great Lakes Exposition reported this week when Capt. F. J. Christensen, of Submarine S-49, slipped on ladder and sustained a fractured hip. He was removed to Charity Hospital, where he probably will be invalided for several weeks. . . . Ben Parks, who suffered several months from ptomaine poisoning, reports from Dallas, Tex., that Duchess Leone has joined up with the Stanley Graham Midget Show and that his health is improving with change of climate.

Cast of *The Drunkard* engaged by Hargrave & Reicher lists Leland Stanford Harris, who played the role of Squire Cribbs in Western production, in the same role and directing. Others are Adele Lewis, Dorothy Heller, Leland Stanford Harris, Fred Towne Hall, Ronald McBurney, Carol Lynn, Louis Morgan, James Fraser Sr., William Fraser, Donald Fraser and Belden Hall. In addition, eight acts of vaudeville are offered with the Five Frasers, Paulbelle and Knapp, Princess Lei and Willie Klamama, Jimmy Malone and Dad, and Bob Marshall, who rounds up the audience for community singing. . . . Johnnie Wages, one-man band, works the ballyhoo.

Jack Greenbaum's Fountain of Youth has Harry E. Smith again fronting with Mike Conti as second bally and Al Eathun as fill-in. Jean C. Hoffman acts as emcee and producer of illusions. Of girls, Val Parish is the only one left from last year. . . . Winnie Garrett is featured dancer, with Jean Monroe, Joan Clark, Esther Kasman, Mary Lou Mulroy and Madeline Ferraris in troupe. . . . Also Leona Thurston, niece of the late Howard Thurston, who has appeared in Cleveland night clubs of late.

Lineup in Administration Building on midway finds A. R. Shaffer, associate director; Frank D. Shean, in charge of concessions; Helen Blandon, secretary to Shaffer; Gertrude Rose, secretary to Shean; Morris Zaidins, again in charge of concession credentials; Bert Tod, last year on Streets of the World gate; Marvin Hahn, engineer in charge of concessions; Patricia Small and Claire Burger.

Mrs. Frank D. Shean has returned to Cleveland after a two months' visit with relatives in Minneapolis. . . . Mrs. Almon R. Shaffer joined her husband after several months at their winter home in Orange City, Fla. . . . Hughie Mack, principal talker for Streets of the World last summer, is back on the job. . . . Joe Glacey has taken over a magic pitch for the season. . . . Sam Phillips' Chicken Roost, on the site of the Piccadilly Tea Room, is one of the popular eateries of the midway.

Irish Village this summer is in charge of three real Irishmen. . . . Lester A. O'Shea, Hugh H. Patten and William J. Griben. . . . Bob Crosby's Band has been added to the list to appear at Aquacade, sandwiched between Isham Jones and Casa Loma, which ends season. . . . Frzee Sisters, once radio stars, are with Stubby Gordon's Aquacade Band. . . . Doc Whipple, of WTAM, follows Ann Leaf as Radioland organist.

J. W. Conklin, director of amusements at the Toronto Exhibition and head of Conklin Shows, spent three days at the exposition visiting with Al Shaffer and Doc Shean. . . . Joe Hoefler came on this week to manage the Town Hall Tavern for Dufour & Rogers. . . . Mr. and Mrs. Guy Waters joined up this week. She is lecturing on Emi-Len, two-headed baby, while Guy is working the Crime Show, both Dufour & Rogers attractions. . . . Mr. and Mrs. Danny Burke have reported. She is secretary to Murray Goldberg, while he is one of Goldberg's scalcemen. . . . Danny Krassner is another who is with Murray this season. . . . John R. Castle was another visitor.

Frank Zambrino is making a fine job of managing Ripley's Odditorium for C. C. Pye. . . . Robinson's Miniature Railroad is one of the newest rides. It runs on the May Company's Playground. . . . Al Shaffer received a wedding announcement this week from Capt. Thomas D. Drake, U. S. A., detachment officer in charge at exposition last year. . . . Drake wed Quince Neil in Indianapolis on Decoration Day. . . . He was well known to concessioners and popular with all during his assignment here. Zolton Gombos and Mrs. L. F. Vechy have the Hungarian Village again with Brenkasz's Gypsy Orchestra as popular as before.

Harry Lee is doing the bally for *The Drunkard*. . . . Ken Maynard was a vis-

itor on Doc Shean while the Cole Circus was in town. . . . Nate Eagle and the missus are in looking over the possibility of a midget show for the Streets of the World. . . . Doc LaMarr is giving his Chinese lecture following the Crime Show of Dufour & Rogers. . . . Floyd Woolsey is playing the role of the gangster who walks the last mile, with brother Louis enacting the warden. . . . Bob Burch is dividing Streets of the World bally with Hughie Mack. . . . Bill Robinson is now director of service works department. . . . Mrs. Richard Cole is lecturing for the two-headed baby. . . . Cliff Wilson has added a Jeep to his Monster Show. It is a South African hybrid and looks more like Seegar's conception than anything else. It shares honors with the Texas Turkey, weight 280 pounds.

Frank Monaco, having opened his Lakeside Cafe, leaves early this month to visit his native Italy, accompanied by his daughter. . . . Red Marcus is bally for the diving show on the midway. . . . I. B. McCoy, last year elected mayor of Streets of the World and still serving in that capacity, is fronting for Poole's Grapefruit Winery.

Philadelphia

PHILADELPHIA, June 5.—Andy Bros.' Shows, only one showing the city now, had a very successful week at 65th and Ogontz avenue. Free acts brought out big crowds. All concessions, shows and rides reported satisfactory business.

Frank Ingram had his Pitch-Till-Win in Camden, N. J., past week. Maxwell Kane arrived from the South and was seen at the shows in Camden. George Barton, well-known owner of horse acts, arrived in the city to make some connection here.

A. V. Ackley, for many years in carnival concession business and lately operating bingo games in the city, is contemplating entering concession business again with a local connection.

Marks Shows have introduced a somewhat new idea to their show. Marks purchased from Well's a watchman's clock for use of night watchman on show. He will have to ring in at four stations hourly during the night.

Government Bulletin on Chameleons Now Out

WASHINGTON, D. C., June 5.—Because people wrote to the government saying that the chameleons which they bought at carnivals and circuses did not come up to expectations the U. S. Department of Agriculture has put out a pamphlet entitled "The American Chameleon and Its Care."

Questions on how to feed chameleons and why they change color at unexpected moments prompted the bulletin. Readers are informed that the little fellows only change color when angry or sleepy—or dead. Many chameleons turn black because they don't get enough to eat, but this may be helped if they are turned loose in screened inclosures where they can catch ants and flies. Recommended foods are spiders, houseflies and meal worms.

Copies of the bulletin can be obtained from the superintendent of documents at Government Printing Office, Washington, D. C., for 5 cents each.

J. R. Edwards Attractions Has Good Opening Stand

WOOSTER, O., June 5.—The J. R. Edwards Attractions, playing its initial stand of the season here for eight days on a downtown lot, reported the best opening in many years. Edwards informed *The Billboard* representative at Canton that all shows, rides and concessions had a record week, despite the bad start opening night when rain kept down attendance.

At Fostoria this week Edwards said another ride, his Chairplane, several more concessions and another show will augment the midway later. Size of the lot here would not permit complete setup of attractions.

SPRUCE PINE, N. C., June 5.—W. J. Bunts, manager Crystal Exposition Shows, announced here that he closed contracts for Sevier County Fair, Sevierville; Loudon County Fair, Loudon, and Blount County Fair, Maryville, Tenn.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 5.—For the first time in many years there was no meeting. Monday being a holiday, not one of the officers could be present.

Flags were placed on the graves in Showmen's Rest in Evergreen Cemetery by Chet Bryant and Bob Mitchell in observance of Memorial Day. A large wreath placed at the monument and the United States flag was flown until sundown.

Letters are being held here for Doc Barnett, Marlo and Ted Le Pors, Besse Bessett, Henry William Bode, Ray Beeghly, O. D. Barnhill, J. J. Burke, Hank Carlyle, E. Cullen, S. S. Ellsworth, Charles Ford, Jules Griffel, H. A. Horowitz, P. J. Miller, M. H. Monckley, W. R. McKittrick, Homer Dale Nesson, Ross Ogilvie, Chris Olsen, Mr. and Mrs. Pat Ryan, Isabella Robertson, Wilbur Hall, Chick Reed, C. E. Rice, Elva Rockwell, Deglin Knealey, W. Steinhart, R. L. Slater, Larry Smith, H. Van Dee, Glen Whittekin, Fred S. Millican, Earl M. Copper and Oliver James Flincy.

Fink Is Building Up Circuit of Rifle Ranges

DETROIT, June 5.—Detroit's swarming army of miniature rifle ranges received another recruit Friday night when the latest Circle S Rifle Range was opened on West Vernor highway by John Fink. Fink is the owner of three other ranges in widely scattered sections of the city. In this way Fink is building up something very close to a regular circuit of such ranges.

Opening business at the new Vernor highway range was good, with good weather helping to draw people in, as the streets were crowded in the evenings.

Northwestern Shows Add A Whip and Paint Rides

DETROIT, June 5.—Northwestern Shows, operated by F. L. Flack and Louis J. Berger, installed a new Whip, purchased from the Mangels Company, last week. General repainting is in progress on the lot, with work completed on the Merry-Go-Round and Ell Wheel. Vic Horowitz has joined the show with eight concessions and Ray Meyers is back with Flack for the 20th season as superintendent of all rides.

Shows have been enjoying good business despite rain, playing out various auspices on Detroit lots.

BETTY JOHN WANTS

Tattoo Artist, Mental Act and one good live Freak to feature; also Fort Man and Geek for separate show. Join on wire. Long circuit of fairs. Clean show. No grift and your pay certain. HAPPY DAYS SHOWS, Eddyville, Ky., this week.

PEARSON SHOWS

Wants Wrestlers, Boxers, Cookhouse, Talkers on Fun House. Address Per Route.

SAM LAWRENCE SHOWS

Shows that don't conflict. Tom (Doc) Mehl wants Performers for Plant Show. Want Loop-o-Plane and Kiddie Ride. Concessions, Lead Gallery and Studio. SAM LAWRENCE, Chambersburg, Pa.

WANTED

SHOWS, LEGITIMATE CONCESSIONS, SKERBECK'S AMUSEMENT CO., Park Falls, Wis., June 14 to 20; Rhinelander, Wis., 21 to 27.

HOFFNER AMUSEMENT CO. wants for Tiskitwa Shows, Legitimate Concessions. Must work for time. Corn Game, Pop Corn, Grab Joint, Grind Stones, \$10. No Mix Camp, Girl or Athletic Shows. Tiskitwa, Ill., June 16 to 23. Other good spots follow. Have Streator, Ill., booked for rides for Home-Coming July 3, 4, 5. Practically all Concessions can work. Wire by Western Union or write General Delivery, Galesburg, Ill., until June 15. No Concessions at Galesburg.

I HAVE THE ONLY LOCATION

in Daytona Beach for Penny Arcade and all kinds of amusement machines. Building 18x30. What have you to offer? Operate on commission basis. Over 50,000 population. Two seasons. JIM FOREST, 1002 Main St., Daytona Beach, Fla.

FOR SALE
Used 10-Car
HEY-DEY RIDE
SPILLMAN ENGINEERING CORP.,
N. Tonawanda, N. Y.

TRUCKS
AUTOMOBILES—MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
with STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

MARSHFIELD, WIS., GOLDEN JUBILEE and HOME-COMING
WISCONSIN'S GREATEST CELEBRATION, JUNE 28 TO JULY 1
OVER 50,000 ASSURED VISITORS
BEAVER DAM, WIS., FOURTH JULY CELEBRATION (BEST KNOWN SPOT IN THE NORTH).
BELOIT, WIS., CELEBRATION.

WANTED Rides of all kinds. Good opening for Wheel and Merry-Go-Round, Mix-Up, and all Independent Rides. SHOWS—Can place all kinds Shows, with or without outfits. Good opening for Big Snake, Illusion, Mechanical City, Teeka or Miller, write. CAN USE Side-Show Acts all kinds. Good opening for Half-Half, several Trunks, good Mind-Reading Act, good Men for openings on several Shows. CONCESSIONS—All kinds, no exclusives. Write or wire
MILLER BROS. SHOWS
Ottawa, Ill., week of June 7; De Kalb, Ill., week of June 14.

POLLIE & KENOSIAN SHOWS
This week Alma, Mich.; then Port Huron under strong auspices; huge Bass Festival July 4 Homcoming at Port Austin, finest beach resort, heavily exploited, drawing six counties by contests and wide publicity feups. Other good show spots following, among them Monroe down town, Grand Rapids, fall celebrations, fairs in Michigan, money spots until October. WANT—Pony Track, Penny Arcade, Fun House, Pit Show, 5-in-1; Side Show, with or without outfit; Illusion Show, Loop-o-Plane ride, one Flat ride. CAN PLACE—Photo Gallery, Hoop-La, Fishpond, Slum Spindle, Devils Bowling Alley. For Stock, High Striker, Country Store, Novelties, Shows, Rides, Concessions address POLLIE & KENOSIAN SHOWS, per route. Committees—One week open in July, one in August, two in September. Write or wire
HARRY ZIMMER, General Representative, care show per route.

WEST BROS. AMUSEMENT CO. WANTS
for long string bona fide Celebrations and Fairs, strong money-getting Shows. Will frame shows for reliable showmen. Want girls with wardrobe for elaborate Girl Show. W. J. Dunne wants Talker, Ticket Sellers who can make second openings, Acts to feature for his Side Show. Pay every night. Eddie Carrington come on. Want Scenic Artist and Ride Help, all rides. Bottineau, N. D., Place Meef, June 10-11-12; Devils Lake week June 14.

CONNEAUT, OHIO, OLD HOME WEEK AND FOURTH JULY CELEBRATION JUNE 28 to JULY 5 (8 DAYS)
WANTED—Concessions of all kinds except Bingo and Novelties. Reasonable rates, Shows with own outfits. Rides and Acts booked. This will be a real celebration. Billed like a circus. Car given away on July 5. Will sell exclusive on eats. Come on and get 8 days' work. Have two more spots to follow. **BUD McPHERSON**, 193 Main Ave., Conneaut, O.

15 Years Ago

(From The Billboard Dated June 10, 1922)

Rubin & Cherry Shows were contracted to furnish all the midway features at the 10-day Elks' Kiddies' Community Frolic at Pittsburgh. . . . Brown & Dyer Shows had just concluded a successful week's engagement at Detroit under American Legion auspices. . . . N. J. Shelton was devoting his time to handling the press for Buffalo's Big Spring Festival, having signed with Frank P. Spellman, general director of the event, immediately after leaving the T. A. Wolfe Superior Shows. . . . Henry J. Pollie, general manager of the Zeidman & Pollie Shows, announced that Walter B. Fox, general agent of the organization, had just resigned his connection and position with that show.

Lester Harvey, Motordrome rider with the Morris & Castle Shows, sustained a cut across his forehead at Streator, Ill., May 30 when the motorcycle he was riding collided with a small racing-type automobile driven by Earl Purtle near the top of the drome. . . . Johnny J. Jones Exposition enjoyed the biggest day of its season from a financial standpoint when it exhibited in East Liverpool, O., May 24. . . . Frank J. Murphy Shows moved into Bristol, Conn., after a successful two-week engagement at East Hanford, Conn. . . . Erle, Pa., exceeded the fondest expectations of T. A. Wolfe Superior Shows and the organization played to swell business.

The Nat Reiss Shows played their first street fair date of the season at Toluca, Ill., under American Legion auspices to good business. . . . Con T. Kennedy Shows enjoyed a banner opening at La Salle, Ill., May 25. It was the first time in six years that a carnival company played the city. . . . Great White Way Shows were encountering heavy rains in Wisconsin territory. . . . Morris & Castle Shows had just signed contracts to exhibit in Streator, Ill., for two weeks under St. Vincent De Paul auspices. . . . Eps' Greater Shows were reported to be doing capacity business at Scranton, Pa.

Wade & May Shows were playing their seventh week on Detroit lots to satisfactory business. . . . Decoration Day at Wheeling, W. Va., was a good one for K. G. Barkoot Shows. . . . J. F. Murphy Shows concluded a satisfactory week's business at Massillon, O., despite inclement weather. . . . Babette Marie Mayme joined Jake Malbandian's Superba Show on the K. G. Barkoot Shows. It was her fifth season under that banner.

Kansas City

KANSAS CITY, Mo., June 5.—Maude Keel Williams, special agent ahead of McClellan Shows, was a visitor over week-end.

William Ryan, of Dallas, Tex., was in on business for a few days.

Dave Stevens has been on the sick list again; claims he took a bad cold sprinkling his lawn.

Ed Ward and wife and their six-month-old baby here for several days. They have out a dramatic show, making one-night stands, playing thru Missouri.

Arthur Hockwell, of Denver, Colo., was here on business and visited friends.

Doc W. U. Allman has been visiting various shows playing Iowa, Illinois and Missouri.

Fred Freed, owner of Daily Bros. Shows, was here on business and with him was M. Harris, who has an official capacity on the show.

W. E. West, of W. E. West Shows, playing Ottawa, Kan., was a visitor.

Everybody in the show business who was acquainted with Mr. and Mrs. N. T. (Tex) Clark will be shocked to learn that Mrs. Clark died here at a local hospital last week. Clark is superintendent of the Zoo at Swope Park and is well known to a great many show people.

Mr. and Mrs. George Ross have returned from a two weeks' vacation. They motored to Iowa, where they visited with relatives.

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

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 5.—Our visitation program commenced a few weeks earlier than anticipated when we visited Johnny J. Jones Exposition playing at Exposition Park on the north side of Pittsburgh, and had an opportunity to renew acquaintance with Owner Lawrence E. Phillips, Manager Walter White, General Agent James Simpson and others of the staff and personnel of this organization.

We were pleased to learn from Owner Phillips that he had appointed the mail and *The Billboard* agent, Joseph Pearl, as direct representative of the ACA in his organization for the particular purpose of acquainting the personnel of the Jones organization as to the purpose and activity of the association.

One of the features of the Jones organization which impressed us as being quite novel was the hospital tent set up near the center of the lot and in charge of Dr. W. Timothy Needham, who is accompanying the Jones organization. Dr. Needham's hospital tent is well equipped to handle many matters, and during our short stay we saw several minor injuries treated both as to employees and patrons.

We are informed that as the result of using the midway hospital idea a great deal of time has been saved which otherwise would be chargeable to illness and ultimately will be reflected in considerable savings to the show in the decreased cost of compensation insurance.

Personally, we feel that this is a step in the right direction and would recommend that all shows that can manage to do so arrange to care for the physical needs of their personnel and patrons in this manner.

The association's Bulletin No. 3 on the important subject of surety bonds was mailed June 2. This bulletin, as per custom, is being sent to the members of the association only and we would ask those members who are interested to respond promptly.

Our visitation schedule is rapidly taking form, but there are still a few members to be heard from, and we would ask that they communicate with this office immediately so that their shows may be included on our visitation list.

New York

NEW YORK, June 5.—George Goldstein, operating flashers, rolldowns and skee balls at Edgemere, Rockaway and Long Beach, L. I., has purchased additional equipment and is now running one of the largest groups on the island.

Jack V. Lyles, general agent for the O. C. Buck Expositions, stopped off in New York this week to line up additional free attractions for a couple of big auspices dates in New York State. Reports excellent business when the weather is with them and a good season in general so far.

Strates Shows ordered a battery of 12 new Model H hand-operated General Register ticket vending machines while playing Williamsport, Pa., last week. General Register Corporation reports that the new machine is selling heavily to park, resort and carnival people.

Maybelle Kidder, manager and producer of the Temple of Mystery and Life in the Nude shows on Max Linderman's World of Mirth Shows, visited New York and *The Billboard* offices this week. In the company of Johnny Orneallas, talker on the Life show, and Herman Karnak, magician, they looked around for new additions and effects. Reports healthy season so far, with Life unit doing especially well.

Charles Lomas, of *The Billboard*, says that Jack Daverin, operator of Island Exposition Shows, enjoys a wide popularity on Long Island due to his covering that territory for a number of years. He is personally acquainted with the heads of all possible auspices in town worth playing in that sector. On Decoration Day he opened a five-day stand at Babylon under auspices of the American Legion. Riverhead follows, under Fire Department.

In addition to his rides Jack operates most of his own concessions, altho he expands the show with independent stores and shows when the engagement warrants.



Two Sizes—12-Car, 18-Car. For Permanent or Portable Use.

SPILLMAN ENGINEERING CORP.,

North Tonawanda, N. Y.

RIDEE-O RIDE

1937 Models more attractive, more profitable than ever. The ride that has made good on dozens of Midways the World over.

For Big, Sure Profits Get Details Now.

IT'S TIME TO GET GOING!

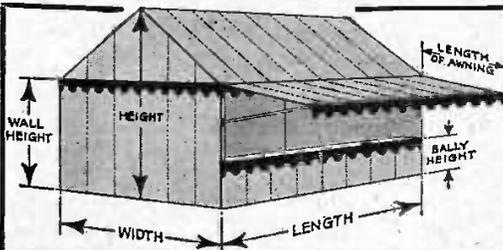
Get Set To Break All Your Ride Records With the

1937 TILT-A-WHIRL

Dazzling Beauty—Quick Portability—Real Money-Getting Power.

FOR PARTICULARS WRITE

SELLNER MFG. CO., Faribault, Minn.



Concession TENTS

Give Measurements as Indicated BUY

from Factory SAVE Money

POWERS & CO., INC.
26th and Reed Sts., Phila., Pa.

CETLIN & WILSON SHOWS, Inc.

CELEBRATION—Clearfield, Pa., June 28 to July 5

Eight Big Days and Nights—Free Acts, Fireworks, Pageant, Races, Band Concerts, Legion Drills, Etc. For the Past Two Years This Has Been the Biggest Celebration in Pennsylvania.

WANT Fun House, Grind Shows, Rideco, Eight-Car Whip, Double Loop-o-Plane, Penny Arcade, Working World. Also want real Billposter, union, with own car, that can really give this show a good billing every week. Want Workmen in all departments. Best treatment and salaries.

WANT legitimate 10c Concessions of all kinds.

Fairs start at Delaware State Fair in July and Circuit ends during November.

Phil Hamberg wants Pitchmen and Demonstrators of all kinds for Streets of Cairo. Very low privilege.

All address, this week, Mt. Pleasant, Pa., with Bradford, Pa., to follow.

CETLIN & WILSON SHOWS, INC.

WANTED FOR

WEEK JUNE 7—50TH ANNIVERSARY CELEBRATION, CORAOPOLIS, PA.
WEEK JUNE 14—FIREMEN'S CELEBRATION, TARENTUM, PA.

And the Best Concession Spot of the Year
SHARPSBURG, PA.—WEEK JUNE 21
ALLEGHENY COUNTY FIREMEN'S CONVENTION and A-1 Outstanding Route To Follow.
CONCESSIONS ALL OPEN

FITZIE BROWN—Legal Adjuster, Has No Exclusive.
WANT SHOWS—Will Finance Ideas of Merit. WANT RIDES—Will Furnish Wagons.

PRESS AGENT WANTED—Contact Neil Berk, General Agent, Fort Pitt Hotel, Pittsburgh, Pa.

WEST'S WORLD'S WONDER SHOWS

This Week Coraopolis, Pa. — Next Week Tarentum, Pa.

BANTLY'S ALL-AMERICAN SHOWS

WANT FOR FOLLOWING CELEBRATIONS: FIREMEN'S CONVENTION, VANDERGRIFT, PA., WEEK JUNE 16—THOUSANDS OF VISITORS. AMERICAN LEGION JUBILEE, MONESSEN, PA., WEEK JUNE 21. HAVE BIGGEST JULY 4 IN PENNSYLVANIA.

Legitimate Concessions of all kinds. Grind Shows that are capable of getting money. WANT Colored Performers for Plant Show, also Girls and Musicians for Stage Unit, Sister Team preferred. WANT Sensational Free Acts. Have Caterpillar for sale in first-class condition, cheap for cash. Will book same on show. Can be seen in operation at the above towns. WANT Working Men in all departments. Side Show Men write **FRANK ZORDA**. Fairs start August 23. This week Conellsville, Pa.
HERMAN BANTLY, Manager.

BELLE FOURCHE, S. DAK.

July 1-2-3-4-5

WANTED—SHOWS AND CONCESSIONS. No grift. Hot Springs, S. D..

July 16-17. Custer, S. D., July 27-28, to follow. Write or wire

WILLIAM FIX, Parkston, S. D.

WANTED -- LARGE CARNIVAL

For Latter Part of August or First of September

VETERANS' HOME COMING

Sponsored by 1245 Post VFW. City and County Officials Members of This

Post. Large lot close in. Write at once.

WM. H. HOLMAN, Chairman 1245 Post, 1130 W. Grand, Decatur, Ill.

Midway Confab

By THE MIXER

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

LARRY D. RIGGS—Write your mother. Sickness.

MAX GOODMAN seems to have a nice line of fairs for his Goodman Wonder Show.

LOT OF SHOWFOLK are wondering when John R. Castle will return to the business as owner-manager.

CONNIE BURNS cards from Fort Worth, Tex., that she is now in eighth month at State Theater, that city.

WALTON DE PELLATON—Romance is a great incentive. Pen a few more of your quips.

SOME CARNIVALS "blow" in several directions—up, 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.



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

LEO (HEEB) FOREMAN cards from Pekin, Ill.: "Doing well with scales on McClellan Shows."

GRADY B. LYNN cards from Atlanta: "Am in Veterans' Hospital No. 48. Been in show business some 25 years and at times was known as Pat Flynn."

WHAT IS A "Keyhole" Show? Nudist or illusion? Onion never saw one, so please give him the lowdown on it.

MR. AND MRS. JACK PALMER card from Niagara Falls, N. Y.: "Have popcorn and peanut concession with G. H. Tothill Attractions."

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

TO REMEMBER: Haba Katool, Sid Presson, Jack Sherman, H. G. Buchanan, Harry Phelps, T. J. Tidwell, Jean De Kreko and Monty Williams.

ELSINA BROOKS letters from Carnegie, Pa., that Bugs Brooks' girl show, featuring Elsin, a fan dancer, is doing good on Spencer & Clark Shows.

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

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

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

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

GOOD INDEPENDENT showmen, and good and independent, sometimes too much that way.

CHARLES KYLE—What are "Ace Amusements" and do they ever have a permanent address other than "Cleveland and Detroit Affiliations"? Wake up!

JOHNNIE MACK letters from Utica, N. Y., that owing to an automobile accident Carr Bros.' Shows will not go out this season and that it was to have been a 14-truck show.

A. J. KING, of monkey show fame, arrived last week in Cincinnati from New York and visited *The Billboard* office and then left to visit Sol Stephan at the Cincinnati Zoo.

THELMA BARKER cards from Jefferson City, Mo.: "Left Snapp's Shows to join a girl show on State street, Chicago. Have been working with Chalkias' Bros. Odditorium with Snapp."

JOSEPH L. STREIBICH, secretary Showmen's League of America, visited the Royal American Shows at Peoria, Ill., as did Nat Green, manager *The Billboard* office, Chicago.



J. GEORGE LOOS, who presents the Greater United Shows, is shown here with his ever-present cigar. Photo was taken in Laredo, Tex., on the "beautiful" Rio Grande River, where J. George launches his carnival each season for its annual trek.

SOME FARMERS will "shake you down" many times quicker than some big city chaps.—Soapy Glue.

TONY HARRIS, the Snake Boy, reports from Cleveland that he is back for the season with Cliff Wilson at the Great Lakes Exposition. He says they had a good opening. Jerry Griffin is again with Wilson, Harris adds.

E. C. BEAM, of Mt. Orab, O., was a visitor to *The Billboard* office recently. He has seven fingers on each hand and is thinking of going in show business as a ticket seller. He is very cheerful and courteous.

SUCH IS show business: The letterhead of the 1937 Atlanta Centennial Southeastern Fair has a midway scene illustration of the Royal American Shows and Rubin & Cherry Exposition are booked for the date.

TED POSTER, of Dixie Exposition Shows, letters from "Down Yonder" that one of the wives of a show executive was kicked by a Merry-Go-Round horse, Old stuff, Ted. Try again for some up-to-date humor.

L. B. OGILVIE visited *The Billboard* office last week. He stated that he jumped from Sacramento, Calif., with Mrs. Ogilvie and that he recently operated *Paris Before Dawn* on Hilberbrand's

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

H. F. GILLMAN cards from Peoria, Ill.: "It was just a 'social error.' But why two big troupes of same type playing Peoria same days and dates? So what!" This is one of the mysteries of carnival business, H. F. (Red Onion.)

MRS. PAUL MACKEY letters from Petersburg, Ind.: "No longer with McClellan Shows. Will not be with a carnival for present as we will book independent." Wonder what she and Chief Clearwater do.

INC. (Incorporated) could stand for I Need Cash, according to a very prominent carnival manager.

ROSTER OF Edythe Siegrist flying and return act on Tinsley Shows: Paul Griffey, Billy Siegrist, Rosalie Siegrist, Jimmy Schell and Alfred Siegrist. Edythe, 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. G. Wade Shows and at fairs and on other carnivals."

WESLEY BLAIR cards from Dravosburg, Pa.: "Joe-Ann LaFrance sex oddity opened season with Spencer & Clark Shows. New banners and top. James Spratt is making openings. Show under management of Wach Bros."

LOUIS GALL cards from Mora, Ill.: "Played my amplifier system in Georgia all last winter for Georgia Amusement Company, a nice clean show." Louis—You are a bit late with your news. Try again.

H. D. SINGLETARY cards from Kitaning, Pa.: "Regards to query in Confab as to my whereabouts: Am with Frank West World Wonder Shows with caterpillar tractor and pony track and doing okeh."

HAPPY BARNES letters from Trenton, Tex.: "Had my night show open three weeks when someone shot a wire staple and put 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."

BARNEY S. GERETY said he saw Tom W. Allen in St. Louis and that Tom now looks younger than when he worked for him on Wortham & 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 unchanged.—Wadley Tif.

L. E. (ROBA) COLLINS cards from London, O.: "Slide show with Curly Greater Shows doing very good. Acts: Ala Sadune, Ethiopian magic; DeLores DuShane, ventriloquist, and Chief Summers. Elsie VonRitter is proving a very strong annex attraction."

HOMER R. SHARAR (Roberta-Roberts) letters from Warren, Pa.: "Booked H. A. Todd to handle front of Roberta show

WHEELS
Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-16-20-24 and 30 numbers. Special Price.
\$12.75

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1937 Catalogue, full of new games, Dolls, Blankets, Lenses, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

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124-126 W. Lake St., Chicago, Ill.

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Instant delivery. Send for Wholesale Prices.

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Quickly erected—100% portable—bolt and wing nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

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Corn that really pops big. Each bag guaranteed. Give us a trial order. Price \$7.00 per 100, F. O. B. Atchison, Kan.

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It takes 30 TON PRESSURE

to emboss the Lord's Prayer on a Penny. Fancy toys or meatgrinders can't stand up. Buy a proven, guaranteed product. (Feeds 5 times faster.) Send 10c for sample Penny and facts to

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Hoods, Dolls, Cats and Bottles. Order now. Price of canvas advancing rapidly. Get Catalog today.

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Du-Plex BIG ELI Wheels

Have more earning power. In 1933 a single No. 5 grossed \$4,585.40. Du-Plex Unit, on the same show in 1934, \$7,802.70; in 1935, \$5,532.40 and in 1936 the gross on Du-Plex Wheels was \$9,056.00. The same territory was played each season. Du-Plex Wheels do bring bigger profits.

ELI BRIDGE COMPANY
Builders of Dependable Products.
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WANTED WANTED

For FIREMEN'S CONVENTION, DEFIANCE, O., WEEK JUNE 14, Legitimate Concessions of All Kinds.

NORTH BALTIMORE, ON STREETS TO FOLLOW, WEEK OF JUNE 21.

J. R. EDWARDS SHOWS
BOWLING GREEN, O.

P. S.—Weekly wants Griddle Man: Billy Dunfee wants Agents for Clothespin, Pitch-Till-You-Win.

with West World Wonder Shows. Second season with West. Todd handled front of same show two years ago with Strates Shows."

J. W. HARTIGAN JR. letters from Morgantown, W. Va.: "Recently took in Gooding Greater Shows, Fairmount, W. Va.; Johnny J. Jones Exposition, Uniontown, Pa.; Hagenbeck-Wallace Circus, Connellsville, Pa., and Beers-Barnes, Terra Alta, W. Va."

MRS. LLOYD MENERDEN cards from Oconto Falls, Wis.: "Entertained a group of boys here in honor of my son Glenn's 10th birthday on May 29. Myself and children are staying home here, while Mr. Menerden is out with his pony track known as Lloyd's Pony Ride."

FRANK P. SPELLMAN, former outdoor showman of the exposition, fair, park, circus, carnival and booking agency branches, was a visitor to *The Billboard* offices recently. He is in the parking meter field with headquarters in Cleveland.

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

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

MRS. PETE CONNOLLY letters from Minneapolis: "Among new faces seen around the Twin Cities is Mrs. Ada Hedberg, concessioner, whom we have missed for some time. Seems that 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, *The Billboard*, Cincinnati, and it will be advertised.

IRISH J. F. MCGARRY, talker, arrived in Cincinnati, Sunday, May 30, from Galveston, Tex., and visited *The Billboard* office. He stated that it was his intention to help his wife run their hotel in the Queen City, but later on announced he would join the Goodman Wonder Show to operate a girl show.

LOUIS-LOUISE LOGDON cards from Cape Girardeau, Mo.: "While playing Beale Street Cotton Carnival, Memphis, with John E. Ward Shows I visited Royal American Shows, then playing on river front. It is a glamorous show. In Dick Best's Side Show Leah-Lee presented a very refined act in sexology."

SOME OFFICERS of the law say "What! No joints! Well, you better get some!" Ain't that a fine condition for show business to be confronted with?

MR. CARNIVAL FAN, Salt Lake City, Utah. Dear Sir: When you try to knock or criticize a carnival to *The Billboard*



CARL J. SEDLMAYR JR., 18, son of the general manager and associate owner of the Royal American Shows. He is shown here in uniform as captain of cadets at the Haines City Military Institute, Haines City, Fla., just prior to his graduation there last week, at which ceremonies Mrs. Sedlmayr attended. This young man was also captain of the football team; organized the school drum and bugle corps, of which he was the official drummer, Scotch style, an art he learned in Canada while with the shows on several tours. Carl J. Jr. will join the shows in Cedar Rapids, Ia., for the summer as manager of one of the attractions, following which he will enter Rollins College, Winter Park, Fla. Photo by Seldomridge Studio, Tampa.

you are barking 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.

MR. AND MRS. F. M. STRONG letter from Owasso, Mich., that they were with Barger & Murray Carnival out of Detroit last season. Last season is way in background and these dear folk should speak of their present activities. It seems that ain't no such carnival of late.

CLAUDE R. ELLIS tells this one from the imagination of Whitey Norman: A colored man went to the lot of a small carnival one winter 'down south and asked for the manager of the gang handling the colored help. One of the colored men accosted said: "The boss is that man over there with the shoes on."

RUBIN & CHERRY EXPOSITION has no neon lights but the midway is beautifully illuminated. Rubin Gruber likes wagon fronts in gold and silver and has no chromium fronts. In Atlanta someone tried to interest him in neon. He asked, "What is neon?" When told, he replied, "Oh! I see. That's the light you see in front of all the Greek restaurants."

W. C. MARTIN'S BUSINESS card reads "Director of Concessions, Alabama State Fair Corporation, Birmingham." Bill is from Columbus, O., and has enough work laid out to keep him busy and traveling indefinitely. He visited the Royal American Shows at Peoria, Ill.

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

DOUGLAS J. ROLAND letters from Washington, D. C.: "Douglas J. Roland, formerly secretary of Roland Exposition Shows and R. G. McHendrix Majestic Shows, is in Casualty Hospital here with broken leg and crushed foot. Accident caused by a falling tombstone which he was unloading from a truck recently."

WILLIAM R. HICKS letters from East Radford, Va.: "Here is one for Tillie Few Clothes: A banner on front of a gypsy camp reads: 'Worlds Greats Palamasty. She Will Tell You Past Prazent an Futher. Love Marage, Bissness Afars. Oil Reiddings Striked Confadance. Yancer Oil Questions Corry. Come In Yancer One Qestion Free.'"

MRS. ALICE J. WINTERS letters from Ambridge, Pa.: "Percy Martin, well-known general agent, has joined Winters

Exposition Shows and has been placed in complete charge of show as general manager. Joe Anthony will remain with it as assistant manager. Winters plans to enlarge show and to make many improvements in it."

GEORGE (SPOT) TIPPS cards A. C. Hartmann from Pontiac, Mich.: "A blessed event has come to Mr. and Mrs. George Tipps. A girl was born at 1:47 a.m., Sunday, May 23, at Women and Children's Hospital, Toledo, O., weighing six pounds. Cigars are on me. Father is talker on Motordrome with Mighty Shesley Midway."

GOODING'S RIDE and Concession Unit No. 4 exhibited last week at Silverton, O., a suburb of Cincinnati, under management of Baline Gooding, brother of F. E. Gooding. Unit consisted of Merry-Go-Round, Ell Wheel, Whip, Kiddie Ride and 12 concessions. Opened Tuesday but rained out Wednesday night.

BILLIE WINGERT cards from Jefferson City, Mo.: "Gerald Headley, of the team Wingert and Headley, left the Snapp Shows to play a return engagement at the Market Tavern, St. Louis. Completed a 30-week engagement there April 1. Billie Wingert will join him in September. Carl-Carlotta is visiting with Karlene before going to the West Coast."

WE, MEANING real showmen, will always be in eternal protest against all practices that are harmful to show business in general.—Wadley Tif.

B. & O. Vs. C., B. & Q.

Marshall, Mo.
May 26, 1937.

The Mixer
Dear Sir:

There must have been a misprint of my letter to you from Hannibal, Mo., for the May 15 issue. *The Billboard* said that the show played on the B. & O. Railroad property at Brookfield, Mo., and Mr. Harry S. Noyes says there is no B. & O. there.

Noyes is right, and my letter said C. B. & Q. Railroad property. Also would like Noyes to know that for 15 years prior to my joining Vernon's Show (where I have been for that length of time also) that I railroaded on something like 22 different railroads and know my railroads. For the past five years this show has been on trucks and knows what road or highway it is on, and Mr. Onion should know that the show knows what towns it wants to play and plays them.

Yours truly,
N. L. DIXON, General Agent,
Greater American Shows.

DR. HENRI CLAYTON—Each and every business organization has rules and regulations governing its operations, if they did not have they would soon go out of the running. Regarding Carnival Show Letters: Write of town you played last, not of past nor to anticipate future. Use style of heading as applied to show letters. Many thanks for your future attention.

FOR THE RECORDS: The Carnival Editor visited the Beckmann & Gerety Shows at Champagne, Ill., Friday, May 28; Royal American Shows and Hennies Bros.' Shows at Peoria, Ill., Saturday and Sunday, May 29 and 30, and Rubin &

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Complete line of Shooting Galleries, Supplies for All Makes.

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One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

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H. C. EVANS & CO.
1522-28 W. Adams St., Chicago, Ill.



"PETIE" HANSEN, 17, daughter of Mr. and Mrs. Al C. Hansen, of the shows bearing his name. This young lady recently returned home from the Frances Shime Junior College and will vacation on the shows with mother and father.

OCTOPUS
"World's Newest Ride Sensation."
56 UNITS
Sold to Date. Accepting Orders for July Delivery

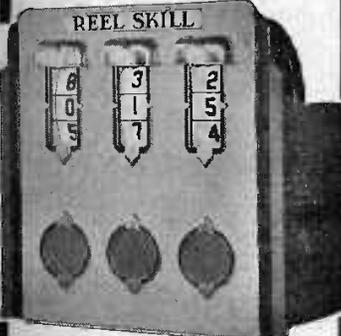
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Be first to cash in on this hottest and newest sensational grind store!

Can be flashed with the highest quality merchandise. Operates on percentage so you know how much merchandise to throw out for amount of play. Game is played by throwing baseballs from a distance of 6'. Women and children find it easy and fascinating—yet ball players go for it in a big way!

No high-powered ball queens needed—any inexperienced agent can clean up top profits easily. Flashy 4'x4' front, plated trimmings, light-up effects, that players can't resist! Large Score Cards furnished.

Reports prove that REEL-SKILL will be the top grind store in any park or show. Write at once for prices and details. IMMEDIATE DELIVERY.

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LORDS PRAYER PENNY
MACHINES
1937 SENSATION
CLEVELAND NOVELTY MFG. CO.

GREATER UNITED SHOWS
WANT Colored Song and Dance Team, also Girls and Saxophone Player. Office show. Also want for Illusion Revue Accordionist and capable Talker. CAN ALSO PLACE Talker for Big Minstrel Show. Doc Farnsworth and Mickey and Billy Allen wire.
J. GEORGE LOOS,
Week June 7, Wellington, Kan.; Week June 14, Enid, Okla.

HAPPY DAYS SHOWS
Circuit of 18 consecutive Fairs starting Guthrie, Ky. Horse & Dog Show, June 21-26; Jackson Co. Fair, Carbondale, Ill., June 28 to July 1, incl.; McLeanboro, Ill., July 6 to 10 and all Fairs up to and including Farmer City, Ill., September 14 to 18. Then south until November. WANT capable Front Man and five Beautiful Girls for J. J. Marlon's Girl Revue. Dents Minstrel want Front Man, Performers and Musicians. Bob Perry (Motorhome) phone Doc Harris here now, collect. Exclusive stock concessions open. Custard, Ball Games, Scales, Hoopla, Fishpond, Bumper, Blower, Diggers, Bowling Alley, Wheelie Show, Cotton Candy, etc. Can place one more Flat Ride. Also Animal Show and Penny Arcade. All replies to T. L. DEDRICK, Mgr., Eddyville, Ky., this week.

DYER'S GREATER SHOWS
Want rides not conflicting. Any Show except Athletic or Geak. Have complete outfit, \$6230 ft. top, all new. Will furnish reliable showman who will put a show inside. Joe Kirk write. Concessions: Candy Apples, Show Cones, Cigarette Gallery, Hoopla, High Striker, Photo Gallery. Mason City, Ill., this week.

SECOND-HAND SHOW PROPERTY FOR SALE
\$1.65 Richardson Fiber Roller Rides, Skates, all sizes. \$18.00 Six Musical Hand Bells, fine tones. \$1.75 Men's New White Buckskin Skate Shoes, all sizes. \$40.00 Indian Feathered Hoop Gear, beautiful colors. 15c each Pennant Flags on streamers, good colors. Send list.
We buy Guess your Weight Scales, Concession Terms, Skates, all makes. Pay cash. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

READING'S UNITED SHOWS
Concessions that work for Stock, Bumper, Fishpond, Bowling Alley, Hoop-La and others. Let's hear from you. Grind Shows wanted. Low percentage. Scottsville, Ky., this week; Burksville, Ky., next week.

Cherry Exposition at East Moline, Ill., Monday, May 31, and then jumped direct via Chicago to Cincinnati, arriving there Tuesday, June 1.

DEL CROUCH cards from Schenectady, N. Y.: "My season with Gruber's Exposition Shows thus far has been good considering the weather. Have beautifully flashed motordrome and the roster is Dorothy Crouch, rider; Agnes Long, car driver; Speedy Dawkins, trick rider; Red Matthews, straight rider. G. F. Vance handles front, Thexton Terry and Malvern Douglas, tickets."

ROY G. MARR, manager concessions on W. A. Gibbs Shows, letters from Winfield, Kans.: "Shows are beginning to get off to a good start, altho we have had some variable weather. Dust storms hampered us at Pratt City, Kan., and we lost three days in Arkansas City because of rain. Customers are playing stands as well as could be expected. Not a gaff on the midway, 'Ripley,' and we have 21 concessions."

J. P. COLIHAN, Excelsior, Minn.: This editor of Carnival Department remembers your father of firm of Colihan & Durkin, Danbury, Conn. As you say, they had a Conderman Wheel and later on a Whip and other rides and were with Johnny J. Jones about 1902, later with Ike Friedman, Ben Krause, George W. Westerman, Levitt-Taxler-Meyerhoff, Harry Six and others. How is your park business?

NOT EVERY man can build up a carnival from proceeds of a Swinging Ball. Showmen who are for showmen would not care to get money that way.

BOB LeBURNO, well-known general agent, cards from Pine Bluff, Ark.: "Visited C. W. Naill Shows playing Cotton Carnival here. Show was located on post-office lot in heart of business district. All shows, rides and concessions did capacity business. Show is well illuminated. Whip ride went over exceptionally big. Owner Naill said that business so far on season had been very satisfactory."

MR. AND MRS. LOUIS SCHLASSBERG, mentalists, are with Beckmann & Gerety Shows as the Bernards. C. R. (Zebble) Fisher will remember them with Col. Francis Ferris years ago in Washington, D. C. Louis retired from show business and was engaged in the real estate business in Philadelphia for years, but now he is back in show business and has been for a few years past. Onion met them recently in Champaign, Ill.

DANVILLE, ILL., has always been noted as a good show town. Now look what some of the indifferent boys have done to that burg. It was the home town of the late C. A. Wortham and a monument is erected there in honor of his memory as a showman. It is also home town for Barney S. Gerety, of Beckmann & Gerety. Probably if Danville had a carnival of this class and magnitude it would probably change its attitude regarding carnivals, as all carnivals are not alike.

NOTES FROM Frank Zorda's Side Show with Bantly's Shows: Zorda is doing well, opens first and closes last. . . . Daisy Hartwell, mentalist, has all new equipment for her booth. . . . Rosa Lee, armless worker, is still featured and always has a pleasing smile for the public. . . . Peggy Martin, who came from Fort Worth, Tex., to join her husband, is doing well with her camp. . . . Cliff W. Patton, formerly with Sheesley, is now manager of the side show titled "Believe It or Not Revue."

ALL THE big carnivals The Onion has seen have their workmen dressed in uniforms and they do look good and clean when on duty at the rides or as guards for various attractions and fences.

JIMMIE ROSS cards from Bellingham, Wash.: "Closed with Riser Shows in Phoenix, Ariz., May 1 and made a 1,600-mile jump to Centralia, Wash., and joined Douglas Greater Shows. Have girl show with 20 by 40 foot top and 60-foot banner line. All new this year. Roster: Maxine Ross, manager and feature dancer; Babe LaMarr, rumba dancer; Chuco Montoya, hula dancer; Jannett Williams, Oriental; Lee Norris, steel guitar; Glen Norris, straight guitar; Jack Prather, talker; Jimmie Ross and Bill Cooper, tickets."

A GEORGE HIRSHBERG: Sometimes a carnival manager has enough beefs

and complaints that are senseless enough to make him go nuts or want to try to walk on his ear. The big payoff happened recently on the Cetlin & Wilson Midway. After a terrific blowdown Jack Wilson and I. Cetlin were surveying the thousands of dollars' worth of wreckage when Jimmy Sakobie, concessioner, rushed up to them and excitedly ejaculated: "Now who is going to pay for the 60 cents worth of grumets I just had blown out of my concession top."

WALLY BLAIR cards from Harvey, Ill.: "Joined Al G. Dodge Shows with my shows and now have two girl shows, *Night in Paris*, managed by Jimmy Allen; Chief Rain-in-the-Face, tickets; Jane Parker, Betty Bellows and Georgie Mason, dancers, and Barney Brooks, utility man. *Paris Footlights Parade*, Wally Blair, talker and tickets; Babe Cleo, Baby Ruth, Tiny Helena and Tilda Mavou, dancers, and Dick Jennings, utility man. While playing here we put on a special show for the jockeys of Washington Park race track. Some of the jockey's present were D. Slagle, Ray Jones, J. Murphy and Bill Gains."

GENE PADGETT cards from Columbus, Ind.: "This is just to let *The Billboard* know that Blue Ribbon Shows are still on the road. Owensboro, Ky., rain all week. Henderson, Ky., three days of fair business. Evansville, Ind., a real red one for everyone, first good spot played. Washington and Columbus, Ind., fair business. Mrs. Roth's father died recently. Floral offerings were sent by



"SAMSON—A MIGHTY MAN IS HE!" A European importation now with Gruber's World's Exposition as a free act. His feature presentation is that of catching a woman shot from a cannon to a distance of some 40 feet. Note the physical development of this athlete in his arms, chest and back, who was born A. Zass.

personnel of show. She is back with show. Writer has front of Carioca Girl Revue, also producing and emcee. Have been doing fairly well for myself. Now waiting for real big ones."

PICKUPS FROM Alamo Shows by Jack Shroy: Shows are playing Atlanta to very good business. . . . J. L. Johns, owner-manager; C. Eagles, agent, and Jack Harris, secretary-treasurer and Social Security secretary. . . . Chairplane, J. L. Johns, owner; S. Mack, operator. . . . Slim Andrews has newly painted Kid-die ride. . . . Mr. and Mrs. J. J. Shafer are doing good with Auto Speedway. . . . Minstrel Show, under M. Kohn management, going good. . . . Poses Plastique Show has new front and top. . . . Stone Mountain Shorty has Snake Show. . . . Concessioners, Tony La Setta, Jack Harris and Mickey Sanders. . . . Cookhouse is managed by the show.

WHEN SHOWFOLK give *The Billboard* at their address the least they could do is to file their route each week with *The Billboard*, Mail Department, Cincinnati, O., on a postal card. Send for your mail. Read the Letter List.

W. W. BARNES, press agent C. F. Zeiger Shows, letters from Rexburg, Ida.: "My first reader of season. Show opened season at Mesa, Ariz., February 27 and has played in New Mexico, California, Nevada, Utah, and first town in Idaho was Pocatello, May 17-22. Lost first two nights due to wind and dust storms. This date is a little too early for this

section of country, but business was best show ever had in Pocatello, tho it has played it for many seasons. Business conditions are good and should be even much better by fall. Had Monte Young's rides from Provo, Utah, in that town at same time. Zeiger's free acts, Four Monarchs of the Air, Capt. Speedy Phoenix and Royal Tarzana Troupe, please and draw crowds."

Doc Waddell Goes to His Fountain of Memory

Chaplain Doc Waddell info: "Two burglaries occurred at Peru, Ill., while the Greater Exposition Shows were in the town. Such unapproved affairs by showfolk generally do take place on show day or night. Well, I had what I call my Kroger bandit cap on, for it was rainy. When thus 'capped' I've several times been taken for a crook. In Peru a policeman stopped me and in a nice way began feeling me out. Evidently he was suspicious of me. Finally he told me of the burglaries and informed me carnivals had done the jobs. To him I politely, sweetly, softly retorted: 'You, from the police side, say carnival people did the burglarizing. How would you like for the carnival folk to say, 'a policeman did it'? Now you are a policeman and I am with the carnival, and neither of us knows WHO did it. When I was a kid police reporter a hardware store was burglarized. I got a reformed professional burglar to help me solve the burglary, and when we finished we knew the policeman on the beat was the burglar. And I then vowed that if ever I was a chief of police in solving a crime I'd first check up the policeman on the beat where the job was pulled."

WHEN GREEK MEETS GREEK: The T. J. Tidwell Carnival and Harley Sadler's Show day and dated at Hobbs, N. M., recently. Both owners hail from Sweetwater, Tex. Both have strong pulling power in this territory. On dates neither show sent its band uptown to buck other show. Harley Sadler made a sincere and convincing announcement from the stage of his show praising Tidwell Shows. Manager Tidwell had his announcer, Jack Sherman, sing the good qualities of the Sadler Show thru public-address system. Result both shows did a good business. Sadler's production, *Rose of Rio Grande*, actually turned at least 200 away and his seating capacity is well over 1,000. O Ye Faithful! Go Thou and Do Likewise!—JACK ARNOTT.

JOYCE MAXWELL REYNOLDS is the "Doctor" in the Marriage Clinic exhibit on the Royal American Shows and Mrs. Reynolds is the talker. For perfect English, intelligent understanding of the psychology of crowds and the subject she talks upon ranks her as the peer of all women talkers. Further, she has mastered the art of turning the crowd at the right moment and never fails to make them jam the two ticket boxes. Now there are other women talkers who talk, talk, talk and talk the crowds away. Talking is an art, profession and an accomplishment few women have mastered. Mrs. Joyce Maxwell Reynolds does not use either amplifier or megaphone, just her natural voice.

D. HARRY (CYCLONE) BELL letters from Mount Morris, Ill.: "After seeing advertisements for me in several issues of *The Billboard* I think it advisable to announce that I have retired from show business and located here permanently. The reason is obvious, as I was married last June on the Pan-American Shows, so have settled down to a life of ease, comfort and lots of hard work thrown in. If any athletic shows should come this way I'll be pleased to give them all the support I can. Altho I'm not active in the wrestling game any more I can still give the boys a show. Wish to thank *The Billboard* for its cooperation in the past and can assure it of my heartfelt appreciation. Regards to Major Privilege (Starr DeBelle). Read The Onion's stuff and some of it is pretty good."

W. E. WEST MOTORIZED SHOW
Open for Shows and Concessions that do not conflict. WANT PLACE Concession Agents and capable Show People. Ride Help at all times. WANT good Magician and Lecturer for Pit Show. Elmer come on. Fair Secretaries and Committees, our Show speaks for itself. Look us over. We have seven Rides, including Twin Wheels; eight Shows; usual run of Concessions. Mix-up for sale, complete with Motor. Good cash buy. WANT experienced Corn Game Agent. Olathe, Kan., this week. Pay your own wires.

Martin's United Shows

Grants Pass, Ore. Five days ended May 29. Location, near Post Office. Auspices, none. Business, good. Weather, ideal.

This poor downtrodden secretary did not get his last report in time, consequently said secretary is now in "dog-house" again with those on this show. Show continues to progress and has been beautified by painting of all rides and repairing, also by very attractive new uniforms that B. H. Martin purchased for all men on his rides. Last week while at Mt. Shasta a gala party visited Mount, going as far as snowline. In the party were Ruth Groff, Constant Dufrene, Mrs. R. D. Uttke and Jerry O'Brien. This week several showfolk visited the "haunted house," a few minutes' drive from town. It is quite a sensation, being opposite to law of gravity. A good time was had by Ruth Groff, Mrs. Clyde McGahan, Constant Dufrene and Mrs. J. M. Brown. Another party that had a good time while here were Wendell Foss and Jerry O'Brien, who went fishing in Rogue River. They took along their fishing licenses, a full pint of "Cream" and two cans of sardines. Foss lost his hat, O'Brien got his fish hook caught in some branches, so both came back with sardines and had salmon for dinner at cookhouse. Foss said the fish were on a sit-down strike. A new sound car was purchased by Manager Martin. SAMMIE FULLER JR.

Bantly's All-American Shows

Lock Haven, Pa. Week ended May 22. Location, city ball park. Auspices, Hope Hose Company. Ten-cent pay gate. Weather, rain Monday, Tuesday and Saturday. Business, good when favored with proper weather.

Show was in readiness for opening noon Monday. Gate and inside showed big increase over last year. Wednesday and Saturday afternoons Kiddie Days, plenty of children and they spent money. As crowds were coming in in droves Saturday night rain poured and with a windstorm made the night a blank. Baby give-away and weekly weddings conducted by the writer going over big. Jack White, of Rhythm Revue, taken sick Tuesday and in bad shape until Friday but up again. Visits were exchanged between Strates Shows, exhibiting in Williamsport. Mr. and Mrs. Harry Coppins, Mr. and Mrs. Harry Kerr; Harry Klabon, ex-showman; Kenneth Wheeler and Charles Sinsel, of Silver Bros.' Circus advance staff, were visitors. Flying Behrs, three-people flying return act, joined, as did Eva Allen, with photo gallery. Tim Green and Patches becoming more popular every day. Goodfellows' Club meeting Wednesday, with Mrs. S. Hull as emcee, was very successful. Mrs. Hull proved very capable and presented a show consisting of members of Frank Zordas' Side Show, with Mrs. F. Sheppard doing a comedy Hawaiian dance and Whitey Frazier in songs. Snowball, one of colored boys, did a monolog. Welcome guests were Charles Shea, Martin Peters and William Devling, local boys. Dick Van Dusen, assistant to Harry Agne on bingo, taken suddenly ill Friday afternoon and was rushed to Lock Haven Hospital, reported in very bad condition. Clint V. Meyer and wife joined with mouse game and Edward Jones with jewelry. Joe Strauss, partner of Phil Ruberman, was called home to Ozone Park, N. Y., due to death of his mother. HARRY E. WILSON.

Frisk Greater Shows

Red Wing, Minn., May 17-22. Weather, some rain. Business, fair. Auspices, Riverside Club. Location, Island. Free gate.

Opened Monday night to a fair attendance but rain at intervals balance of week. Saturday night shows, rides and concessions had good business. Show held first party of season here. After closing Friday night showfolk went over to dance hall, located on lot, engaged by B. C. Frisk from Mr. and Mrs. Pumlun. George Bridgwell acted as emcee and affair put over with a bang. Everyone had to do his part or balance a pan of water above his head on a stick and only one got wet. Virgil Boone was his name. Virgil will have a song or dance for folks next time. Manager B. C. Frisk delivered a nice talk and stressed cleanliness. Everyone agreed to work 100 per cent for the show. Music was furnished by Gene Riel. Lunch was served by Mr. and Mrs. Earl Parks; Mr. and Mrs. Al Kunz were visitors and guests

Full Week Carnival Show Letters

(As Reported by News Representatives for the Shows)

at the party. Al, former secretary of L. J. Heth Shows, now regional manager of Minneapolis Journal, gave a nice talk and told the showfolk his heart still goes out to the show world. Mr. and Mrs. Alfred Kunz are in their new home here. M. Parks has been busy framing his new cookhouse, with neon for front and interior. New kiddie ride doing good business. New sound truck with Mr. Lanagan at the mike and show putting out a lot of paper. New type of handbills with cuts of rides, shows and concessions is handed out each day to the children after school, with a merchants' coupon attached, has been bringing good results. GENE RIEL.

Golden State Shows

San Francisco, Calif. Week ended May 30. Auspices, Golden Gate Bridge Fiesta. Location, Fisherman's Wharf.

This celebration, one of largest ever held in this city, drew an enormous crowd really in a festive mood. There were four carnivals in different locations, two best spots being Crissy Field and Jackson and Polk streets. This show's location, which is one of best in city during ordinary times, was not so good owing to majority of activities taking place near bridge, which is quite some distance from Fisherman's Wharf. Despite this handicap shows and rides did a big business. Concessions did not do so well. Bill Hobday, manager side show, was all smiles owing to big crowds that paid his show a visit. Dick Kanthe, of Athletic Show, had quite a little trouble conducting his bouts owing to very rough element that always pervades this particular district. With arrival of two special uniformed police obtained by Manager Wright this operated smoother and with much-improved business. Double Loop-o-Plane arrived from Eyerly factory. With special lighting effects makes an impressive flash and got good business. Dutch Schilling has taken over cookhouse and has received many compliments on improved appearance. Mrs. Wright increased her help in candy apple and pop corn stand. Visitors: Butch Geggus; Bill Kindie, Kindie & Graham; Jack Lewis; J. J. Kline, Los Angeles; Joe Krug, manager Golden Gate Shows; Fuzzy Hughes; Sammy Coomas, Los Angeles; Roy Luttington and E. J. Hoefler. Many additional concessioners here, including Charley Walpert, Spot Raglan, Sid Buerter, Alf Bandon and Shorty Welsh. Festivities run another week. JOHN H. HOBDAY.

Crowley's United Shows

Ottumwa, Ia. May 17 to 22. Location, West End circus grounds. No auspices. Weather, good. Business, good.

One of best spots played so far and everyone well pleased. Doc Crowley bought a new truck and started construction of another light tower to add to four already on the midway. Jackie Payne, owner-manager of the Hulu Hulu show, and Dutch Meyers, owner of Athletic Show, were married in center of midway on Friday night. A large crowd on hand, as event was well advertised. Local newspapers gave 100 per cent co-operation. Blackie McLemore is adding eight new concessions.

Boone, Ia. May 24 to 29. Location, Eighth and Tana streets. No auspices. Weather, fair. Business, fair.

Opened Monday night to a large crowd but they did not spend. Tuesday was better and rest of week was as good. Mrs. Blackie McLemore is still doing business with her neatly flashed corn game. Walter Dale, Myrtle Starling and R. E. Barnett left the show. Boxbock Wilson gets good business with his well flashed grind store. Louis Kaplan joined as an agent. Doc Crowley bought two more trucks and now has one of the largest and most modern fleet of trucks on the road. Bill Myler, of girl show fame, returned from Omaha, Neb., with wife and daughter, Dorothy. Dorothy returned to Omaha, as she will graduate from school. Writer's wife and baby arrived from Chicago on the new North-western streamline train. Band and 50 showfolk were on hand to give her a royal welcome. Billy Ruth Walker added a new novelty concession. STANLEY J. GROSS.

Barker Shows

Pontiac, Ill. Two weeks ended May 22. Location, Quarry lot. Auspices, none. Weather, rain and cold. Business, fair.

Held over here second week so as not to day and date in Clinton, Ill., with Robertson Players. Roster: Mrs. Stella Barker, owner and general manager; Eugene C. Cook, assistant manager, secretary and lot superintendent; Arthur O'Neal, electrician. Merry-Go-Round, Eddie Roberts, foreman; Fred Scott, tickets. Ell Wheel, Robert Wimberly, foreman; Tex Speer, tickets. Baby Ferris Wheel, Tom Moore, foreman. Pony Ride, John L. Buchen, owner; Chairplane, Wayne Hall, foreman; Frank Thorner, tickets. Loop-o-Plane, Coleman Lee, owner and operator. Baby Autos, Baby Airplane and Tilt-a-Whirl, Henry Heyn, owner. Minstrel Show, Eugene C. Cook, talker; Jim Hayden, stage manager. Adam and Eve show, Richard Bland, owner; Ennis S. Johnston, talker. Dolletta, "smallest human mother"; Buddy Buck, front. Athletic and girl shows, Jake and Irene Moore, owners and managers. Snake Show, office owned; Spud Lucas, front. Side Show, G. Norman King, manager. Concessioners, Pop Driscoll, Borrer Brothers, Frank Thorner; Harry Phillips, corn game; Ed Stewart, R. B. Stewart, Clara Lee, Ed Augustus; Emberton, lead gallery; Buck Franklin and Mamie Cauley; cookhouse, Ben West, manager, and Warren Martin, chef. Buck Franklin painted new banners for Jake Moore's girl show. Dolletta topping shows, with "Adam and Eve" close second. Office has not played a blank this season, only lost two nights so far. Rides have been going over good. EUGENE C. COOK.

Cetlin & Wilson Shows

York, Pa. Week ended May 29. Auspices, Oriole Detroit Club. Weather, rain. Business, fair. Location, Meadowfield showgrounds.

Opened Monday night to fair crowd, day and dating Hagenbeck-Wallace Circus. Tuesday cold and rain. Wednesday, Thursday, Friday and Saturday very good crowds. Thursday night a terrific windstorm hit the lot, completely demolishing 90-foot Paradise Revue front that was covered with neon. Wind then hopped across midway to Harlem show and took the top, just leaving ropes in the air. Only thru hearty co-operation of all workmen was rest of show saved. New canvas was ordered for Harlem and Side Show. This stand was the first time that a carnival has exhibited within the city in five years. Several members of York Fair Association were visitors. Mrs. Cetlin and Mrs. Wilson spent week in New York buying new wardrobe and equipment for Harlem Revue. Radio Station WORE was 100 per cent, show furnishing talent for several 15-minute programs. Susie, educated chimp of Leo Carrell's monkey circus, was again in limelight for publicity, assisted by Jewell Barris, former George White Scandals beauty, and Ted Miller, show press agent, doing a roller-skating act down the main street. June English put on a special request program at Penn Grill every evening at 11:30 p.m. GEORGE HIRSHBERG.

T. J. Tidwell Shows

Kermit, Tex. Four days ended May 20. Location, downtown. Weather, good, except for duststorms. Business, good.

Stand here only fill-in spot but proved good. Heavy duststorms caused Manager Tidwell to buy a new Chevrolet tractor on which he placed a water tank; so show now has its own sprinkler. Hal Hester, old-time showman, was visitor. He owns a cleaning, pressing and hattry establishment here. Jack Sherman made a trip to Dallas for talent to enlarge his Minstrel Show. Bill Gooch has opened his fourth concession. JACK ARNOTT.

Beckmann & Gerety Shows

Champaign, Ill. Week ended Saturday, May 29. Location, South Neil street showgrounds. Auspices, American Legion. Business, fair. Weather, first half fair, second half good.

Late tardown in St. Louis and considerable delay in getting train thru Terminal to Illinois side caused late

arrival here. However, all was in readiness for Monday night opening and a fair crowd was in evidence, altho weather was quite cool. First half of week business was not up to standard, but with warmer weather latter part of week business increased each night. Saturday children's matinee very good and night business satisfactory. Doc Hartwick is temporarily handling front of Lion Motordrome but will soon have his own show in operation. Doc is more or less secretive on just what this new show is to be, but he spends a great deal of his off time during the day in the "back yard" doing a lot of building, so whatever the new idea is it will be something unusual. Visitors: Milford Smith, tent man, and Ben O. Roodhouse, of Ell Bridge Company. Others who dropped in Friday were Mr. and Mrs. Ivan Snapp and son Junior, who drove over from their home at Danville, Ill., and William Judkin Hewitt, of The Billboard, Cincinnati. Writer regrets he had left town and was not on hand to greet Ivan and Mrs. Snapp and son, Junior, and the Onion. Dr. and Mrs. William Gerety, of Danville, accompanied by friends, motored over twice during the week to visit B. S. Gerety. The Doctor and B. S. are brothers. KENT HOSMER.

Johnny J. Jones Exposition

Pittsburgh, Pa. Week ended May 29. Location, Exposition Park. Weather, some rain. No auspices. Business, very good.

Altho show encountered some rain during week, no nights were lost. Front and back gates both registered big grosses, with shows and rides getting good share of patronage. Due to show enlarging, midway was a bit too crowded for large crowds that turned out daily. From a standpoint of beauty different shows and rides formed a colorful picture of lights and flash that could be seen from heart of city as well as from different bridges that crossed river alongside of grounds. Pittsburgh has always been good for Jones Exposition. Well-known title almost a household byword in city. Thus "Johnny's Coming" on billboards, windows and street cars self-explanatory to showgoers. New Spillman Auto Speedway arrived and set up in time for opening. It is operated by R. E. Haney, also operator of Auto Skooter ride with show. Another transformer wagon has been added to electrical department. Work of building a 30-foot floodlight tower is under way. With new addition show will carry 400 k. w. Four thousand feet of new light cable arrived, giving chief electrician Dave Sorge and crew added work for some time. Eddie Jameson arrived to take charge of front of Harlem and Dixie

C. H. TOTHILL ATTRACTIONS

Want to Book or Buy Ferris Wheel, Kiddie Rides. Want Shows of all kinds. Concessions come on. Wheels must work for stock, also Grind Stores. Albion, June 7 to 12. Medina, Big American Legion Celebration, June 14 to 19. Two Big July Fourth Celebrations, Fillmore-Warsaw; all New York.

WANTED

Mix-Up, Kiddie Rides, Loop-o-Plane, 25%. Also Shows and Stock Concessions. Clifters save your gasoline; I can't use you. Ava, this week; Ozark, next. American Legion Annual Celebrations. This Show booked solid at the best Missouri Picnics. Address 304 West McDaniel Street, Springfield, Mo.

COMMITTEEMEN!

I can furnish complete Carnival Unit, Rides, Shows and legitimate Concessions. Have few dates open in Northern Indiana and Illinois. Write or wire JOHN DE YOUNG Calumet Amusement Shows, 418 W. 60th Place, Chicago, Ill.

WANTED SHOWS

Athletic, Bull Dog Gary, answer. Ten-in-One or Five-in-One. Thuison, small Minstrel, Snake, Mickey Mouse. What is it or any single Pit Show. Will furnish outfit except fatness or use your outfit. Also Dancers and Talker for Girl Show, also Crazy House. Will finance any money-getting Attraction. CUNNINGHAM EXPO. SHOWS, Powhatan Point, O., June 7 to 13.

Review. Tom Jones, cornetist, and Sunshine Baker, boss canvasman, joined Karl J. Walker's Gay New Yorkers. Dolly Dimples Geyer, fat girl, knows how to please and entertain her audiences. Royal Russian Midgets always a hit with patrons. New 10-foot three-colored sidewalk for Hell Drivers Show really sets it off. Writer busy working on 1937 edition of *Herald News*, an eight-page tabloid newspaper used in advance. J. C. (Tommy) Thomas busy entertaining visiting relatives. Mrs. Joe Price, sister, accompanied by Mrs. Edna McDonald, of Rochester, Pa., visited Assistant Manager T. O. (Tom) Allen. Harry Winters, manager, and Percy Martin, agent of Winters Exposition, midway visitors. Also Chris M. Smith, of Bantley Shows, and Mr. and Mrs. W. J. Klinger, of Spencer & Clark Shows.

STARR DeBELLE.

American United Shows

Walla Walla, Wash. Week ended May 22. Location, two miles out. Auspices, Veterans Foreign Wars. Weather, good. Business, just fair.

The business was not what was expected, there was enough activity around the lot to keep everyone in good spirits. Tuesday night one of shows' newly married couples gave a housewarming party, those in attendance were Mr. and Mrs. George Allen, Mr. and Mrs. Virgil Snow, Mr. and Mrs. Ray Bevin, Mr. and Mrs. Wayne Endicott, Mr. and Mrs. Raymond Carr, Mr. and Mrs. John Snowbar, Mr. and Mrs. Jimmie Griffen, Pat Hogan, Red Morgan, Orlando Allin, Charles Griner and R. Mason. Show boys have organized a baseball club and played first game of season against Whiting College, of Walla Walla. The meeting with defeat for first time out, have created a lot of enthusiasm among shows' personnel and promises to be a regular weekly feature. Lineup: Bobby Burns, manager; D. Frasure, T. McMahon, G. Calkins, E. Dishman, B. King, C. Leiferman, J. Bishop, T. Osborn, B. Williams, T. Childers, J. Coyle, H. Warner, B. Graves and T. O'Riley. Playing 12 miles away were Summers Attractions, visits were exchanged. Ben Dobert and wife were visitors. Benny Clark will soon be sporting a new concession top. Miller and Allin entertained orphans as usual. Harry Meyers made liberal donations for their enjoyment. Al Wheeler, former night club operator, is building a new show but refuses to say what kind until ready to open. TED LEFORS.

Wallace Bros.' Shows

Morris, Ill. Week ended May 29. Location, Blair's Field. Weather, cool, with rain Tuesday night. Business, satisfactory. No auspices.

Day and date with another carnival here. Merchants' tickets were helpful in producing patronage. Morris is "show-minded." Officials and citizens alike were extremely courteous. Sheriff Kay and Deputy Sheriff Wright are both ex-showmen and each visited several times during engagement. Ernest Farrow Jr. recovered from slight illness incurred at Hoopston, Ill. J. L. (Dusty) Miller convalescing rapidly from recent operation. Eddie Welsh framed new concession. Mrs. R. L. Grissom arrived from Hot Springs, Ark., for visit with Grissom. Writer back on show after an absence of five weeks. Visitors: T. R. Clarke, of Crawford Francis Shows; Mr. and Mrs. Weer, of Speroni Shows; "Bob" Hallock, of Miller Bros.' Shows; Jack L. Greene, of Robinson Stock Company; Art Signor, of Al G. Hodge Shows, and Frank (Shanty) Cross, former trainmaster of Al C. Hansen Shows.

WALTER B. FOX

Marks Shows

Camden, N. J. Week ended May 29. Location, Black Horse pike and Woodlyne avenue. Auspices, Woodlyne Fire Company. Business, good. Weather, rainstorm one night, rest of week clear.

Best Friday and Saturday nights in shows' many years exhibiting on this lot. Week a winner for all departments. From Philadelphia came Kit and Pearl Carlos, Kit almost entirely recovered from last winter's stroke and Pearl looking younger than she did in days of Nat Reiss Shows. Joe Daly Sheeran spent week helping Marks in some special work in Philadelphia area. Horrow Brothers, novelteers, and Don Hankinson, sound equipment dealer, visited from Brothely Love City, as did Mr. and Mrs. B. H. Patrick, of The Billboard. R. (Fats) Lorraine took over African Vil-

lage and moved among money shows. New banners arrived for the attraction. James Hurd and Jack Melton formed a partnership to take over new Museum of Oddities, with Melton in charge, and from Monday night clicked, being among the top-money shows. Lloyd Fowler, frog boy, joined. Friendly Five, West Virginia hillbillies, added zest to program and pleased a radio audience in a broadcast thru WCAM, Camden's municipal station, Thursday. Eloise, youngest, with a "bull fiddle" larger than her five years' growth, was the hit of quintet.

Joe Luck joined Wall of Death as trick rider. Edgena D. (Ginger) Youngblood joined Al Paulert's Beauty Revue. Minor and Polly Stevens were frequent visitors and entertained many Markers in their home here. "Steve" was boss' chauffeur two years ago. Polly was with Jimmy Raifery's girl show for two seasons. Mrs. E. H. (Mickey) Hawkins was painfully hurt when she fell in her trailer Saturday night. Mrs. Elizabeth Collins, remembered by many Melville-Reiss and Frank West showfolk, who has been amicably separated from writer for nearly five years, visited from her home in Philadelphia. Brayton Seamon's streamlined nail store was added to his concessions here.

CARLETON COLLINS.

Sam Lawrence Shows

East Radford, Va. Week ended May 22. Auspices, LLL. Weather, rain. Business, fair.

Show made a truck move and everything was in readiness for opening Monday afternoon. Sam Bergdorf had town and surrounding territory billed to perfection, hence a good week was had by all the folk for a change. Tom Fallon closed to join another show and was replaced by Joe Detrapl. Manager Lawrence made a trip east and reported a couple of new rides will be added. Painting seems in vogue, as all rides are going thru their second painting since winter quarters. All concessioners have caught the fever and are all painting up, especially the Davidsons, who have repainted all their concessions. Mrs. Lawrence has been on the sick list but has recovered enough to be back at the window in the office. New wings for the front arrived and were put up for the first time. They add considerable to the flashy entrance arch. Sam and Mrs. Bergdorf were back with the show for a day here. Mr. and Mrs. Brett, of Tilt-a-Whirl, spent week visiting old friends. Bob Coleman has finished new body on new truck that he bought in Bristol. Harry Burke reported biggest night that Minstrel Show has had on season. Visitors: Harry Ward and William Bailey.

WILLIAM R. HICKS.

Wm. Bazinet & Sons Shows

St. Cloud, Minn. Week ended May 29. Location, Benton County Fair grounds. Weather, Monday lost account rain, Tuesday on clear. Business, good.

Tuesday best night this season from standpoint of attendance and receipts. George Harrison is enlarging his trained animal circus to include three new acts and new banners. M. K. Matthews Sr., veteran showman, celebrating his 60th season on the road, is endeavoring to organize an Old Man's Club among the attaches of the show. Griesque Revue was greatly improved by arrival of Sally Moran, an accomplished dancer. Mrs. Ivan Merrick joined Merrick here and will assume charge of operating end of photo machine.

Mrs. Thomas Bird, of Bird's bingo game, left to be present at her son's graduation in Richland Center, Wis. Mrs. Bazinet Sr. was recipient of numerous remembrances and best wishes of organization, event being her birthday.

S. S. HENRY JR.

Hilderbrand's United Shows

Medford, Ore. Four days ending May 22. Location, across the bridge. Auspices, LLL. Business, good. Weather, fair after opening.

Long jump over Siskiyou Mountains from Eureka was filled with delays and breakdowns due to a continuous downpour of rain en route, therefore the entire show did not arrive for scheduled opening on May 18. Lot was a mire and truck after truck had to be towed to its location. Tons of sawdust covered mudholes and when sun appeared it transformed midway into a white city. Majority of showfolk were guests of Al G. Barnes-Sells-Floto Combined Circus, which was exhibiting under

similar difficulties across town. Attendance from opening night increased until it doubled first night on Saturday. Lucille King's radio program over KMEM included a tieup with Chevrolet program, featuring trucks that comprise "Silver Fleet on Wheels." City officials and Chamber of Commerce of Ashland were guests of show opening night. New Ten-in-One, operated by Billy Bozzell, and Mr. and Mrs. Claude Barle's Hollywood Revue ran a race for top honors for shows. Swede Elmberg's Death Rides Again ran a close third. General Agent E. Pickard departed for Montana. Mrs. Betty Wilkie, of Bley, Ore., joined Mysteries of 1937 show. Clarence H. Alton purchased a new truck. Showfolk made trips to Crater Lake and House of Mystery. Charles T. Marshall arrived from C. F. Zeiger Shows and joined Bud Cross concessions. Dorothy Wagner and Thelma Bebee arrived from Golden Gate Shows in Vacaville. Art Anderson's concessions had a very good week. George Morgan gave a cocktail party to following: Fern Chaney, Vivian Taylor, Mr. and Mrs. Claude Barle, Lucille King, Al Keenan, Charles Marshall, Reggie Marlon, Fredrych Nelson, Jean Lavella, Hazel Fisher, Verna Seeborg and writer. Mrs. Ann Cross is all smiles as she nears her home, Silverton, Ore. Mr. and Mrs. Tommie Lee's Serpentina Show has been transformed into an attractive exhibit. Mr. and Mrs. Max Williams have taken over the Hillbillie Show. Fred L. Gerbig, of Venice, Calif., will arrive at the next location with his "Happyland Marionette" and "World Wonder" shows. Mrs. Swede Elmberg arrived from Portland to visit friend hubby. Genial Jerry Mackey, host of the privilege car, has created many friends on show. Extra help had to be added to Emmy and Cliff Clifford's cookhouse and grab concessions to accommodate crowds. Mr. and Mrs. Larry Gale departed with their concession. WALTON DE PELLATON.

Crystal Exposition Shows

Spruce Pine, N. C. Week ended May 29. Auspices, Fire Department. Weather, good. Business, good.

Last two weeks ideal show weather has put a new spirit into all concerned. Business increased every night and splendid co-operation of committee. "Daredevil" Oliver stopped over for a visit on his way to Long Island to fill 12 weeks' engagement. Eddie Mack, manager of Darktown Strutters, got top money for shows. Eli Wheel tops for rides, with Octopus close second.

PUNCH ALLEN.

L. J. Heth Shows

Lawrenceville, Ill. Week ended May 29. Auspices, none. Location, South 12th street showgrounds. Business, worst of season. Weather, ideal.

Show first here for season and natives apparently show hungry, but customers were few and far between. All painting has been completed on show, and Riley Bain, boss painter, left to join another show. Mr. and Mrs. Howard Reeves and son, Ginger, left for their home in Birmingham, also Mrs. T. J. Tidwell, who has been visiting her sister, Mrs. L. J. Heth, returned to the Tidwell Shows in Texas. Billy and Irene Pitzer joined from San Diego, Calif., where they have been engaged in the kennel business since the San Diego Fair, Billy taking over girl show and Irene working in chorus. Heth midway is seemingly as large now as in former years. There are eight rides: Eli Wheel, Merry-Go-Round, Kiddie Ride, Tilt-a-Whirl, Swooper, Chairplane, Octopus and Loop-o-Plane. Seven shows: Doc Ward and monkey people, George Spaulding's Old Plantation, Ray Daley's Congress of Oddities and Posing Show, Bill Pitzer's Girl Show, Peck Goodman's Athletic Show, James McGee's Marine Show. Jack Beach joined with frozen custard. JOE J. FONTANA.

Texas Longhorn Show

Kilgore, Tex. Week ended May 22. Location, airport. Auspices, Loyal Order of Moose. Pay gate. Weather, excellent. Business, good.

Show in and up Sunday night. Parade out on time Monday and customers began lining midway by 7 o'clock. Friday night was "surprise" night for Mrs. Bess Gray's annual birthday party. Show remained over second half of following week and shows and rides gathered in shekels. Catharine Oliver is on with her Big Eli Wheel. "Red" Robinson is back. "Mrs. Murphy," giantess mink of Hamiter Circus, presented her husband, "Major Abner," of Happy Everett Show, with a bouncing baby boy. Youngster

entered show business early, as he went on exhibition the following night. Hamiter's ponies are also doubling, as they are used for pony track on mid-way. William Dearmin spent week with Dallas friends. Edward LeRoi, high-wire artist, stepped on a nail and is out of lineup. B. C. McDONALD.

C. F. Zeiger United Shows

Rexburg, Ida., May 24-29. Auspices, American Legion. Weather, fair. Business, good.

Ten years since show played this town, best business ever done here. Show is larger than last time it played here. First time for pay gate here for this show. W. W. BARNES.

Burdick's All-Texas Shows

Navasota, Tex. Week ended May 22. Location, City Park. Auspices, American Legion. Weather, hot. Business, good.

Ben Mouton joined in San Saba with aerial act and fire dive. Headed by A. H. Spann, commander, one of finest committess show has worked under this year. Fred Calkins and wife and Mr. and Mrs. Allen joined with concessions. R. J. Manley arrived and framing a new glassblowing show. New top was ordered and new front is being built. Jack Larry arrived with cigaret shooting gallery and will take over Athletic Show. Entire show repainted. Visitor, Mrs. G. B. Rawlings. MRS. IRA BURDICK.

Byers & Beach Shows

Chariton, Ia. Week ended May 22. Location, subway lot. Auspices, American Legion. Weather, rain first four days; Friday and Saturday fair. Business, good two days.

Ski-Hi Girl was kept inactive during week by an ulcerated tooth. Mrs. Byers and Mrs. Beach dividing time between front gate and collaborating with Mr. and Mrs. J. Smith in cookhouse. New arrivals at Side Show: Sid Crane in charge of front; Dr. Melroy, mentalist, and Frank Carl, glassblower. Harold Loughlan has been appointed manager. DON TRUEBLOOD.

Curl Greater Shows

Hillsboro, O. Week ended May 29. Auspices, Merchants' Baseball Club. Location, ball park. Weather, unsettled. Business, fair.

Attendance was very light the first three nights but increased last part of week. Commencement exercises at local schools kept attendance down. Electrician Don Wagoner bought new house car. Mr. and Mrs. Ike Chapman placed their son, Donnie, in a boys' academy at Fayetteville, O., for summer. Great Keystone, illusionist, is now on front of Casa Loma Folies. Fern Griffs, dancer, is a recent addition. Princess Iris, snake enchantress, is new addition to Side Show. Elsie Von Ritter, double bodied attraction, draws. Curley Wallace and John Morris are on ticket boxes. Side Show continues to be top money getter of shows. New callope truck under supervision of Pat Hardin. L. E. (ROBA) COLLINS.

Mighty Sheesley Midway

Toledo, O. Week ended May 22. Stickney avenue showgrounds. Weather, rain and cold. Business, light.

If sun ever shines two days straight don't know what folks will do. Henry Curtin was a bit too early with that straw hat. National tieup with Allen Sanders and Woggon, who are editors of that popular comic strip syndicated in 378 newspapers called Chief Wahoo, should result in some very good kid day tieups for show. Lucille Hodges framed a white enamel ice-cream concession. John M. Sheesley ruined many a straw pile trying to keep midway in condition for few customers that did come out.

Pontiac, Mich. Week ended May 29. Location, Telegraph road and Orchard Lake. Weather, sun came out. Business, fair.

Only one shower during show time all week. Entrance arch decorated with all new brass fittings. Practically entire W. G. Wade Shows nightly visitors. Clay May recovering from major operation in Detroit hospital. D. G. (Crazy Horse) Powers newly appointed lot superintendent. Robert (Kokomo) Sykes, show electrician, busiest man on lot. Two reasons for success of weekly press dinners in Midway Cafe, Mrs. Charles Pounds and Ted Williams, Slate Parker

efficiently acted as trainmaster during absence of Howard Ingram who went to St. Louis to bring the whale back. Harriet Hoyle joined Ralph Decker's Night in Paris Revue. Al Renton's Side Show decked out with all new banners. Charles Taylor's Harlem-on-Parade show is fast in entertainment and talent. R. H. Hinkleley joined with ultra-modern twin ball games. Ralph and Molly Decker's two girl shows are tops when it comes to flashy wardrobe. Lorraine Wallace does not know meaning of word fear when she is in the cage with her lions. John D. Sheesley stock concessions are clicking heavily, which proves one thing—that operators must throw out stock and plenty of it to really do business. Charles Sheesley and Bob Harrison celebrated their birthdays. Jeanne Williams was visited by a lot of relatives from Detroit. Visitors: Doc F. L. Flack, Jack Ross, A. F. (Army) Beard and Claude Hamilton. FLOYD NEWELL.

Buckeye State Shows

Natchez, Miss. Week ended May 22. Location, State and Canal streets. Weather, fair. Business, excellent.
Midway crowded every night until midnight. Children of local orphanages guests of management Thursday afternoon. Mrs. East, of Protestant Home, and Brother Hudanic, of the D'Everaux Hall, were present. Walter Abbott and C. C. Goetze served as committee in charge. Fine co-operation from *Natchez Democrat*, daily paper. Starbuck, former secretary of this show, arrived to take that position again. J. A. Gentsch, agent, purchased a new house trailer. ELOISE LOWRY.

Winters Exposition Shows

Cannonsburg, Pa. Week ended May 22. Location, Hook's Field. Auspices, Police Department. Weather, rain. Business, fair.
Show stayed over second week because of rain first week. E. M. McPherson joined with concessions and William Pratt joined with candy floss. A birthday party was given May 21 for Harry H. Winters, who received many presents. Among them were a ruby ring and a Waltham watch from showfolk. They were presented by Joe Anthony and Clark Coley. MRS. C. COLEY.

M. B. Amusement Company

Lutesville, Mo. Week ended May 22. Weather, fair. Business, good. Location, City Park. Auspices, Fire Department.
Mayor Bailey and Fire Chief Rudy daily visitors. Rides and Murphy's Athletic Show topped midway. Oscar T. Higgins joined with concessions. Robert Roosevelt and Happy Ismus are repainting Merry-Go-Round. Scotty Bell and Shotgun Rollins are tops every night. Red Sanders and Hugo May installed new motor on Chairplane. General Agent Bortz has some fairs booked. Mrs. Bortz, secretary and treasurer, attended a barn dance at quarters. Visitors: "Mickey Moutse," general manager of Midway Tavern. CHARLES ELMER WALKER.

Strates Shows

Corning, N. Y. Week ended May 29. Location, Kelly Field showgrounds. No auspices. Weather, fair and rain. Business, fair.
Despite a bad unloading spot, Trainmaster Tom Evans put wagons on lot in good time and Monday afternoon found all attractions ready for crowd which came thru front gates to welcome Jimmy Strates back to his home State. Strates Shows have been exhibiting each year in Corning since Jimmy started shows 15 years ago. Tuesday another crowded midway, all attractions enjoying a nice patronage. Wednesday and Thursday spoiled by rain, but Friday and Saturday, with a bumper kids' matinee Saturday afternoon, put week on right side of ledger. General Agent William Brees, after completing season's bookings, returned to show and will be business manager and general assistant to Manager Strates. Two pythons arrived and are now one of feature attractions. New show is owned by Business Manager Brees and has new top and front. Visits were exchanged with Hagenbeck-Wallace Circus at Elmira on Thursday, and several of Hagenbeck personnel visited with Strates Shows on Thursday afternoon. Mall and *The Billboard* agent Putnam is proving himself one of leading *Billboard* salesmen, his

average for last week being 134 points. All members of the Strates Shows are ardent readers of *The Billboard* and are always on deck Tuesday noon awaiting its arrival. Staff for Strates Shows: Strates Shows Corporation, owner; James E. Strates, general manager; William Brees, general agent and business manager; George S. Marr, secretary; Florence Dickens, auditor and bookkeeper; Ben H. Voorheis, contracting agent and publicity; Tom Evans, trainmaster; James Yotas, construction superintendent; Mike Olsen, lot superintendent; Gifford Ralvea, electrician; Peter Stamos, commissary superintendent; Mrs. Grace Brees, superintendent dining car; Bennie Wells, artist; James R. Kelliher, assistant manager; Keith Buckingham, stock man; Sylvester Josephus Putnam, mall and *The Billboard* agent. BEN H. VOORHEIS.

McClellan Shows

Depue, Ill. May 24-30. Auspices, Boat Club. Weather, fine. Business, fair. Free gate.
Birthday party given for W. N. Montgomery in honor of his 37th. Montgomery is assistant manager of John T. Hutchin's Museum with which he has been associated 17 years. Those present: Mr. and Mrs. Cleo Russell, Mr. and Mrs. L. B. Williams, Grant Russell, Ester Lester, Ted Keeler, Mr. and Mrs. Ted Ward, Vovual Cavilla, L. J. Pully, Happy Sam, Hall, Leo Hutton, Curtiss Sweet, Mr. and Mrs. Morris Vearnow and son. Party was given in Hutchin's Museum. Harry Sweet, on inside, and Leo Hutton, on ticket box, joined Hutchin's Museum. Others who joined show here were Mr. and Mrs. Joe McKinley, of Kansas City, Mo.; Mrs. Ralph Raley, Richmond, Mo., and Mr. and Mrs. Blackie Helleston. L. OPSAL.

Gruberg World's Exposition

Schenectady, N. Y. May 17 to 22. Weather, rain and cold. Location, circus grounds. Auspices, Jewish War Veterans. Business, good.
In spite of losing first day account of rain and grounds half under water, show opened Tuesday to large crowd. Rain continued intermittently thruout week but business was good, with big days on Friday and Saturday, with children's matinee good.
Visit from Secretary R. K. Booth of Laurel (Miss.) Fair Association. Art Lewis, of shows that bear his name, was another caller. Eddie Rahn, shows' general agent, spent the week with us. Dr. Fisher, physician, has everybody in good health and did several minor operations. Mrs. Milton Morris enjoyed first week of good business with her bingo. Marguerita (Pancakes) Hewett blossomed into stardom with Frolics. Papers noticed her three times. Barkoot Pasha enlarged his Cafe Beyruth. Two popular assistants, Mr. and Mrs. George Hamilton, both embody courtesy and service. Millie Montayne a new addition to Frolics. Mrs. Grace Santo is champion ticket seller, handled over 5,000 tickets on her box Saturday night. J. W. Stevenson, lot superintendent, responsible for nearly perfect grounds in spite of handicaps due to weather. Treasurer Van has a new assistant in office, Frank Torra. Max Gruberg still building, designed a new show front for Sanson. DICK COLLINS.

Groves Shows

Brazil, Ind. Week ended May 22. Weather, variable. Auspices, Eagle Drill Team. Business, good.
This spot turned out good considering changeable weather. Entire show is new. All shows and rides have panel fronts. T. J. Smith, general agent, has towns booked. Joe Miller and wife stopped over en route to another show but decided to go no farther, so a grocery wheel is now on midway. Special Agent Bill Lambert is doing real job getting banners and publicity. Doyle Sproule is building a new star for the Eli Wheel, and Bert Kirk is painting new panel front. John Dugan doing well with Hula Show. He has close race with Frankie Coburn's Athletic Show for top money. Charlie Howe joined with a bowling alley.
Roster: Ed Groves, owner and manager; Mrs. Groves, secretary and treasurer; T. J. Smith, general agent; Bill Lambert, special agent; Jimmie Stephey, scenic artist; Leonard Nelson, electrician and lot man; Fred Proper, *The Billboard*. Rides: Eli Wheel, Doyle Sproule, foreman; Nage Sproule, second, and Jean

Sproule, tickets. Merry-Go-Round, Newt Wilson, foreman. Chair-o-Plane, Bernard Bell, foreman; Lee Bell, tickets. Kiddie Ride, Carl Bell. Auto Ride, H. L. (Boots) Bohlander. Shows: Ten-in-One, Betty John, manager. Athletic Show, Frankie Coburn, manager; K. O. Peaks and John Dugan, assistants. Hula Show, Katherine Dugan, Pat Knight, Lucille Moose and Dorothy Stone, dancers. Snake Show, A. P. Bell; Mrs. Bell, tickets. Concessions: Bill Lambert, milk bottles; Leo Stephens, mentalist booth; Beryl Brown, cookhouse, assisted by Grandma Smith and Fred Sexton; Rayburn Brown, dart store; Billy Brown, Hoop-La; Mr. and Mrs. Jimmie Stephey, photos; Little Joe Miller, grocery wheel; Mr. and Mrs. Ed Rice, caramel corn; Charlie Howe, bowling alley; H. F. and Vada Petty; T. J. Smith, three cigaret shooting galleries; Mrs. T. J. Smith, pitch-till-you-win; Curley Knight, agent candy floss; Dell Ward, agent scales. Office concessions: Frozen custard, Mr. and Mrs. George Mann; corn game, Fred Proper; Mrs. Groves, pop corn; Ralph Gardner, penny pitch; White Nicely, agent; fishpond, Harry Campbell, assisted by Roy Swearingin; Mrs. Dewey Jones, hit-and-miss ball game; Louise Jones, milk bottles; Dewey Jones, bucket store. Mrs. Fred Proper, front gate, and Elinora Groves, merchants' tickets. LEONARD NELSON.

Cumberland Valley Shows

Sparta, Tenn. Week ended May 29. Weather, fine. Business, excellent. Auspices, Fire Department. Location, downtown.
After strenuous efforts Owner Winton and Bob Hallum overcame prohibitive license that has hung over Sparta for years. All rides did capacity business. Kocco Alico has corn game. Show moves on 18 trucks. FREDDIE MEYERS.

Endy 20 Big Shows

Philadelphia. Week ended May 29. Location, 66th and Ogontz avenue. Auspices, American Legion. Weather, fair. Business, good.
Show opened with a bang here. First three nights 11,000 paid admissions. Shows and rides did capacity at times, especially Octopus. Hot Harlem Show, Speedy Hayes' Motordrome, Charley Tashy's Jungleland and Lee Erdman's Side Show ran neck and neck. Lot was small but made an imposing electrical picture at night. It took Eddie Lippman three hours to squeeze in and then two shows had to be left down. Many old acquaintances visited, including Mayor Lord of Pottsville and Mrs. David Endy's family, also from there. Front entrance is held down by Mrs. Eddie Lippman in one ticket box and Marie Voorhes in other. Mr. and Mrs. B. H. Patrick, R. H. Goldie, Irvin Wold; George Keevey, inventor of "Girl in the Fish Bowl," were visitors. Drawing feature is Bench Bentum's diving sensations. Concessions: Quigley eating auditorium and grab stand, Eddie Yestied; Ernie Pozell, frozen custard and candy apples; William J. Tucker and wife, three ball games and two stores; Frank Walker, hoopla and penny pitch; Jones' bingo, Robert Flanagan, manager; Jack Bentum Jr., penny pitch; Mr. and Mrs. Jack Lambert, mentalist booth and pitch-till-you-win; Jack Stone, photo and roll down; Johnny Rea, Jack Miller, Caroline Cole and Fitz Winters. HARRY BENTUM.

New England Shows

Kingston, N. Y. Week ended May 22. Location, Mutton Hollow. Auspices, Excelsior Volunteer Firemen. Weather, rain. Business, fair. Pay gate, 10 cents.
Despite rain every day show did not lose one evening's work. Top money getter was Eli Wheel. Concessions got very poor play. Saturday evening at 8 o'clock a cloudburst inundated midway. While putting up Eli Wheel in Ossining, N. Y., Monday, May 3, Woules Mathis, foreman, had an accident and was rushed to the Ossining Hospital, Mrs. Mathis was notified in New York and rushed to the bedside of her husband. SONIA GIROUD.

Art Lewis Shows

Norwich, Conn. Week ended May 15. Showgrounds, Lucas Field. Auspices, Young Italian Men's Club. Weather, cool. Business, very good.
Show up and ready for Monday night's opening. Altho weather was cold quite a number braved the temperature to see what shows had to offer. With clearing



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Oak offers a fine variety of these attention-getting, fast-selling novelty heads. Among them are Kat, Owl, Scotty, Bunny, Clown and Little Pig.

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GIRLS WANTED
For Girl Show. Address **BILLY WOODALL**
Gooding Greater Shows, Massillon, Ohio.

skies and rising temperature Tuesday crowds came early and stayed late and from then on until closing Saturday night gates registered biggest week's attendance of season. Shows and rides patronized to capacity business at times. Barney Lamb's Side Show top money of shows, followed by Speedy Palmer's Hell Drivers, while Pete Thompson's Follies showed third. Ride-O top money ride, with the Triplex Eli Wheels second and new streamline Whip third. Barney Lamb is framing a new attraction, "Monsters from Sumatra," a collection of boa constrictors, pythons and other reptiles. Manager Lewis has been a very busy man ever since the opening. Captain Babcock, chief of police of New London; Lieut. Ross Earhart, of Connecticut State Police, and General Hagerty, of National Guard, all old-time friends of Manager Lewis, paid show a visit, and were entertained by Lewis and William Gorman, assistant manager. F. PERCY MORENCY.

Tinsley Shows

Sweetwater, Tenn. Week ended May 22. Auspices, American Legion. Location, Legion Field. Weather, good. Business, blank.
With an evangelistic campaign in full blast and three held-over bank nights at local theaters the people didn't come. However, Saturday produced a few people and a little cash. Clyde and Mrs. Howey are now presenting 1937 Swing Revue and started clicking first night. Company, besides the Howeys, are Clara Perry, Ann Gaza, Ezell Sellers, Lois McCain, Josephine Lord and Betty Harrison. Alfred Sellers, pianist, directs music and Clyde Fortner handles front. Howey also booked his U-Drive-It cars, with Elwood Gibson in charge. Bud Turner has taken over front of Athletic

Show. He also is presenting his free act, going thru a burning wall on motorcycle. Frank Meeker and his All-American Band are slated to join. Notes of midway: Mike Younger and Peanuts Morris, ably assisted by Mr. and Mrs. Harry Bandy, continue to please show and public with their neat and sanitary cookhouse. A. L. Sykes only man to make money in Sweetwater. His concessions hit. Concession Manager and Mrs. Lynch departed Sunday. Benny Wolfe singing *Pennies From Heaven*. Siegrist Flying Act holds them late, working daily breaking in new members. Recent visitors: Pat Crowe, Southern Distributing Company; Doc Barfield, of Cosmopolitan Shows, also Frank Bizzell of same organization. Earl Lee, newcomer with strip photo and short-range gallery. A. L. Sandlin giving shows run for top money with strange animals, also framing Mickey Mouse. Paul Curtis stopped to say hello. Mrs. Bud Turner seriously ill several days with ptomaine poisoning. Roy Bean with snow a newcomer. Dr. C. O. Mahaffey's Life show talk of all visitors. Adolph-Adolphine new annex attraction in Prof. Shapiro's Side Show, formerly Hagenbeck-Wallace Circus. Joe Kinlaw appointed official mail and *The Billboard* agent. R. F. McLENDON.

Dee Lang Shows

Macomb, Ill. May 10-16. Location, Macomb Ball Park. Auspices, ball club. Weather, cold. Business, satisfactory.

Merchants' tickets went over exceptionally well, as did the pay gate. Octopus ride arrived, running close to the Skooter for top-money rides. Tommy Thompson has taken charge of Monkey Circus. Irish McGee is now in athletic show territory and holds several bouts nightly. Bill Baker arrived and joined Buff Hottle's forces as operator of cane rack.

Canton, Ill. May 17-22. Auspices, Canton Works Ball Club. Location, East Locust street showgrounds. Weather, variable. Business, good.

Opened Monday night, which was best night of the season so far. Front gate did good, and the rides did a capacity business with merchants' tickets. Many visitors from the Royal American Shows playing Peoria. Among them Dick Best and George Marshall. Practically entire show visited Royal American. On Thursday night Manager Dee Lang and a party were guests of Elmer and Curtis Velare in first-class condition and is scoring heavily. H. B. Blackburn, with the *Dixieland on Parade*, leads shows in business; Kid Murphy, with *20th Century Follies*, close second.

RAY VAN WERT.

Dixie Exposition Shows

Red Bay, Ala. Week ended May 22. Weather, fair. Business, poor. Location, downtown.

Wet canvas failed to hold up show. All up for Monday opening, but people failed to show up, some thought pay gate was responsible as no carnival playing this spot has had one. But as Red Bay is a farm town nothing was expected until Saturday except rain. Both arrived, but rain was big winner. Bob Wray joined with picture galleries and with help of Wally Banks had a red one. Wray's brother and family were visitors

thruout week. Mrs. Frank Ware having relatives in town got by nicely for week, each morning you would see her on midway selling both sweet and buttermilk. TED POSTER.

Hennies Bros.' Shows

Bloomington, Ill. Week ended May 22. Auspices, none. Location, O'Neill Park. Weather, chilly, but no days lost. Attendance, exceptionally good. Business, big.

A highly touted town, and it lived up to "build-up." Lew Gordon's home town and much hello "Lew" was heard. Even Bloomington *Pantagraph* opened its heart and ran out and many notices for show, something unusual. Radio station used 16 minutes of sustaining time for show programs each afternoon. Programs handled by "Skeeter" Lorow, as emcee. Popular treasurer returned to the fold, Irving O. Ray. Robert L. Lohmar dropped in for a day. Mrs. Lohmar in for a visit and returned home, Morton, Ill. Bill Durant, show's bill-card manager, did a great job of billing Bloomington and surrounding towns—using 3,100 sheets in city alone, a town of 31,000 population. JOE S. SCHOLIBO.

Zimdars Greater Shows

St. Charles, Ill. Week ended May 22. Auspices, American Legion. Location, Evergreen Park. Weather, fair. Attendance, fair. Business, none.

People were not a spending class. Barnett joined with two concessions, which are well flashed and framed. Manager Zimdars bought a new semi-trailer to haul the Octopus on. John Francis, of Greater Exposition Shows, was visitor, also a large number of people from Betty's Shows. Frank Waldron, of cookhouse, celebrated his birthday. Betty Belle Muse, of Sailor Harris Side Show, is receiving lots of fan mail, as she appeared in all papers featuring "Ripley Believe It or Not" and was talk of natives. CHAS. SEIP.

Great Superior Shows

Harvey, Ill. Week ended May 29. Location, 155th and Vincennes road. Weather, good. Business, excellent.

A new arrival is Singer's Congress of Living Freaks with Sailor Howard, tattooer; Mystic Wesley, magic; Lady Frances, torture act; Carter, man of iron, who endures rock breaking with a 12-pound sledge hammer on his head and chest; Human Paradox, half man-half woman; fire-eater; Lady Ester, girl with radio mind; Great Singer, human volcano, and Howard, lobster boy. Top is 125 feet with a 124-foot banner-line. Mose Smith's "Darkest Africa," with reptiles, animals and tropical birds, is a new arrival. Among new concessioners are Faust brothers with 16 stores and a very large cigar store, flashing 10,000 standard brand cigars; Simms brothers (Buddy and Red); Mr. and Mrs. Sam Bunch, shooting gallery; Tennis Stergo and family, gypsy camp; G. M. Murdock, Cecil Myers, Chink Moore, Freddie Moore, grab stand; Mr. and Mrs. Al Cooley, Mrs. Hoyle, micky mouse pitch; Gus Lovelato, shooting gallery, and Ray Taylors, photos. Patsy Shaw with her Nite Club Review joined with six girls and cleaned up from start. H. L. Blake resigned in Hoopston, Ill., and W. Terry Martin joined to handle legal affairs and banners. Manager Joe Beaty can at last smile after enduring a tough spring. DOC HENRI CLAYTON.

White City Shows

Twin Falls, Ida. Week ended May 22. Location, Ellis Park. Weather, warm. Auspices, Disabled Veterans. Business, fair.

Midway was packed every night but spending was light for crowds that attended. Santa Fe Shows booked all their rides, shows and concessions with White City Shows here. Twin Eli Wheels showed up from highway and could be seen from business district. Hank Caryle joined with bingo and slum wheel. Pop Slover building new concession.

Jack Elhart building balloon game. Wilma Elhart added carmel corn to her pop-corn concession. Johnny Sterling added a real live pig to the ham and bacon store. White City Shows and Mr. and Mrs. C. F. Corey entertained general agent and wife, Mr. and Mrs. Frank Morgan, with a surprise dinner in honor of good work ahead of show. Morgan picked seven red ones in a row. Tony Gasper added two more girls to girl show and topping everything on midway. Visitors: Gale, of Hilderbrand's United Shows; Harry Gordon, of West Coast Shows, and entire personnel of Seibrand Bros.' Piccadilly Circus. JACK ELHART.

Happyland Shows

River Rouge, Mich. May 17-27. Auspices, American Legion. Business, fair. Weather, cold and rain.

One night was almost a total loss because of rain and several others were spoiled because of rain and cold. Boys were kept busy draining water off lot. But when sun did shine people came out and spent freely, so the engagement showed some profit. Many of folk visited Goodman Show, which was in Detroit; also Conklin Shows, across river in Windsor, Can. Visitors from Goodman Show were Eddie Latham and Gracie Autherburn. Frank Slewinski has a new truck in which he will haul his concessions. Harry Boyles ordered a new truck and semi-trailer to take place of a small one he now has. Managers Dumas and Reid received a shipment of license plate emblems on which name of show is engraved; these are to be placed on all cars and trucks. They are very attractive and all the folk are asking for them. Electrician E. J. Quick announces that new electrical wagon will be ready for use soon. This is welcome news as show has been somewhat handicapped by lack of electrical capacity. Balance of midway and parking lights can now be used. Bernard Matteson has joined show, coming from his home in Florida to look after his concessions. Bernie spent a lot of time last winter on an addition to his lead gallery. He now has a large pond in which ducks move back and forth. Quite an innovation and customers appear to like it. Show now moving on 22 trucks and trailers and three 70-foot baggage cars, also 28 house trailers. Manager Reid says show will need larger lots. V. L. DICKEY.

Miller Bros.' Shows

Kokomo, Ind. May 17-22. Auspices, Federal Labor Union. Weather, rain and cold. Business, fair.

This spot turned plenty of people on midway when the weather permitted, but due to extremely cold and inclement weather their spending was somewhat curtailed. Saturday evening, however, in spite of a heavy downpour in afternoon, shows and rides did a fairly good evening's business. Friday weather man dealt show a heavy windstorm and rain which left front and top of "Congo Show," Miller's Midgets and marquee flat on ground. Damage was slight. Some concessioners lost some plaster from rain and breakage. Mr. and Mrs. Earl Sneff, concessioners, visited sick relatives at Indianapolis. E. Davis, who was on show last season, came on with frozen delight. Bing Randolph joined with four concessions. Everett Pettitt, concessioner, left for Beloit, Wis. Robby Reed, Loop-o-Plane, with Floyd Maddy, foreman, joined. Charles T. Williams, who left show for a business trip to Beloit, Wis., returned with his wife and family. Harry and Marie Smith, concessioners, met many friends, relatives and acquaintances here, Kokomo being their home town. Jack Davis, tattooer on Russells' Ten-in-One, left to join another show. Jack Trayner came on and is busy framing new Athletic Arena. JOHN F. DUNN.

J. Harry Six Attractions

Eminence, Ky. Two weeks ended May 22. Location, inside city. Weather, rain and cold. Business, bad.

Show remained second week account inclement weather and also because Manager Six was in hospital at Frankfort, Ky., where he underwent operation for the removal of a blood hemorrhage in left eye. He is recovering slowly and hopes to be with show soon. Six thanks F. H. Bee personally, his official staff and other members of show for their friendly visits to hospital while Bee Shows were playing Frankfort. Mr. and Mrs. Walter White closed here with cook-

house and has been replaced by Nelson O'Shea. Mac McGowan joined with two concessions. Hayward Berry has added snowballs to his other concessions. Capt. Eddie Burns in his high dive is pleasing the crowds. A new motor has been installed on light plant and is really putting out current. Bill Starkey, pop-corn man, added a new hoop-la outfit which will be operated by his wife, Grace. R. G. HASLEY.

Dodson's World's Fair Shows

Logan, W. Va. Week ended May 22. Location, Ellis Ball Park. Auspices, American Legion. Fifteen-cent pay gate. Weather, clear and warm. Business, excellent.

All singing praises of General Agent Mel G. Dodson for booking this spot. A small town in heart of the West Virginia coal regions. Business booming. People with plenty of money and craving amusements. Extraordinary success of Monday night capacity opening with a 15-cent gate (one-cent State tax added) impressed General Manager C. Guy Dodson sufficiently to experiment with increased price policy for full engagement. That is was a success here is now a matter of history. It was a grand opening and a week of business that will linger long in memories of Dodson show fraternity. Playing on only lot available it was a tough job to set up most of shows and rides. Due to small size of lot some rides left on train. Virtually all shows and rides were in operation every night at 6:30. Crowds came early and stayed late. Mothers and children's matinee on Saturday splendid. Capacity attendance every night. Average attendance 6,000 nightly. Same people came night after night. All free acts a big hit. Cannon act of Zacchini electrified spectators. Zacchini soared high in air over two Eli Wheels as is his usual feat in performing the cannon act, but during this engagement he went over miniature pony ride and Merry-Goround. Etta Louise Blake's *Gay Paree* musical comedy won top money by only small margin of a few dollars. Sol Speight's Southern Revelers awarded second honors. Lucille Osborn's Artists and Models Show front newly painted and redecorated. Clarence Frey, publisher of *Logan Daily Banner*, on lot every night. His hobby is fiction writing. Got loads of human interest material among showfolk. Arthur E. Dodson American Legion Post came in for special attention among newsmen. Texas Jack Sullivan, expert pistol and rifle shot, joined International Congress of Oddities. Curly Shoemaker, photo concessioner, purchased a new truck. Ray Marsh Brydon, manager Dan Rice Circus, a visitor. DAVE CARROLL.

O. C. Buck Expositions

Fairfield, Conn. Week ended May 29. Auspices, American Legion Post 74. Weather, good. Business, good first three days.

Opened Monday to fair crowd with 10-cent gate. Shows and rides did well, with Jockey Roland on Motordrome topping shows. Temple of Mystery doing good business, featuring a new illusion known as the "Fu Manchu Mystery," with Doc Zano managing. Concessions doing fair business, particularly stock stores. Octopus still topping rides by big margin, doing capacity first three days. Captain Swift's Water Circus talk of town. Monolog between him and clown is really entertaining, with the clown doing a walkoff from 76-foot board. Two girls assisting. Flying Unicorn, aerialists, getting good reception. Jack V. Lyles returned from a visit home, Tarboro, N. C. O. C. Buck feels that this is going to be a banner year. ROSS MANNING.

Greater Exposition Shows

Aurora, Ill. Week ended May 22. Location, Fans' Ball Park. Auspices, *Waldley Post*, VFW. Pay gate. Weather, rain, cool. Business, good.

Ward and Moore (Jack and Jessie) joined. Their rigging flashy. Mrs. Ward pictured in *Aurora Beacon-News* as "Miss America." Kenneth Blake III, Neal Coffey added performers to darktown revue. Barney Stone billed as "Sir Nathaniel" Stone, Chicago producer. His Paris Before Dawn going over. Bill Siros, illusion show owner, in Wisconsin, playing special dates with magic act. Joe Dessureau, orator on front, managing during Siros' absence. Owen Batts, his wife (Pearl), with Joe Roberts, directing (See SHOW LETTERS on page 63)

Great Sutton Shows WANT

Man to take charge of swell framed Geek Show. Will furnish tents and fronts for any good show. Will sell ox on Custard. Can always use clean concessions. Canton, Ill., 7-12; Jacksonville, Ill., 14-19.

GIRLS WANTED

FOR REVUE AND POSING SHOW. All recent work, highest salaries. Office Shows, Oriental, Fan Dancers, also Specialties and Musicians. All address. JOE DE TRAPNI, Care Sam Lawrence Shows, Chambersburg, Pa., this week.

F. & M. SHOWS

WANTS—Concessions that work for stock. Pitch-Till-U-Win, Photo Gallery, Candy Floss, American Palmistry, Scales, Lead Gallery, Penny Arcade or any legitimate concession. Will book wheels that work for stock. Can place money-getting grand shows; will furnish tops for same. Will book Till-a-Whirl, Fair Secretaries and Committees. We have a few open dates. Write or wire Brockway, Pa., this week. F. L. FAUST, Mgr.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 5.—Rain marred the first Cemetery Fund benefit show of the season, which was to be held by Capt. O. J. Beatty's Greater Superior Shows at Elgin, Ill. Brother Joe Archer, who was active in arrangements, promises the affair will be held at an early date. Brother Kent Hosmer, while in Chicago on business, advised that the Beckmann & Gerety Shows were making plans for their benefit performance, which will be held soon. Chairman Carl J. Sedlmayr hopes that each and every organization will adopt this means of aiding in the Cemetery Fund Drive. Books will be mailed to individuals as in former years, but Sedlmayr feels the benefit performance will be more effective among the shows.

Secretary Streibich and daughter, Alice, visited both the Royal American and Hennies Bros.' shows at Peoria, Ill., where they were royally entertained. They returned with the application of Eugene Davidson, which was handed in by Eddie Meisterman, of Hennies Bros.' Shows. Elmer Velare says he will soon be active in the membership drive. Harry Illions has the Maynes-Illions rides in fine shape and running smoothly. Charlie Goss and Arthur Beard visited, as did Mr. and Mrs. Nat S. Green and William Judkins Hewitt, of *The Billboard*. Following this trip they journeyed with Mr. and Mrs. Irving Maltz to Kankakee to visit the Beckmann & Gerety Shows and were greeted by Brother L. S. Hogan. They spent a pleasant evening.

Visitors at the club during the week included Earl Burke, Dave Tenyson, Julius Wagner, Jack Pritchard, Charles H. Hall, Sam Dollinger, Irving Maltz, Phil Gilson, Dave Robbins and Tex Sherman.

Application of Harry Spitzer, credited to Morris Lipsky, has just arrived. Chairman Sam J. Levy will soon announce the date of the Silver Anniversary Banquet and Ball. He is planning a great affair in keeping with the celebration of the 25th anniversary of our

existence.

Brother A. J. Weiss advises that he plans to be active in support of the benefit performance to be held by the Beckmann & Gerety Shows.

Welcome messages were received during the week from A. L. Rossman, Jack Temkin, Fizzle Brown, Frank R. Conklin, Joe Archer and Nat S. Hirsch.

This date finds the 1937 membership drive running slightly ahead of 1936, and Chairman Jimmy Simpson advises that he is just starting a real campaign. So let's all get busy and help put it over in a big way.

Brother Col. Owens is still confined to his home. Brother Harry Coddington has returned to the hospital but hopes to be out within the week.

Brother M. H. Barnes visited Showmen's Rest on Memorial Day and returned with compliments on the beauty of the plot.

We are holding mail for Irving Parker, unable to locate him. Kindly answer this call. Did you forget to send in your dues? Notices have been mailed and it will be but a short time to September 1, which is the opening date of our fiscal year 1938.

A message advises us that Brother Nate Eagle is in Cleveland looking it over with the intention of staying there for the season.

Ladies' Auxiliary

Activities are being continued thruout the summer. Regular meeting convened June 3, with President Frances Keller in charge.

Plans are being made to hold a bazaar during the convention in December and many of the ladies are busy making prizes for the affair.

Mrs. Ida Chase was back for the first meeting since her accident. She was still feeling some of the strain but is glad to be up and around. She was accorded a royal welcome by all those present.

Edith Streibich and her sister are planning a vacation trip to Northern Michigan the last part of June.

Received news of the painful accident which befell Mrs. A. J. Weiss, of the Beckmann & Gerety Shows. Sincere sympathies and hopes for a speedy recovery are extended.

The ladies are pleased to learn that their good friend Walter F. Driver is recovering from his recent illness. President Frances Keller and Leah Brumleve visited him at the Hotel Sherman during the week. Leah Brumleve infos that she enjoyed the week-end visit at Delavan, Wis. She is planning a trip to Louisville later this month. Mrs. Charles E. Driver is showing a wonderful improvement and members hope she will soon be able to be in regular attendance at the meetings. Alice Hill also showing improvement.

Los Angeles

LOS ANGELES, June 5.—Week-end crowds in attendance at beaches and all outdoor amusements set a new record here. Sunday and Monday drew heavily at almost every amusement spot. Police department and qualified observers declared that the district from Malibu to Redondo Beach had more than 350,000 visitors. All amusement centers reported large spending crowds.

Local concessioners returning from the bridge fiesta at San Francisco report a thriving business.

Hugh Wier returned from San Francisco and announced that he would put his rides on the Frank W. Babcock Shows. Charley Frank completely depleted his stock of novelties at the Frisco event.

Price Payne came over from Estes Park, Colo., to the Frisco event, and Nate Klein worked the affair to good business.

United Shows opened at Bellflower, Calif., to a reported good business. Frank W. Babcock Shows have been awarded the contracts to furnish the midway features at the Casa Blanco, Calif., Fiesta.

Mr. and Mrs. Ben Dobbett made the Frisco show. Mr. and Mrs. John Klein, who made several carnivals during a trip north, declared that all shows were doing okeh.

Neal Eastman is associated with Charley Frank and making special events. Mrs. George McMullen left here to make contracted events with the Jewel store. Mike McAndrews is readying for several contracted spots.

Eldred L. Meyers will handle the Santa Monica Native Sons of California Celebration. George DeGrooty and Ishmael Hasson



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AWNINGS, fit any window, special at 87c
CANOPY, 6'x10', without floor, \$14.95
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Canopy and Porch Tent come complete with poles, stakes, guy lines and with the GOSS Patented Moulding for attaching to trailer.

Terms: 1/3 Down, Balance C. O. D.



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were in town en route to the Orient. Doc Cunningham is announcing the fights at Jim Jefferies' Pavilion in addition to emceeing at the South West Theater.

Charley Haley is with the Federal Theater Project. Ross R. Davis reports record-breaking business at Lincoln and Griffith city parks.

San Francisco

SAN FRANCISCO, June 5.—Harry Baker, former legal adjuster of Tom Mix Circus, has accepted post of general agent for Golden Gate Shows, piloted by Harry Bernard and Joe Krug. Ben Dolbert, of Downie Bros., Los Angeles, and Fuzzy Hughes were visitors on this show during fiesta week here. Polk Gulch, one of the major amusement centers of Golden Gate Bridge Fiesta, under the sponsorship of Kindel & Graham, of this city. Show had runaway business. Jack Lewis, of Worldwide Theatrical Circuit, has booked the show in Fort Bragg, Calif., for July 4th celebration being held under auspices of American Legion Post.

Harry Seber, past president of Pacific Coast Showmen's Association, operated "Paris After Midnight" girl show at Golden Gate Bridge Fiesta last week and played to good business each performance. Oliver Hansen, chief electrician, had midway lighted like a tower of jewels. "Rags" Raglan is devoting his time to his many concessions.

Carl Holt, who is operating a nudist show with West Coast Shows, drove in from Sacramento to visit all the midways during the fiesta. He reports he will have a 10-car carnival of his own next season and is dicker with Jack Lewis, of Worldwide Agency, to take general advance on his show.

Jack Rhodes has secured novelties concession at Mt. Shasta City (Calif.) July 4th celebration. Mike Krekos, owner of West Coast Shows, was a visitor to Golden Gate Shows while at the Fiesta. Dick Morris has a "Paris After Midnight" girl show with Bernard and Krug, which played to a capacity business in Polk Gulch. Jackie Davis, of J. J. Davis Novelty Company, is seriously ill in a San Francisco hospital. Jack Schwartz, of Bay City Decorators, reports a record business for last week in novelties and concessions. Over 2,000 gross of cowboy and Spanish-type hats were sold to fiesta-minded visitors and natives during the big bridge celebration. Walking canes went like hot cakes.

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
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Showmen's League of America



165 W. Madison St., Chicago

Never since The Showmen's League of America was organized has the body of a deceased member been permitted to go to the potters' field.

Stoneman Playland Show Wants

to hear from Al Murphy. Can place good Banner Man. Have opening for Ball Game, Pop Corn, Stock Concessions, Mitt Camp. No grift. Will book Chairplane and Auto Kiddie Ride. Oneida, Tenn., week June 12.

WANTED MUSICIANS

Strong Trombone and Bass, read and fake. Join at once. Wire BANDLEADER, Dodson Shows, Rankin, Pa.

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Special Financing Plan

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WANTED

Colored Performers, Musicians, Novelty and Musical Acts of every description, Band Leader, Stage Manager, Colored Boss Canvas Man, Drummer with drums, eight Chorus Girls. Sticks and boxes won't last. Week stand under canvas. Wire or write, pay own wires.

BACKER & WINSTEAD GREENSBORO, N. C.

Insurance Protection for Truck Owners

By Walter C. Crowds

THE showman who does not travel by train—and the number is increasing every year—is using automobile house trailers for the transportation of his personnel and trucks and truck-trailer units for the transportation of his properties and equipment. In a preceding article we discussed the forms of insurance obtainable and recommended for the protection of owners of house trailers.

It is readily understandable that the showman who owns scenery, costumes and other equipment and who operates house trailers, trucks and truck-trailer units is vitally interested in their proper condition. His life and the lives of his performers may depend on the condition and strength of trapeze equipment, wire equipment, cages, safety nets and the like.



Walter C. Crowds

He should be equally concerned in the forms of insurance that he carries on his rolling stock. A serious accident or claim involving personal injury or death to the public, resulting from the use, ownership or operation of truck and truck-trailer unit may cost him many thousands of dollars, place a heavy judgment on him or even put the show out of business and end the owner's career.

A point covered in our previous article is again stressed at this time. The much used and abused word "service" means a great deal when a truck owner sustains loss or damage or becomes involved in a personal injury or property damage claim many miles from home. He may have crossed several State lines. Are the companies with which he carries insurance in position to render prompt and experienced assistance? Do they have nation-wide representation and claim service? Will the State in which the claim occurs recognize and honor the insurance company's policy? Will the company be in position to handle the numerous details, release of

attachment bond, bail bond, etc. Will the policy meet the requirements of all motor vehicle financial responsibility laws?

The questions above are most important to traveling show people—the answers are vital. Routings to be followed, bookings to be kept—the time element is always foremost in the life of a showman—"the show must go on."

Many States now have laws permitting their Secretary of State to accept "service of process" in suits brought against automobile and truck owners who are nonresidents of the State in which an accident occurs. Thus a truck and trailer owner involved in an accident causing either 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 defend himself. If he does not appear to defend himself, he will, of course, suffer judgment by default. Judgments secured in one State can usually be transferred to the defendant's home State. Public liability or bodily injury insurance and property damage insurance provide both for legal defense and payment of the judgment.

It can be readily seen that the trailer owner must be certain that the coverage he buys is issued by an organization of unquestioned financial strength with a reputation for prompt and equitable claim settlements—policies backed by unsurpassed country-wide service.

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

PUBLIC LIABILITY AND PROPERTY DAMAGE INSURANCE—injury or death to the public and damage to or destruction of property of the public. The insurance company will defend, pay legal and court expense and pay claims or judgments for which the assured becomes obligated by reason of the liability imposed upon him by law because of (1) public liability, including death at any time resulting therefrom, sustained by any one person (insurance pays up to \$5,000*) or two or more persons (insurance pays up to \$10,000*) or (2) damage to or destruction of property belonging to the public (insurance pays up to \$5,000*).

(*These limits are minimum. Higher limits may be obtained and are recommended.)

A policy covering a truck or a tractor-trailer unit provides insurance for the named insured and for any other person or organization using the equip-

ment or legally responsible for its use, provided the actual use is with the permission of the named insured. The standard policy includes protection for the operator while loading or unloading scenery, costumes, properties, etc.

Showmen who own or operate trucks and tractor-trailer units should make certain that they are not violating any of the mileage limitation requirement contained in their policies. Public liability and property damage insurance contracts covering trucks and tractor-trailer units are written on three base forms—

a. Operation restricted to runs of not over 150 miles.

b. Operations permitted over 150 miles but not to exceed 300 miles.

c. Operations over 300 miles.

It is reasonable to assume that most showmen will be operating in a territory, section of the country or over the entire country and that their operations will require runs of over 300 miles. It is therefore our suggestion that the operator make certain that he is properly covered.

Another important fact to be remembered by the truck operator in connection with his public liability and property damage insurance contract is the exclusion in the standard policy prohibiting the carrying of persons for a consideration. A policy is automatically voided if friends, guests or others are carried for a consideration. The purchase of gas or oil or tires, the payment of repair bills or parking fees, the buying of food and supplies, etc., by the passengers have been defined as being "consideration."

A similar exclusion and voidance of coverage occurs when trucks are rented under contract or leased to others. If there is a possibility of a showman renting or leasing any of his trucks or tractor-trailer units he should be sure that his insurance company is so advised and that an indorsement permitting such use is attached to his policy.

On the other hand, a showman may find it necessary to acquire additional equipment for his own use—to rent, lease or borrow a trailer for attachment to one of his tractors or to obtain a tractor to tow some of his trailers. In either case he must advise his insurance company and obtain the necessary indorsement permitting substitution or transfer. If this is not done, there is no coverage in the event of an accident involving the borrowed or rented equipment, altho it is attached to the insured equipment.

LOSS OR DAMAGE TO TRUCKS AND/OR TRACTOR-TRAILER UNITS. Insurance covers anywhere in the United States or Canada and while equipment is in use, parked or stored. Coverage is obtainable against the following perils: fire, theft, tornado, cyclone, windstorm, hail, earthquake, explosion, water damage, riot and civil commotion. Policy is extended to cover loss resulting from the stranding, sinking, burning, collision or derailment of any conveyance in or upon which the equipment is being transported on land or in water. All of the foregoing forms of protection may be written in one policy contract.

The above perils do not include loss or damage caused by collision of the truck or tractor-trailer unit with any other object, moving or stationary, or loss or damage caused by overturn. There are several forms of collision and overturn:

Full coverage, wherein the amount of each and every loss or claim, no matter how small, is paid by the insurance company.

\$50 Deductible, wherein the insured pays the first \$50 of each and every loss and the insurance company pays the balance.

\$100 Deductible, same basis as above but with the insured paying the first \$100 of each loss.

\$250 Deductible, same basis as above but with the insured paying the first \$250 of each loss.

It is readily understood that "Full Coverage" collision will cost more premium than "\$50 Deductible," "\$100 Deductible" or "\$250 Deductible" and

that "\$250 Deductible" will be the least expensive.

INSURANCE FOR THE CONTENTS OF TRUCKS AND TRAILERS. The property of the showman—his personal effects, costumes, properties, scenery, etc.—oftentimes represents a very sizable figure. Insurance is, of course, required to protect this investment and may be obtained under what is known as a "motor truck merchandise floater—owner's form." This covers all the property on the truck or trailer against the following perils: fire, theft of an entire package or container, collapse of bridges, collision, overturn and upset. Policy does not contain a deductible clause and all loss or damage is paid in full.

The businesslike and prudent showman recognizes that dependable insurance is a farsighted investment in financial security and peace of mind. Not to have it may prove costly or even ruinous.

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NOW!

IMPERIAL SHOWS, INC.

NOTICE To All Showmen—Can place two or three Shows of merit with or without outfits. Can make room for troupers at all time (No 40 Miles).

RIDES—Can use TILT-A-WHIRL, Whip, Octopus or one more Flat Ride. Want Ride Men that can go up and down (no boozers). Want one more Free Act, must be sensational. Bee Kyle, Leo Simon, wire. Want two more Oriental Dancers. Lady Ball Game Agents, also Agent for Wheels and Grind Stores. Frozen Custard, wire at once. Reasonable rates to all concessionaires.

FAIR AND CELEBRATION COMMITTEES—We have a few open dates. Wire write or phone, or better still, come over and look us over. Blue Island, Ill., June 7; Dixmoor, Ill., June 14. All communications address CECIL C. RICE.

BEN WEISS WANTS CORN GAME HELP

For new unit, opening Pottsville, Pa., June 14. Boys with me last year, wire. This week, Bowling Green, Ohio.

FRUIT CONCENTRATES

Soft Drink and Ice-Ball Concessionaires. Get our prices on Fruit Concentrates and Supplies. Cold Medal Fruit Concentrates have the flavor of the natural fruit, the rich full-bodied flavor that brings the customers back for "seconds." Get started right this year. Our flavors cost no more than the ordinary kind. Send for price list and full particulars.

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DEWEY ROUNDUP
DEWEY, OKLA.
Largest Outdoor Show in Oklahoma.
Write H. D. BINNS,
Care County Commissioners, Bartlesville, Okla.

WANTED Experienced Ride Help on Merry-Go-Round, Ferris Wheel, Chair-o-Planes and Kiddie Auto Ride. Must be sober and reliable. Truck Drivers preferred. Sure salary. CAN USE American Palmistry and Stock Concessions.
Week June 7, Onarga, Ill.
WILSON AMU. SHOWS.

WANTED TO BUY
One No. 5 FERRIS WHEEL. Cash.
ACE CARNIVAL SUPPLY COMPANY,
524 West 59th Street, Chicago, Ill.

JOE SNYDER
Get in touch with me at once. Canton, Ill., June 7 to 12; Jacksonville, Ill., to follow.
GUS MITCHELL
Still with Great Satton Shows, and playing the money spots.

WANTED
Experienced Waiters and Griddle Men. Must be sober and reliable. Pay day every Wednesday. TED WILLIAMS, Found's De Luxe Midway Cafe, Sheshey Shows, per route.

THE decision of the United States Supreme Court declaring the Social Security Act valid and constitutional had as its first and most important consequence an official statement by the Social Security Board to its regional and field offices to co-operate with the Bureau of Internal Revenue in seeking to bring about the payment of all contributions due under the Unemployment and Old-Age Pension divisions of the Social Security Act.

There have been a great many reports made to authorities regarding violations of the Social Security Act. All cases of alleged non-compliance with the Act, either reported to the Social Security Board or to Collectors of Internal Revenue, will be at once very closely investigated. The government agencies believe the time is past when large numbers of persons can honestly protest ignorance of the provisions of the Act.

Among the official complaints received are the following:

1. Reports that deductions have been made by employers from employees' wages under the Social Security Act and that returns on such deductions have not been made to the Bureau of Internal Revenue.
2. Reports that no deductions have been made and no returns filed by the employers.
3. Reports that employers have not taken a record of the Social Security account numbers assigned to employees and therefore may not be able to report fully and accurately on individual employees.
4. Reports that employers were going out of business and had not given detailed reports as required on individual employees' earnings.

It was stressed by the Social Security Board that failure to report taxes under the Social Security Act is a fraud, and that any employer who diverts to his own use money which he is holding in trust for the United States, after having deducted it from the wages of employees, is liable to punishment under the Internal Revenue laws.

It was also pointed out that failure of an employer to collect from his employee does not relieve the employer of responsibilities under this act.

The *Billboard* will continue to assist outdoor showfolk as much as it is within its power in the solving of problems under this law. A number of official rulings of interest to the outdoor show world are quoted in this article, and other more important official rulings will follow, as soon as the special representative of *The Billboard* returns from Washington.

Has Grand-Stand Privileges

M. B., of Philadelphia, Pa., sends an inquiry that is of interest to many concessioners. "I have grand-stand privileges at various fairs," he writes, "and hire new men at each fair on a percentage basis, so much on each dollar's worth of merchandise that they sell. I pay them after each performance. What is my status under the Social Security Act?"

Our answer, which has been checked closely with official sources, reads: You are considered an independent contractor and have to get an employers' identification card. You can get same in Philadelphia by going to the Regional Office of the Social Security Board, Widener Building, Juniper and Chestnut streets.

All agents under 65 come under the Old-Age Pension section of the Security Act if they work for you one day, a week or a month. The length of service has nothing to do with the obligation of tax payments.

Most of the men you will hire will have their employees' account number cards from other work they have done. If they have not they should obtain same the first day of their work or even before they are starting, from the postmaster of the city. The commissions you are paying them on their sales constitute their wages in the sense of the law, and if you pay them more than once a day you have to add all their commissions for the day and deduct on the same day from the last payment to each man one per cent of the total commissions or wages paid to them, and match this amount out of your pocket.

You have to keep complete records for every man, including their account card number, the total of their daily commissions and the total of the daily tax deductions, and you have to make the required reports to the Bureau of Internal Revenue in your home district. You have to pay the Old-Age Pension taxes every month within 30 days from the end of a month by sending the money and reports in to your Internal Revenue

Social Security Act Questions and Answers

Collector—not to the Social Security Board, which has nothing to do with the actual collection of the taxes.

The Social Security Board office will explain to you fully the nature of all reports to be made. It is quite complicated to live up to the letter of the law to avoid very unpleasant consequences. Watch *The Billboard* for official rulings that may affect you.

72-Year-Old Musician

Incoming letters continue to show that showfolks are still not familiar with the tax provisions of the Social Security Act. A 72-year-old musician working for a small circus writes that the management has deducted weekly one per cent from his salary as tax under the Old-Age Pension tax regulations of the Security Act. Needless to say that the show is doing the wrong thing. We wrote to the musician as follows:

"If you are over 65 years of age—and you say in your letter that you are 72 years old—you do not come under the Social Security Act at all and neither you nor the show has to pay any taxes under the Old-Age Pension regulations on your salary. The one per cent weekly should not have been deducted from your salary. We would suggest that you take this matter up in a nice way with the secretary of the show, as the mistake was surely made unintentionally, and we are sure that they will see that an error has been made. The fact that people over 65 years of age are exempted from the old-age tax provisions of the Social Security Act is absolutely authentic."

Occasional Pick-Up Help

This department now has an official ruling on the following question: If a show picks up on a rainy day a few extra local men to help load or do other work just for an hour or so, paying these men a little compensation of about a quarter in cash and a package of cigars, or a quarter and some sandwiches, do these men come under the Social Security Act tax provision?

The official ruling is that such occasional labor is not subject to the tax provided the total compensation to each man amounts to less than 50 cents. A quarter in cash and a package of cigars would figure about 40 cents, the same as a quarter and some sandwiches. However, if the total compensation would amount to 50 cents the tax applies and 1 cent would have to be deducted from each man.

In this case we were referred to ruling S S T 128, published in the Internal Revenue Bulletin under No. XVI-15-8645. While this ruling was not made for the show business the same principles apply. The ruling was made on an inquiry from a canning company which pays its employees at the rate of 25 cents for each basket of beans picked immediately after inspection of the basket. An employee during a particular day picked only one basket of beans and received only one wage payment in the amount of 25 cents.

The ruling reads: "In the case of the employee who prepared only one basket, however, since the amount of the employee's tax which attached to the 25 cents paid to that employee is less than one-half cent, no deduction from such wage payment is required to be made, and neither the employee nor the employer is required to pay employee's tax with respect thereto. . . . However, the amount paid out this way should be included in the total amount of taxable wages reported by the employer in item 2 of Form SS-1 as having been paid to his employees during the month."

If a show employs the same man, even only as an outside helper and occasional worker, more than once during the day, the money paid such a man on each occasion must be added together for tax purposes, as a day is considered a unit. If such a man receives 50 cents or more during a given day he is subject to the tax, but if his total for one given day amounts to less than 50 cents in money or other consideration the tax provisions do not apply.

"Supper Money" Not Part

A deputy revenue collector went to a show lot one evening and found that the men after loading received some coffee and sandwiches as an extra inducement because it was raining hard and extra work was given to the men. He wanted to know if this extra meal would be added to the wages of the men for tax purposes.

An official ruling states that such extra meal or supper money given to the men on a special occasion does not constitute wages under the Security Act. "Supper money," the ruling says, "paid by an employer to an employee who voluntarily performs extra labor for his employer after his regular working hours is not considered as wages in the sense of the law and does not have to be added to the regular wages."

It also has been officially ruled that in a case where the employer pays voluntarily the employee's tax share this is not considered as additional wages.

When Wages Become Taxable

There has been considerable confusion about the question when wages become taxable. Therefore the office of the general counsel of the Bureau of Internal Revenue issued the following ruling on this point:

"Wages become taxable when actually paid, or if constructively paid prior to actual payment when so constructively paid. Wages are constructively paid when they are credited to the account of or set apart for an employee so that they may be drawn by him at any time, even tho' not then actually reduced to possession."

In the case where part of a week falls in one month and the latter part of a week in the following month it has been decided that "wages must be reported in the return for the month in which they are actually or constructively paid, even tho' earned in a previous month." This means that wages for May 30 and May 31, for instance, which fall on Sunday and Monday, paid to employees on the weekly pay roll, are not reported in the returns for May but in the returns for June, because they are actually paid in June. But if the employee is paid daily, as for instance in the case of commission workers, the wages to such men for May 30 and May 31 must be reported for the month of May, and the report must be in the hands of the internal revenue collector before June 30.

Royalty Contracts Exempted

According to an official ruling, royalty contracts are not considered as wages in the sense of the security law and are therefore not subject to the tax regulations of the Act.

Advance Payments to Agents

An official ruling which applies also to all advance or other agents of a show who are getting money by wire or check from their shows to apply on salary and expenses has been made in regard to salesmen on the road. Translated into application to our case, the ruling reads:

"Employees on the road are paid specified amounts each week which are charged to their accounts. Where the advance payments are in excess of the employee's earned wages or commissions the excess is carried as an account due from the employee. In the event the employee's services are terminated the excess is charged to profit and loss."

"Advance payments to an employee for services to be performed in employment constitute wages within the meaning of the Act at the time of payment. Therefore the tax must be paid on the amounts advanced to an employee at the time of the advancement of the money."

We are informed authoritatively that it is absolutely necessary for a show to keep salary and expense accounts for an employee separately to avoid confusion in the computation of the tax. If a show wires or mails to an advance

man, for instance, \$100, it must be definitely stated at the time how much of the amount is to apply on the salary account and how much on the expense account. The amounts must be charged accordingly on the books of the show to the individual account. If for instance \$60 is charged to the salary account the show must deduct 60 cents from this amount as the share of the employee under the old-age pension section of the Security Act. On the expense account is no tax due at this time, but if a surplus on the expense account is transferred at a settlement with the employee to the salary account this surplus is considered as wages and therefore subject to the tax.

Salary Books Insufficient

Several shows have asked if it was sufficient when an employee signs a so-called salary book at the time he receives his weekly wages. Article 206 of the Social Security Act requests that the employee receive a statement in some form that shows how much has been deducted from his wages by the employer for the Social Security taxes.

An official ruling makes it plain that the submitting of a salary book to the employee is not a sufficient statement of the tax deduction to the employee. 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 in payment of wages, showing the amount of the deduction on account of the Social Security taxes as distinguished from any other deductions, constitutes compliance with the provisions of Article 206. Similarly such an entry on a clock card, pay envelope or pay voucher constitutes compliance. . . . The objects of these provisions are to insure the preparation of a definite record of the tax deduction and to enable the employee to be fully advised concerning the exact amount and purpose thereof."

"However, a written statement—for instance in a salary book or on a pay-roll sheet—which is merely signed by the employee without opportunity for him to determine the exact amount and purpose of the deduction and which is retained by the employer does not meet the requirements of Article 206, even tho' it shows the purpose and amount of the deduction."

In other words, the employee must receive with his wages an actual statement (*SEE SOCIAL SECURITY on page 67*)

1350 BINGO

Heavyweight cards, black on white. Wood markers printed in duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$17; 250 cards, \$21.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card and not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Loto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theaters, etc. They are marked or punched in playing and then discarded. 1,250 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up) \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

CANDY FLOSS & CORN POPPERS
Cheapest, Best, Genuine.
Many models, 10 patents.
Latest Pat. 4/20/37. Floss \$1.00. Corn Poppers \$3.00.
Bands & Ribbons \$2.50 Ea.
Heads \$20, Double \$30.
Guaranteed. Catalog Free.
WATKINS FLOSS MACH. CO.
310 East 35th St., New York City.

"POP" BAKER
Games of Every Description for Carnival, Parks and Beaches.
PRICES WAY BELOW OTHERS.
The Finest and Most Beautiful Wheels, Blowers, Skilios, Spindles, Coupon Roll Down.
Hollow from Milk Bottles, weight 7 lbs., \$1.25 each; 14 lb. by 40 No. Laydowns Ready up, each \$7.00. Wheel combinations painted to your order.
5161 Trumbull, Detroit, Mich.

Texas Tomato Fete Attracts Over 25,000

JACKSONVILLE, Tex., June 5.—More than 25,000 visited here on May 31-June 2 during the fourth annual Jacksonville Tomato Show and Festival. A list of cash awards were given in the National Tomato Show, in which scores of lugs of the finest of the 1937 East Texas crop were exhibited.

Jerry Peacock, Jacksonville, was crowned 1937 national tomato queen by Lieutenant Governor Woodul of Texas. A spectacular pageant depicting growth of Texas and development of the tomato industry was given.

Texas Longhorn Shows, Roy Gray, general manager, furnished carnival attractions. City was decorated by Southwest Flag Decorators. Weather was fair and warm. Program also included a tomato parade with floats, Folk Festival and celebration of Tomati-Gro, a night of masquerade, street dancing and pageantry.

AT LIBERTY JOHN ROBINSON'S ELEPHANT ACT

Wire or write

JOHN ROBINSON, JR.,
3010 Reading Rd., Cincinnati, O.

The American Legion and Firemen's Annual SPRING FESTIVAL

June 18 and 19

On the Streets of Genoa, Ill.

Concessions wanted that do not conflict. Privilege reasonable.

The Wanda Shows on the Midway.

Address
JOHN L. DUVAL, Chairman
Genoa, Ill.

WANTED

Merry-Go-Round for June 19 to 26, for CATHOLIC CHURCH BAZAAR. Had no Outdoor Bazaar in four years. A large parish is drawing from.

HENRY HELLER, Glendale, N. Y.
88-05 Myrtle Ave.,
WILL BUY 24 & 30 No. Wheels. Must be wood.

WANTED

Rides, Concessions, Shows, Free Acts. Good Carnival preferred.

For the Annual 4th of JULY CELEBRATION

ON JULY 3-4-5.

Write JOHN E. REINHARD, Sec'y, Willshire Business Men's Club, Willshire, O.

WANTED CARNIVAL and CONCESSIONS

For Week starting July 5, For DISTRICT-WIDE CELEBRATION AND DEDICATION OF MUNICIPAL PARK. Estimated 50,000 Attendance July 5. Wire C. O. SMITH, Chamber of Commerce, Carthage, Mo.

WANTED

RIDING DEVICES, INDEPENDENT SHOWS AND CLEAN CONCESSIONS FOR JULY 5TH RACE MEET AND CELEBRATION AT GRAHAM FARMS RACE TRACK, WASHINGTON, IND. Southern Indiana's Greatest and Fastest Track. Write GRAHAM FARMS RACE TRACK ASSOCIATION. Attention, HUGH L. COX.

WANTED

Rides and Concessions or complete Carnival, July 3, 4, 5. Fireworks display and other attractions. A Real Spot. HARRY A. RAUNELLS, Bass Lake Park, Knox, Indiana.

OREGON TRAIL DAYS

Western Nebraska's Biggest Event,

GERING, JULY 15-16

M. E. DOWNAR, Attractions,
FRANK M. HATTON, Concessions.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

S. L. Covered Wagon Days Meeting With Co-Operation

SALT LAKE CITY, June 5.—After promoting Covered Wagon Days as a civic and State celebration under sponsorship of the city and Chamber of Commerce, the fete committee will book its first carnival during the 1937 dates. Greatest co-operation ever is planned, spotting the midway at Fourth, South and Main streets, one block from the business center.

American Legion Post played to 81,000 on the same spot last year, but this is first time a carnival will be held in connection with the annual celebration. Among events are three parades, street acts and four rodeo performances.

Kingsley E. Clawson and Norman L. Sims are in charge of rodeo and concessions. Stephen J. Maloney is in his third successful year handling publicity for the show. Plans include street dances, sound and free acts timed to aid concessioners. Gus P. Backman, secretary of the Chamber of Commerce, is secretary of the show.

Novelty of Pay Gate Hits Goodman-Vets' Detroit Biz

DETROIT, June 5.—Goodman Wonder Shows closed a three weeks' engagement here for Veterans of Foreign Wars on Decoration Day. Three lots were played, East Jefferson and Adair, where opening was delayed by electrical difficulties; Oakman boulevard and West Grand River avenue and West Vernor highway and Waterman avenue, all former circus lots.

Business was not good, said Max Goodman, considering the engagement as a whole. Some confusion in booking locations may have been partially responsible, with first and second weeks' locations apparently switched at the last minute.

The shows were well conducted and won praise of the sponsoring organization and indorsement of police officials. Difficulty, aside from bad weather most of the time, was largely due to the 10-cent gate. Pay gate is a novelty here and the public has to be educated to expect it in a quality show.

Detroit Council Gives Four Carnival Permits; 8-1 Vote

DETROIT, June 5.— Debate over granting permits for carnivals brought one of the very rare split votes in city council this week when four carnival permits were granted. One vote of the nine was cast against granting permits, that of John Lodge, former mayor.

Opposition centered on the right of an organization to conduct a carnival on other than its own property, regardless of consent of a majority of residents.

Organizations taking permits included three American Legion Posts, Harper-Van Dyke for next week, Woodrow Wilson for last week and Joseph Zyer for next week. Other organization was St. Bridg Roman Catholic Church, planning an August carnival.

Detroit Posts Offer Shows

DETROIT, June 5.—Date played by the Northwestern Shows, closing last Sunday for Beauty Post Drum and Bugle Corps, American Legion, proved very successful. Spectal tieups, including a two-mile parade Tuesday night, helped draw patronage. Event was in charge of Charles A. Sullivan, committee chairman. A second event for North Detroit Post, American Legion, opened Monday night, with the Northwestern Shows on the lot at Joseph Campau and Dearing avenues. Dr. Martin B. Robinson, post commander, was in charge of all activities.

HELP This Department by Telling Committees About It.



CARL WOLFF, managing director of the 1937 national convention and encampment of the Veterans of Foreign Wars of the United States, to be held in Buffalo, is also chief of staff of New York State. J. P. (Jimmy) Sullivan, widely known showman, is in charge of pretentious entertainment activities for the big event.

Publicizing Ozark Festival

ROLLA, Mo., June 5.—Chamber of Commerce will sponsor the third successive Ozark Festival here under executive direction of Geraldine B. Parker. Besides shows and exhibits John B. Rogers Company will put on a pageant, *Aux Arcs—From Trapper to Traylor*. First train engine ever in Rolla, an old Frisco wood-burner, will steam into town daily. Festival is being advertised thruout the State, trailers being, used in 23 theaters. More than 1,000 colored posters have been placed and auto signs and dodgers are being released. All newspapers of Ozark Press Association are receiving publicity. Committee has adopted a wooden-money scheme for advertising and profit.

Forsyth Books Trail Days

GERING, Neb., June 5.—Forsyth Amusement Company has contract for rides at 1937 Oregon Trail Days here. Event last year drew 86,000 visitors to a town of 2,531. This year governors of Nebraska and Colorado will head a big parade with entries from all over the Panhandle; \$300 in prizes is up for floats. Publicity Manager W. C. Wood said 2,000 pioneers register each year at old settlers' headquarters.

Grangeville Prepares For Border Days Event

GRANGEVILLE, Ida., June 5.—This city is preparing for its fourth annual Border Days Celebration and Rodeo this summer under Grangeville Border Days, Inc., auspices. In addition to Wild West sports and rodeo on the fairgrounds each day, the three-day program will feature mammoth parades, street sports, pyrotechnic displays, bands, dances, a carnival company and rides and concessions.

Committee members include J. D. Flanigan, president; A. N. Dyer, vice-president; Al J. Wagner, secretary; S. F. Roberts, treasurer, and L. W. Myers, Walter Rape and G. E. Andrews.

Canton Names Committee

CANTON, O., June 5.—Annual Home-Coming Celebration, major outdoor attraction held here each year, is sponsored by Sandy Valley Post, American Legion. Committee in charge includes Paul E. Muckley, Charles Gotsman and Frank B. Brown. As in former years, concessions, free acts, shows and a band concert will be features.

Circus Acts Featured At South Hills Expo

SOUTH HILL, Va., June 5.—Lions' Club Exposition in Exchange Warehouse here on May 17-22 was one of the most successful expositions ever staged in Southside Virginia, according to A. J. Grey, of Grey Producing Company, who handled the event. Altho the town has a population of less than 2,000, attendance for the week's show totaled more than 10,000.

Attractions included LaRue Bros' Circus, featuring Frank Doss' Dogs and Ponies; Al Smith, Oklahoma Blackie, Mike and Mae Lavine, Flying Howards, Cooke and Cooke and Harvey and Dale. Jimmy Poyner's North Carolina State College Band furnished music for the Queen's Ball, special feature.

Fifty booths and five automobile exhibits were on the midway.

WANTED

SHOWS, RIDES, CONCESSIONS.

Firemen's Field Days RED CREEK AIRPORT, JULY 4-5

THREE NIGHTS—2 BIG DAYS.

Write JOE BASSETT, SR., Red Creek, N. Y.

WANTED

For NINTH ANNUAL CELEBRATION

JULY 2, 3, 5, ASHVILLE, O.

Rides, Shows and Concessions. CAN USE good

Free Act that is reasonable.

Estimated crowd, 10,000. Free Gate.

CLYDE BRINKER or A. B. COOPER.

ACTS WANTED

HIGH ACTS FOR 4TH OF JULY WEEK.

State of Wis. Price

GUERTIN AMUSEMENT CO.

EDGERTON, WIS.

SPRING FESTIVAL

BLAND, MO., JUNE 24-25-26. Rides and Free Act wanted. Concessions wanted, except Soft Drinks and Eating Stands. Write MR. LOWELL TERRILL, Bland, Mo.

AMERICAN LEGION JAMBOREE JULY 28 WANTS DAYS

Small Circles, Ten-in-One, Snake or Monkey Show with own outfit, or any Shows of merit; Fun House, RIDES, Candy Floss, Pitch-Till-You-Win, String Game, Fish Fowl, What have you? THOMAS KHOOE, 163 North St., Salem, Mass.

AMERICAN LEGION WANTS GOOD CARNIVAL

JULY 4-11

License Free. Business good with largest payroll in history. Write or wire.

J. P. CARPENTER, Com., Olive Hill, Ky.

BORDER DAYS CELEBRATION & RODEO

GRANGEVILLE, IDAHO, JULY 3-4-5.

Write AL J. WAGNER, Sec'y, for Concessions.

Shows, Free Acts. Send for Prize List.

The Biggest Celebration in the Northwest.

"CUT 'EM LOOSE" AND "LET 'ER BUCK."

WANTED

Shows, Rides, Concessions, Free Acts for July 4th

Celebration on July 3 and for Fair August 18-21.

Falmouth Fair Co., Falmouth, Ky.

MRS. DEMPSEY BARNES, Sec.

BIG CELEBRATION

Hoine's Gemina Old Lager. Celebrating 50th Anniversary, Hillsboro, Wis. 3 Big Days—July 24, 25, 26, 1937—3 Big Nights. Free gate.

Will take cash bids from carnival for the spot.

State Rides, No. Corn Game. Write Wm. BEZOSKY, 302 N. 8th St., La Crosse, Wis.

WANTED

GOOD CLEAN CARNIVAL

For Southbridge, Mass., West of June 24-28.

Business good, everybody working. Write or wire

MR. WILFRED GARCEAU,

14 Worcester Street, Southbridge, Mass.

WANTED SHOWS AND CONCESSIONS

ANNUAL AMERICAN LEGION CELEBRATION.

One of Southern Indiana's Best Spots.

JULY 12 to 17, PAOLI, INDIANA

Shorts

A MIDWAY, free acts, fireworks and horse-pulling contest will be among entertainment for Willshire (O.) Annual Independence Celebration, sponsored by the Business Men's Club, said Secretary John E. Reichard.

CHAMBER of Commerce and all civic organizations of Carthage, Mo., are combining in the tri-State district in promoting one of the largest Independence celebrations in the Southwest. Large municipal park, swimming pool, golf course and viaduct will be dedicated. There will be noted speakers, crowning of queen and fireworks. Thousands of dollars in prize money has been subscribed.

SPRING FIESTA on Inter-State Fair grounds on May 30 and 31, under sponsorship of La Crosse (Wis.) merchants, attracted thousands. Featured were La Venia Sisters, aerialists. Midway had rides, games, free acts and concessions.

ALLAN E. SKINNER JR., Lawrence Lynch and William M. Schneider were named in charge of concessions, rides, fireworks, vaudeville and traffic for the Fall Festival to be staged in Stoughton, Wis., by Stoughton Festival Association.

RIDES, shows, parades, band concerts and carnival will be included among attractions for the five-day Old Home Week Celebration in Port Henry, N. Y., in observance of the 68th anniversary of the city's incorporation as a village. C. F. Peterson is committee chairman.

J. H. MILLER has been named chairman of the second annual Homecoming Celebration in Taylorville, Ill., under American Legion auspices. Event, of a week's duration, played to more than 23,000 people last year.

JAY GOULD'S Million-Dollar Circus will be featured at a celebration in Glenwood, Miss., this summer under American Legion auspices.

ATTRACTIONS at the annual three-day picnic to be held in Priddy, Tex., will include ball games, goat and calf roping, saddle races and a dance each night.

OFFICES for the ninth annual Delta Staple Cotton Festival in Clarksdale, Miss., have been opened with Mrs. B. J. Marshall, Marks, Miss., in charge. Two parades, queen selection, coronation ball, beauty show, horse show, rodeo and other events are planned. E. W. Still is president.

F. E. GOODING'S American Exposition Shows were at a festival at East and Kenton streets, Springfield, O., for a week, starting on May 31, Ladies' Auxiliary of Disabled American World War Veterans sponsoring.

FREE ACTS, parades and fireworks are to be features of the third annual six-day jamboree to be held in Salem, Mass. Attendance last year totaled 150,000.

SHOW LETTERS

(Continued from page 58)
three grab stands. Herb Smart joined. Portable barber shop and laundry new wrinkle. Arthur Davis boss of latter. John Meyers to Royal American. Dick O'Brien conferring in Chicago and Minneapolis. Lawrence Becherer, confidential man to late Gov. Len Small, looking after concessions at Kankakee Fair. Frank Cagle, Houston capitalist, backing production for Greater Exposition Shows along Biblical lines. I. G. Skeene, in wrestling world "Chicago Bone Crusher," former Canadian heavyweight wrestling champion, going good with Athletic Arena. **DOC WADDELL.**

West Coast Amusement Co.

Ileton, Calif. May 19 to 23. Asparagus Festival and Fair. Weather, windy and cold. Business, very good.
This 11th annual asparagus festival was a great success as far as crowds were concerned. Papers stated that over 15,000 persons were in attendance last day, Sunday. Riding devices had a big play all day Sunday and all Saturday night. Shows and concessions did fair business all week. Visitors: Mr. and Mrs. Rusty Squires, of Lodi Grape Festival committee; Ora Lee Oliver and Mary Jane Oliver, also of Lodi, Calif.; Mr. and Mrs. Lester Hart and sister, of

Lloyds of London Insurance Company; Art Bradford, Dutch Stienhart, Curley Tiber and Mickey Garrison. Glen Loomis had the wheel full with banners and two different displays of cars on lot. Mrs. Glen Loomis was a nightly visitor. Bandmaster George Kocan directing band of six pieces. Eddie Harris adding new concessions each week. Mr. and Mrs. Charles Walpert visitors. Louie Leos back after a visit to his home in Los Banos. Mike Krekos welcoming his many friends to new office wagon. Huie Bowman and missus entertaining on a big scale. Mrs. Bert Clausen back on job. Harry Meyers going great guns with his new palm beach suit. **W. T. JESSUP.**

World of Mirth Shows

Philadelphia, Pa. Week ended May 22. Location, Yellow Jacket field, Frankford avenue. No auspices. Weather, two nights of rain. Business, good according to weather.

Virtually placed on probation by Mayor S. Davis Wilson, who vainly asked his courts to help him keep the show out of the city, World of Mirth came thru its one-week test with flying colors. Operating without questionable concessions of any kind, as they are at all dates, not a single complaint was registered during the week, and the weather man himself proved to be the toughest opposition Max Linderman had to face. Rains on Thursday and Saturday nights checked attendance, but otherwise business was all that could be asked for. A heavy blow preceded the Saturday night rain, but all paraphernalia, including the new fronts constructed by Charles Kidder, withstood the winds easily. Charles Vess and his Four Original Queens of the Air, free act with the show since the opening, left this week to begin their season of park and fair engagements and were replaced by the Kimris, a new aerial act booked thru George A. Hamid. Visitors: B. H. Patrick, *The Billboard* Philadelphia representative, and Ralph A. Hankinson, auto racing mogul, with members of his staff. Mr. and Mrs. James Malone, George Kinum, Sam Nunis, Jake Marks and Herb Dotton. **GAYLORD WHITE.**

World of Fun Shows

Grundy, Va. Week ended May 22. Location, ball grounds. Weather, fair. Business, good. Free gate.

Jump from Honaker, Va., was made on schedule and show opened here Saturday night to great business. First show this year in vicinity. V. Dearing joined, with concessions. Visits were exchanged with the Dixie Model Shows, which were at Richlands. J. J. Steblar, who has been at his home in Stamford, Conn., returned to show.

Bull Creek, Va. Week ended May 29. Location, Barfield Bottom. Weather, fair. Business, good. Free gate.

No carnival ever showed here before and natives played it strong. Show had wonderful co-operation from county and State police. A temporary bridge was built across creek for entrance to lot. Two night were lost because of rain. V. Dearing could not keep enough pop corn on hand. Gus Stergiona added three waters to his midway cafe, as there are no restaurants here. Joe Steblar added a Mickey Mouse concession. George Baldwin suffered a relapse and is in bed again. Mrs. N. P. Roland left for her home in Alexandria, Va., for a visit. Doc Angel has the Girl Review. A minstrel show was added. A new 60-foot panel front for this show. Show will move into West Virginia. **W. DAVIS.**

COLE BIG BIZ

(Continued from page 36)
ances and greeted their many friends, as did Sheriff Dell Darling, a real circus fan, who was on the job to lend every assistance he could. The press always co-operates with the show. A. J. White, managing editor of *The Dispatch-Herald*, is a real friend of the circus, as is also John Mead Jr., of *The Erie Times*. It was here that the new front door gates, ordered by Jess H. Adkins at Pittsburgh, arrived. They are of large steel tubing, nickel plated, and add greatly to the efficiency and looks of front door. Other visitors here were John Cramer, O. Loomis and Walter McKay from Ashtabula, O. Cramer owns circus lot there. Buffalo was second Sunday layoff of season. Many people were milling about the lot on the Sabbath. Monday was one of the banner days, with plenty of straw at both performances. Visitors were Whitey Wagner and Gene Milton, troupers for years, who seem to have set-

tled down in the Bison City. Milton also visited at Niagara Falls.

A different lot from that played on in late years was used in Niagara Falls. Location is at Highland avenue in north-end section. Arriving over Lehigh Valley Railroad, haul is only a couple of blocks, with coaches right alongside the lot. Niagara Falls is scattered, which makes parade a march of between five and six miles. Fair afternoon biz and bangup house at night. A new "second" marquee was received here. It is used in the connection, which gives shelter should a sudden rain come up for the folks as they pass from menagerie into big top, and is used as a door when menagerie is torn down. Another improvement has been made in the big top lighting by large shades on the standards around the track, throwing light directly where it is needed. Fred Naylor took in the night show. Gene Haerlin, who had been visiting for several days, returned to his home in Dayton.

BUFFALO, June 5.—Cole Bros.' Circus packed 'em here at both performances Decoration Day. The Slide Show, concert and concessions also had a big day. When the parade nosed into Main street it joined the tail-end of the annual Memorial Day parade.

RICE FOURTH

(Continued from page 36)
front door, making a striking appearance and adding materially to the appearance of the inviting midway. Steamer chairs, and a frame of netting and awning the entire length of the wagon make an inviting rest piazza for visitors.

When Dan Rice showed Montgomery, W. Va., in 1874 he lost a diamond ring on the circus lot. It was found by F. P. Morrison and returned to the famous old clown. Morrison received a handsome reward for his honesty. Now 84 years old, Mr. Morrison visited the show at the matinee and related his story.

The Mighty Haag Show played 30 miles from Gauley Bridge last Thursday, with many of its members visiting. Among them were Frank and Myrtle McGuire, Guy Smuck and Ruth Reno.

Last Saturday was carnival visiting day, with Whitey Dehnert, Jean-Jeanette, Blackie St. Clair, Doc Lush and many others of the Broadway Shows of America on the lot.

Proprietor Brydon has received an attractive proposition from Grover C. Whalen relative to the World's Fair to be held at New York City but rejected the offer and will continue to enlarge the Rice show.

Exhibiting on grounds of the romantic and historical Lovers' Leap within stone's throw of the burial grounds of the mother of Stonewall Jackson, of Civil War fame, Dan Rice Circus had excellent business at Ansted, marking the first time a traveling circus has ever played there. Descendants of the famous Confederate general visited with Brydon and enjoyed the afternoon performance.

A communication was received from Bernie Griggs, of Los Angeles, stating that he is a grandson of the late Dan Rice and was proud of the reputation the show was making thruout the country.

The Eight Aronofskys, a sensational new teeterboard act, made its first professional appearance at Ansted and scored heavily with a routine replete with surprises. Five boys and three girls, all under the age of 24, from Reading, Pa., they make a striking appearance. Brydon has this act under contract for two years.

THREE FOR H-W

(Continued from page 36)
Jacobs was on Station WSAV at 6:15 p.m. Sunday. Visitors are numerous, Mrs. Frank

FOR THE BIGGEST EVENT IN THE MIDDLEWEST!

WANT RIDES



- Will Book Only AGE-11 Equipment. No Junk.
- ★ Ride-O
- ★ Tilt-A-Whirl
- ★ Octopus
- ★ Loop-O-Plane (Will buy or book)
- ★ Whip
- ★ Merry-Go-Round (Consider only 3 abreast)
- Will also use some first class Kiddie Rides.

IT'S the MUSKEGON CENTENNIAL and LUMBERJACK FESTIVAL . . .
Attention Independent Ride Owners. I want to book individual Rides. This is a \$100,000 celebration backed by the City of Muskegon and 130 Civic Organizations with a membership of 28,000. Estimated 300,000 attendance; 80,000 paid admissions up to now. Scheduled two weeks, July 17 to 31, with probable 3rd week holdover. Every day a special day. On the lake in the heart of the resort playground. Downtown location. Ask anyone who has ever played Muskegon. This is BIG, so state your VERY TOP percentage first letter.
JOS. HOEFELMEYER.
285 Mason Ave., Muskegon, Mich.

WANTED

Independent Rides, Shows, Concessions to
arrangement

MILLER BROS. SHOWS
which is booked for the date June 26 to July 1,
MARSHFIELD GOLDEN JUBILEE
60th Anniversary and Home-Coming
Write or Wire **GOLDEN JUBILEE COM-
MITTEE**, Marshfield, Wis.

WANTED

SHOWS, RIDES AND CONCESSIONS,
July 4th and 5th.
Celebration and Circus, American Legion
Post 103, Canby, Minn.
J. L. THIESSEN, Secretary.

WANTED

First Man for Ferris Wheel and Chairplane, Concession and Shows for four-County Firemen Convention and Carnival, Catawagusa, Pa., June 14-19. Everything open. Custard, Grab, Wheels, Ball Games, Popcorn, Candy Floss.
S. WACHTER
P. O. BOX 1181, Bethelheim, Pa.

CARNIVAL WANTED

Week of July 5, for FIREMEN'S CELEBRATION, LORAIN BORO. JOHNSTOWN, PA. Good spot and no labor troubles. Write **LORAIN BORO VOL. FIRE CO.**, 381 Ohio St., Johnstown, Pa.

WANTED

CONCESSIONS and SHOWS
Rides booked
AMERICAN LEGION HOMECOMING
Marano, Ind., July 4, 5, 6, 7, 8, 9, 10.
Write **S. J. HAWKINS.**

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — NATIONALLY KNOWN, ADVERTISED line National Cigars, \$2.75 per 100 post-paid. Remittance with order. **NATIONAL CIGAR**, 1182 Broadway, New York. x

AGENTS — STICK-ON-WINDOW SIGN LETTERS; 500% profit; free samples and liberal offer. **METALLIC LETTER CO.**, 439 N. Clark, Chicago. x

ATTENTION, SUBSCRIPTION SALESPERSON! If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

COLD REFLECTING WINDOW SIGN LETTERS, penny each. Large sizes. Easily applied. New Styles. Absolutely beautiful. Free samples. **ATLAS SIGN WORKS**, 7941F Halsted, Chicago, Ill. jy3x

CONCESSIONAIRES, PARKMEN, STREETMEN, Fair and Carnival Workers. Sell Jungle Rose Beans. Sells for 5c. Fast seller, big profits. Particulars free. Samples 10c. **NATURAL FLOWER PRODUCTS**, P. O. Box 661, Ft. Lauderdale, Fla. jz26

DISTRIBUTORS—ERCO HAND CLEANER WILL build you a steady repeat business. Details on request. **ERION MANUFACTURING COMPANY**, 32 North Erie Blvd., Schenectady, N. Y. jz12x

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING**, Dept. T-207, 500 Throop, Chicago. x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 26. CLASSIFIED FORMS CLOSE IN CINCINNATI, JUNE 16. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MAKE MORE MONEY TAKING ORDERS! Shirts, Ties, Hosiery, Raincoats, Uniforms, Dresses, Sales Kit Free! Experience unnecessary. **NIMROD COMPANY**, Department 43, 4922-28 Lincoln Ave., Chicago. jy3

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand, New York. jz26x

PERSONA ACCESSORIES CO. NEEDS HUSTLING Sales Supervisors for new districts. Money making connections. **BOX 51, Toledo, O.**

PITCHMEN! SOLICITORS! MAKE EXTRA money with new stamping outfit. Stamp checks, plates, fobs. Catalogue 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago. x

ROCK-BOTTOM WHOLESALE PRICES— Watches, Blades, Novelties, Etc. Latest price list free. **WESTERN SALES CO.**, Box 186, Kansas City, Mo.

SELL FAN BLADES, LEE, TEXIDE, SILVERTEX. Latex, Bandages, Sundries, Novelties, etc. **KEARNY, WHOLESALE DRUG**, 456 Kearny St., San Francisco, Calif. jy3x

THEY'RE RUNNING. EVERYBODY'S PLAYING Horses. Desbo Chart picks 'em. Many long shots. Simple, easy. Sells for only 50c. Flashy package! Particulars free. **DESBD**, 2328W Pico, Los Angeles, Calif. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. jz26x

ANIMALS, BIRDS AND PETS

ACQUIRABLE—MONKEYS, BABOONS, TINY Bear Cubs, Kinkajous, Tamanduas, Snookums, Donkeys, Parrots, Mammals, Birds, Reptiles. **LINDEMAN**, 63 West Eleventh St., New York City.

ALLIGATORS, SNAKES, TURTLES, CROCODILES. Twelve small assorted Snakes, \$3.00; fourteen large Water Snakes, \$5.00; eight large attractive, assorted Snakes, \$10.00. **ROSS ALLEN**, Silver Springs, Fla. Wire via Ocala. jy3

ANIMALS, BIRDS, MIXED FIXED DEN'S Snakes, Boas, Dragons, Iguanas; Ringtail, Spider and Rhesus Monkeys; also Macaws. **SNAKE KING**, Brownsville, Tex. jy31

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BIG DEN'S ASSORTED SNAKES, \$10.00 AND UP. Dragons and Iguanas cheap. Cash with orders. **TEXAS SNAKE FARM**, Brownsville, Tex. jy17x

LIVE ARMADILLOS — ALL SIZES. SPECIAL now, Mother and four Young. All good feeders. **APLET ARMADILLO FARM**, Comfort, Tex. x

PLENTY HEALTHY SNAKES, ALL KINDS. Alligators, Armadillos, Gilas, Iguanas, Chameleons, Dragons, Prairie Dogs, Ringtail Cats, Wild Cats, Peccaries, Coati-mundis, Rats, Owls, Macaws, Parakeets, Parrots. Wire OTTO **MARTIN LOCKE**, New Braunfels, Tex. jy3

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN FIRE EATING, SWORD SWALLOWING, Sword Ladder, Glass and Nail Acts. Particulars for 3c stamp. **PROFESSIONAL**, 1315 S. Ferris Ave., Los Angeles.

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SNAPPY COMIC POSTCARDS—ART LOVERS, Flappers, Boozers, Fun Cards, Joke Novelties, Booklets, Photos. 20 samples and catalogue, 10c. Complete samples over 50 articles, \$1.00. **ARTFORM COMPANY**, 1710-B Undercliff Avenue, New York. jz12x

BUSINESS OPPORTUNITIES

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, Supplies, Etc. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. jz12x

FOUR SHOWS FOR SALE, CHEAP FOR CASH. **FRANK CALLAHAN**, Jay, Okla. x

HAVE A DIGNIFIED, PROFITABLE PROFESSION of your own. Extraordinary opportunities. Write **HANT PUBLISHING SERVICE**, 516 Federal St., Pittsburgh, Pa. x

HAVE THAT BUSINESS YOU'VE ALWAYS craved. Establish Janitor Supply House. Profitable, repeating, continually grows with your efforts. Any location. Earnings up to your ideals. We start you, supply goods, instructions. Free price list. **MILTON MANUFACTURING COMPANY**, Desk C, Drexel Bldg., Philadelphia. x

SELL BY MAIL! BOOKS, NOVELTIES, BAR- gains! Pictures, Calendars. Big Profits. Easy sales. Particulars free. **F. ELFCO**, 438 N. Wells, Chicago. tfnx

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WANT TO BORROW \$100.00 AND UP AT 12% a Year. **J. J. FRANK**, 525-G Palm, Rockford, Ill. x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABSOLUTE BARGAIN—OUR SELECTION 12 Pin (Marble) Games for \$50.00. All A-1 condition, equipped new Eveready Batteries, penny or 5c slots, consisting Rapid Transit, Chicago Express, TNT, Rebound, Beamlite, Zip, Silver King, Drop Kick, Subway, Leland, Army and Navy, Flying Colors, etc., \$5.00 single. Full cash all orders. **KLOTZ SALES**, 17 Wellhouse Bldg., Atlanta, Ga.

BALL GUM, FACTORY FRESH, 12c BOX; TAB, Stick, Midget Chicks, every type Machine Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. jz26x

CLOSING OUT — JUNGLE DODGER, FLOOR Models, used two weeks, \$79.50. 14-ft. Bowlette, like new, \$89.50. **R. J. VIOLETTE**, Virginia, Minn. x

DIME SLOT BINOCULAR OR TELESCOPE. Cost new \$175.00 each. Good as new, only \$75.00. **WISCONSIN NOVELTY CO.**, Kaukauna, Wis.

FLOOR SAMPLES—CENT-A-PACKS, \$6.95; Bally Babies, \$6.75; Win-a-Packs, \$6.45; Puritans, \$4.95. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. jz12x

FOR SALE—MOEEL F IRON CLAWS, \$25.00; Mills Model 801 Selective Phonographs, \$45.00 each. **ORMAN NOVELTY CO.**, Utica, N. Y. jz12

FOR SALE BY DAVID UNDERWOOD, BOX 76, Chimney Rock, N. C., the following machines all in first-class condition, one-third with order, balance C. O. D. 7 Mint Venders, 5c Play, at \$7.50 each; 4 Penny Dukes Triple Jacks at \$12.50 each; 4 Mills Reserve Jack Pots, 5c play, \$12.50 each; 2 Baffle Ball, one-shot tables at \$15.00 each; 2 Stampedes at \$10.00 each. Any kind of 10-Ball Table at \$7.00 each. 1 Mills Dance Master Phonograph, like new, at \$125.00. x

FOR SALE—FIVE ONE-CENT RADIO RIFLES, \$160.00 each; complete Penny Arcade Equipment, first \$200.00 takes all. Four Wurliizer Skee-Ball Alleys, \$100.00 each. Come and get them. **YENDES' SERVICE**, 32 N. Western Ave., Dayton, O. jz12x

FOR SALE—LIMITED NUMBER 2-4 PAYOUT Jennings Slots, nickel play, running condition, \$14.50 each. One-third deposit, ship same day. **BUCKLEY MFG. SALES**, 24 Hogan St., Jacksonville, Fla.

FOUR BUCKLEY DIGGER TREASURE MA- chines, used only four months, \$85.00 each; five of same type machines, used about six months, \$75.00 each. All machines in good condition, like new. 1/3 deposit, balance C. O. D. Write or wire **ROBERT EHRHARDT**, 608 N. Market St., Shreveport, La.

GABEL JUNIORS, LATE MADEL, 5 AND 10- Cent Slot, \$77.50; excellent condition. 1/3 cash, balance C. O. D. **AUTOMATIC MUSIC COMPANY**, 2429 18th St., N. W., Washington, D. C.

JACKPOT BELLS, \$14.50; TWIN JACKPOT F.O.K.s, Watling, Mills B. E. Bells, \$24.50; Mills Silent Escalator, \$35.00 each, lots ten. **COLEMAN NOVELTY**, Rockford, Ill.

LATEST MODEL JENNINGS CLUB VENDERS Cigarette Machines, \$19.50; Reel 21, \$6.95. **JOHN BLACK NOVELTY CO.**, 1127 Kinney, Corpus Christi, Tex. jz12

MILLS NICKEL JACKPOT, \$17.50; LITTLE Luckes Penny Jackpot, \$17.50. Will trade Mills Small Scales for Slots. **O'BRIEN**, 89 Thames, Newport, R. I.

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MILLS BLUE AND RED FRONTS MYSTERY Gold Award Nickel, \$50.00; Dime, \$52.50. Quarter, \$52.50; Golden Vender Mystery, Nickel, \$40.00; Pace Races, 25c, \$200.00; **PEERLESS SALES CO.**, Fayetteville, N. C.

MUST SELL—5 BALLY RAYS TRACKS, SERIAL number over 4300, \$265.00 each; 5 Rays Tracks, used one week, serial numbers over 4200, \$225.00 each. **OHIO AMUSEMENT CO.**, 11606 Tuscora Ave., Cleveland, O.

MUST SELL DUE TO OPERATING CONDITIONS—One Ball Automatics, Diamond Mine, Grand Siam, 2 Rainbow, Palooka Jr., Peerless, 2 Multi-Play, 2 Paragon, Bonus, Pamco Leatherneck, \$15.00 each; Flicker, Pamco Chase, Pamco Ballot, Bally Blue Bird, \$20.00 each; 2 Deluxe 46, \$10.00 each; Queen Mary, \$25.00; Rays Track, serial 3326, \$165.00; 1 Dominoes, 2 Bangtails, \$190.00; Snappy, \$35.00. **D. S. DONAGHY**, 954 Memorial Ave., Williamsport, Pa. x

NORTHWESTERN DELUXE, \$10.50; DUETTES, \$8.50; Columbus, Snacks, Tom Thumbs, bargains; Jayhawk; Toy Pack. 300 assorted small toys, \$1.10, prepaid. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

DNE-BALL PAYOUTS—BALLY DERBY, \$22.00; Jumbos, \$17.50; Prospectors, \$15.00; Bumpers (non-payouts), \$22.50; Daily Races, \$20.00; Sunshine Derbies, \$18.00; Long Shot, \$15.00; Electric Eyes, \$30.00; Giants, \$14.00; 1 Digger, hand operated, \$12.50; Pamco Parlays, \$20.00; Rockola DeLuxe, \$14.00; Alamo, \$20.00; Daily Doubles, \$14.00; Klappy Days (non-payouts), \$17.50; Tycoons, \$15.00; O-T Tables, \$22.50; Equity, \$17.50; 1c Watlings, \$18.00; 1c Pace, \$12.00; 5c Watling Rotetops, \$37.50; 5c Mills Silent Escalator Venders, \$22.50; 10c Mills Escalator, \$32.50; Gooseneck, 10c Double Jackpot, \$25.00; Single Jackpot, 10c, \$20.00; 1c Mills Blue Fronts, \$30.00. 25% cash. **SOUTHERN VENDING MACHINE COMPANY**, Charlotte, N. C. x

ONE MILLS FUTURITY, TEN-CENT PLAY, \$55; one Jennings Dice, ten-cent play, \$60; two Buckleys Bones Dice Machines, \$35 each. These machines use less than 60 days. **FRED BECKENBAUGH**, Ft. Dodge, Ia.

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"

The Billboard

25 OPERA PLACE, CINCINNATI

SEEBURG RAY-O-LITES, RECONDITIONED, good as new, \$250.00; 7 Roll-A-Score, \$60.00 each. 1/3 deposit. **LEE H. EGGERS,** 2425 Alexandria Pike, Newport, Ky.

SURE YOU'RE LOOKING FOR BARGAINS! Here's some: Grand Slam, Peerless, \$9.50; Booster, Bonus, Multiple, Alamo, Challenger, \$19.50; Gold Award Sportsman, \$5.00; Bally Roll, \$59.50. **MARC-COIN-MACHINE,** 1211 E. Third, Dayton, O.

TEN SILVER COMET PENNY CIGARETTE MACHINES, never been on location. Make your offers, all considered. **R. L. CLARK,** 132 Shetz, West Lafayette, Ind.

TOM MIX RADIO RIFLE, ROCK-O-BALL Senior, Floor Demonstrators, sacrifice for cash or will take in trade Late Model World Series, Paces Races or Exhibits Jockey Club, or what have you? **STEWART'S RADIO,** 136 North Pennsylvania, Indianapolis, Ind. jy3x

TWELVE A.B.T. PENNY AND NICKEL PISTOL Target Machines, used only two weeks, \$25 each. **AL CLAIR,** 4319 Carpenter Ave., New York. j12

TWO PALOOKA SENIORS AT \$30 EACH; ONE Stephens 24-Ft Pceball at \$60; or will trade for Northwestern Peanut Machines. Write for our new line Novelty Merchandise Deals. **PEERLESS DISTRIBUTING CO.,** 901 East 42d, Kansas City, Mo.

WANTED—SNACKS 3 COLUMN PEANUT VENDERS. For Sale, Iron Claws, Diggers, cheap. Cent-A-Smoke Cigarette Venders, \$4.50; 500 Peanut, Gum Venders. **NATIONAL,** 4242 Market, Philadelphia, Pa.

WANTED—USED ROCK-O-BALL SKEE BALLS Juniors and Seniors. Quote lowest cash prices. Write **STATION O, BDX 118, New York.** j19

WE WILL BUY—PACIFIC'S SIX SLOT PALOOKAS, Junior Palookas, Skill Type Triple Slot Lite-A-Lines, Bowl Type Triple Slot Lite-A-Lines, Mills Ten Grands and Q.T. Tables; Evans Galloping Dominoes, Bangtails and Rolletto Jr. How many have you and what price? Will sell Conco Wizards at \$20.00 each; Mills Snake Eyes at \$150.00 each; Mills McCoy's at \$30.00 each. **AMUSEMENT NOVELTY SUPPLY CO.,** 312 Carroll St., Elmira, N. Y. jy17x

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **COODBODY,** 1824 East Main St., Rochester, N. Y. jy10

WILL TRADE THREE 1937 WORLD SERIES, three 9-Ft. Target Rolls, one Exhibit Shoot-A-Lite for Late Model One-Ball Automatic Pin Games. Address 2220 R St., N. E., Washington, D. C.

WRITE FOR OUR LIST OF RECONDITIONED Used Machines of all descriptions. Will buy Lite-A-Lines and Galloping Dominoes. **AMUSEMENT NOVELTY SUPPLY CO.,** Elmira, N. Y. jy19x

WURLITZER PHONOGRAPHS—LATE MODEL P-10s at \$75.00; P-30s at \$90.00. All machines are in A-1 condition. Delivered free in lots of five or more within 200 miles of Atlanta. **SOUTHERN VENDING CO.,** 8 Third St., Atlanta, Ga.

10 ROLL-A-BALLS, LATEST DELUXE MODEL, like new, perfect condition, \$59.50 each. **KEYSTONE AUTOMATIC AMUSEMENTS,** 2135 Walnut, Philadelphia, Pa.

\$39.50 EACH—RICOCHET, SCOREBOARD, HI- De-Ho and Broadway. Rola Score, \$75.00; Bally Bumper, \$35.00. 1/3 deposit, balance collect. **BUSINESS STIMULATORS,** 935 N. Illinois, Indianapolis, Ind.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY, Chemists,** BH-1142 Sunnyside, Chicago. x

FORMULAS — GUARANTEED, LABORATORY tested and approved. Latest fast sellers; none better; lowest prices; catalog free. **KEMICO LABS.,** 65 Parkridge, Ill. x

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FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for fast sellers. **H-BELFORT,** 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

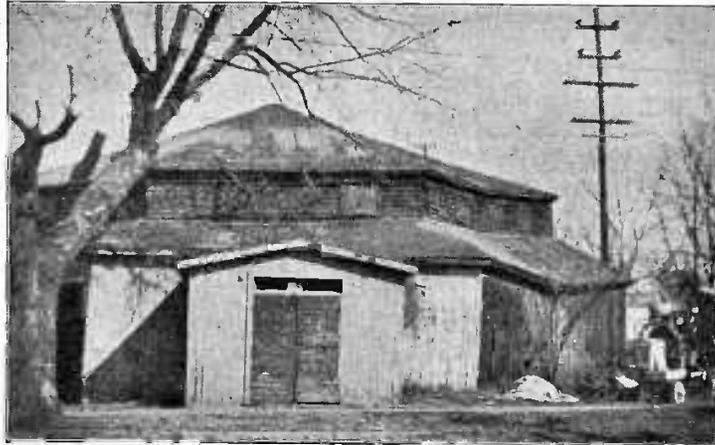
A-1 WAX FIGURES, GIANT OCTOPUS, UN- born Show, Mummies, Magic Cabinet, Picture Machine, Mouse Circus. Tents, Sidewalk, Banners. Illusions, Ant Circus. **UNIVERSAL,** 849 Cornelia, Chicago.

CORN POPPERS, GASOLINE, ALL ELECTRICS, Geared 12 quart kettles; Rotary Poppers, Caramel Corn Equipment. **NORTHSIDE CO.,** 2117 Harding, Des Moines, Ia. jy10x

FROZEN CUSTARD, ICE CREAM MACHINES. New electric aluminum portable counter models, \$200. Write **CONCESSION SPECIALTIES,** 310 East 35th, New York. j19x

PICTURE MACHINES, ON DIRECT POSITIVE, 3x4 Pictures. Also one Lord's Prayer Penny Machine. Sacrifice at low price. **JAY ARCHER,** 1813 W. Roosevelt Road, Chicago, Ill.

Show Family Album



THE OLD RINGBARN at Petersburg, Ill., as it appears today. Built in the early '90s by Ed Shipp, the building now is in a very dilapidated condition and will probably not stand much longer. On one side, in very faint letters, can still be seen "Kelly Brothers' Winter Circus." From the best information obtainable, these brothers were the last to act as impresarios for the winter circus which showed there about 20 years ago.

The center post of the barn is the only support for the roof, and on this is still attached a crane which provided the safety for neophyte riders and those trying new stunts.

In years gone by many well-known acts played in this barn, among them being the Lowandes, Lampkins, Frank ("Slivers") Oakley, Flying Fishers, Art and Dot Adair, the Potters and Sam Bennett.

The Billboard invites its readers to submit old-time photos for reproduction herein. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals as they appeared in the old days who are STILL LIVING will be welcomed. Remember, photos must be clear enough for reproduction purposes. They will be returned if so desired. Address them to Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

POPCORN MACHINES, CRISPETTE, CARME- crisp, Potato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS,** 1976 High St., Springfield, O. jy31x

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FOR SALE—SECOND-HAND SHOW PROPERTY

ADULTS AND KIDDY CHAIR PLANES, SIX- teen and twenty-four seat capacity; Kiddy Aero Planes, eighteen capacity. **CALVIN GRUNER,** Pinckneyville, Ill. j12

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MECHANICAL SHOW—ALL IN GOOD condition. Cheap if sold at once. Can be seen at Centreville, Mich. **CHAS. KEISER.**

OCTOPUS BOY OR HUMAN OCTOPUS, MACHE, new, startling, \$12.00. Third deposit. Banner free. Coin producer. Act quick. **P. H. AUSTIN,** Sculptor, 205 West 18th, Kearney, Neb.

PARKER THREE-ABREAST MERRY-GO-ROUND. Ten-Car Hey-Dey. Two thousand each. Operating daily. **S. W. BRUNDAGE,** Sylvan Beach Park, Kirkwood, Mo.

HELP WANTED

CAN ALWAYS USE MUSEUM HELP—FREAKS, Working Acts, Oriental Dancers. Open year around. **SHOWETERIA,** 452 S. State St., Chicago, Ill. jy3

HELP WANTED — ORIENTAL, STRIP TEASE Dancers, Accordion Player; also Talker. Write, stating all. **EDDIE FERRERI,** Gen. Del., Cherry Tree, Pa.

LINE GIRLS DOING SPECIALTIES, TAP AND Ballet. Steady work, good salary, wardrobe furnished. **BETTY BRYDEN,** 832 Fox Theater Bldg., Detroit, Mich. j19

NAME LEADER WANTS DANCE MUSICIANS who can read and swing. Cooperative organization, booked, strictly union, Tuxedo, Kids and sots stay home. Write all to **CLINT MEREDITH,** Box 274, Gaffney, S. C.

STRING BASS MAN—READ OR JAM. PREFER one who doubles. Young, steady, dependable and single preferred. Good steady year around salary job to right man who is looking for something that has a future. State all, name doubles, gives phone number. **BOX 2011, Wichita, Kan.**

TEAMS AND BLACK SINGLE FOR MED. SHOW. Those playing string instruments given preference. State lowest salary. **DR. MEANOR,** Metropolis, Ill.

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WANT FEATURE FREAK—GOOD TREATMENT, pay every night. Tattoos, other Acts, Write **CARROLL MILLER OR FANNY FRANK, O. J. Bach Shows, Whitehall, N. Y.**

WANTED MEDICINE PERFORMERS, SINGLES and Teams. State all in first. Money any time you want it. **MOTTEENA MEDICINE CO.,** Mgr., Bowling Green, O.

WANTED—EXPERIENCED CANVASMEN FOR Small Dramatic Show. Name salary. It's sure. State all. No booze. **TENT SHOW, Bell Buckle, Tenn.**

WANTED TO JOIN AT ONCE!—MEDICINE People, Teams, Singles. Mention lowest first. Pay your own. **FRANKLYN MED. CO.,** Quakertown, Pa.

WANTED—MUSICIANS ALL NATIONS, ALL Instruments for Second Band. Must read. Long season. Address **L. W. PAYNE,** Siebrand Bros.' Show, Anacosta, Mont.

WANTED IMMEDIATELY—MALE ADAGIO Dancers, Good Catchers, Acrobats, for Act with twelve consecutive weeks. **BOX 246, Billboard, Chicago, Ill.**

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1937-'38 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces. Most complete line in world. New 140 illustrated page catalogue, 30c. **NELSON ENTERPRISES,** 198 South Third, Columbus, O. j126

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LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN,** 220 W. 42d St., New York City. j12x

MAGIC TRICKS AT LOWER PRICES. SOUTH'S largest line. My famous "Book 1,000 Wonders" and "50 Magic Mysteries" postpaid 10c. Write today. You will be surprised. **LYLE DOUGLAS,** Station A-9, Dallas, Tex. x

PINXY'S NEW ADDRESS—1313 NORTH WELLS, Punch, Ventriloquist Figures and Marionettes. **PINXY,** 1313 North Wells St., Chicago, Ill. Lists free.

MISCELLANEOUS

ALL 4 FOR DIME PHOTO SUPPLIES AT CUT prices. Our new Photo Strip Outfit, 1 1/2x2, or 2 1/2x3 1/2, complete, \$140.00. **WABASH PHOTO SUPPLY, Terre Haute, Ind.** j19

ARMADILLO BASKETS, LAMPS, ETC.—WRITE for our low interesting quotations. They are different and distinctive. **APELT ARMADILLO FARM, Comfort, Tex.**

BARBECUES — INTERIOR AND EXTERIOR models, gas and coke fired. Write for catalogue. **PEERLESS STOVE & MFG. CO., INC.,** Columbus, O. jy10

FREE NEW CATALOG OF MONEY-MAKERS for 4-for-Dime Operators at big savings: Photo-Strip Junior, complete with lens, \$140; new 3x4 Camera, \$105; Rolls, 1 1/2x2.50, \$4.75; Mounts, Mirrors and Photographic Supplies of all kinds. Send for free illustrated catalog today. **MARKS & FULLER, INC.,** Dept. BC-11, Rochester, N. Y. j126x

GOLF CLUBS — BANKRUPT STOCK; 4,000 new, clean regulation size and weight; hickory shafts, chromium plated, right hand irons, \$40.00 per 100. Sample five-club matched set, \$2.50; no woods. Used on every popular golf club course in U. S. **LINCOLN SURPLUS CO.,** 516 Chestnut, Freeport, Ill. j19x

NEW "VELVO" FROZEN CUSTARD AND ICE- Cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.,** Gastonia, N. C. j19

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ROLLS DEVELOPED—TWO PRINTS EACH AND Two Free Enlargement Coupons, 25c. Reprints, 2c each, 100 or more, 1c. **SUMMERS' STUDIO, Unionville, Mo.** j12x

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. **RAY'S PHOTO SERVICE, La Crosse, Wis. x**

WATCH RACK OUTFIT — TEN SPORT Watches, Waldemar Knives and Chains. Fifty Knife Rings, \$10.00 complete. Big flash. Sure money maker. **UNITED WATCH COMPANY, Minneapolis, Minn.**

10 KILOWATT A. C., 110 VOLT MOTOR GEN- erator Set, Hercules Gasoline Engine, three phase Generator, Circuit Breaker and Panel Board. All brand new. Cash only. **ROOM 911, 415 Lexington Ave., New York.**

25 NEW POWERFUL FLOODLIGHTS, CAPAC- ity 500 to 1,500 watt. Suitable shows, playgrounds, ballgrounds, race tracks. **MILLER SURPLUS, 2553 Madison, Chicago.** j12x

M. P. ACCESSORIES & FILMS

BIG ANNUAL CLEARANCE EVENT IS NOW ON. Save 20 to 50%. Projectors, Sound Equipment, Public Address, Screens, Accessories, Supplies; everything for the theatre. Send for Big Bargain Book. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York.

EXCEPTIONAL BARGAINS IN PORTABLE AND Stationary Sound Projectors, Chairs, Screens, Stereoscopes, etc. Complete stock theater accessories. Free catalog. **MONARCH THEATRE SUPPLY CO.,** Memphis, Tenn. j126

FOR SALE OR RENT—TALKIES, SILENTS, Westerns, Specials, Serials, Shorts, Road shows. Projectors for sale. **LONE STAR FILM CORPORATION, Dallas, Tex.**

MOVIE ROAD SHOW BARGAINS—\$3MM. Sound Portables, complete. Limited quantities. DeVry, Weber, Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. Savings to 50%. Special Bulletin. Also 16MM, Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.,** 1600-B Broadway, New York.

ROAD SHOW EXHIBITORS — COMPLETE 9 Reel, late 16mm. Sound Programs, \$20.00 week. Fine prints. Tremendous selection. **EAST PICTURES, Davenport, Ia.** j12

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TALKIES, WESTERNS, \$25.00, JOHN WAYNE, Mack Brown, Kermit Maynard. Color Cartoons, \$10.00 each. Projectors, \$35.00. Films rented. Silents. **SIMPSON, 1275 S. Broadway, Dayton, O. x**

TALKING PICTURES FOR SALE—WESTERNS 35c Features at ten dollars. Free list. **FINLEY'S FILMS, Norfolk, Ark.**

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereoscopes, S. free. **MOVIE SUPPLY CO., LTD.,** 844 S. Wabash, Chicago. j12

WANTED—2 LATE MODEL PORTABLE SOUND ON Film Projectors, in perfect condition and cheap for cash. H. A. FITCH, Springfield, Tenn.

WRITE TODAY!! OUR NEW LIST SOUND— Silent Projection Equipment, Film now available. Lowest prices quoted. ZENITH, 308 W. 44th, New York.

35 M. ROAD SHOW PROJECTOR, 15 REELS Assorted Pictures, Screen, Rewinder, \$50.00. First \$10.00 deposit gets outfit. MOVIES, Route No. 4, Trenton, N. J.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—DEAGAN VIBRA-HARP, SLIGHTLY used, reasonable for quick sale. King Gold Alto Saxophone, cheap. ALBERT BOYER, Mount Pleasant Mills, Pa.

SALESMEN WANTED

BE YOUR OWN BOSS—MAKE THE LARGEST commissions selling our complete line of brushes. Write for our sales plan. WIRE GRIP SANITARY BRUSH CORPORATION, 220 Southern Boulevard, New York.

CATHOLIC SALESMEN OR LADIES FOR CATHOLIC Periodicals. MARA DOLORES SOCIETY, Box 843, Detroit, Mich.

AT LIBERTY

AGENTS AND MANAGERS

YOUNG MAN, GOOD PERSONALITY, REFERENCES, wants work with Show as Advance Agent, etc. Has public-address system. Will go anywhere. For full particulars write BOX 383, Philippi, W. Va.

AT LIBERTY—Press, Publicity, Exploitation Agent. Fifteen years' experience in show business. A-1 references. Will handle anything that can be publicized. Unit, tent, theatre, outdoor, indoor attractions. Travel or locate. Salary and transportation. Sober at all times. Write or wire. PRESS AGENT, P. O. Box 1094, Bridgeport, Conn.

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COLLEGE STUDENT—19. Neat, intelligent, seeks opportunity to learn business of theatre. publicity, booking, promoting, etc. Go anywhere immediately. BOX 702, Billboard, 1664 Broadway, New York.

AT LIBERTY

BANDS AND ORCHESTRAS

AT LIBERTY—SEVEN-

Piece Orchestra Doubling 25 Instruments. Novelty versatile and singers. Complete Brass and Sax Sections, Electric Guitars, etc. New uniforms, latest Remler Amplifying System. Open for bookings throughout summer months. Prefer Colorado or West Coast. Band young, sober, dependable, organized for years. Strictly a high-class attraction. BOX C-258, The Billboard, Cincinnati, O.

DICK CRAWFORD AND HIS ORCHESTRA available after June 15. Eight months present location. Six pieces, usual doubles, splendid wardrobe, up-to-date library, modernistic fronts. Recommendations from country's finest clubs. Can cut any show and will prove an asset to any place needing good music. DICK CRAWFORD, Merchants Hotel, Winona, Minn.

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AT LIBERTY JUNE 18TH—Three-Piece Swing Unit wants location in smart spot for summer. Piano, String Bass, Tenor and Clarinet. Must have week's notice and consider only good proposals. Write to BILL HESSE, New Odensburg Hotel, Odensburg, N. Y.

AT LIBERTY

CIRCUS AND CARNIVAL

AT LIBERTY JUNE 12—Slide Show Entertainer, Magician, Fire Eater and Lightning Cartoonist. An capable inside lecturer or make second openings. Have 2 inside sales. No chaser. Have 15 years 10-in-1 experience. R. WOOLEY, Box K, Peoria, Ill.

AT LIBERTY—Concessionaire. Not the worst but one of the worst. Fishbone. Easy, old, can't talk, no slow an eight-day clock runs down while waiting. No references. W. C. N., 601 W. High St., Mt. Vernon, O.

AT LIBERTY

DRAMATIC ARTISTS

AT LIBERTY Now Account of Disappointment. Jack and Myrtle Albright. Myrtle, General Business as cast. Feature Acting and Drawing Special. The Jack Characters, General Business, Double Specialties. Have car. Address: 5858 Plymouth Ave., St. Louis, Mo.

BIG COMMISSIONS SELLING STORES CELLULOID Pricing Tickets, Metal Shelf Moulding, Menu Covers, Signs, Chrome Changeable Letters. M. PRICING PRESS, 124 White St., New York.

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SELL NOTHING; \$95.00 WEEKLY—\$500.00 salesboard firm announces new, no investment plan. Season starting. Hurry! K. & S. COMPANY, Dept. C-34, 4329 Ravenswood, Chicago.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago.

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BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

DYE DROPS, LIKE NEW, OVER 300 DESIGNS, from \$10 to \$25, according to size. SCHELL SCENIC STUDIO, Columbus, O.

THREE BANNERS, 9x16, COMPLETE ANIMAL Front, like new, \$35.00. Headquarters for Banners (New-Used). Lowest prices. UNIVERSAL, 849 Cornelia, Chicago.

TENTS—SECOND-HAND

SIDEWALL, 100 RUNNING FEET, \$15.75; Bally Curtains, Tarpaulins. Biggest bargains always. UNIVERSAL, 849 Cornelia, Chicago.

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THEATRICAL PRINTING

BUMPER SIGNS—ALL SIZES (5x14" to 8x40"). Weatherproof and Sunproof. 50 6x24" \$2.50; 7x28", \$3.00 cash, postpaid. SOLLDAYS, Knox, Ind.

WINDOW CARDS, 14x22, 100, \$2.50; 11x14, 100, \$2.10. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Pa.

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At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type), 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 250). Figure Total of Words at One Rate Only.

LEADING LADY OR INGENUE—Age 28, 5 ft. 6 in., 120 lbs. Bathing Beauty Contest Winner, wishes to join Dramatic or Musical Stock Company on location. Can double on piano and do singing specialties as Blues Singer or Prima Donna. Have P.-A. System. College graduate. Married. Do not drink. P. O. BOX 30, Ithaca, N. Y.

AT LIBERTY

MUSICIANS

LADY ACCORDIONIST, around 40 years of age. Beautiful accordion, wardrobe good. Can also double with Guitar and Banjo. Playing not the best but fair. non-union but willing to join. Have car. ACCORDIONIST, 411 Flagg St., Aurora, Ill.

STRING BASS AND SOUSA-

phone. Available June 1. Experienced. Reasonable offers considered. Address ARNIE SIMMONS, 617 Haskins St., Lake Geneva, Wis.

AT LIBERTY—MODERN FIRST TRUMPET, Name band experience. Solid tone, high range, good reader and modern hot. Young, non-union but willing to join. State all in first communication. BOX C-261, Billboard, Cincinnati, O.

AT LIBERTY JUNE 15—CLARINET (OLD-Timer) wants connection Shop or Municipal Band. Good mechanic, carpenter, have tools. Go anywhere. Single. Write details in first letter or wire EDWARD PETERS, Gen. Del., Jacksonville Beach, Fla.

AT LIBERTY—SOUSAPHONE AND STRING Bass. Experienced dancer man. Neat and congenial, reliable. CARL W. SHOLL, Hicksville, O.

DANCE BAND HARPIS—UNION, DESIRES connection with hotel orchestra. Eight years' experience covers solo, trio, orchestra, symphony and teaching field. LAVINIA EARHART, 1015 Fillmore, Denver, Colo.

FLUTIST—THOROUGHLY EXPERIENCED. Desires location, but all propositions welcome. C. KINAMAN, Gen. Del., New York City.

LADY DRUMMER—UNION, EXPERIENCED Vaudeville, Dance Bands. BOX C-262, Billboard, Cincinnati, O.

MODERN GUITARIST—ELECTRIFIED outfit. Rhythm. Also take choruses, read, fake, wide experience. Will join on wire anywhere. Single. Communicate BOX C-263, Billboard, Cincinnati, O.

ORGANIZED INSTRUMENTAL TRIO—BASS, Violin, Accordion and Vocal. Union, neat young, sober and reliable. Just completed long engagement at Kansas City's finest supper club. References. Can leave immediately. North preferred. Write or wire ROUNDABOUTERS, 3014 Tracy, Kansas City, Mo.

THREE WAY SAX SECTION AVAILABLE—Two Altos and Tenor organized two years. Clarinets and baritone. Legit and go. One featured vocalist. Union, college age and sober. Guarantee to cut average stocks at sight. Have good tone and blending. Write, phone or wire. ED MORRISSEY, 764 Main St., Kankakee, Ill. Telephone 465

TROMBONE CAN SEND IT OUT, READ, transpose. Extreme range. Prefer location. PAUL FORD, Pikeville, Ky.

TROMBONE—CONSERVATORY STUDENT. AGE 22, dependable, good range, want connection with reliable band or orchestra at once. BOX C-264, Billboard, Cincinnati, O.

TROMBONIST, JUNE 15—EXPERIENCED Vaudeville, Night Club, Modern Brass Band and wherever playing the spots is essential. WINSTON WASCHEK, 307 S. Randolph, Champaign, Ill.

51 WITH YOUR ORDER BRINGS 5,000 6x9 Circulars, plus \$3.25 when delivered. 1,000, \$1.30; 2,000, \$2.00 cash. HARDY PUBLISHING CO., Bad Axe, Mich.

200 (14x22) 6 PLY, 1 COLOR WINDOW Cards, \$6.00; Bumper Signs, 50, 7x28, \$2.75. "DOC" ANGEL, Ex-Trouper, Leavittsburg, O. 100 LETTERHEADS, 100 ENVELOPES, 100 BUSINESS Cards, your name, address, postpaid, \$1.00. Cash with order. NOICE PRINTING CO., Columbus, O.

WANTED TO BUY, LEASE OR RENT

WANTED—GOOD NEW OR SECOND-HAND Striker, portable, about twenty foot. Lowest price first offer. ERNEST WOLFE, Rural, Manchester, Md.

WANTED—USED LORD'S PRAYER ON A Penny Machine. Must be in good condition. Cash. THORNTON, 21 E. 5th, Dayton, O.

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WANTED—USED TENT, ROUND ENDS, 40x60, Must be in good condition. Cheap for cash. A. S. CLOUSE, Agar, S. D.

WANTED TO BUY—4 FOR A DIME STRIP Photo Outfit. Cash. Give complete description. HUGH DIGGINS, Reedsburg, Wis.

TRUMPET AND TENOR MAN WISH TO JOIN band. Prefer location. Salary, Sweet style and go. Tenor also doubling Trumpet and Clarinet. Union, neat appearance. Experienced, with shows. RAY KRAEMER, 321 3rd St., So., Wisconsin Rapids, Wis.

VIOLINIST—DANCE VIOLINIST, 1ST VIOLIN and Viola at Liberty June 10th. Young, experienced, sober. Reliable bands only answer. Write or wire ANSEL OSHMAN, K. O. B. H., Alex Johnson Hotel, Rapid City, S. D.

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ALL SAXES—Double Clarinet and Violin. Good reader, fine tone and modern style. Best all-round qualifications, non-union, college graduate, sober, dependable, age 22. Want definite steady job with good pay. Write or wire now. SOU PEPTUN, 128 Regent St., Salt Lake City, Utah.

ALTO SAX—Style and all essentials. Double fast Chicago style take-off Clarinet. Strong enough to feature. Prefer resort location. MUSICIAN, 6712 Deary, Pittsburgh, Pa.

GIRL MUSICIANS AT Liberty June 15. Personality, Swing Drummer, Tenor Sax, doubling Clarinet, Baritone Sax, Alto Sax, doubling String Bass. Youth, refinement and ability. Union and experienced in stage and dance work. Have a good library and own P.-A. System. State full details in your first letter. Only reliable offers will be considered. Address KEHOE SISTERS, 1101 Poplar St., Terre Haute, Ind.

PROFESSIONAL DRUMMER—Union, 5 years' experience, wants job in dance or stage orchestra. Read, improvise, sing baritone. JAY FRANCOIS HITTLE, 2816 Penna Ave., N. W., Washington, D. C.

RADIO STATION HOSTESS—Good Typist, A-1 Pianist, Blues or Mezzo Soprano Voice, experienced announcer, dramatic reader, college graduate, refined, pleasing personality. P. O. BOX 30, Ithaca, N. Y.

SAX, ALTO AND TENOR, doubling Cello and Voice. Read and fake. Modern take off; 34 and 34 and 34 rearing. MUSICIAN, Court Place Hotel, Room 28, Denver, Colo.

TENOR SAX AND GIRL SINGER—Singer sings original keys. Saxophone doubles Clarinet and Flute; play any chair, sight-transposition. Both experienced in all lines. (WHITBY) RAY GOODWIN, 3030-7th St., Fort Arthur, Tex.

TROMBONE—Neat, young, reliable. Good tone, swing, take-off, read anything. Sing and arrange. Go anywhere. Don't misrepresent. head. MUSICIAN, 1458 S. Ridgeway Ave., Chicago, Ill.

TRUMPET AT LIBERTY—Good reader, modern take off. Married, sober, reliable. Must be fair job. Ticket if far. MUSICIAN, Box 112, Alexandria, S. D.

WELL-KNOWN BAND DIRECTOR, Teaches Band Instruments. Experience in High School, College and Industrial Bands. Best reference and amount of qualification furnished. MUSIC MASTER, 810 S. Broad St., Lansdale, Pa.

AT LIBERTY

PARKS AND FAIRS

AERONAUTS—BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J.

BALLOON ASCENSIONS—Boy and Girl Parachute Jumpers. Modern equipment. JACKSONVILLE BALLOON CO., Jacksonville, Ill.

BALLOON ASCENSIONS—Prof. Chas. Swartz. Always reliable. Address Humboldt, Tenn.

BALLOONISTS AND AIR-plane Parachute Jumpers Extraordinary. Young boys and girls schooled by old. Yes, we have a Plan. THOMPSON, BRGS. BALLOON & PARACHUTE CO., Aurora, Ill. Established 1903.

STODDART'S SHEEP DOG

Act for Fairs, Parks and Stock Shows. Practical as well as entertaining. SAM STODDART, Bradford, N. H.

WILLIAMS AND BERNICE

Trampoline, Aerial, Dog Act, Rube Hay wagon. Billboard, Cincinnati. je 12

ARMSTRONG'S FAMOUS COMEDY FORD ACT

Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. je 19

BALLOON ASCENSION—WORLD CHAMPION

Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, 329 Indiana St., Danville, Ind. j3

BALLOON ASCENSIONS FURNISHED REASONABLY

Death Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. ju 26

BINK, KING OF THE SLACK WIRE—THREE ACTS

Wire, Trapeze and Comedy Juggling, all real acts. GEO. BINK, R. 1, Box 112, Cudahy, Wis. je 12

CARMENE'S CIRCUS REVUE — 5 COMPLETE

and distinct free attractions. Aerial and Platform Acts. Have some open time. Address P. O. BOX 21, Williamson, Mich. je 19

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CLASSIFIED FORMS CLOSE IN CINCINNATI, JUNE 16. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

FIVE KIOWA INDIAN DANCERS FROM OKLAHOMA

in gorgeous authentic costumes, offering colorful ceremonial Dance of the Plains. Indians booking summer months. Eastern States. Contact CHIEF RED BIRD, Box 294, Norman, Okla.

LEO DEMERS, EUROPEAN ACROBATIC NOVELTY

One of the best single acts in the business. Act is original and will please on any program. If you are interested in the very best write or wire today. 1504 State Road, Menominee, Mich. je 19

THREE HIGH CLASS ACTS—COMEDY TRIPLE

Horizontal Bar, Tight Wire and Trampoline or Bounding Net Act. Playing fairs, home-comings, parks, etc. Write for price. LALBONDE TROUPE, 915 Court St., Pekin, Ill.

AERIAL CONYLES—Standard attractions of merit

and Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address Billboard, Cincinnati, O. j3

AT LIBERTY—Two Sensational Free Attractions

Comedy Acrobatic and Gymnastic Acts. Write for literature. GLENNY AND FORD, Billboard, Cincinnati, O.

CHARLES LA CROIX—Original Outstanding Novelty

Trapeze Act. A high-class platform free attraction available for 4th of July celebrations, fairs, celebrations, etc. Flashy equipment. Special large advertising posters free. A sure money making attraction. Price reasonable. Address CHARLES LA CROIX, 1304 South Anthony Blvd., Fort Wayne, Ind. Read recommendation from Coldwater City Schools. Coldwater, Mich. (dated Nov. 30, 1936). "Mr. Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind. Dear Mr. La Croix: I want you to know that we were really very much interested in our Diamond Jubilee Circus, which was held in the Coldwater High School Gymnasium, November 19, 20, 21, 1936. Your act was a fitting climax to our entire program. We had a total attendance of 2,500 and all of these people went away with high compliments for your act. Your act is unusually well adapted to indoor circuses, etc. Your equipment is very attractive and much to the atmosphere of such an entertainment. I am sincerely yours (signed) Robert E. Sharer, Principal, Senior High School."

CLOWN MOTORCYCLE COP on Funny Cycle

Works like "Funny Ford" act. Platform, bench or street. Also Comedy Juggling. Comedy Wire. Formerly Cole Bros. Circus. ART ATTILA, Billboard, Chicago.

FRED AND MARIE GUTHRIE—Four separate

acts for price of one. Tight Wire and Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. 1606 Race St., Cincinnati, O. je 33

OUR CIRCUS FREE ACT Unit includes performing

Monkeys, Pony, a Young Lady, Trick Roper, Lady Jortionist and Clown Numbers. Complete illustrated description and our low terms upon request. LATHAM'S CIRCUS AT THE GARDENS, Billboard, Cincinnati.

PAMAHASKA'S Dog, Pony, Monkey and Bird

Circus offers the most beautiful domestic and tropical animal and bird performance that pleases all ages. This marvelous performance is presented by Prof. Pamahaska himself for this attraction. Address GEO. E. ROBERTS, Manager Pamahaska's Studio, 515 W. Erie, Philadelphia, Pa. Telephone SA 6396 5536. ju 12

STEINER TRIO—America's Outstanding Comedy

Bar Act. One Young Lady, two Gents; also 3 People. Comedy Acrobatic Novelty, including screen Clown Number. Literature and terms on request. 18802 Glenwood Ave., Detroit, Mich. je 28

VAUTELLE'S CIRCUS—Ten Dogs, Cats, Monkey

Two distinct acts for circus, fairs, parties, school act. Acrobatic Clown and Monkey. Sound system for street. Philadelphia, Pa. ju 12

AT LIBERTY

PIANO PLAYERS

ENTERTAINING GIRL PIANIST—Beauty contest winner who sings Blues and Ballads desires free piano singing and playing recital numbers during dinner or cocktail hour in first-class hotel. Would join hotel concert or dance orchestra. Experienced lines of piano playing. Read, take, style, rhythm. Formerly with United Hotels and name bands. College graduate. Do not drink. Refinement. Have large library of music for violin, piano and cello. Have P.-A. System. P. O. BOX 30, Itasca, N. Y.

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GIRL PIANIST—Dance Orchestra work preferred or entertaining. Good sight reader and accomplished. Popular and classical music. MALLOU CARRICK, 628 S. Prince St., Princeton, Ind.

PIANIST—Location. Good Reader. Union. Experienced Accompanist. Good organized orchestra only. Union salary and hours. No room or board. Give salary and particulars. Write GEO. DENARD, Gen. Del., Augusta, Ga.

PIANIST-ACCOMPANIST—Experienced Classical and Dance. Wins seashore summer job. Also summer resort near New York City. D. CHOITY, 210 West End Ave., New York. Academy 2-8800.

YOUNG MAN, 30, experienced Soloist, Accompanist, Orchestra leader, reliable opening, salary guaranteed. Ticket for security. Write details in letter. No wires. RAYMOND DEMBSEY, Franklinville, N. Y.

AT LIBERTY

SINGERS

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GIRL BLUES SINGER or Mezzo Soprano Prima

Donna for first-class hotel dance or concert orchestra. A-1 Pianist. Beauty contest winner. College graduate. Do not drink. Refined. Have P.-A. System. P. O. BOX 30, Itasca, N. Y.

AT LIBERTY

VAUDEVILLE ARTISTS

FIVE KIOWA INDIAN DANCERS FROM OKLAHOMA, in gorgeous authentic costumes, offering colorful ceremonial Dance of the Plains. Indians booking summer months. Eastern States. Contact CHIEF RED BIRD, Box 294, Norman, Okla.

AT LIBERTY—Team for Rep or Med. Change

strong or two weeks. Irish, Black, Novelty Acts, Dancers. Produce, put on Acts and make them go. Ready to go in Missouri or Kansas. Write or write. Full particulars. Open at once. MFD TEAM, St. Joseph, Mo. je 19

AT LIBERTY—Old-time Performer with Mering

Picture Outfit and Vaudeville. Whole show alone. Change for week. Salary or percent. PICTURE SHOW, Medora, Ill.

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LADY PERFORMER—Doing Singing, Dancing,

Talking Societies. Change 10 nights. A-1 in Act. Bit. Dependable, reliable and lady. Open at once. MISS GUSSEIE FLAMME, Gen. Del., Troy, N. Y. je 19

SHOW STOPPER for Night Clubs. Fast-moving

"Rain," "Gassy at the Bat," "Street Scene," etc. Man and Girl. Double or single. PROTEAN DUO, Billboard, Chicago, Ill.

THREE PEOPLE for Med. or Vaudeville—Magician

change strong, have drums, play them. Can do Rock, Age 30. Cowboy Entertainer, name prestige, formerly of well-known radio station, age 24. Lady assists Magic, Straight, Doubles, etc. Age 28. Dave new car. Clean cut, sober, reliable. Plenty of doubles, singles, bit, etc. Know acts. Salary your limit and sure. V-ROX, THE MAGICIAN, Bethany, Ill.

VERSATILE NOVELTY TEAM — Salary or percent

change. Have complete med. outfit. Lecturer or performer. Write for literature. GLENNY AND FORD, Billboard, Cincinnati, O.

TEAM—Boy Thirteen; Girl, Twelve. Sing, Tap,

Acrobatic. Experienced, plenty of numbers, excellent wardrobe. Last summer San Diego Fair and Circus. Wm. L. ADAMS, 2236 Fairfield, Ft. Wayne, Ind. je 12

SOCIAL SECURITY

(Continued from page 61)

ment in some form of the total of the tax deduction and the purpose of the deduction. The Billboard published some time ago a receipt blank to be used for this purpose, which is still the best form to comply with the provisions of Article 206 of the Social Security Act.

Organizations Exempted

In regard to religious, charitable, scientific, literary and educational organizations and community chests the Bureau of Internal Revenue laid down the following official ruling: "An organization which has been held by the bureau to be exempt from federal income tax under the provisions of Section 101 (6) of the Revenue Act of 1936, or under the corresponding provisions of prior revenue acts, is also exempt from the taxes imposed under Titles VIII and IX of the Social Security Act provided it has not, subsequent to the date its exempt status was established, changed its character, purposes or methods of operation. "Any change of such an organization should be reported immediately to the commissioner of internal revenue for the district in which the organization is located in order that the effect of such change upon the exempt status of the organization may be determined."

The Billboard will try to obtain this week an official ruling at Washington on how fraternal and other organizations, putting on circuses, vaudeville shows, balls or other entertainments, with the proceeds to be used exclusively for charitable purposes, are affected by the Social Security Act, also its effects on

the promoters in charge of such entertainments.

Concession Departments

A very important ruling has been made recently which affects employees of concession departments of shows even while the ruling was made in an industrial case. An industrial establishment hired a superintendent to take charge of a certain production unit. The superintendent was in full charge of production and hired his own people to do the work, paying their wages out of an allowance made by the firm, kept his own pay rolls and acted, in fact, entirely as the boss.

The ruling in this case states: "It makes no difference that the employees in question are not carried on the pay rolls of the M. Company. They are not working for the superintendent individually, but for the M. Company. This firm therefore is responsible for the employers' tax payments for the employees of its superintendent, and 1 per cent must be deducted from the wages of the superintendent and of the employees in his department as and when such wages are paid."

This means, in other words, when a show hires a superintendent to take charge of its concession department and this superintendent in turn hires his own help, this help is under the sense of the Social Security Act actually employed by the show and the show is held responsible for the payment and collection of the taxes, not the superintendent, who is also considered only as an employee of the show.

SUMMER OPENING

(Continued from page 42)

rin, Fay Brown, Edith Parent. Boy Turning to Stone, Dr. Offut, M. D.; Thelma Williams, nurse; Jimmie West, feature; Jack Present, front. Nature's Strangest Frank, Allen Vandiver Jr., front; William Theodoratus, inside; Melba Tyron, treasurer. Giant Octopus, Mike Fagan, inside; Roy Smith, tickets. Sex Exposure, James Perryman, front; James Bradley, inside; Tom Mearns, tickets. Cave of the Winds, Lorraine Midgett, manager; Ted Storms, inside; Margaret Roberts, tickets. All shows have new fronts.

Rides: Pretzel, Charles Lockwood, owner; Leon Cassidy, foreman; John Scott, Bob Davis, assistants; Maude Clark, tickets. The Whip, Mary Jane Weir, cashier; Bob Davis, foreman; Ed Dudley, assistant. Merry-Go-Round, William Fredericksen, manager; Nonam Nutt, cashier; Bud Travers, foreman; Jim Inkar, assistant. Heyday, Harland Weir, owner and foreman; Red McConnell, Steve Johnson, assistants. Mystery Ship, Charles Lockwood, Paul Busick, Walter, Wesley Simpson, foreman; Nelson Adams, George Davey, assistants; Irene Ray, cashier. Whoopee, Harry Takia, owner; Fred Moore, foreman; Helen Howell, cashier. The Chutes, Langley Corporation, owner; Louis Davis, foreman; Jo Dolan, Monte St. Clair, Jimmy Derbin; Eda Towers, cashier. Tooner-ville Trolley, Harry Hiner, owner; A. Weir, tickets. Acroplane, William Johnson, Bob Anthony, Octopus, Mrs. Dorothy Denny, owner; Maude Quay, Arthur Baur, assistants. Scooter, Harvey Toms, foreman; Ed Duvall, assistant; Thelma Schirmer, cashier. Highbay, L. H. and R. O. Hendrickson, owners; Dave Senter, foreman; Tom Deasy, Paul Keene, assistants; Miss A. Barron, cashier. Barge Billings Company, boats, pleasure and fishing; R. Offinger, manager; Oscar Eltinger, Bill Benton, assistants. Barge Billings, Captain Larkin; Barge Hollywood, Captain E. Wilson; Barge Ramona, Captain Fiscus; Barge Freedom, Captain Billis; Barge Olean, Captain Monahan; Barge Mardi Gras, Captain Lewis; Barge Dolphin, Captain W. Allert.

Concessions: Mr. and Mrs. George McMullen, jewelry, novelties, 11th year; Mme. Gray, palmist; photo strips, Mr. and Mrs. Dave Mundell, palmist, Professor Winton; palmist, Princess Silver Star; psychoanalyst, Professor Murdock; crystal gazer, Leos Aultman; the eatery, J. A. Crowley. Photo strips, Goodam & Zeigler, owners; Stella Ford, operator; Manuel Ortego, darkroom. Palmist, Mme. Francis. Barbecue, John Negri, John Melody, James Montovana, Hugh Quarles, Seeres, Mrs. Ray. Roll Down, Dave Gross, owner; Paul Fizzini, George De Goro, Pollack Jimmy. Novelties, Walter Kirk, Jo Martin, Kelly Groves, Pat Shugrue. Hot corn on cob, C. L. and Duvall Hudson. Citrus drinks, Mr. and Mrs. Sol Golden, owners; Helen Mack, Dottie Mack, salesladies. Play ball, George and Mack Sackson, owners; Steve Thomas, Pat Lord, agents. Novel-

ties, D. Gross; Ely Weber, William Schlessinger, agents. Photo strips, Sidney Cheldin, owner; George Puckett, Dave Gevini, assistants. Ball game, H. Gushman, owner; Sherman Thompson, Paul C. Bravo, Jimmie Warren, agents. Penny ante, Bob Reed, owner; Russell Hadel, Dave Brabo, Fred Barbo, agents. Blower, Helen Anderson, owner; Ed Hughson, Dale Gagen, agents. Candy apples, Mr. and Mrs. S. Golden. Pitch-till-win, H. G. Reinhard, Lou Evans. Balloon darts, Herbert and Ross Howard, owners. Dog race, Rose and R. Howard. Grunt Derby, Lawrence A. Wallis, owner; Mervin Miller, Keith Wallace, Sim Sayres, agents. Wire workers, Saul J. and Helen M. Breetwar. Live fish scoop, T. Nagaza, K. Sorakichi. Ham and bacon, Mrs. Herb Usher, owner; Ed Carle, Mort Taylor, agents. Scales, Jack Glassman, Jeff Wolff. Graphology, Mrs. Elsie Caraway. Penny Arcade No. 1, Thomas Reed, owner; Evelyn Bracken, Alice Vandine, cashiers. No. 2, Edith Fuller, Jessie Kyle, agents. Department store, George Hanamura, B. Nayama. Shoot-till-win, T. Osaka, H. Takamura. Ball game, Mrs. J. N. Clark, owner; Rob Lasalle, Bert Williams, Bill Brauer, Sam Hodge, assistants. Pop-gun shooter, Anna Dragommar, owner; Arnold Simmons, Chet Oyer, agents. Shoot-till-win, Art Tenny, Barry Gore, agents. Baseball practice, Rose Piggy, owner; B. Dale, Bill Huebotter, agents. Spot Gun Club, Walter Leonard, George Yale, Charles McCollister, Bert Hahn, agents. Balloon darts, Joe Conti, Jack Gasparri, agents. Automatic toys, Faber & Hannon, owners. Frozen dainties, M. Nahama, owner; Ruth Venezueli, Hart Renner, agents. Salt-water taffy, H. Leininger; M. Leininger, assistant. Pine apple slices, Mrs. Heath, P. Murray, agents. Pitch-till-win, Jerry Joiner, Pete Coyle, M. Sobel, agents. String game, T. Ferris, M. E. Murtha. Long-range lead gallery, Will F. King, owner; Jim Cunningham, agent. No. 2, George Hull, agent. Cigaret game, Eddie Tullis, Sid Stein. Bottle game, E. Dennis, Nate Sears, agents.

HOLIDAY BIZ

(Continued from page 42)

ments, and Long Island expects to get its share of it.

Best by Far Since 1929

NEW YORK, June 5.—Eastern amusement parks, pools, beaches and resorts enjoyed their greatest early-in-the-season week-end in many a year last week when warm, clear weather greeted throngs free to indulge in a three-day holiday. Without exception amusement operators reported sensational business. Games, rides, shows and concessions all garnered money as rapidly as possible.

When asked to compare business with that done in other years, most park men were unable to quote definite relationship since it is naturally unusual to have Decoration Day fall on a Monday, but in all instances they were emphatic in stating that the week was the best since 1929, and in some cases the best in more than a decade.

A chorus of enthusiasm arose this week from concessioners in Playland, Rye, N. Y.; Palisades, N. J.; Luna and Steeplechase, Coney Island; the Rockaways and others in the New York sector. Considering the time of the year the 1937 outdoor season is off to a grand start. Only dark spot in this section, and even that did not amount to much, existed at Coney Island when police closed all games Saturday night. They opened again on Sunday and at present operators have been practically assured that they will not be bothered again.

More than a half-million visited Coney Island on Monday, bringing the three-day total to more than 1,500,000.

BIZ AT EUCLID

(Continued from page 42)

flooring on edge, has been planned again to a true surface.

New Station Opened

When Great Lakes Exposition opened last year Euclid Beach found renewed demand for camping space. Permanent camp is well occupied by regulars year after year. The 200 camp cottages were filled, so it was necessary to enlarge the tourist camp for accommodation of trailers and casuals. A new \$75,000 comfort station and shelter has just been opened.

In the dance hall Russ Lyons is ending his run and Johnnie Burkhardt is booked to follow. A system of short-term engagements for dance bands has been adopted to give variety. General Manager Harry Shannon and Assistant Manager J. E. Lambie are planning to accommodate largest crowds in several years.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD REUTER—Communications to Sixth Floor, Woods Bldg., Chicago

Why Not New Merchandise?

Big Demand for Rebuilt Watches

NEW YORK, June 5.—Without the benefit of publicity, the demand for rebuilt watches has continued to grow. Leading wholesalers are beginning to feature guaranteed rebuilds from reliable sources. Concessioners, pitchmen and salesboard operators have also found them to be profitable merchandise to handle.

Watches are usually of a good make and are rebuilt even to new parts and cases when required. Practically all the sources of sale guarantee the timepieces to be genuinely fine rebuilt watches in every sense of the word. The low prices at which they are sold make them a profitable number to handle.

For some years the pitchman has been the greatest user of rebuilt watches. Now, however, with more and more salesboard, concessioners and digger machine operators beginning to use them, it looks like the demand will be larger than ever before. These watches have a definite appeal and flash display value that is not to be overlooked. Their low price makes it possible for the concessioner to give them out for a low point value, and what's most important, the public seems to like the item.

Aluminumware Being Featured

NEW YORK, June 5.—With many of the local wholesale houses giving much attention to their displays of aluminumware, it looks as tho this ever-popular merchandise will get a big play during the summer. Altho aluminum kitchen utensils are steady year-round sellers, it seems that they always attract the most attention from wholesalers during early summer, when carnival men buy in quantity lots.

Roasters, pots, pans and other aluminum products, filled with popular groceries and meats, have for many seasons proved a profitable game attraction for concessioners. Wholesale merchandisers have taken advantage of this popularity and are featuring attractive lines of durable aluminumware designed in latest modes.

Trend this year seems to be toward better grades. General comment of men in the business is that the change to quality goods will benefit everyone.

RIGHT THIS WAY TO
THE BIG SHOW

SUMMER
SPECIAL
NUMBER

Of The Billboard
Dated June 26
with

Merchandise Hit
Parade of 1937

By Maurice Davis
As a Feature

"BILL, look at those prizes. It's the same old stuff that they had last year. Why don't those fellows wake up and flash something new once in a while." That's a remark I overheard while milling with a midway crowd the other night. It stuck with me not only because it was a just criticism of the merchandise on display at that particular stand, but because it also undoubtedly voiced the opinion of many other passers-by.

Why is it that some concessioners persist in featuring the same old prizes year after year? Why don't they use merchandise that is new and fresh and which packs additional appeal because it arouses the curiosity of the midway crowds? When the ingenuity of prize manufacturers makes it possible for them to market new items every year, concessioners can only point the finger of guilt at themselves for failing to pep up their displays with new items. No wonder some of them complain of poor business!

When an aggressive merchant who is on his toes sets up a new store he stocks his shelves with the latest merchandise he can obtain. He features articles which his competitors do not handle in order to impress the people of the community with the fact that his store is up to date and progressive. Does it pay? You can answer that question all too easily. Just recall the times you have witnessed a merchant start up in a community with competitors all round and in a short time win over a large portion of the others' trade because of his aggressive and up-to-date merchandising methods. Think how often you have heard store owners complain of lack of business when their stores were dead on their feet because they themselves were still living back in the horse and buggy days and had their stores geared to the same tempo.

In the past few years the speed of merchandising has increased tremendously. Merchandise is becoming outmoded faster than at any time in history. Developments of new products and improvements of old have come at such a rapid clip that men who are not attuned to the times soon find themselves on the way out because their merchandise is fast becoming obsolete.

Harry Boyd Brown, national merchandise manager of the Philco Radio and Television Corporation, recently commented on this new tempo after making a tour of the country. In part, he said: "Rapid business recovery, increased buying power and the resulting sudden release of the public's long pent-up desires for new things are introducing a speed new on the sales front. An amazing feature of this new tempo is the incredible rapidity with which the public's likes and dislikes, tastes and buying habits are changing. This means only one thing, the rapid obsolescence of merchandise. Safety and prosperity for the merchant lies in his adapting his business to the new trend, in exerting keener judgment in buying and, above all, in having the courage to buy liberally of the things the public wants, especially if the merchandise is the latest in design, style and, most important, utility."

If such is the state of affairs in the retail outlets, what of the concessioner? Surely he must attune himself to these changing conditions or suffer a loss of business. The concessioner is in direct competition with every other stand on the midway. No matter what the appeal of his game, if his merchandise is as antiquated as Nosh's Ark, people will not throng his stand. Do not construe this statement to mean that the game itself is unimportant. Of course it must have a good basic appeal but quite often the reason that a player decides to spend his money at one game instead of another is the merchandise on display. If the concessioner has new, attractive prizes the player will see something that he would like to win and frequently play until it is his; but if the prizes are the same old stuff that he has seen on the midways for the past five years he is more likely to pass up the game in search of a stand that displays something more appealing.

The concessioner who usually gets the biggest play is the one who is alert enough to realize that in addition to a good game he must feature prizes that are new and different from the rest. People are spending money this year, spending it freer and faster than at any time since the gay days of '29. The long siege of lean years, however, has left its mark for today patrons of the midway stands are playing the games, BUT THEY WANT SOMETHING FOR THEIR MONEY. They are not satisfied with any old thing. They want something novel, new and different, and the concessioner who recognizes this fact and gives them what they want is the one who will get the lion's share of the play.

There is no reason in the world why the midway stands should not be regular merchandise expositions. By taking the latest in prize merchandise into the rural districts carnival and fair stands should amaze the patrons with the newness and flash of the merchandise displayed. Some wide-awake men have done this and gathered in folding money as a result. They recognize and make the most of the opportunity to introduce new items into the outlying districts. They make it a point to feature merchandise that their patrons have not had the chance to see in local stores, and this policy has paid them many times over with the increased play they have enjoyed.

The concessioner who throws out merchandise in liberal amounts has the opportunity to turn over his stock quickly and as a result can drop an item as soon as it has been outmoded or lost its appeal. By adopting the practice of featuring only the latest the concessioner also forestalls effectively local store competition. Not only has the local merchant no room for complaint if he does not handle the products featured by the concessioner, but the people themselves will prefer to take a chance on winning something new to spending the money for an outmoded item at the local store.

The *Billboard* has always made it a policy to keep merchandise men reliably informed on new developments in prize merchandise. One of the prime purposes of this department is to feature products suitable for the trade as soon as they are announced. By simply reading the "New Items" column the concessioner can find out just what is new on the merchandise market. Other articles will reliably inform him on what items are proving popular in other parts of the country and what the wholesale houses report to be moving.

Be an alert, aggressive concessioner! Make the most of the opportunity you have to use new products. Do not follow in the rut of some of the men who are living in the past and featuring products that were new years ago. Make your stand compel attention because your prizes are new and different from your competitors. One of the fundamental characteristics of the American race is their curiosity which they manifest by their continuous search for something new and different. Give the people what they want and your profits will take care of themselves. And rest assured *The Billboard* will continue to bring to your door the latest in prizes as soon as they appear on the merchandise markets of the world.

Trade During Week Up in Some Areas

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

The South made the best showing, with trade gains in the Atlanta district being estimated at 20 to 30 per cent over a year ago. In the agricultural areas the crop outlook continued promising and reports indicated a rise in trade activity in rural sections.

Demand for summer merchandise increased slightly in wholesale markets, but retailers are still concentrating on the reduction of seasonal stocks. Consumer purchases of summer goods have not been active enough as yet to stimulate brisk re-ordering.

Vacation Needs Increase Sales

CHICAGO, June 5.—Travel and vacation spending is beginning to make itself felt in the sale of summer merchandise. Travel agents are freely predicting that this is going to be one of the biggest vacation seasons on record. Indications are that people are traveling farther this year, staying longer and spending more money.

The more favored resort spots have enjoyed swell early-season crowds and have distributed a record amount of merchandise for so early in the summer. Reorders from these spots have been frequent. The resorts are not the only ones to benefit, however, for merchandise operators throughout the country have felt the accelerated demand for vacation goods and have acted promptly to supply it.

Orders for travel goods and luggage, such as traveling bags, suitcases, overnight bags, billfolds, handbags, brush, comb and mirror sets, inactive for the most part since last fall, have begun to come back in earnest. There is also a heavier demand for flashy merchandise for use in diggers, cranes, on salesboards and as pin-game awards. Great care is being used this year in selecting merchandise and novelties that will strike public fancy. Cigaret, lighters, flashy cigarette cases, vanity cases, watches, costume jewelry, pen and pencil sets and the like are examples of items getting increased play. Another interesting development has been the more frequent selection of major items for salesboards and certain pin-game awards. Here again the vacation influence is strong, with quality rods and reels, auto radio sets and like items attracting much attention.

Gadgets Pull 'Em

Looks as tho the household gadget line is still as popular as ever. A large New York department store recently ran a good-size ad featuring nothing but gadgets. So effective was the ad that among other customers on hand when the store opened was a messenger boy sent down by a local hotel guest who bought \$11 worth of gimcracks.

New Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Water Skates

Rubber water skates are now being produced by a Hawaiian manufacturer. Said to be ideally suited for a large number of prize uses, the product is made entirely of rubber with the exception of the top and foot rest. The keel 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 five feet when necessary. When strapped to each foot and inflated thru valves located near the ends of each skate they will easily support a person upright 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 keel effectively reduces side-slipping.

Should be a profitable number for operators at seashore and inland water parks and resorts.

P.-A. System

Lafayette Manufacturing Company, manufacturer of portable sound systems, is introducing a new low-priced, high-quality, 20-watt portable p.-a. system. It has a single carrying case of airplane luggage, 20 1/2" x 18" x 11", which carries the 20-watt standard system, weighing 49 pounds, less microphone, and includes two 12-inch auditorium-type speakers. It is especially adaptable for outdoor users, such as concessioners and outdoor showmen. Wholesale Radio Service Company is sole agent for the Lafayette line.



Micro-Lite

Billed as the world's most powerful tiny flashlight, this handy pocket light is said to be making a sure-fire hit with all who have seen it. Costs no more than a cigar and appeals to both men and women. Only three inches long and small in diameter, it throws a 100-foot beam of strong light. Can be imprimented inexpensively and takes standard battery and bulb. Said to be adaptable to a wide variety of prize and souvenir uses.

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, satin-ray, sheet aluminum that will not tarnish, chip, rust or absorb grease or food odors. Consists of three pieces, base, cover and meshed wire basket. Can be used for serving warm rolls, hot breads or warm, crispy crackers. Can be placed right over the heating unit on the stove and carried to the table when contents are warm. Takes up no more table space than ordinary size plate. Tinned steel meshed basket prevents foods from scorching as food does not contact hot metal. Has Bakelite handles and adjustable vent 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.

Scoter Cycle

A new scooter-type motorcycle called The Traveler is being marketed by the Paramount Manufacturing Company. Machine uses one horse-power, four-cycle, Johnson Iron Horse motor, which can be serviced anywhere. Speeds up to 25 miles an hour may be developed, with 135 to 150 miles per gallon the usual gasoline consumption. Large, comfortable and flat seat, capable of holding two riders in tandem, has been designed to give comfort on longer rides. Machine has a completely inclosed motor housing, which protects garments against oil and grease, and is said to make this model especially popular with the ladies.

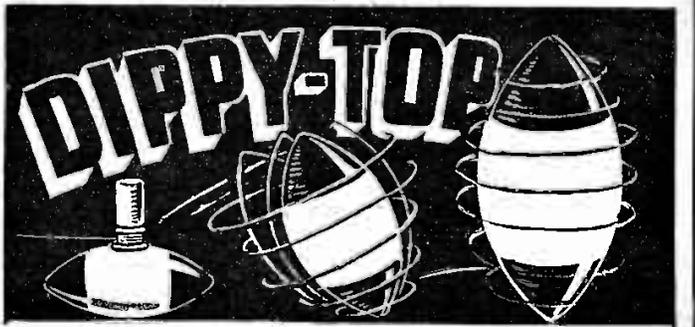
Safety Step Stool

Safety Step Stool, patented and manufactured by Newman Manufacturing Company, with its wide top is said to be (See NEW ITEMS on page 73)

NEW REDUCED PRICES **RUGS** 55c and Up ALL SIZES

IMPORTED ORIENTAL DESIGNS. REAL FLASH! BIG VALUES! Rugs are in demand everywhere. And these rugs have a startling appeal to the eye and the pocket-book. Get in the big-money class now. Send \$1.00 today for 24" x 40" sample rug and circular giving descriptions, sizes and new reduced prices or write immediately for sample swatch of actual rugs and price list. M. SEIDEL & SON, 243 W. 39 St., New York, N. Y. Established Since 1910.

DEMONSTRATORS! PITCHMEN! FAIR WORKERS! CANVASSERS! SEE THIS STARTLING NEW SENSATION AT YOUR NEAREST JOBBER



IT STARTS WHERE OTHERS STOP

Pat. No. 1890367. **A WORLD OF FUN for EVERYONE** DIPPY-TOP offers you a world of profits because it is a world of fun for everyone. It has color, flash, appeal.

MYSTERY!

Pat. No. 1864848. And most of all it's mysterious. Starts to spin on its side, then climbs miraculously up on one of its points and continues to spin brightly. Everyone will wonder how it works because it is made of all wood, is unbreakable and has no springs.

NOTE: If your jobber does not have DIPPY-TOP on hand, send 25c today for samples of each of the two sizes. Get in on the tremendous profit possibilities this sensational item offers now!

EASY TO WORK—SPINS ON ANY SURFACE DIPPY-TOP is so easy to operate that a child can work it. It spins on any surface, indoors or outdoors.

TWO SIZES— Comes in brilliant, flashy colors in two sizes: No. 118 to retail at 10c and No. 10L to retail at 25c. Manufactured by Glenn Sales Co., 20 Glover Building Kansas City, Mo.

JOBBERS If you have not yet stocked up on DIPPY-TOP, write us immediately for special jobbers' prices and discounts. There will be a big demand for DIPPY-TOP and it will be to your advantage to write us today!

THAT GREATEST OF ALL CATALOGS THE BUYING GUIDE OF THE SHOW WORLD IS READY FOR MAILING! ASK FOR "CATALOG No. 128"

When Writing, State Business You Are In, As We Do Not Sell Consumers.



COMBINATION GLASS CUTTER KNIFE— Two Blades, Clip and Pen, Glass Outer and Corkscrew, Nickel Finish, Metal Handle, Center with Fancy Colored Celluloid Inlay. Equipped with Shackle for Chain, Size of Knife Closed, 3 1/2". One Dozen in Package. \$100178.

PER GROSS 12.00 PER DOZEN 1.05

We have a Complete Line of Beacon Blankets in Stock for Immediate Delivery.

N. SHURE CO.
Adams and Wells Sts.,
CHICAGO, ILL.

GENUINE FUR TAILS \$5.00 Par 100 For \$45.00

Sample, 10b. 25% Dep., Bal. C. O. O. Genuine giant size Fox Tails with two strong cords for tying to bicycle, cap, radiator hood, motorcycle, etc., and flashy, first grade red, white and blue silk streamer. Fair workers, concessioners and special events workers, premium users in all fields are stocking up now for a big profit season. ORDER TODAY!

H. M. J. FUR CO., 150 W. 28th St., New York, N. Y.

OUR PRICES REMAIN LOW

WHILE THEY LAST! **MEN'S WRIST WATCHES**—Assorted Shapes; 10% Light, 10K Rolled Gold, Plate Case. 8 Jewels, Each... \$9.50 15 Jewels, Each... \$10.50 ELGIN or WALTHAM 7J, 12J, Ocotagon Shape, in Doz. \$2.75 Lots, Each... Less than Doz. Lots, Ea. \$3.00 15J, in Ocotagon Lots, Ea. \$3.50 **LADIES' GENUINE DIAMOND RINGS**—10 Karat Solid Gold, \$3.50 and Up; 14 Karat, \$4.50 and Up. **ELGIN & WALTHAM**—12 3/70 Size, Knife Edge, Thin Model Case, Black Enamel. 7 Jewel, Each... \$4.00 Some 15 Jewel, Ea. \$6.00 Chain to match \$50 Ea. **SPECIAL PRICES FOR QUANTITY USERS** Sample 50c Extra. 25% Deposit, Balance C. O. D. Send for Catalog. **M. SEIDMAN**, 178 Canal Street, NEW YORK, N. Y.

SMALLEST RADIO

- SIZE 7-7/16x4 1/2x5 1/2 WITH A DYNAMIC SPEAKER.
- Striped Walnut Cabinet
 - Side Method Tuning
 - Exceptional Sensitivity
 - Filtered Signal Detector
 - Set and Tubes Guaranteed
 - Litz Wound Coil
 - Dynamic Speaker
 - New Style Zephyr Dial
 - Hair Line Selectivity
 - Original Design
 - 43 Pentode Output
 - Tremendous Volume
 - R. C. A. Licensed
 - Exclusive Style

You Don't Need Any Free Trials, Our Sets Really Work. Continuous repeat orders is our best proof.

Send for New Catalog

PLAYLAND SUPPLY CO., Inc.
14 WEST 17th ST., NEW YORK CITY



Model 4DW.
\$6.60 each \$7.25 each
In Lots of Six. Sample. 25% Deposit.



Carnival Novelties New Stock—Just Arrived

| | | | |
|---|---------------|---|--------|
| BB1 Men's Toy Wrist Watches, 1 in box | Gro. \$3.75 | BB7 High Hat Fur Monks, 8 in. Gro. | \$7.00 |
| BB2 Gillette Style Blue Blades | Per 1000 3.50 | BB8 Piggy Wiggy, Cotton, 3 1/2 in. Doz. | 1.25 |
| BB3 Flying Birds, Outside | Gro. 1.85 | BB9 Cell. Doll, 7 in., with Plume Dress | 8.50 |
| BB4 Flying Birds, Inside | Gro. 2.35 | BB10 China Head Swaggar Sticks | 8.50 |
| BB5 High Hat Fur Monks, 6 1/2 in. | Gro. 3.75 | BB11 Jap. Clg. Cases, Pearl Inlay | 4.50 |
| Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Corn Game Merchandise, Blankets and Plaster Novelties. | | BB12 Reach Bouncer Balls | 1.15 |
| | | BB13 Carnival Fruit Balloons | 2.35 |
| | | BB14 Serpentine Balloons, 45 in. | 8.75 |

1937 CATALOG NOW READY. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS

LEVIN BROS. TERRE HAUTE, IND.



BB22—NOVELTY CHINA DOG ASH TRAY. Dog standing on ash tray. When dog's rubber tail is squeezed he will sure make you laugh. Made up in bright colors. Sample, Prepaid, 25c; Oozen, \$1.20; Gross, \$12.00. Order Today and Get Started on this Clever Novelty.

Two-Tone Parade Games, Gross \$7.50. Floral Cloth Parasols, Gross \$8.50. Balloons, Circus and Carnival Prints, Gross \$2.00. Elephant Charm, Gross 90c. We have for immediate shipment complete line of Merchandise for Corn Games—Ball Games—Snow Cone and Popcorn Cones—Hoop-La Blocks. Write us your requirements. Order from this ad. 25% with order. Get our Catalog No. 936. Now Carnival Catalog soon.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

We're from MISSOURI LET US SHOW YOU!!

FULLEST LINES WITH BIGGER PROFITS For Agents, Wagon Salesmen, Canvassers, Pitchmen. Write for Free Catalog.

CHAMPION SPECIALTY CO., 814-5 Central St., Kansas City, Mo.

MOTH CAKES GIANT \$3.50

GIANT, Doz. 44c; Colophaned, Doz., 55c

- WHITE SHOE CLEANER—LACE FLY SWATTERS—FLY RIBBON.
- SUNGLASSES, Salesboys, Premiums.
- BALLOONS, ELECTRIC CLOCKS, LAMPS.

You Get What You Ask For—No Substitution. No order too small or too large.

THE SENSATION OF THE YEAR!

THE SILVER CIRCLE RADIO



\$10.99
LOTS OF 6

Sample, \$11.49

Rush \$2 DEPOSIT, Pay Balance O. O. D.
MONEY-BACK IF NOT SATISFIED
Order Model No. 159, 24-Hour Service.

A NATURAL FOR Salesboard Operators

If you are looking for the unusual... here it is! Beautiful and graceful... yet striking in appearance. Front panel of finely grained butt-walnut veneer. Full size dynamic speaker at side. Simulated gold dial of the new clock type. 5 Tubes, including one Metal Tube. Both Set and Tubes fully RCA licensed. AC-DC, 60 cycle, 110 volts.

ONE-YEAR GUARANTEE. Long and short wave—gets potato calls, amateurs, etc. Size: 10" diameter and 6 1/2" deep. Complete with Aerial. Weight, 9 lbs.

GIVE-AWAY RADIOS FREE! Make \$14.92 on every deal. Send 10c for push cord, photo and plan.

SILVER MFG. CO.
612 N. Michigan, Dpt. 159, Chicago



Morris Tolkin, well known in the notion, cosmetic and toiletries trades, has established his own business, operating under the name of Tolkin Sales Company, Boston. Before starting his own business Tolkin was associated with another Boston establishment carrying the same lines.

Henry Dinamore, of Dinamore Specialty Company, has arranged with Elliott Products Company for the distribution of its new carnival and amusement park ball game, Reel Skill. Dinamore is enthusiastic about the new concession game and believes there will be a real demand for it, as the concessioner will welcome something new.

Two new features have been added to the well-known smoking stand made by the Seymour Products Company—a handle which facilitates moving it about and a trap release for dumping ashes into the inner receptacle without soiling the hands. Standing 24 inches high, it is finished in gleaming chromium and lacquer. It comes in three colors, black, bronze and ivory.

Gold Seal Novelty Company reports that its two summer salesboard deals for operators are going great. One of the boards appeals to fishermen, having eight chrome-plated reels on an attractive velvet board. Of equally strong appeal to outdoor men is the Zep-A-Lite deal, featuring three powerful streamlined flashlights and one Red-Head bell light.

Ay-Won Toy and Novelty Corporation reports difficulty in filling all orders on hand for the popular Cackling Hen, one of the firm's feature numbers. Production has been stepped up greatly on the popular mechanical novelty and full deliveries are promised on all orders.

Jack Davis, proprietor of Magnotrix Novelty Corporation, recently received some excellent publicity from nearly a full page of pictures, demonstrating tricks and jokes, which appeared in the rotogravure section of all Associated Press releases.

Sloane Products, Inc., manufacturer of Sloane's Nu-Foot Powder, has a plan which should be a valuable addition to pitchdom. Charles Gold, of the firm, states that during its years of service many young men have come to its offices interested in its products but with no knowledge of demonstrating, altho they had a strong desire to enter the field. In view of this the firm has compiled a descriptive talk no hard for the beginner to deliver and thru this means has developed many successful workers. Company's products have great sales appeal to those with foot ailments, such as corns, tired feet, callous and athlete's foot.

Sam Finkelstein, proprietor of Plymouth Jewelry Exchange, left his offices last week for an extended trip thruout the South. He plans to see many of his clients with whom he does a large mail order business and also intends to visit many prospects with the intention of opening new accounts. While Sam is on the road offices will be in charge of Ben Finkelstein.

When in the short period of two months numerous concessioners and operators send rush re-orders for a certain item that item must be popular. That is the opinion of the H. M. J. Fur Company, which has been getting three and four-time repeats for its genuine fur fox tails periodically during the last two months.

Firm reported a flock of last-minute telegram orders for the tails for Decoration Day and it anticipates much the same demand for the Fourth of July week-end.

Since same-day shipments is a policy with the firm, however, all last-minute buyers received their merchandise in sufficient time to present it for the holidays.

FREE NEW CATALOG 30 Beautiful Models, 5 to 15 Tubes, for farms, homes and autos.



2 FAST NUMBERS

THE REAL ALKALIZER. Packed 30 Alkaline Tablets to a Display Card. Retail Value, \$1.50. Each Card \$2.25

SQUIRTING CIGARETTES. The Original 3 Cigarettes Imported Type Sells on Sight. Dozen \$5.00

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WORLD'S LOWEST PRICED WHOLESALEERS

WALTHAM WATCHES

MEN'S WRIST WATCH—O Size, 7 Jewels, new chromium case, leather strap, in gift box. In lots of 24. \$3.95
Samples, 50c Extra. Send for Catalog.
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CARNIVAL NOVELTIES

Our Prices Are Always Lowest
High Hat Fur Monkey, 8 in. Gro. \$4.50
Cell, Feather Dress Doll, 7 in. Gro. \$8.50
China Head Swag, 6 in. Gro. \$8.50
Swagger Stick, 38 in. Gro. \$5.50
Water Guns, New Style, Gro. \$3.50
Oak Balloons, Streamer Special, Inflates 10 Inches, Gro. \$2.75
Rayon Parasols, 8 Rib. Doz. \$1.50

SPECIALTIES
Get Our Price List.
Blue Blades, D. E. 1,000 \$3.25
Aspirin, Tins, Gro. 1.75
Sun Glasses, Shell, Convex Lens, Doz. .30
Send 25c Deposit on C. O. D. Orders.
OPTICAN BROTHERS
All Orders Shipped Same Day Received
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A LIFETIME OPPORTUNITY
This FREE Book will show you how to build a fast-growing, highly profitable Wholesale Jobbing Business with fast-moving merchandise. No experience needed.
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Dept. 66, 1954 South Troy St., Chicago, Ill.

Every \$1.00 Gets you \$5.00
Yes, sir, real profit. Goodrich Home Wristlets always have dough. And when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low prices. Best season ahead. Sample 10c.
GOODRICH,
1500 West Madison, Chicago, Dept. BG-8

Money To Burn
Uncle Sam has plenty of money to burn; in fact, \$4,000,000,000. The Treasury wants to destroy \$4,342,418,000 in Federal Reserve banknotes because the guarantee on the face of the notes is meaningless. The notes, series of 1928, contain the provision, "redeemable in gold on demand," which cannot now be done under the 1933 Gold Act. The Treasury has also sent a letter to Congress, asking an appropriation of \$3,000,000 to replace 1928 gold notes with the non-gold series of 1934 or later ones.



69c
EACH No. B101—Case Metal, Assorted Colors. Snap or Time Pictures. Size: 1 1/2 x 1 1/2 in.
TEN FOR \$6.50
Send for New 1937 Catalog.
ROHDE-SPENCER CO.
Wholesale House,
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—30 on card—
25 cards at 25c
50 cards at 22c
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Terms: F. O. B. Boston, 25% with order.
Balance C. O. D. Minimum order 10 cards.
PEPTO-SELTZER LABORATORIES
268 Northampton St., Boston, Mass.

WALTHAM
CHROMIUM CASE ENGRAVED, LINK OR LEATHER BAND,
7J... \$3.95
15J... 4.95
SAMPLE WATCH .50c MORE.
ILLUSTRATED CATALOG ON REQUEST.
SPECIAL PRICE TO QUANTITY BUYERS.
BERK M D S E CO.
145 W. 45th St., New York City.

RED HOT HEX ITEMS!!
FOR FIVE CENT BINGO

- Bridge Sets, 4 Napkins, Tablecloth, boxed, Doz. \$5.75
- Oriental Tablecloths, gold fringe, 44 in. sq. 5.75
- Turkish Towel and Wash Cloth Set, boxed, Doz. 4.50
- Large Velour Davenport Pillows, Doz. 4.75
- Fancy Guest Towel Sets, pair in dis. box, Doz. 3.50
- Wash Cloth Sets in display box, doz. boxes 2.50
- 13-inch Pottery Lamp, 8-inch Shade, Doz. 5.75
- 15-inch Maple Vanity Lamps, Pleat 8 Shade, Doz. 6.25
- Glass Cereal Sets, 4 large, 4 small Jars, Doz. 7.00
- Heavy Antimony Greaser Set with Tray, Doz. 5.75
- All glass Vanity Lamps, ass. colors, 9 inch, Doz. 6.15
- Porcelain Coffee Maker, 8 cup size, Doz. 7.75
- Polished aluminum 3 pint Cocktail Shakers, Doz. 5.75
- 18x12 inch highly polished Chromium Doz. 5.75
- Chrome Ice Cube Set, blue glass bowl, tongs, Doz. 5.00
- Men's Set, Pair Brush and Comb in display box, Doz. 5.00
- 3-qt. Aluminum French Fryer, heat-proof handle, Doz. 5.75
- Imported lacquered full-size Smokers, ass. colors, Doz. 5.50
- Large plates, aluminum ass't., 6 kinds, Doz. each, Doz. 5.75
- 10-inch aluminum round Roasters, flashy label, Doz. 5.75
- Aluminum Dripolators, modern style, 8 cup size, Doz. 5.75
- Log Cabin design china Greamer Set, Doz. 6.00
- Men's Cigaret Case and Lighter, set in display box, Doz. 5.75
- China native Tea Sets, teapot and 6 cups, Doz. sets, 5.50
- 12 Lt. size, quite oval Roasters, flashy label, Doz. 7.00
- 3-piece Carving Set in display box, enamel handle, Doz. 5.75
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- Large China Cookie Jar, red handle, Doz. 5.75
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- Extra large China Teapots, hand-painted design, Doz. 4.50
- China Cake Plate with metal frame, Doz. 7.00
- 1st. out glass Salad Bowl Set, 12 in. plate, 9 in. bowl, Doz. 4.00
- Blue glass, ship design, Highball Set, 4 1/2 pcs., 8 1/2 in. Doz. 6.75
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- 5-piece Colonial Glass Breakfast Set, 4 1/2 tray, Doz. 5.75
- Special value Ringed 7-piece Water Set, large size, Doz. 5.75
- 6 Pink Shards, 8 1/2 in. Doz. 5.75
- Chrome Tray, Doz. 5.75
- 7-piece glass Berry Sets, boxed individually, Doz. 3.75
- 5-piece glass Dixie Bowl Sets, ind. boxed, Doz. 4.20
- Fancy metal Cake Box with carrier, boxed, Doz. 4.50
- 4-piece Cannister Set, Coffee, sugar, tea, flour, Doz. 4.50
- Fancy metal Bread Box, large size, Doz. 5.50
- Olive enamel Cash or Tackle Box, inner tray, large, Doz. 5.25
- Large step-on Glass Cans, Inner 10 qt. galv. pall. Doz. 6.50
- Fireproof glass Coffee Makers, Doz. 6.75
- Colored glass Cocktail Sets, nickel top shaker, 8 gls. Doz. 5.50

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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

JAMES FERREL... working the tie firms out of Hamilton, O., is headed for Kentucky trade day and court day spots.

SALEM BEDONI... has been trailing the Walter L. Main Shows and is reported to be getting the gelt.

ALERT PITCHMEN pick the next spot, while lamenting pitchmen go to pieces.

SI HART... pens this one from Dayton, O.: "After leaving St. Louis on high, I jumped right into Indianapolis and made the races Decoration Day. Saw Leonard Rosen and his crew knocking them over with the gardenias and sun glasses, and I got mine. Don't see how anyone could miss there, thanks to the pipes column for the Decoration Day advice. Nearly 200,000 people there and everyone a buyer. I'll admit I didn't sell everyone of them, but I got a good share. All of which proves that prosperity has already come around that corner. I've come around that corner of doubt, too, for when I see that many people reaching into their kicks for the much-sought-for dough—well, just watch my step and the next time you see me I know I'll have that gold-trimmed Packard."

K. E. ALLEN... from Kansas City, Mo., that he is contemplating working whitestones from the high pitch. He was formerly a partner of the Whitestone Baron, James A. Powell, who died in Chicago several years ago.

A **PITCHMAN** is a well-made man who has grit and determination.

JIMMY LOCKWOOD... pipes that rumors making the rounds to the effect that he has gone to the great beyond is just a wee bit exaggerated. The pan-lifter worker is still one of the happy-go-lucky, successful, long-green gatherers and still packs a punch in his talks.

AFTER SIX WEEKS... of good business on the Main street parking lot at Dayton, O., Decoration Day found Dick and Honey Jacobs and Doc Arthur (Red) McCool enjoying the pleasant surroundings at Indian Lake, Russell's Point, O.

MILTON BARTOK... recently pulled his big working trailer into Erie, Pa., and had all new awnings installed on it.

MANY ITEMS introduced thru Pitchdom have become the nation's best sellers.

WITH ATTENDANCE... near the 200,000 mark at the Indianapolis Speedway Decoration Day, concessioners and pitchmen enjoyed the best

business in the history of the track. They hustled and made two-fisted money talks all thru the night and until the gates were thrown open. Included among the pitch boys there were Hi-Ki King, Bert Dunlap, Ernie Atherton, Claude Oliver, the Kovars, Bill Shellford, Jim Conley, Jack Rothwell, Slim Elam, Si Hart, Frank Kokemiller, George Shields and Doc Parker.

DOC VAN RED FEATHER... is holding down Dayton, O., with his all-colored, minstrel show to a lively business.

MICHAEL (MICKY) GRESKA... and wife, working rad, watches and blades, were seen taking in the long green at Middletown, O., on their way to the Queen City and then back to Detroit until the shops shut down in the Motor City for the rest period during the hot spell.

WONDER IF the wind is blowing with a pitchman who says he is going to put over one of those two-hour knock-'em-dead lectures and concludes in 15 minutes?

TOM A. McCORMACK... is making a celebration at Wellston, Mo., to an okeh take.

SOME SUCCESSFUL WORKERS... sighted in Detroit recently were Bert Glauner, Yoder, Gypsy Brown, Jake Branholtz, Joe Miller, Tommy Hoy and King Lamar.

MANSFIELD, O.... is the scene of Doc Ross Dyar's med emporium and, as usual, he is reported to be doing a swell business.

DOC RAGGET... of the Ozark Laboratories, Nashville, is making spots in Kentucky and is reported to be getting his share of the loose gelt.

LOU WHITEMAN... is holding down a chain store in St. Louis with a demonstration and corraling his share of the filthy lucre.

FAMOUS LAST WORDS: "Where do you go from here?"

DOC GEORGE BLUE... inks from Chicago that Decoration Day was a big one in the Windy City. He adds that he saw Kid Carrigan, of health book fame, going over big with his act in a theater on South State street.

DR. GEORGE LONG... one of the oldest med men in Pitchdom, is still making the med talks and collecting the long green with his two-fisted, get well and keep well lectures in Dayton, O. Other knights seen in the Gem City are Billy Laukhart, Jimmy Lockwood, Doc Elsworth, Bill DuBois and William Thornton, who is still holding down the same old spot on Fifth street and clicking.

PROF. JACK SHARDING... has been making Southern Illinois with his astrology and health talks.

ACCORDING TO REPORTS... drifting in, Bill Godfrey is working the forms to some swell takes.

HUSTLERS' TIPS: A set of six silver teaspoons, a butter knife or a sugar bowl spoon worked on a coupon deal to go with a powder deal should be swell store items. Take all of the items, with the customer making the selection. A giveaway would put over any deal with a trip-hammer result.

SI HART... again unlimbers those big guns, this time in regard the old controversy on whether Pitchdom can or cannot be organized. "For years," says Si, "I have been reading the pipes column and have enjoyed every line I have read. A few years ago I watched with interest a discussion on whether the knights of the stripes and keister could be organ-



STARS and STRIPES and PATRIOTIC PRINTS

Colorful balloons with ideal patriotic appeal. Order stock from your jobber now, and be all set for the Fourth of July.

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Flash Carnival Watches that do not run. 50c each.
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Our sales are increasing. Get your share. New! Great Flash Cover, Printer's Constitution, Ever-ready must have one. Will Rogers' Latest Jokes, 5c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. 3c. Patriotic Calendar, Hot Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE**, 167 Leonard Street, New York.

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RIGHT THIS WAY TO THE BIG SHOW
SUMMER SPECIAL NUMBER
Of The Billboard
Dated June 26 with
This and That About Pitchdom
By Tom Sigourney
As a Feature

DEMONSTRATORS SENSATIONAL FREE OFFER
 Sloane's Nu-Foot Powder—A shampoo for tired, aching, burning, perspiring feet.
 SENSATIONAL demonstration on hands turns 80% of slip. Sell one for 25c, give other free. Man working alone recently took \$170 in one day. Man working solo took \$400 in three days. Hot, I'll say.
DOUBLE GROSS \$9.00 (One gross of each) F.O.B. N.Y.C.

HOT COMBINATION
 Sloane's Corn and Callous Remover—An iodized liquid in swell new package.
FREE—With each double gross you get, absolutely FREE, 1 dozen jars Sloane's Athletes Foot Ointment, wholesale price \$4.50 dozen, a quick 500 seller, 50% deposit on all orders.
SLOANE PRODS. Inc. 143 W. 41 St., New York City

enjoyed the best business of my career in those territories. You can't beat system, and when the presentation is made correctly it always gets results. Human nature being what it is, surprise and suspense are invincible. The public, as I have always seen to it, never knows my business until the passout is ready. Hope the reports of Doc Colby's demise are incorrect. He is a real trouper."

Pitchdom Five Years Ago

John F. Harty, working pens with the coupon system, was batting 1,000 in the Western Ohio towns. . . . Ed Summers was shooting the needle threaders in Indianapolis. . . . Lester Kane was reported to be going over big, working soap in department stores. . . . Hattie Brooks had just added a rooming house to her enterprises in Indianapolis. . . . Jack Dorsey and Madam Zetta, with their colored entertainers, were playing Gettysburg, Pa., to good business. . . . Chief Mack Lone Wolf and the Princess left Albany, N. Y., and headed for Montreal. . . . Dr. Tommy Adkins was grabbing off some real get, working the parking lot adjoining the Plaza Hotel, Indianapolis. . . . Carl Siegler was working Indiana towns with the jam store to fair results. . . . After visiting in Indianapolis for a week Doc Ross Dyer left for Kansas City and points west. . . . Lady Dorothea and company, Jim Reid and Slim Lewis worked Revere Beach, Mass., Decoration Day to good business. . . . Roving Al Burdick was clicking nicely in Pratt, Kan. . . . Sam Cramer, Al Leach and Doc Newman were getting some money on the Boardwalk, Atlantic City. . . . Doc Silvers had his little show rolling merrily along in Oklahoma. . . . Master Rus-syl, mentalist, and manager, Professor King, were working Rockaway Beach to good results. . . . Pete Ellsworth, veteran pitchman, was critically ill at General Hospital, Enid, Okla. . . . After spending six months in St. Louis M. J. Kessler, gummy worker, left the Mound City for points east. . . . News of the passing of Mrs. R. H. (Widow) Rollins brought genuine sorrow to many pitchmen and pitchwomen and to a host of friends in the carnival business. . . . Jack W. Thomas infoed from Moundsville, W. Va., that he was celebrating his empty-first birthday anniversary "by driving over one darn mountain after another." . . . Buren Thornberry and Cotton Williams were sporting long streaming "press" ribbons while working the Indiana State Republican Convention. . . . That's all.

MEN WANTED TO HANDLE STORE ROUTES

SUPPLY NATIONALLY ADV. GOODS TO STORES
 Immediate start. Earn big profits weekly. Chance to establish big-pay Wholesale Business of your own. Handle Nationally Advertised Brand Sundries, Toilet Goods, Cosmetics, Notions, Novelties—including Layman's Aspirin—awarded Good Housekeeping Seal of Approval—advertised in Saturday Evening Post. Put up on attractive Self-Help Counter Displays. Merchants make double profits. You make up to 11%. Get Free Facts. World's Products Co., Dept. 598-A, Spencer, Ind.

ENGRAVERS

New 1937 Catalogue being mailed. If your copy has not been received write today. New Numbers, New Patterns. The most complete line of Signet Jewelry and Electric Engraving Equipment. Always Something New At
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 Attleboro, Mass.
 We Lead, Others Follow.

LONDON TIE FORMS WITH TIES.
 Are Not Artificial Looking.
 Beautiful Ties, all tied on form with adjustable bands, regular \$2.50 or \$-1.00 Sellers, \$1.50 Doz. 25c or \$-1.00 Sellers, \$1.75 Doz.
SAMPLE DOZ. including 3 S5c Ties, all tied with bands \$1.95 Doz., Postpaid.
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 Write for More Information.
TIE FORM SETS, \$3.50 Gross.
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CHewing GUM 22¢ BOX
 RETAILS FOR \$1.00.
 Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (free trial). **GREAT FIELD FOR AGENTS.** Write **AMERICAN CHEWING PRODUCTS CORP.,** 4th and Mt. Pleasant Aves., Newark, N. J.

Slip-Not-Ties
 New Spring and Summer Colors—Silt Lined.
 \$2.50 Doz., Post Paid.
 Send for Sample Dozen.
 Money Back Guarantee.
 Free Catalog.
GILT EDGE MFG. CO.
 Patented. 13 N. 13th St., Phila., Pa.

ized. I was not shooting pipes at the time and I kept myself out of the controversy, but since then I have come to the conclusion that I would rather stick to the lone-wolf route, strictly tending to my own affairs and keep bustling. What would be accomplished if every man and woman in the business were organized? We would take battles into the courts and antagonize an already hostile clique which has not only the sympathy of the courts, but also the power to shut down on us without argument. The courts certainly would not recognize the pitchman's argument that his constitutional rights are being violated when the same ordinances forbid the local merchant as well as the pitchman to block traffic. If they won't permit the merchants who pay taxes, rents and contribute to every whim of the townsmen to blockade traffic how in the world can anyone expect the courts or authorities to grant us the privilege. Suppose we did go to court and did win. Then what? Every town from now on would be flooded with home guards who would have every town in the country hammered to death before we got to it. Why do we don't have that condition now is simply explained. The successful pitchman is

TRIPPO OPININGS: "Did you ever have a beeper in your tip do a lot of rapping and then ask for two at the passout? Just a good pitchman doing the pitching—without passes."

FRED (SMOKY) COLE . . . med performer and pitchman, who is making night spots in Indianapolis, will head for St. Louis soon to join a med show.

CHIEF MEXAS . . . is working the factories at South Bend, Ind., and, as usual, is collecting his share of the cash.

DOC LITTLE BEAVER . . . and Roundy Carruthers have opened their med opry for the season, with the initial opening far above expectations, according to the boys.

PITCHMEN SAYINGS: "I'll work under canvas next year."—Jack Scharding.

HARRY CORRY . . . is going great guns with his auction jams on the Hennies Bros.' Shows.

RAYMOND LINDSEY . . . working the Svengali decks on the Main street parking lot in Dayton, O., did a sell-out business recently. Lindsey has



JOE MORRIS, generally accepted as one of the most capable pitchmen in the business, is pictured here working the tie forms and X-rays. As depicted, huge tips and Joe Morris are synonymous.

strictly an individualist. The successful fellow opens his towns. 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 selling to that particular official and I not only say I do it, but I do. As things are now, towns are open only to those who know their business on how to open and work towns. 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 spitters, 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 cannot 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 his many years in Pitchdom has done his share of the fixing, along with getting as much money as any worker in his line. I cannot, however, conceive why Libby insists that organization will help when he and every sensible person in the business know that Pitchdom cannot, will not and never will be organized."

MORRIS DAVIDSON . . . is working chain stores with ties and tie forms to real takes.

GEORGE A. SAUERWEIN . . . of KAO fame, pipes from Memphis after 16 months of campaigning in Missouri, Arkansas, Oklahoma and Texas. "Have

been working in and out of the city for the last three months.

LUTHEY FREY . . . is reported to be making the farm sales and Saturday spots in Southern Indiana to some good takes.

EDDIE JAMESON . . . and Pat Graham are now in Kansas City, Mo., after concluding a successful nine-week stand in Tulsa, Okla., with colls. They pencil that they are anxious to read pipes from Tim O'Day and Al-schuler.

MEMORIES: Remember when Charlie Stahl, Joe Meyers, Joe Clark, Fred Piker and Red Bowen made Terre Haute, Ind., every spring and the first named acquired the reputation of being the "Will Rogers of Pitchdom"? There was plenty of dough around the "Hut" in those days.

HARRY CARR . . . working the blocks and the blades, has been making the parking lot at Dayton, O., off and on for the last three months.

GEORGE HUME . . . of astrology fame, is sticking close to Columbus, O., waiting for the start of the fair season. He is reported to have a new housecar and working platform.

DR. FRANK HALE . . . wife report that they found business none too forte at the Cotton Carnival in Memphis. Hale is driving a new car and trailer equipped with up-to-the-minute conveniences.

WHEN A PITCHMAN pulls a blank and lets his ego force his back on a tip that he failed to register with it makes one with common sense wonder whether the tip would rather see his back or his face. Guess they both look alike to the tips.

JIM FERDON . . . the Great Pizarro, has left Dayton, O., and is ready for the big drive this summer.

"HERE'S A SHORT . . . pipe from the Motor City to help those who contemplate coming here to pitch," scribbles Hi Hightower from Detroit. "This spot is open and a darn good place to live, but no good whatsoever to the pitchman who is troubled with the shorts. In other words, there are very few lots downtown that a fellow can work. The rent is \$5 per day. If you can grind low and your lungs and pipes are as strong as iron you may make the rent. The factories are out. Some of the boys tell me they are poison to work to, turning your tables over, etc. You fellows who are getting along nicely elsewhere had better stay with it. If you do come here don't fail to bring a brass band, a couple of monkeys and a gila monster with you. Then you stand a chance of stopping enough people to get your cakes and coffee."

THINGS WE NEVER HEAR: "This town doesn't mind if you block traffic."

HAROLD BROOKS . . . is holding down the lot on East Euclid avenue, Cleveland, and has been doing a real business since the opening of the Great Lakes Exposition.

GEORGE SHIELDS . . . of sex, health and astrology fame, made the Indianapolis races and then headed for Fort Wayne and South Bend. Shields has made some alterations on his house and work trailer, in addition to adding a new loud-speaker on the rear of the outfit.

EDDIE DELOY . . . letters from Willacoochee, Ga., that he has joined the J. B. Woods Company and will remain in Southern Georgia and North Florida until Christmas.

SAM GOLDBERG . . . is now associated with Paul Prell on the De Luxe Shows of America as manager of Prell's concessions. With him as

IMPORTANT MESSAGE APPEARS ON THE INSIDE FRONT COVER.
TURN TO THAT PAGE NOW!

agents are Jimmy Hicks and the L. R. Louis." Dave Marvin, also with the shows, reports that business has been good when weather permits.

RAY HERBERS scribbles from Buffalo under date of May 28: "Since leaving New Orleans I worked Cleveland and found it okeh. I'm getting my end here, too. Just closed a deal with a Canadian agent to handle my rad for the province of Ontario. Plan to be in New England for the remainder of the summer. Let's have a pipe, Buffalo Cody."

INCLUDED AMONG . . . the fraternity now in Binghamton, N. Y., are S. Lytel, Sinclair and Ed Leonard.

A PITCHMAN is rarely adverse to discussing the faults of all as long as one doesn't step right on his own toes.

"WHAT'S HAPPENED to the 'Old Home Town Show' from Upper Michigan?" queries Joe Des Roche from St. Louis. He says he would like to read a pipe from Ben Craner.

RICTON "Barnum of the Sticks," inks from Plainville, Ga., that his organization played to two turn-away crowds recently at Adairville, Ga. It marked the fourth time that the unit has exhibited there. Show is now in its 220th week of continuous operation under canvas.

"VERY FEW pitchmen in Chicago," tells Tom Sigourney from the Windy City under date of May 31. "Al Greach and Doc Thomas were two recent arrivals. This will be my last week of store demonstrations." Tom's weekly epigram follows: "When you have learned that you do not know it all, then you are ready to make a definite start on the road to success."

ED OZMAN pens that he saw Milton (Curly) Bartok and William Ruiz work a fashionable summer resort Decoration Day off Curley's new setup to large crowds and some swell takes.

THE SUN is beating down on both sides of the street, boys.

LEONARD ROSEN pulled into Dayton, O., with his crew after making the races at Indianapolis and the Air Circus at Vandalia, O. On his way in, Rosen broke a piston rod. It went thru his motor block along with a lot of the Decoration Day profits.

MARTY PEARLSTEIN, who formerly worked with Leonard Rosen and Slim Rhodes, has opened a picture studio in Toledo.

AL MARKS blew into St. Louis recently and said he was on his way to a hot spot to gather some long green. Al is working the peelers in chain stores and from appearances the boy has been doing some tall collecting.

BILL SHERRICK is going to the Mighty Sheesley Midway to open a jam store. Sherrick is driving a new Packard.

AL HELLER made the Cotton Carnival at Memphis to a so-so business, but came back by cleaning up at the Indianapolis Speedway.

LONSBERRY worked the courthouse corner at Anderson, Ind., with the coils to a swell take.

MORRIS KAHNTROFF is at Bay Pines, Fla., working in and out of the town, mostly to Saturday spots. He is reported to be getting plenty of the long green.

A PITCHMAN is a person who likes to discuss the constitution and laws pertaining to his livelihood but never takes time to read either.

EDDIE (SHIFTY) LEWIS is now in Anderson, Ind., where he has been suffering from a severe cold and a gripe. Writing from the Indiana city under date of May 30, he says: "Talked to several of the boys working here and they seem to be getting their share of the do-re-me. Red Guttridge and Leonard Rosen worked blades and watches to some swell passouts and hot tips. Bill Horner, erstwhile pen worker, returned to town and worked garnishing sets to an okeh business. Harry Cody, of med fame, also worked here with his med demonstrations and had a complete

sellout. He informed me that Goshen, Ind., was closed, but that the American Legion might possibly have it sprung by this time. He also stated that the majority of spots south of Indianapolis are positively n. g. Plan to open here myself in a few days. Where's that pipe, Doc Gene Anderson?"

DR. KREIS pens from Vera Cruz, Pa., under date of May 28 that after two weeks of rainy weather the Gessley Bros. Med Show is again in the land of sunshine. The management, according to Kreis, has welded together a new group of performers for this season. Roster includes Charles Gessley, owner; Mrs. Gessley, general manager and secretary; Helen I. Rex, Happy Jack Graham, Phillips Reno and Dr. Kreis. Recent visitors to the show included Jerry Frantz, Captain John Schremer and Charles Schardt.

THIS DEPARTMENT again calls your attention to another red one. June 20 is Father's Day and razor blades, knives, zipper billfolds and, in fact, any article of merit appealing to man should garner real dough.

THERE WILL BE plenty of folding dough in Oklahoma this season. At least that's Doc Victor B. Lund's contention. Writing from Tulsa under date of May 26 preparatory to leaving for Omaha, he says: "Crops here were never better and the future looks great. In fact, the Southwest section of the State will be ripe for some real workers within the next six weeks. Doc Pete Thomas has his med show going great guns here and expects to show in various parts of the city for six more weeks. Roster includes Doc Pete Thomas, owner; Kenny Larson, Cliff Hayes, Tommy Cooper, Norman Fuller, S. Vaughn, Dot Hayes, Ray Wallock, Jerry Vaughn, Gaylord Vaughn, Jack Walcott, Toby Stafford, Russell Vaughn, Jack Bird, Irene Vaughn, T. Larson, Ruth Shirley and Maxine Ward. Organization is said to be one of the largest in Oklahoma."

AL BURDICK, the roving sign painter, pipes from Attica, Kan., that he has been enjoying a good business since Christmas. He says he found Oklahoma to be in good shape and East Texas okeh. "If anyone doubts that I'm doing the business, tell 'em to look at the signs from here to Lawton, Okla., and from there to Houston," Al adds.

FRANK SULLIVAN and wife, Dorothy, are now in Kansas City, Mo. Frank is commanding a sub-



THE DRUM MAJOR "HIT" DOLL OF THE SEASON

Uniform consists of Bright Red Jacket with Gilt Trimmings, White Pants, complete with appropriate Hat and Gilt Baton. (Do not confuse this Drum Major with Imitations.)

10-in., Gross \$9.00 14-in., Gross \$22.80, Doz. \$2.00

LARGE SPANISH HAT, Fancy
Ball Fringe, Doz. \$1.75, \$19.00
Gross

FUR MONKEYS, Gross. 3.50

FEATHER DOLL, 7 inch, with High Hat, Doz., 70c. Gross. 8.00

SMALL COOLIE HATS, Doz.90

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DEMONSTRATORS PEELER WORKERS

Back up your demonstration with the quality line of Mincers and Garnishing Sets. Approved by Good House-keeping Institute.

We also Manufacture Safety Graters—Rotary Mincers—Orange Juicers—Spiral Slicers—Rosette Cutters—Kitchen Tong—Can Opener—Sharpening Stones—Gas Stove Lighters, etc. Attractively packed—prices right—reliable service.

GARNISHING SETS

ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.

scription crew for a large publishing house there and corraling the long green. Dorothy has been working her demonstration in a chain store to good results.

J. D. GUSTAFSON inks from Chicago that he is doing a fair business in the Windy City.

CHARLES LORENZEN is reported to be working pens in Detroit.

NEW ITEMS
(Continued from page 69)

one of the most practical and safest ever marketed. It has a lateral brace on each side, which gives it six points of solid contact and prevents it from falling sideways. The more weight placed on the stool, the more rigid it becomes. It is made of yellow pine, varnished in natural color, stands 24 inches high, weighs eight pounds and is sturdily constructed. It folds flat when not in use. Attractive price makes it a profitable number.

JUNE SPECIAL

Elgin & Waltham Rebuilt Watches

7 to 15-j. Special **\$2.25**
16-Size \$2.95.

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Mountings from 1 1/2 x 2 up to the largest sizes. Sparkling new designs, surprisingly moderate prices and rush service. Write us for illustrated circular. Miniature samples 25 cents, postpaid.

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SPECIAL: PLUNGERS \$18.00 Gr. & Up.

Complete Line Pens—Penolds—Sets—Combos and Plungers

Send for Our Latest Price List!

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WATCHES ELGIN and WALTHAM

PRICED FROM \$2.95

Send for our Free Catalogue showing you the biggest values in rebuilt watches.

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301 Sanson St., Dept. L, Philadelphia, Pa.

Dippy-Top

Early reports from jobbers and their customers indicate that Dippy-Top, new toy item, is destined to be a real hit. Pitchmen, demonstrators, fair workers and canvassers report that it has the flash and appeal to catch the customers' eye and novelty and mystery elements to sell itself. "It starts where others stop," is the way the manufacturer, Glenn Sales Company, describes it. Dippy-Top starts to spin on its side and then suddenly and amazingly climbs up onto one of its points and continues to spin merrily along.

It can be spun on any surface, indoors or outdoors. Is adaptable for a variety of tricks and lends itself to interesting contest promotions.

Item is extremely easy to operate and comes in two popularly priced sizes. Interested parties are urged to get in touch with their jobbers to get samples and further particulars about Dippy-Top.

New York Bull's-Eyes
By WALTER ALWYN-SCHMIDT

BUSINESS began to move during the last few weeks. Warm weather brought out curb merchants and things were made lively by street crowds. Amusement parks, where the games were kept fairly busy, enjoyed the same experience. This is good news because the trade was getting a little jittery, altho I fail to see why. In looking over the various pitches it strikes me that the boys are somewhat short of originality. With so many new articles in the market I cannot see why they should spend their valuable time and ability trying to sell articles that were novelty when Wilson ran for President. Maybe some of these articles are left over from last year, but a call at their dealers might remind them that we are living in the spring of 1937.

Cameras and sporting goods head the list for best sellers thus far. One dealer informs me that he is 50 per cent ahead of last spring on them and there is every indication that the demand will rise during the summer. Pictures, ornaments and mirrors are other good articles that are expected to do well this season. Don't forget jewelry. You should add at least 40 per cent to last year's take on them. What about lamps and lamp shades? One man tells me that he has increased his order a quarter more and hopes to do better in the fall. Here, too, are a few tips for special outdoor promotions. Push electrical lighters and dash-board compasses with autotests. Thermometers and weather forecasting equipment have been taking well in farm regions. New interest in tiny cameras has also been noted.

With the thermometer rising and men getting busy for the summer it is not easy to rouse interest in something that may happen this fall. However, there will be few of my readers who will want to buy men's gloves later in the year for winter spot promotions. Prices in lined gloves are stiffening. At present it looks as tho \$1 lines might be a thing of the past by the time some of the men want to do their buying. As \$1 lines are becoming a feature in pitch selling these price increases may turn out to be a nuisance and I feel that operators should be forewarned. I am afraid price increases will hit hardest in the .66 per dozen lines.

Here's a tip that may come in handy. Spring business in some articles has fallen behind expectation. Women's dress ornament field seems to be most affected. If you happen to be in the market you will find it worth your while to do a little shopping. Some good values are waiting to be picked up by a keen buyer. Not everyone can make use of this kind of an opportunity, but it is a good thing to know.

Appropos of my recent remarks about unusual locations for permanent pitches a friend infos that he has been doing fair business for several years by making the out-of-the-way beaches and lakeside resorts, featuring balloons, toys and beach articles generally. It is difficult to get located in these spots but an approaching road generally can be covered.

Hartmann's Broadcast

SHOW him where employment conditions are good and the showman is always interested. We believe something good along that line is contained in figures recently released by the Social Security Board, altho where the number of those employed in a given State or territory is greater it does not necessarily mean that money is more plentiful for amusement there than in a State or territory where less people are employed. The amount of wages paid is the big item.

Up to a short time ago a total of 2,711,708 employers of one or more persons in steel, automobiles, textiles, electrical and mechanical appliances, lumber and woodwork, food processing, building supplies and other industrial and commercial groups, whose employees will benefit under the federal old-age benefits provisions of the Social Security Act, had reported to the Social Security Board since November 16, 1936, that their employment rolls numbered 26,696,137 wage earners.

These figures and also the number of employers by States were made public by the Board along with a State breakdown as of the same date of the 26,610,466 employees who have filed applications for Social Security account numbers and for whom Social Security accounts are being set up for their participation in the old-age benefits program.

A few employments, such as agricultural labor, domestic service in a private home, casual labor not in the course of the employer's business and several others, were not covered in the figures. Workers who are not in covered employment may become covered as they transfer to work in industry or commerce, whether full time, part time or on a temporary basis.

As to the difference of 85,671 in the number of wage earners who have filed applications and the number of workers the employers have reported on their rolls, the Board stated that applications are still being filed with local postmasters and that its Bureau of Federal Old-Age Benefits is receiving applications from post offices at the rate of approximately 40,000 daily. The Board estimated that ultimately there will be active records set up for 40,000,000 workers.

Six Eastern industrial States—New York, New Jersey, Pennsylvania, Delaware, Maryland, West Virginia and the District of Columbia—account for 8,495,026 employees who have filed their applications for Social Security account

numbers. This group is almost one-third of the total number of workers who have filed applications.

Six Central States east of the Mississippi River account for the next highest number of employees who have made application. The number in this area, including Ohio, Indiana, Illinois, Michigan, Kentucky and Wisconsin, is 8,701,265.

The New England States list a total of 2,361,727, of which 2,007,030 are in the three "lower tier" States of Massachusetts, Rhode Island and Connecticut.

The five Southeastern States of Virginia, North Carolina, South Carolina, Georgia and Florida have a total of 1,920,231. States of the "Deep South"—Alabama, Mississippi, Tennessee, Louisiana and Arkansas—have a total of 1,253,611.

In the trans-Mississippi area, comprising Missouri, Kansas, Iowa, Nebraska, Minnesota and North and South Dakota, a total of 1,922,153 employees are holders of account numbers.

The Southwestern States of Oklahoma, Texas and New Mexico have a total of 1,267,346 for whom the initial old-age benefits records are being established.

In the Rocky Mountain States of Montana, Idaho, Wyoming, Colorado, Arizona, Utah and Nevada account numbers are held by 523,658 employees, and in the three Pacific Coast States of California, Oregon and Washington account numbers have been assigned to 2,091,896.

The number of employers in each State who applied for identification numbers and the number of workers in each State who applied for Social Security account numbers are as follows:

| State | Employers who have applied for identification numbers | Employees who have applied for social security account numbers |
|----------------------|---|--|
| Alabama | 25,576 | 311,940 |
| Alaska | 867 | 4,999 |
| Arizona | 7,592 | 72,114 |
| Arkansas | 20,363 | 145,779 |
| California | 184,351 | 1,577,339 |
| Colorado | 25,309 | 181,102 |
| Connecticut | 39,231 | 510,821 |
| Delaware | 5,692 | 58,294 |
| District of Columbia | 16,831 | 160,983 |
| Florida | 43,407 | 326,782 |
| Georgia | 40,971 | 426,043 |
| Hawaii | 3,281 | 68,554 |
| Idaho | 9,405 | 57,796 |
| Illinois | 190,094 | 2,028,961 |
| Indiana | 68,883 | 719,499 |
| Iowa | 52,722 | 326,919 |
| Kansas | 40,439 | 245,240 |
| Kentucky | 29,996 | 320,955 |
| Louisiana | 26,709 | 288,907 |
| Maine | 18,146 | 174,747 |
| Maryland | 45,175 | 394,706 |
| Massachusetts | 105,205 | 1,271,185 |
| Michigan | 101,502 | 1,374,187 |
| Minnesota | 56,070 | 409,039 |
| Mississippi | 17,777 | 127,183 |
| Missouri | 88,405 | 697,080 |
| Montana | 11,589 | 74,641 |
| Nebraska | 29,114 | 154,520 |
| Nevada | 3,071 | 19,678 |
| New Hampshire | 11,034 | 119,387 |
| New Jersey | 103,488 | 1,077,369 |
| New Mexico | 6,772 | 44,945 |
| New York | 439,238 | 3,948,650 |
| North Carolina | 38,006 | 524,940 |
| North Dakota | 11,585 | 40,088 |
| Ohio | 147,775 | 1,698,698 |
| Oklahoma | 43,584 | 314,215 |
| Oregon | 22,706 | 182,814 |
| Pennsylvania | 193,776 | 2,517,871 |
| Rhode Island | 14,619 | 225,024 |
| South Carolina | 18,161 | 253,105 |
| South Dakota | 11,228 | 49,267 |
| Tennessee | 33,180 | 379,802 |
| Texas | 122,600 | 908,186 |
| Utah | 9,860 | 82,855 |
| Vermont | 6,987 | 60,563 |
| Virginia | 35,775 | 389,361 |
| Washington | 39,701 | 331,743 |
| West Virginia | 22,692 | 350,153 |
| Wisconsin | 65,287 | 558,965 |
| Wyoming | 5,981 | 35,472 |

WANTED
For American Legion Fair,
SUNMAN, IND., SEPTEMBER 17-18.
Shows, Rides, Concerts, Colored Orchestra,
Cowboy Band.
E. W. HOWREY, Secretary, Sunman, Ind.

J. HARRY SIX ATTRACTIONS
WANT FOR THE FOLLOWING DATES:
JEFFERSONVILLE, IND., Benefit Children's
Playground, June 14-18.
HARDINSBURG, KY., Volunteer Firemen, June
21-28.
HARTFORD, KY., American Legion, June 28-
July 5.
Chaplains, Shows, Legitimate Concessions..
BARDSTOWN, KY., This Week.

WANTED
Experienced party take complete charge FROZEN
OUTFIT. Preference given party with
small truck. Join immediately. Wire and come on.
JACK MURRAY SHOWS
Wheaton, O., this week.

**WANTED FOR
BARNEY BROS. CIRCUS**
Working Men in all departments. Sill Maker, Tramp-
let Player, strong Side Show Acts, Jig Band, Top
salary. Ed Oates, Bob Hoffman, George Adams,
Elmer Voris and wife, can place you. Ellensburg,
Washington, 14; Cle Elum, Washington, 16.

PARIS TO HAVE
(Continued from page 36)
that offered at the parks and the street
fairs. The Raccos, teeterboard tumblers;
Two Mathis, cyclists, and the Newton
Trio, acro comics, are at the open-air
circus in the Jardin d'Acclimatation.
Djelmako Jr., wire walker, is at Luna
Park.
The Cirque Fanni, tent circus; Geo-
rgiano's Menagerie, Durwal's dog show

For SPEED and ACCURACY
Lower Intrastate Rate in All But a Few States
**TELEGRAMS * CABLEGRAMS * RADIOGRAMS, ERRAND
SERVICE * MONEY ORDERS**
USE
Postal Telegraph
Phone your telegrams. They will be charged on your bill.

GRUBERG WORLD'S EXPOSITION SHOWS
WANTED—Whip Foreman and Ferris Wheel Foreman, top salary. Must be sober and reliable. Harry Fox, wire.
BILL SYLVIN wants for Circus Side Show, Mind Reader and Freaks of all kinds. Floyd Fowler, Marvin Alfred Green, Lady Dorothea, wire. Can place you. Good treatment. Salary paid out of office.
WANTED—Legitimate Concessions of all kinds.
WANTED—One more Sensational High Free Act for long season. Must be really sensational.
Don't Write, **WIRE MAX GRUBERG WORLD'S EXPOSITION SHOWS**, this week, Newburgh, N. Y.; week June 14, Kingston, N. Y.

GOODMAN WONDER SHOW WANTS
Have most beautiful, complete outfit for Girl Show, with own Band. Also have beautiful outfit for first-class Colored Minstrel Show and Band. Payments either from office or percentage.
AL DENBERGER WANTS Motordrome Riders immediately, both Trick and Straight Riders for Straight Wall Drome. Top salaries or percentage. Top salaries or percentage to parties who can make Openings or Grind. State all in first wires, account short notice. Long Fair Season. Address
GOODMAN WONDER SHOW
Ft. Wayne, Ind., June 8 to 17; Grand Forks, N. D., to follow.

AL. G. HODGE SHOWS, Inc.
WANTED—Organized Minstrel Show. Salary out of office. Have complete now outfit. Will build Shows for right party. Want to hear from 8 or 10-Piece Uniformed Band. WILL BDDK a few more Concessions. Fair Secretaries and Celebration Committees write or wire us. We invite your inspection. We have two open weeks. Address
W. M. TUCKER AND ANDY CARSON, Managers; HARRY W. LAMDN, Personal Representative, Hammond, Ind., this week; Gary, next week

**WANTED CONCESSIONS-SHOWS
— AND FREE ACTS —**
For the following Celebrations
HAMMONTON, N. J., JUNE 21-26; BORDENTOWN, N. J., JUNE 28-JULY 4; FARMERS' PICNIC, BELVEDERE, N. J.
LIBERTY FAIR & AMUSEMENT CO.
144-146 Van Winkle Avenue, Jersey City, N. J.

GROVES SHOWS WANT
Side-Show People, Photos, Diggers, Concessions that work for stock. Will book Shows with or without own outfits. Knightstown, Ind., June 7 to 12; Greenfield, Ind., Firemen-Legion Celebration on the Streets, 14 to 19. All communications ED GROVES, as per route.

BROADWAY SHOWS OF AMERICA
WANT SHOWS. Also Talkers for Monkey Circus and Girl Revue. **WANT** Cookhouse and Concessions of all kinds. Can place Promoters for Contests.
A. T. SMITH, Mgr. J. F. DEHNERT, Gen. Agt.
Charleston, W. Va., Week June 7

ATTENTION CARNIVAL MEN ATTENTION
AS USUAL THE LOWEST PRICES IN THE COUNTRY.
THE JOHN ROBBINS COMPANY
340-42 THIRD AVENUE, PITTSBURGH, PA.
LARGEST LINE OF FAIR — CARNIVAL — BAZAAR — AND BINGO MERCHANDISE.
Sum of Every Description. No Catalogue.

and two open-air circuses are at the street fair along the Boulevard Richard-Lenoir.
Bobby May, the American juggler, and the Norwich Trio, acro comics, are at the Empire. Max and his Gang, clever dog act, and George Campo, acrobatic comedian, are at the Ambassadeurs. Maurice and May, comedy cyclists, are at the ABC. The Ennags, comedy acro, and the Mathis, cyclists, are at the Pett-Casino. Willy Woltard, hat juggler, is at the Paramount.

**Central State Shows
WANT**
Snacks, Geck, Grind Shows, People for Ten-
One, Dancing Girls for Girl Show. WILL
BOOK Photo Gallery, Pony Ride, Loop-
Plane, Tilt-a-Whirl. **WANT** Agents for Stock
Concessions, Penny Pitch and Mouse, percentage.
Have two July 4th Celebrations, eight bona-fide
Nebraska Fairs. Wire or write
P. M. MOSER, Osborne, Kan., week June 7.

Steve FARKAS and Betty KALISTER

Champion STILT WALKERS of U. S. (only woman stilt walker in the business)



DANCING

THE TALLEST ATTRACTION IN THE WORLD

For FAIRS—PARKS—CARNIVALS—VAUDEVILLE. A Sure-Fire Novelty Attraction. Have own Sound Car. WANTED: A BOOKING AGENT For Open Time Address

STEVE FARKAS, The Billboard, 1564 B'way, 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 a system where by grand-stand shows could be varied from day to day thruout fair week. Mr. Hull is secretary of Sandusky County Fair, Fremont, O. He is correct in the statement that a daily change of free-act programs would offer more incentive to the public for repeat visits to the grand-stand show. In our estimation, however, it is anything but a practical way to look at the situation.

Thru actual experience on the fair circuits with traveling grand-stand shows this commentator knows what a problem it often is to move to the next date over Sunday, erect rigging and props, routine the show and be rested enough to present a suitable offering Monday afternoon. Good free attractions are usually complicated ones—first-rate performers need energy to work with and, more than that, need time and care in preparing themselves for a date.

As it is, it is a difficult job to have a high-pole, high-wire or flying act ready to work on Monday after a Saturday closing. Unfortunately, acts on fair circuits do not have the aid of numerous prop men and assistants found on circuses. It's pretty much of an individual proposition and we wonder what the poor people would do if they had to put up and tear down every day. Mr. Hull's suggestion, altho theoretically true, is not practically sound.

There are methods, however, and evidently very successful methods, of encouraging repeat attendance in the grand stand. A couple of the larger booking offices have convinced some fairs that they may increase their grand-stand attendance by adding more special race-track and stage attractions thruout fair week. And some of the wise fair men are willing to book single-day attractions on the weaker days of the engagement. Why be content merely with auto races on Saturday and trots with the rest of the week? It is a simple matter to arrange for two or three other specials to build up early-in-the-week matinees and still not interfere with the horses. Small organized rodeos, thrill attractions such as automobile, motorcycle and airplane dare-devils in the afternoon, or name bands, radio personalities and any number of other attractions can be trumped up for evenings.

Attractions such as these, together with a well rounded-out, smooth-running revue and array of circus acts, will go a long way toward increasing attendance. Think about it.

SPRING-SUMMER number of The Sawdust Ring, official organ of the Circus Fans' Association of Great Britain, contains one of the most comprehensive compilations of first-rate circus lore this pillar has seen between two covers in a long, long time. W. S. Meadmore, the editor, has gone to great lengths this time to make his book as truly international as possible. The stories and art work are of the highest character and offer an evening of extremely pleasant entertainment. Circus fans shouldn't miss it.

J. Frank Hatch, until a few weeks

ago in control of the rejuvenated Hagenbeck-Wallace Circus, in New York for a couple of days last week. Charles J. Meyer, builder of the tent-cooling machine now in use on Charles T. Hunt's Eddy Bros.' Circus, in to explain how his outfit works. It looks like the young fellow has something. According to reports, the creator of cool breezes is proving entirely satisfactory as the Eddy show plays thru the East. Lalo Codona, Rose Sullivan and Clayton Behee, current standard bearers of the world-famous "Flying Codonas" title, received a rave notice in a recent edition of *The World's Fair*, British amusement paper. They will remain in England indefinitely. . . . New York WPA circus, playing under canvas in and around this city, has been receiving plenty of nice breaks in the dailies, thanks to the clever work of Wendell Goodwin, the press rep.

J. W. SHILLAN, managing director of the British Motorboat Manufacturing Company, London, writes that his Rytcraft Scoota-Cars, miniature automobiles, created quite a sensation in the streets of the British city during Coronation festivities. Shillan infos that during the day they were bedecked with bunting, crown and red, white and blue coloring, and at night were illuminated by a strip of gaudy lighting. The midgetmobiles are powered by a two and a half h. p. engine, have three speeds and reverse, and travel at top speed of 45 miles per hour. He has been using them for exploitation stunts over there, but plans to introduce them to the American amusement market shortly.

Joseph H. Hughes, of the George A. Hamid office, is convinced that the old adage, "They can't come back," is nothing more than a myth. Joe watched Mike Cahill, veteran performer of the air, work last week in Steeplechase Park, Coney Island, N. Y. He was seriously injured just about a year ago at Playland, Rye, N. Y., and almost everyone called it curtains for the career of Mike Cahill. He's working again, tho, cloud swings 'n' everything, with just as much grace and ease as he has for years and years. We need more fellows like that.

Visitors to White City Park, Worcester, Mass., say the park's new (or rather re-decorated) entrance is worth seeing. Has all sorts of fancy yet graceful lines and all ends of illumination. . . . Charles R. Miller, manager of Luna Park, Coney Island, N. Y., has never been on a ride in his life, altho he has spent more than a quarter of a century around them.

Wixom Jailed as Wild West Failed

CINCINNATI, June 5.—John Douglas Wixom, of Janesville, Wis., who was to have put out the Wixom 808 Ranch Wild West, is in jail at Rockford, Ill., charged, according to a wire yesterday to *The Billboard* from Paul T. Johnson, sheriff of Winnebago County, with issuing worthless checks. The sheriff says "Wixom purchased gas and oil from local gas stations for which he gave three checks, totaling \$82, issued on Sullivan State Bank, of Sullivan, Wis., at which he had no account. He has been arraigned in our county court and asked for continuance of hearing. I also hold warrant for him from De Kalb County for drawing check with no account in same bank."

It is also said that a bad check was given to the U. S. Tent and Awning Company, Chicago.

John Ellis, who was to have been with Wixom, submits the following data pertaining to the proposed show: "I was to have been on press back and my wife in wagon. On May 19 I received word from Wixom requesting us to report at once at Rochelle, Ill.—show to open

HOW A TOWNER FEELS WHEN HE SEES AN AMUSEMENT JOB WELL DONE Watch for

The Show That's Never Finished

By Gene Whitmore Editor "American Business" In an Early Issue

Barnes Vancouver Engagement Fine

VANCOUVER, B. C., June 5.—The A. G. Barnes-Sells-Floto Circus arrived here from Bellingham, Wash., on time for a two-day stand of four shows on Cambie street grounds. Only five poles were used for menagerie, owing to bleachers being in way, but canvas was folded back over them.

Weather was perfect, except that evening performance of second day was put on under a 35-mile gale, which did considerable damage in the city but not to the circus. Both night shows were to capacity, and matinee houses were well filled. Generous audiences stayed to see the famed Lephahons.

The papers gave much space to the activities. *The Daily Province* printed on page one of magazine section a full-page story, as well as pictures taken by own staff photographer, and accompanying stories. *The Sun* had pictures and stories and full back page of magazine section; *The News-Herald*, pictures and story as well as a special article, full column, by George Wright, columnist.

Lou Lucille was hostess at a party given in honor of Sterling Dukenbrod, Side Show manager. There was a birthday cake with candles and the band playing *Happy Birthday to You*. Among those present were Pete Staunton, Jubilee Singers and Dancers, Brown's Band, Serpentina; Earl Graham, juggler; Frances O'Connor, armless wonder; Mr. and Mrs. Tom Thumb, Paradise Radio Hawaiians; Johnny, the Frog Boy; Maurice Eugene, Thomas Hart, George (Red) White and George Johnson.

Alma Taylor, equestrienne, is laid up in Portland, Ore., with a sprained ankle, but will join as soon as she recovers. Jid Cotton, ticket seller, left the show at Bellingham. The clowns entertained 35 youngsters in the orthopaedic section at St. Joseph's Hospital at Bellingham. Harry B. Chipman reported fine business and good weather at Bellingham, Seattle, Longview and Aberdeen in Washington.

The local branch of CFA entertained a number of performers at Hotel Vancouver.

May 29. On arriving found there was no show. He told us that everything was bought and paid for, had brought all stock, cowboys and girls to Janesville and would have them on lot morning of May 28. Said that he had placed ads in Rochelle and De Kalb papers. Several acts which he had written, including Chip Morris and wife, Dewey Scott, Cossacks and several cowboys arrived May 27. That night Wixom was arrested at Rockford charged with issuing bad checks, leaving show practically stranded.

"Show was to open in Rochelle May 29, then go to De Kalb, auspices Veterans of Foreign Wars. Knowing it was impossible to open unless some arrangement could be made with organization we were to show under, I drove to De Kalb and got in touch with J. C. Stevens, justice of the peace and an officer of the veterans. Stevens brought show or what was left of it to De Kalb (after footing several bills), playing show Sunday and Monday in order that performers could return home. He bought seats and lighting equipment. There was a fair house Sunday matinee and a good house at night. What show did on Monday I don't know, as we left for home. Grand Rapids, Mich., Monday morning."

GOLD MEDAL SHOWS
WANT
Scenic and Pictorial Painter to join at once. Shorty Dato, Jimmie Frye, John Starkoy wire. Want Openers and Grinders for various shows. Want Foreman for Octopus. Must be able to drive semi. Also want Ferris Wheel Foreman and other ride help. Niles, Mich., this week.
MEMBER AMERICAN CARNIVAL ASSOCIATION
HIGHEST STANDARD OF ATTRACTIONS

WANTED
McKEE AMUSEMENT CO.
Shows, Rides and Concessions that work for stock. WILL BOOK OR BUY Merry-Go-Round, TWT-a-Whirl, Loop-o-Plane. We have two of the best Fourth of July spots in Kansas. Wire or write J. McKee SHOWS, Marion, Kan., at once.

WANTED
Six Pygmies
Dwarfs or Little People. Answer singular or in number to MIGHTY SHEESLEY MIDWAY, Lansing, Mich., week of June 7; Grand Rapids, Mich., week June 14. Address all to
J. M. SHEESLEY

FREAKS
CEDAR POINT, O.
Pleasant Summer's Engagement Commencing June 12.
WANT Half-Half, Glass Blower, Great Bernardo, two other good Acts. Don't write, wire JOE AUSTIN, Commercial Hotel, Sandusky, O.
RIVERVIEW PARK, DES MOINES, IA.
greatest opening in years. Enlarging midway. Put shows and attractions of all kinds write or see ABE FRANKLE, Mgr., Riverview Park, Des Moines, Ia.

RIDE HELP WANTED
Ferris Wheel Foreman, Raymond Cuesta (Spaghetti) answer, Jack C. Flowers, wire. FOR AUTO SKOOTER, Men with experience.
BERTHA MELVILLE.
Myrtle Beach Attractions, Myrtle Beach, S. C.

LETTER LIST
(Continued from page 74)
Strozz, Mrs. Wight, Amber
Midred Williams, Mrs. Des
Wallace, Mrs. Amelia Williams, Louise
Amelia
Gentlemen's List
Alfred, Jack
Allen, Doc Harry
Allen, Ethan
Allen, Oliver J.
Bailey, William
Barwell, Wilfred
Leonard
Bennett, James
Berns, H. Bernia
Briehahn, T. J.
Brown, Earl
Bryer, Bill
Bryer, Charles
Bullen, Emmet
Burk, Earl
Burke, John J.
Carnegie, William
Carr, John & Irene
Castigan, Edward
Castle, John R.
Comers, Biddy
Covington, John
Covington, Johnie
Daniels, True
Davis, Cecch
Davis, James N.
Delmar, Jane
Dyer, J. L. (Tony)
Foust, Ike
Flaming, John
Foster, Doc
Freeman, Rob L.
Gordon, The Great
Grant, Sol
Haley, Walter
Harris, Frank
Harris, Happy
Harré, H. A.
Tex Webb
Heller, George R.
Henderson, E. G.
Henderson, Frank
Horn, Henry L.
Hoffman, Col.
Holland, Chet
Honest Ed & Alice
Howe, Rex
Hunter, Blacky
Johnson, J. H.
Johnson, Texas
Kest, A. (Red)
Kingston, Ola
Kiro, Dr.
Les, Roy Earl
Lewis, Malcolm
Lima, L. O.
Litté, G. F.
McJinnis, Mack
Martin, Peter
Miller, Art
Miller, Floyd B.
Minor, Frank
Mitchell, E. S.
Mitchell, Ray
Moore, Eddie
Moore, Binnie
Moore, Claude E.
Murray, Blackie
Miller, Charles J.
Pope, Charlie
Powell, Speedy
Purtutt, Wayne
Reynolds, E. W.
Rice, W. H. (Bill)
Rhodes, Fred
Rounds, Jimmie
Rounds, Jimmie (Leonard)
Russ, Charlie
Sayvilla, Henry J.
Sewell, O. M.
Sims, J. Wilmer
Sisk, Pat
Sloate, Joe
Spencer, Charles O.
Spencer, B. P.
Stanley, Paul
Twohouse, Chief
Verdon, Mark
Wallace, B. P.
(Snakes)
Warner, G. D.
Westmoreland, Melvin (Sticks)
Williams, Poe Les
Wilson, Charlie
Marcell
Wilson, Ed I.
Yeager, Robert
Edward
Zeidman, Al
Zemerville, M.

Notes From the Crossroads

By NAT GREEN

RADIO is coming into quite general use among the better carnivals as a publicity medium and from all reports is proving very successful. Several Midwest shows have not only made broadcasts from station studios but also have arranged to have a portable mike on the lot for broadcasting direct from the various shows. As carnivals improve—and the keen competition that now exists is forcing improvements—they undoubtedly will make greater use of the radio, billing and other means of publicity than they have in the past. Such publicity is bound to have a beneficial effect—provided the show has something worth while to sell.

"The folks are circus-hungry this year—I know, because my pass list is extensive," writes Bob Hickey, H-W public relations man. . . . "Give us the weather and we'll pay off the mortgage on the old farm," says he. . . . Kent Hosmer, Beckmann & Gerety press man, took time off to run in to Chi from Kan-kakee. . . . Something went haywire with some of those hot tips Kent received from St. Louis! . . . R. L. Lohmar hop-scotching in and out of the Windy City as his opry, Hennies Bros.' Shows, plays this territory. . . . J. L. Streblich, Showmen's League sec, visited Royal American Shows and Hennies Bros. at Peoria. . . . W. R. Hirsch, former carnival owner and manager of the State Fair of Louisiana, Shreveport, will be in Chi for the Brad-dock-Louis fight. . . . W. H. Hohenadel, editor *The White Tops*, in from Rochelle, Ill., for a visit with the boys. . . . N. Harry Canele, former showman, now busy shipping candy by the carload, and Harry Atwell, the old photog, visited Dennis and Edna Curtis at their home in Westmont, Ill., last week-end and also took a peep at Brookfield Zoo. . . . The Curtises have a beautiful home, also fine training quarters for their several animal acts. . . . They'll soon be off to play the Class B Canadian fairs, followed by a long string of fairs in the States.

C. W. Finney, H-W general agent, made a flying trip thru town last week, getting the show set for Midwestern stands. . . . The folks in Madison, Wis., are mildly excited over the possibility of Col. Tim McCoy launching his proposed Wild West show from that point next season. . . . Dr. Roswell T. Pettit, noted surgeon and ardent circus fan, left his home at Ottawa, Ill., this week with Mrs. Pettit and their two children for a three-month trailer trip thru the West. . . . The doc is writing a series of travel articles for *Trailer Travel* magazine. . . . Eddie Bitter, dialectician, in from a long road trip but soon will be hitting the high spots again. . . . Gertrude Carpenter, well-known aerialist, has her photo featured in this month's *National Health Review* as the girl with the ideal figure. . . . She also is to be featured in several other health mags for her perfect teeth. . . . Roy Osborne, maker of mechanical amusement devices, in from St. Louis looking over some commercial prospects. Gardner Wilson is doing great work on the Al G. Barnes-Sells-Floto Circus. . . . Current *Screen Guide* carries two pages of informal photos of screen celebs enjoying the circus. . . . Tops in posing shows, for our money, is the French Casino on the Royal American Shows. . . . It would adorn the swankiest night club! . . . Carl Sedlmayr and Elmer and Curtis Velare must be given credit for having inaugurated a new era in collective outdoor amusements.

Arthur (R-B) Hopper last winter said he knew where to find a circus poster that antedates most of those possessed by collectors. . . . A few days ago he shipped the poster from Boston to Harry Atwell in Chicago. . . . It's a half-sheet of the 4-Paw Wild West Show and must date back at least to the 1860s. . . . Does anyone recall the 4-Paw Wild West? . . . It's a new one to us—but then we're just a youngster! . . . H. C. (Doc) Ingraham into Chi from the West Coast, . . . Gene Autry, singing cowboy,

whose radio and picture work has brought him into prominence as a Western star, cut quite a figure in the Loop last week in his resplendent regalia while playing the Chicago Theater. . . . Burt L. Wilson pens from the Baker Hotel, Dallas, that he ran across "Neighbor" Nat Rodgers and Al Humke, who will be with Nat at the Bowery, Dallas expo, and the trio "put it up and took it down" for a couple of days.

Resort Crowds Brave Rain For Opening at Salt Lake

SALT LAKE CITY, June 5.—Altho there was rain for openings of Lagoon and Saitair, good crowds attended. Lagoon opened on May 29, featuring free dancing with Verdi Breinholt's Orchestra. Enlarged and deepened pools are new at Lagoon, but cool weather prevented much swimming. Flowers at Manager Julian Bamberger's Davis County spot are in bloom, adding much to its attractiveness. Mondays will feature free auto gate with 2-for-1 attractions. Saitair has Carol Lofner's Band but charges for dancing. MCA bands will alternate every two weeks. Saitair has been repainted and renovated, and Manager Thomas M. Wheeler expects big business. The lake is higher, which will add a little to bathing, altho one has to ride a little train out to deep water. Mondays will be 10-cent days. Sunset Beach and Black Rock have most bathing business because of their proximity to deep water. Free picnic grounds and a 10-cent admission attract automobile crowds, with dressing in cars possible. Ira Dern and Hal Thompson run Sunset and Gail Smith Black Rock.

Seils-Sterling Briefs

FOND DU LAC, Wis., June 5.—When Seils-Sterling Circus was at Madison, Wis., Mr. and Mrs. Fred K. Leonard had an enjoyable visit with "Baraboo Bill" Kasiska, circus fan, also August Moulton and Mr. Van Guilder. At Baraboo Mrs. E. V. Hokum and son, Ray, entertained them at dinner and made a tour of the city which included visits to the Elks Club, former Ringling home; the old Ringling quarters and the Ringling Hospital.

Buddy Wedin, who was injured the opening night at Springfield, Mo., is still at the Springfield Baptist Hospital, improving slowly.

Grace Orton Liedky has added a 110-foot teeth slide to the finish of her iron-jaw act.

Notes From Europe

PARIS, May 31.—The Cirque Pinder, three-ring tent circus, is touring France with big bill, including quartet of bike racing stars, Targas and his tigers; Rubio Sisters, acro; Six Victorias, cyclists; Ida May Midship Girls, aerial flash; Romanos, acro; Kremu Family, Miss Bauvez and the clown troupe the Leonards.

The Cirque des Allies, under direction of M. Sturio, is touring France with the Hongrois Troupe, jockeys; Mazzonis and Rossi leapers; Renzcos, contortionists; Arizonas, Western novelty, and the Sandros-Alphonsos troupe of clowns.

The Cirque Medrano big top is playing the Atlantic Coast regions.

The Ivanofis, bar act; Manetti Trio, jugglers, and Rexy Trio, comedy acrobats, are at the Casino Municipal in

Resorts in New England Attract Over 3,000,000 During Holidays

BOSTON, June 5.—Decoration Day week-end drew more than 3,000,000 to New England beaches and amusement parks from the Maine coastline to Long Island Sound in high temperatures and clear weather. An early bathing season helped make it the biggest Decoration Day crowd in recent history.

Horse-racing fans at Suffolk Downs created heavy traffic for miles from Summer Tunnel entrance to South Station. Railroads used every available locomotive and coach, tickets for many trips were exhausted and trains were sectionized. Nantasket-Boston steamboat service reported the biggest week-end in more than 20 years, about 15,000 using the two boats between Boston and Nantasket and Pemberton.

Revere Beach was host to 300,000; Nantasket Beach, 200,000; Salisbury

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POLK COUNTY FAIR, FERTILE, MINN.
MAHNOHEN COUNTY FAIR, MAHNOHEN, MINN.
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75th INDIAN MASSACRE CELEBRATION AND FAIR EXPOSITION, NEW ULM, MINN.
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18th ANNUAL FREE HOMECOMING, JACKSON, MO.
PERRYVILLE ON PARADE FREE HOMECOMING CELEBRATION ON THE STREETS, PERRYVILLE, MO.
FULTON COUNTY FAIR, FULTON, KY.
HENDERSON COUNTY FREE FAIR, LEXINGTON, TENN.
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ARKANSAS RICE CARNIVAL—WORLD'S ONLY RICE CARNIVAL ON THE STREETS, STUTTGART, ARK.
FIREMEN'S BIG FREE CELEBRATION, PINE BLUFF, ARK.

Can place the following, starting at Barnesville, Minn., June 21:

Concessions: Can place Merchandise Wheels—10c Grind Stores. No G Wheels or Coupon Stores wanted. Can Place two Steel or Electric Guitar Players for Hawaiian Show. This is an Office Show and salaries are paid out of office. Can Place for Colored Minstrel Show: Cornet and Clarinet Players. This is an Office Show and salaries are paid out of office.

All Address, DEE LANG, GEN. MGR., Austin, Minn., week June 7; Brainerd, Minn., week June 14; then the Fairs as above.

Nice, The Marzos, aerial, are at the Moulin Rouge in Strasbourg. The Hal Yaffs, cyclists, are at the Casino Municipal in Aix-en-Provence.

Miss Tamara, trapezist; Fransys, tumblers; Al Pokey, comedy cyclist, and Jenny, contortionist, are at the Empire in Brussels. Birdie Dean, American contortionist, and Vale and Stewart, acro comics, are at the Galty Cabaret in Brussels. The Cirque Semay is playing the suburbs of Brussels.

Franz Trubka and his Bengal tigers are with the Circus Stanlewsky in Poland. Lalage, aerialist; Mary and Eric, roller skaters, and Short and Long, American acro comics, are at the Corso in Zurich.

Harris To Show Outside City Limits of Brigham City

SALT LAKE CITY, June 5.—The city council of Brigham City, Utah, decided to give the Barnes show a permit to play there June 24, and when Harris Bros.' show tried to obtain a permit to show there June 17 it was refused. Not to be outdone, Harris will pitch tents just outside city limits.

Performers' Club Activity

CHICAGO, June 5.—Toby Wells, president of the Performers' Club here, reports increased activity, with rehearsal halls in demand for shows readying for fair dates. Ernie Young will launch five units this season. First out will open in Grand Forks, N. D., and go into Canada, titled *Cavalcade of Hits*. Another Young show started the season in Riverview Park, Des Moines, Ia. Edgar I. Schooley opens rehearsals at the club on July 15. First date will be in Minot, N. D. Gertrude Avery comes into the club before starting her show on the road.

CLEVELAND.—Harry Milgate, former manager of Bonnie Park, which has been taken over by the city for a public park, reports that he expects to operate a park in a different locality if present plans go thru.

Chamber of Commerce

And all Organizations Boosting, wants complete set of Rides: Loop-o-Plane, Loop-the-Loop, Octopus, Whirl-a-Whirl, Free Act, Money-Getting Shows with outfits, Bingo (Percentage, well framed), Ball Games, Weighing Scales, Diggers, Popcorn, Peanuts, Candy Floss, Advertising Bannerman, Exhibit Space, Contest Lady or Gent, Clown Walkaround, Uniformed Band, for July 1 to July 5, day and night, at FRANKINGHAM, MASS. Address CHARLES KYLE, care John Paul, Sec'y Chamber of Commerce, CAN ALSO USE Contest Lady Banner, Exhibit Man for other dates, June 20 to July 5, Ringo, Girl Revue for Legion Mardi Gras in Vermont. Address CHARLES KYLE, Res Amusements, 104 Judson Ave., New Haven, Conn. Harry Hall write. Also Wheels, Grind Stores.

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Denver Crowds Brave Bad Holiday Period in Elitch's

DENVER, June 5.—While held down by chilly and rainy weather over Decoration Day week-end, crowds were surprisingly satisfactory in Elitch Gardens. Covered walks from gates and parking lot enable dancers to get to Trocadero Ballroom in dry comfort.

Ace Brigade and his Virginians opening in the Trocadero, are booked until June 9. Elitch Theater will open its 45th season on June 12 with *Reflected Glory*. Cast is led by Kenneth MacKenna and Barbara Robbins.

Others in the company are Walter Gilbert, Madeline Clive, Philip Ober, Ona Munson, Helen Bonfils, James Spottswood, Minna Phillips, Frank Jaquet. In 12 weeks' season, other expected productions are *Boy Meets Girl*, *Winterset* and *First Lady*. George Sommes, of the New York producing firm of Bonfils & Sommes, Inc., will direct, and stage manager will be Brad Hatton.

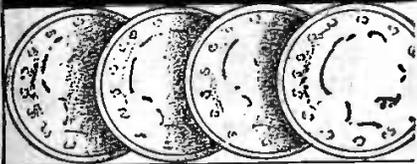
Williams Plans Trailer Spot

DETROIT, June 5.—Ray J. Williams, veteran restaurant concessioner who operated at Jefferson Beach several years until this season, plans to open a trailer park and bathing beach on Lake St. Clair near the park location. Park attractions are going well in several such locations, he reports. He has just installed a new grill room at the Blue Lantern, ballroom and summer resort at Island Lake, northwest of Detroit, as well as operating the refreshment bar at the ballroom.

Vets on Chippewa Midway

MEDINA, O., June 5.—Five former Canton, O., park concessioners are now on the midway in Chippewa Lake Park near here. John Bast, many years an executive and concessioner of Meyers Lake Park, Canton, has a fishpond. Babe Bast, his son, and Calvin Foltz have leased the restaurant. Ray Ehret is back again with pop corn, and Art Leedham, 20 years in Meyers Lake Park, has a concession for the second year.

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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, tho 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.



GEORGE PONSER

Games Levy In Maryland

Law is finally passed as a part of major relief program

BALTIMORE, June 5.—Among 500 new laws that went into effect at midnight May 31 was a pinball license levy for the State of Maryland. The tax on games is part of an effort by the Legislature to 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 games and also bookies, but the governor vetoed the omnibus bill because of varied opposition to licensing bookies.

The program and tax levies adopted will run for 28 months. The Board of State Aid and Charities had asked for a larger yield to run 30 months but the Legislature extended old taxes for two months, then passed the lower yield program for the shorter period. The charities board asked for a \$6,400,000 program.

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 coin machine industry to secure the passage of a State law to license games and other types of machines. In 1935 and also at the regular session this year a bill passed both houses but was lost by veto.

The passage of the State license law was a signal for an influx of operators, jobbers and others from other States, apparently with the idea of "cashing in" on the State law before the other fellow. Local leaders state that the flux of outsiders and the increase of operators will complicate the situation and in all probability bring many complaints against the trade generally. It will also create fierce competition within the trade and lead to cutthroat selling practices later, members of the trade believe.

Many members of the trade say that in all probability a test cast in court will come about in order 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 5.—The rush for the better locations in resort spots which started early last week continues unabated. Early last week many of the ops yanked 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 music ops who have 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 due to the resort 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 large quantities for the roadside stand biz. 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 thruout 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 desk June 1 after an extended visit thru the Southwest. He traveled thru Mississippi and Louisiana and practically every large city in Texas.

Nelson reports that business is 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 indications point to a banner year.

Naturally, Nelson was particularly interested in Rock-Ola's World Series baseball game. He found returns were very satisfactory. He was also delighted with the tremendous number of Rock-Ola Multi-Selector phonographs he saw on locations thruout the Southwest. He returned to a desk piled with important matters which had developed during his absence and, as usual, will pay for his road trip for several weeks to come thru having to catch up on his many executive duties.

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By H. F. Reves As a Feature

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Since installing Track Time, we have not had one single service call, and this certainly speaks well for the game. You are to be congratulated in developing to such perfection this truly remarkable game.

The writer will be in Chicago on Saturday of this week with regard to the purchasing of more Track Time games.

Yours very truly,

* (NAME AND ADDRESS OF OPERATOR ON REQUEST)



7-PLAY CHUTE
3 DIALS
CHANGING ODDS UP TO 140 TO 1

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WRITE FOR CREDIT!

Lee S. Jones

P. S.—These are hot-cha days, but don't let the heat get you down!

Becker Says Ops Like Track Time

CHICAGO, June 5.—Claims made by J. H. Keeney & Company for the superiority 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 praising the game," states Becker, "but almost every letter has been accompanied by a substantial reorder. The extraordinary feature of the unsolicited testimony is that the more Track Times the distributors and operators purchase the more they repeat their plugs of the game and reorder."

"No operator," he added, "has as yet reported a game that has required any service beyond the usual frequent collection calls. Every game on location is establishing a good performance record. The operating dependability of the game can be attributed to the superior quality of the material used, the skill of our engineers and the exclusive '10,000 pre-play test' which thoroughly checks each play and payout many times 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 de luxe equipment," he continued. "That angle is the exceptionally long-lasting appeal made four times greater by a selection of interchangeable tops. These tops have been designed to cover all the various appeals which might interest players. By interchanging the tops the operator not only can meet the requirements of the majority of players on any one location, but he can also extend the life of the game over an indefinite period of time."



MAX LANGER, Automatic Supply Company, Dubuque, Ia., playing the Golden Wheel game at Bally Manufacturing Company, Chicago.

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| Bally Rover | 75.00 | Hi De Ho | 55.00 | Derby Day | 55.00 |
| Bally Belmont | 30.00 | Lite A Pair | 55.00 | Sport Parade | 50.00 |
| Bally Peerless | 16.50 | Air Races | 80.00 | Broadway Angel | 40.00 |
| Bally Jumbo | 10.00 | Ten Strike | 50.00 | Speed King Clock | 40.00 |
| Sunshine Baseball | 20.00 | Skill Roll | 20.00 | Pamco Chase | 12.50 |
| Bally Multiple | 20.00 | Saratoga | 20.00 | Pamco Ballot | 15.00 |
| Centur Smash | 37.50 | Policy | 35.00 | Queen Mary | 20.00 |
| One Better | 20.00 | Bump A Lite | 65.00 | Tycoon | 18.50 |
| Turf Champ | 47.50 | Flicker | 25.00 | Bally Snappy | 40.00 |
| Western Races Multi | 15.00 | Grand Slam | 10.00 | Diamond Mine | 15.00 |
| Beat 'Em | 75.00 | Top 'Em | 40.00 | Haloah | 17.50 |

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| Swing Time | 13.00 | Hot 'Em | 13.00 | Happy Days | 15.00 |
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| Jennings Flicker | \$29.50 | Turf Champs, Late | \$49.50 | Bally Skipper | \$59.50 |
| Bally Round Up | 16.50 | Comb. Models | 18.50 | Bally Jumbo | 12.50 |
| Bally Challenger | 29.50 | Golden Harvest | 12.50 | Bally Preakness | 89.50 |
| Bally Bonus | 16.50 | Ten Grand | 19.50 | Bally Blue Bird | 29.50 |
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| 3 Bones Dice | 45.00 | 1 Turf Champ | \$65.50 |
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| 1 Lettes | 125.00 | 2 Jumbos | 10.00 |
| 4 Preakness | 75.00 | 1 Gold Rush | 7.50 |
| 4 Palatos Sr. | 55.00 | 4 Put & Tabb. | 3.75 |
| | | 1 McCoy, New. | 50.00 |

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| 1 5c Duke | 12.50 |
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| 4 5c Mills War Eagle Bell | 45.00 |
| 2 10c Mystery Mills, Like New | 69.50 |
| 3 5c Mystery Mills, Like New | 65.50 |
| 4 1c Mills O. T. Like New | 45.00 |
| 1 1c Galle Double J. P. | 45.00 |
| 4 1c Dukes | 17.50 |
| 1 25c Pacos Phantom | 35.00 |

NOVELTY GAMES

Ohio-Cross, King of Turf, Score-A-Lite, 7-11, Times Square, Bank Nite, Cheer Leader, Mad Cap, Rapid Transit, Army and Navy, High Score, Star Lite, Four Roses—

YOUR CHOICE AT \$7.45.

1 Exhibit Shoot-A-Lite, never unpacked, \$85.00
 Contacts, Major Leagues, World Series, 3.50
 Capehart Phonograph Amperium, 17.50

TERMS—No orders accepted without 1/2 deposit, balance C. O. D. Reference First National Bank, our City.

BRISBOIS BROS., Inc.
FONDA, IOWA.
We guarantee all machines to open up to your satisfaction or money refunded less transportation

NEW AND USED

Payout and Novelty Tables, Slots and Counter Games, also Club Equipment. Write for Special Prices.

"The House of Service"

GOIN AMUSEMENT SUPPLY CORP.
1302 Jackson Ave., Toledo, Ohio.

Loans Machines To Aid Society

FAYETTEVILLE, N. C., June 5.—Recently Joe Calcutt, head of the Vending Machine Company here, loaned an array of machines of various kinds to the Hebrew Ladies' Society for use at one of its charity programs. Calcutt now treasures the following letter of thanks received from the president of the society: "Dear Mr. Calcutt: We want you to know how much we appreciate your generosity in letting us use your machines gratis for our charity carnival. They afforded us an enjoyable as well as a most profitable evening."

Calcutt is well known for his readiness to aid charitable organizations and many of the leaders of these organizations have learned to depend on him for the loan or contribution of machines to use during charitable events.

Royal Announces Resort Service

CHICAGO, June 5.—Concurrent with the opening of Middle West resorts, Reynold Pollard, youthful head of the Royal Oolin Machine Company, announces a special service to operators who are concentrating their operating in locations catering to vacationers. Said Pollard: "Realizing as I do, from my own previous experience, that time is money on resort locations, I have made it possible for resort operators to receive the games purchased from Royal without any delay. I have set aside a section of our shops for the express purpose of handling rush orders, and during the resort season a special staff of mechanics will be on duty. By adding to our staff and to our workshop space we can handle the regular orders along with the hurry-up orders without any loss of time or efficiency."

"We have already been highly complimented on this speedy service by a number of operators who cannot afford to wait for games," he concluded. "The season for immediate large profits is comparatively short and they must make of it the most possible. Thru our special service they have found an answer to one of their biggest resort-operating problems."

Thomas To Stage One-Man Contest

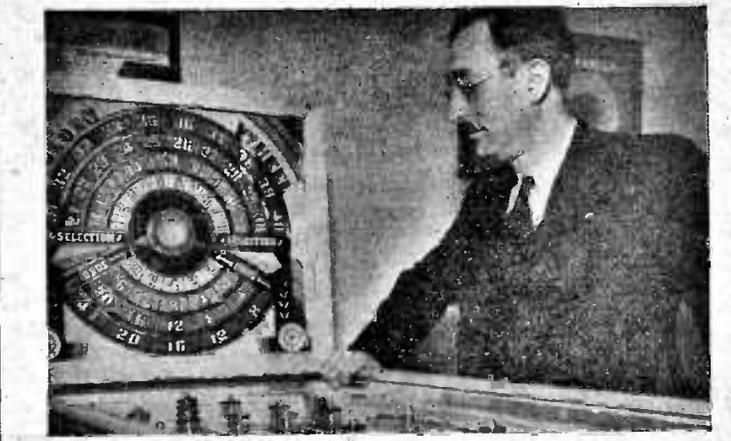
CLEVELAND, June 5.—Most all operators in Ohio know Bill Thomas, the tall, affable representative of O. D. Jennings & Company in this State. Thomas takes his job quite seriously and tries to do a good job of selling Jennings products. Convinced that June would be the biggest month of 1937, Thomas confided that he has decided to stage a one-man sales contest all his own. He refuses to name the quota he has set for himself and states that the prize to be donated by Bill Thomas to Bill Thomas will be the immense satisfaction of getting a job well done.

With a full line of up-to-date Jennings products behind him, ranging from the Chief Jackpot machine to the new bumper game Sportsman De Luxe, it is said that Thomas should have no trouble in satisfying both himself and Jennings with the result of his one-man sales contest.

Refusal of Ice Cream Brings Chain of Events

LUNENBURG, Mass., June 5.—Refusal of Harold Harley, proprietor of a roadside stand located across from the State Police Barracks here, to supply the barracks with free ice cream is said to have been the cause of the raid of his stand recently by the police. Harley was summoned to appear before the District Court at Fitchburg to answer the charge of conducting a gambling nuisance because he had a pinball game on the premises.

The raid so incensed local citizens that they drew up a petition with over 100 signers, asking the Lunenburg selectmen to effect a change in personnel of the barracks. When the selectmen did not act upon the petition a large delegation went to Boston and laid their case before the State police commissioner. As a result of the visit the commissioner ordered the corporal in charge of the barracks, who conducted the raid, to appear before him. After a hearing the corporal submitted his resignation to the commissioner.



MEYER MARCUS, Markepp Company, Cleveland, visits Bally Manufacturing Company, Chicago, to arrange for increased shipments of the Golden Wheel table game.

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 California State Legislature was held May 25 at the Cafe Paree. Greater part of the meeting was taken up with discussions 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 interests, successfully combated these bills and nothing of a detrimental nature was passed. The counsel of the association stated 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 carried on an educational program among location owners to get them to realize that the operation of coin machines is a strictly legitimate business. As a result merchants no longer apologize for the presence of games on location. They realize that the amusement games business needs no defense against chronic kickers, because the manner in which association operators handle their business entitles it to a respectable standing in the community. It was also noted that those groups which attempted to agitate against amusement games during the session of the Legislature had no particular standing and that they were trying to stir up trouble only to further 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. Only approved games are permitted to be operated by the members. This board of censorship has been found to eliminate practically all operating difficulties. Games reported approved at this meeting were Auto Derby, Mystic, Mercury, Ball Fan, using the name of Ball Fun, and Sensation with a slight change.

The usual banquet was held before the business meeting and after the discussions were concluded a peppy floor show was staged. George Hunt served as master of ceremonies and six first-class acts provided the entertainment. CAMOA operates in metropolitan Los Angeles only. Since there are other cities of large population in Los Angeles County, operators are now planning a county organization of operators modeled on the same plan as the city association. This organization will have no connection with the city group. It is reported that the new association will form the first link in a chain of other county organizations which by following the educational and operating methods of CAMOA will put the amusement machine business on a high plane thruout the State.

Detroit

DETROIT, June 5.—Mr. Steffens, chief engineer of J. H. Keeney & Company, Chicago, was a Detroit visitor over the week-end. He visited the races at the Michigan State Fair grounds and also combined the pleasure trip with calls on local customers.

Dorr Feldman and William Green, who operate jointly at Lansing, Mich., were Detroit visitors last Saturday. They made the rounds of the city's entertainment spots 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 at this time. Ponta, incidentally, is now studying law.

Werner Puska, who operates a small scale route, has moved headquarters to Muirland 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 important in order to maintain the business on a profitable basis.

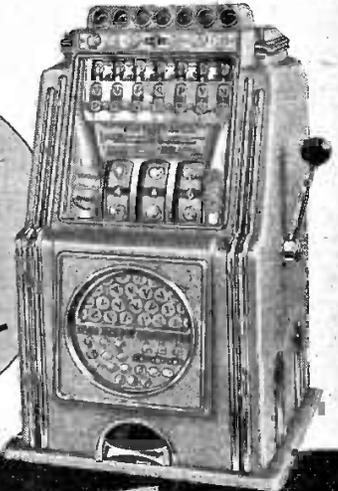
Releases News Of Foto-Finish

CHICAGO, June 5.—D. Gottlieb & Company 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 actively prancing horses in stereoscopic relief on the back panel. They come to rest when the mystery slot selects the entries for the player, from two to nine horses. The game is a one-ball bumper-spring type, but in addition to the regular bumpers there is one skill bumper which when hit advances all the player's horses five points. Considerable interest is said to center around this skill feature of the game. After the necessary bumps 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 or show. The positions of the horses thruout the play are shown by the flashograph record.

The back panel of the new game, it is stated, has been made more elaborate than any heretofore and shows a typical race track scene in 12 colors. As the play commences, however, the upper portion of the panel lights up in a stereoscopic effect and it is here that the nine prancing horses seem to stand right out of the background, producing a beautiful effect plus realistic animation.

"Foto-Finish," said Dave Gottlieb, "takes its name from those close races when the winner can only be determined from a study of photos taken of the actual finish. Because our game packs its play with the same excitement, the name is particularly fitting. We've made some interesting location tests and found Foto-Finish to be a top-notch winner. Its earnings per hour of play promise to set a record. In fact, some of our distributors who witnessed tests in their territories were so enthusiastic that they flooded us with advance orders before we were ready to accept them. We promised a red-hot, hair-raising thriller, packed with furious turf excitement, which is the kind of game players go for, and here it is."

THE ONLY MACHINE OF ITS KIND IN THE WORLD!



PATENTS PENDING

Here's the most sensational revolutionary, tried, proved, tested money-maker ever offered operators. Write or wire the factory or see your nearest distributor.

A C NOVELTY COMPANY
8502-22 Epworth Blvd., Detroit, Mich.



BUILT BY THE PIONEERS OF THE COIN MACHINE INDUSTRY

- 7 MACHINES IN ONE
- 7 COIN SLOTS
- 7 PLAY AT ONE TIME
- 7 TIMES THE ACTION
- 7 JACK-POT COMBINATIONS
- 7 TIMES THE FUN
- 7 TIMES THE PROFIT

Gifts Division Manager Added

NEW YORK, June 5.—The profit-sharing plan started some time ago by John A. Fitzgibbons, president, of Fitzgibbons Distributors, Inc., is reported to be going along at such a rapid clip that it has been necessary to put one of the firm's employees in sole charge of the free gifts division. Mary McLaughlin, reports Fitzgibbons, has taken over the task of tending to the certificates issued to operators and the free gifts that are awarded when the operators cash in their certificates.

According to officials of the firm, the plan won the approval of operators almost from the day it was introduced.

"When first proposed by Fitzgibbons," 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 Fitzgibbons went thru 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 his territory."

Boston Distribs Sell Mills Golf

BOSTON, June 5.—Louis and Bernard Blatt, of the Atlas Coin Machine Company here, have taken on the new Mills Golf Ball Vender. The Blatt boys have placed the venders in many leading New England country clubs.

"The vender is like bringing coals to Newcastle but, accordingly, it is bringing added interest to the clubrooms because of its novel payoff and the sturdiness and beauty of the cabinet," says Louis. "Activity about the vender 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 Beaumont Hotel, Green Bay, Wis., June 9. Meeting will start with a Dutch luncheon at 1 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 monthly meeting to address the members on subjects of interest to the trade. Walter W. Hurd, coin machine editor of *The Billboard*, will be the speaker for the meeting June 9.

Walter G. Williams, P. O. Box 307, 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.

Roberts Lauds Melody King

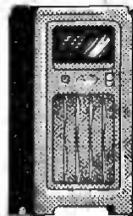
CHICAGO, June 5.—"Undeniably and admittedly the most outstanding achievement in the history of music operating, the Seeburg illuminated Multi-Selector Melody King, Model K," according to H. E. Roberts, sales manager for the J. P. Seeburg Corporation, "is the consensus of opinion of the nation's leading distributors and operators.

"Even if we had not a single written word," Roberts said, "to back up the foregoing statement, a glance at our production line activity would indicate that Seeburg is making something out of the ordinary. The instant acceptance of the instrument by operators was out of the ordinary, and the continued mass production of Melody King has been one of the wonders of an industry in which seemingly marvelous developments are a matter of routine.

"In itself the Melody King is worthy of the highest praise and has received it, not only from those most vitally interested, but from the general public, from master cabinet makers and from leading phonograph technicians and engineers. The cabinet has been acclaimed one of the most attractive in the automatic phonograph field.

"The mechanical features are considered to be the best possible, and the precision engineering responsible for Melody King performance has won it an undisputable place in the hearts of the operating fraternity.

"Pardonable pride may be taken by all of us in the remarkable records established by the Model K on locations of every type. Bear in mind," he concluded, "that the statements I have made are founded on documentary proofs which have been received from



operators, engineers, cabinet makers and location patrons in the form of mail bags full of letters."

Price Increase Started June 1

N. TONAWANDA, N. Y., June 5.—Homer E. Capehart, vice-president of the Rudolph Wurlitzer Company, announces that effective June 1 the price of Wurlitzer-Simplex phonographs was increased \$20 per instrument.

"The increase," explained Capehart, "was delayed as long as possible in the face of constantly increasing costs and when made was held to a figure which simply covered those costs."

Capehart also announced that Wurlitzer's May phonograph shipments exceeded those of any month in the history of the company.

"Despite the record-smashing shipments," he said, "the company finished the month with the biggest backlog of orders it has ever faced."

"The conclusion is obvious," he added. "The popularity of and the demand for Wurlitzer-Simplex automatic phonographs, far greater today than ever before, is still increasing."

Wrenn Sales Co. Has Gala Opening

DALLAS, June 5.—Wrenn Sales Company, recently organized, gave its formal opening in its new modern plant at the corner of Ross avenue and Hall street May 20 and 21. Wires were sent to 385 operators in the State, inviting them, their families and friends to participate in the two days' festivities.

Homer Capehart, accompanied by his general service manager, W. B. Reed, and his credit manager, W. P. Bolles, flew to Dallas for the occasion, setting up headquarters in the Adolphus Hotel, where they entertained their friends and Wurlitzer 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 funny stories, music and dialog.

Flowers bedecked the offices and showrooms and operators and friends remarked upon the unique entertainment as well as the splendid food which was served. Harry Drollinger, who offices with the Wrenn Sales Company, was on hand serving his famous barbecue and wishing the Wurlitzer customers the usual success.

On Thursday night Capehart entertained with a chicken fry at the Log Cabin, suburban resort, which was attended by a score or more of early arrivals.

Music Ops Must Watch Records

DETROIT, June 5. — Music machine operators who don't watch the condition of their records are making trouble for themselves. This was proved all too clearly last week while *The Billboard's* correspondent was visiting one of the city's popular night spots, using one of the most modern and expensive types of phonographs. Appearance was fine and many comments on this have been heard by the proprietor. The machine itself is near the bar, while an excellent public-address system carries the amplified tone into the adjoining room.

The music went on very nicely until a theme began repeating. After a few minutes the location owner went over and stopped the machine, but perhaps 200 patrons had heard it and were naturally displeased by the unreliability of the music. The result is likely to be a lost location for an operator.

Questioning disclosed that the record had stuck before. This could have been indicated by a careful report from the location owner or careful record inspection. Records with worn grooves are the surest way to kill popularity.

Edward Edwards, new music machine operator, has just placed his 15th Seeburg phonograph on an order for 50 of the machines.

Joe Cousins is another new operator who is increasing his stock of phonographs. Cousins is also operating in the pinball field and buying more machines of that type as well.

Music machines continued to hold a clear lead over all other types of machines in reported sales in the Detroit territory again this week. Operators are evidently turning to the phonograph as a stable investment proposition.

James Ashley, of the American Novelty Company, bought a consignment of Wurlitzer phonographs, while Rock-Ola made sales to Harry Sarvis, east side operator, and Walter R. Hodges, of Dearborn, Mich.

Sheet-Music Leaders

(Week Ending June 5)

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

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

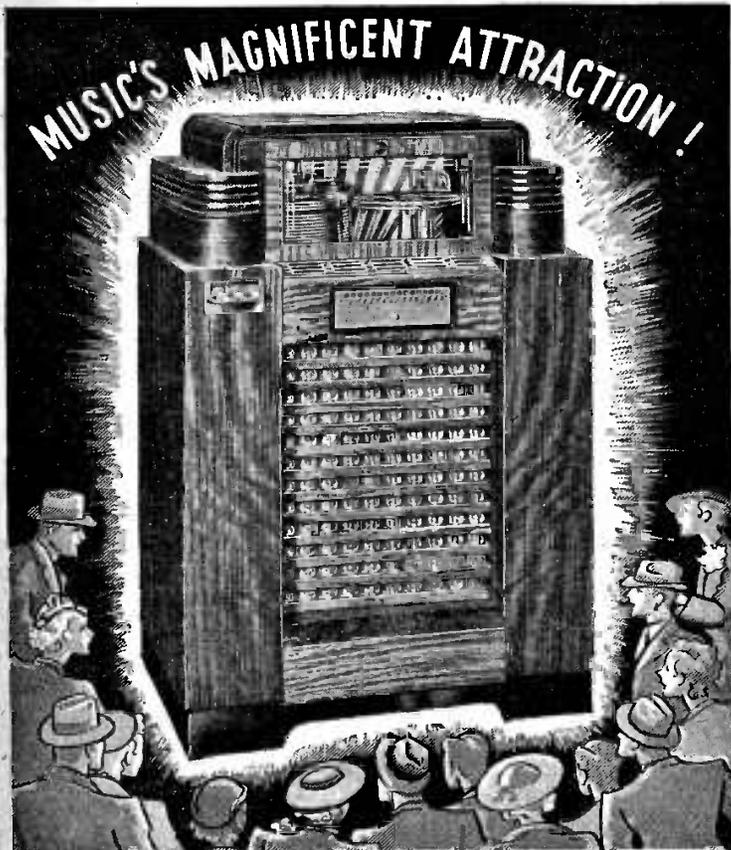
1. September in the Rain (Remick) (11)
2. Sweet Lelani (Select) (4)
3. Carelessly (Berlin) (2)
4. Never in a Million Years (Robbins) (8)
5. Blue Hawaii (Famous) (6)
6. Little Old Lady (Chappell) (3)
7. Love Bug Will Bite You (Santly-Joy) (7)
8. Was It Rain? (Santly-Joy) (12)
9. Will You Remember? (Schirmer) (5)
10. There's a Lull in My Life (Robbins) (9)
11. It Looks Like Rain (Morris)
12. Where Are You? (Chappell) (10)
13. They Can't Take That Away From Me (Chappell) (13)
14. The You and Me That Used To Be (Berlin)
15. Boo Hoo (Shapiro-Bernstein) (11)

Rock-Ola's Phono Production Boosted

CHICAGO, June 5.—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 Graf, 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 being put on the phonograph division, even with three shifts, eight hours each, the production is still struggling to keep up with sales demand.

"So great has been the demand for Rock-Ola Rhythm Master 16 record job and the Imperial 20 record job, it is almost unbelievable," said a Rock-Ola official. "Operators who have found that the Imperial 20 gets so many quarters and dimes have placed a demand on the factory never before known."

Jack Nelson, vice-president in charge of sales, has been "hounding" the production department, trying to keep them abreast with sales, and in turn George Graf has been after the large phonograph division, which is bending every effort to fill orders within a few days after they are received.



MUSIC'S MAGNIFICENT ATTRACTION!

The Illuminated SEEBURG Multi-Selector MELODY KING "K"

CREATING THE GREATEST PLAY 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!



The Only Long-Life Phono Needle with the Patented Elliptical Point. Fidelity Reproduction — Longer Record Life — 2,000 Perfect Plays — True Volume Output.

Endorsed By All Leading Manufacturers and Record Distributing Companies.

Standard for All Phonos. Double Ribbed for 1937 Models.

PERMO PRODUCTS CORP. Chicago, Ill. 6415 Ravenswood Ave.

Wurlitzer Net In Sharp Rise

CINCINNATI, June 5.—According to financial reports, Wurlitzer enjoyed a sharp increase in net income during the past fiscal year. Net income of \$2,254,055 for the year ended March 31, compared with \$554,604 for the preceding fiscal year, and net loss of \$472,537 in the year ended March 31, 1935, was reported by the Rudolph Wurlitzer Company. The balance sheet dated March 31 lists total current assets of \$11,469,343 and total current liabilities of \$6,550,851, which compares with total current assets of \$7,037,375 and total current liabilities of \$3,293,298 a year earlier. Total current assets for this year include \$8,382,927 in receivables consisting mainly of installment contracts and notes. A year earlier receivables were carried at \$5,035,109.

New Orleans

NEW ORLEANS, June 5.—With extremely warm weather here coin machine operators of the Deep South are finding business slackening, while music operators and pin ops of better known outdoor spots say that volume of play is heaviest they have ever experienced. There are some few exceptions to the summer slack on pin games in the downtown areas. These are the playlands where business is holding at peak levels and showing little signs of slackening. Jack Sheehan, manager of the Sports Center, is one of those who report fine play with a score of machines going most of the day. Sheehan attributes his holdup in business to variety and his policy of keeping new ideas constantly before the players.

The latest distributing firm in New Orleans is the Jerry Germents Novelty Company, headed by two of the oldest and best known coin machine men in the city. They are Jerry Germents, Wurlitzer distributor for this area, and Jules H. Peres, secretary of the New Orleans Operators' Association. Peres is also a past president of the United Music Operators' Association. Firm is maintaining temporary offices on Canal street but will soon open a large downtown office.

H. J. Fisher, of the Elliot Novelty Company, Chicago, was a recent visitor to the Germents Novelty office and placed the territory distributorship with the firm. Fisher is enthusiastic about Pop 'Em, newest one to five-ball bumper-type payout game made by Elliott.

Ed Furlough, vice-president of Electro Ball Company, Dallas, spent a week in town and left Sunday for Memphis to confer with the office manager there. Furlough was here in the interest of

the firm's latest item, the Gaylord fan, and to impress Burt Trammel, local office manager, of the fine market for the fan here. He in turn was introduced to two famous institutions of New Orleans, the Ramos Gin Fizz and the famous Kolb's Seidler of beer.

Buster Ciesl, head of the Great Southern Novelty Company, returned from Central Louisiana this week, where he made arrangements for a wider operation of coin machines and slots in conjunction with his already State-wide operation of coin phonographs. Ciesl believes that the coin machine business is in line for further expansion and is preparing to add a full line of slots.

B. Olsen, head of the Norge Novelty Company here, has purchased a \$25,000 farm in the mountains of Virginia and intends to divide his time between "making hay while the sun shines" in Virginia and continuing his business in New Orleans. Olsen intends to raise alfalfa on his new farm. "I owe it all to coin machines," he relates. In addition, Olsen owns two sea-plying boats now under charter to the United Fruit Company.

Jerry Germents announced this week that business has been so good that his family and he intend to sail soon for a six-month tour of Europe, including a long stay on the Island of Cephelonie, his native land, which he has not seen for 20 years. Jerry says that the phonograph has not only been his meek ticket, but enough of a money maker to give him the chance to travel and still have plenty left over.

One of the fastest growing operating businesses in the Crescent City is that of E. J. Thoman. Recently Thoman bought a dozen phonographs and has added the music line to his already established pin game routes.

Los Angeles

LOS ANGELES, June 5.—Mack Mohr, of Mohr Brothers, has resigned from the board of directors of the CAMOA due to the press of business. Vern O. Briggs was elected to succeed him. Mohr is said to be doing a big business with Gaylord fans and Wurlitzer phonographs.

Jobbers here reveal that business has picked up considerably since the Legislature adjourned, with no bills of an adverse nature being passed.

Henry Stewart cabled an order for pin games from Sydney, Australia. In a recent letter he reported that business in Australia was good and that there was no indication of interference. Until



HARRY HURVICH, one of the "Gold Dust Twins" of the Birmingham Vending Company, Birmingham. His brother Max is the other "twin."

recently British law tabooed pin games there.

Paul Laymon states that he has been doing good business in recent weeks. Batter Up, Running Wild, Skooky, Mercury, Sensation of 1937 and Auto Derby are moving well, he reports.

Local ops are still talking about the big blowout Jack McClelland staged for the initiation of his new home and swimming pool. It was an affair that will be long remembered.

Bob Stark has taken over the distribution of Rock-Ola's Multi-Selector and reports sales as very good.

Atlas Novelty has moved to new quarters on West Pico boulevard. Jack McClelland is president of the organization, with Gene Hopkinson serving as assistant. Ruth Dennis, Bill Leonard, Eddie Olsen and Jack Emaline make up the rest of the personnel.

Jean J. Minthorn, manager of the Jack R. Moore Company, is said to be doing well with the Seeburg and O. D. Jennings lines. Mrs. Minthorn is in charge of the office, with Helen Schodder as assistant. Other members of the organization are Roland Bolgini, W. G. Matheson and Arthur Dunn.

Out-of-town operators noted here this week were Phil Brown, of Bakersfield, and Walter Ross and Frank Bellman, of Long Beach.

Supreme Reports Sales Stability

BROOKLYN, June 5.—Bill Blatt, of Supreme Vending Company, Inc., reports that the Daval games Boo-Hoo and Bumper Bowling are keeping his firm busier than it has been for some time. He believes that he will mark up a new summer sales record with the games throughout the resort territory. He states that the only problem he now faces is faster delivery.

"Boo-Hoo," Blatt explained, "is a five-ball novelty action pin game which has Daval hard pressed for prompt delivery. Bumper Bowling is a five-ball roll-down game that uses bumper coils and is considered to be one of the best games of its kind ever built. Bumper Bowling is opening closed territory for many operators. Even the roll-down games have been popular in this territory for some time, many ops had not as yet tried them. These men are now coming in and are surprised at the speedy action and thrill of the new game."

Invite Shriners To Caille Plant

DETROIT, June 5.—All Shriners attending the Imperial Council Meeting of North America to be held in Detroit June 22, 23 and 24 who are in any way connected with the coin machine business are cordially invited by Art Caille, president of the A. C. Novelty Company, to visit and inspect its new plant and offices, which are located in the northwest manufacturing district.

The new company, organized and operated by the original Cailles, who are pioneers in the business, is one of the most modern and efficient in the industry. Art Caille assures all Shriners that he and the executives of the A. O. Novelty Company will do everything possible to make their visit most pleasant and enjoyable.

Sweet and Hot is the trumpeting of **Bunny Berigan!**

New Victor Record No. 25562
"You Can't Run Away From Love"
"Caused My Baby Says It's So"
from Warner Brothers' new picture "The Singing Marine"

One of the world's greatest dance band trumpeters... The one man who keeps right on a sweet tune, yet gives it plenty of hot trumpet. His records stand out—even in open pavilions or those noisy spots.

IT PAYS TO USE **VICTOR RECORDS**
RCA Manufacturing Co., Inc., Camden, N. J.
A Service of Radio Corporation of America

Five Best Record Sellers for Week Ended June 7

| | BLUEBIRD | BRUNSWICK | DECCA | MASTER | VARIETY | VICTOR | VOCALION |
|---|--|---|--|---|---|---|---|
| 1 | B6987 — "Our Penthouse on Third Avenue" and "Love Is Never Out of Season." Ozzie Nelson Orchestra. | 7893—"How Am I To Know" and "I'm Coming, Virginia." Teddy Wilson Orchestra. | 1175 — "Sweet Lefani" and "Blue Hawaii." Bing Crosby. | 111 — "Tower House" and "Toy Trumpet." Raymond Scott Quintet. | 549 — "Toodle-oo" and "It Looks Like Rain in Cherry Blossom Lane." Bob White Orchestra. | 25585 — "Merry-Go-Round Broke Down" and "South Wind." Eddy Duchin Orchestra. | 3553 — "Rockin' Chair" and "Little Joe." Mildred Bailey Orchestra. |
| 2 | B6953—"It Looks Like Rain in Cherry Blossom Lane" and "South Wind." Shep Fields Rippling Rhythm Orchestra. | 7888 — "Toodle-oo" and "Merry-Go-Round Broke Down." Music in Russ Morgan Manor. | 1270—"Turn Off the Moon" and "Easy on the Eyes." Mal Hallett Orchestra. | 123 — "Skattin' at the Kit Kat" and "New Birmingham Break-down." Duke Ellington Orchestra. | 502—"They All Laughed" and "Let's Call the Whole Thing Off." Red Nichols Orchestra. | 25570 — "Nola" and "Satan Takes a Holiday." Tommy Dorsey Orchestra. | 3543 — "Where Is the Sun?" and "Don't Know if I'm Comin' or Goin'." Billie Holiday Orchestra. |
| 3 | B6967—"A Sailboat in the Moonlight" and "He Walked Right In." Charlie Barnet Orchestra. | 7884—"It's Swell of You" and "There's a Lull in My Life." Teddy Wilson Orchestra. | 1220 — "You Showed Me the Way" and "Clap Hands! Here Comes Charley." Chick Webb Orchestra. | 117—"There's a Lull in My Life" and "It's Swell of You." Duke Ellington Orchestra. | 556—"Peckin'" and "In a Sentimental Mood." Ben Pollack Orchestra. | 25575—"Buzzin' Round With the Bee" and "Whoa Babe." Lionel Hampton Orchestra. | 3533 — "Jammin'" and "That's Southern Hospitality." Phil Harris Orchestra. |
| 4 | B6974 — "Peckin'" and "Jelly Fish." Ozzie Nelson Orchestra. | 7895—"All God's Chillun Got Rhythm" and "It Goes to Your Feet." Art Shaw Orchestra. | 1187—"Love Bug Will Bite You" and "Listen to the Mocking Bird." Jimmy Dorsey Orchestra. | 126 — "Merry Widow on a Spree" and "Dear, Dear, What Can the Matter Be?" Irving Mills Swyngphonc Orchestra. | 535 — "Don't Know if I'm Comin' or Goin'" and "Wake Up and Live." Cab Calloway Orchestra. | 25586 — "China Stamp" and "Rhythm." Lionel Hampton Orchestra. | 3523—"Never No Mo' Blues" and "Twelfth Street Rag." Rhythm Wrackers. |
| 5 | B6978 — "She's Built Like a Great Big Fiddle" and "I Got a Crow to Pick With You." Bob Skyles Skyrockets. | 7883 — "Tomorrow Is Another Day" and "A Message for the Man in the Moon." Hal Kemp Orchestra. | 1210—"Never in a Million Years" and "In a Little Hula Heaven." Bing Crosby. | 112—"Wake Up and Live" and "Never in a Million Years." Hudson-DeLange Orchestra. | 564 — "Solace" and "Four and One-Half Street." Barney Bigard Jazzopaters. | 25587 — "The Image of You" and "I'm Happy, Darling, Dancing With You." Bunny Berigan Orchestra. | 3534 — "Great Caesar's Ghost" and "Stampede." Fletcher Henderson Orchestra. |

Vending Machine CANDIES

Also
PAN'S CHARM MIX
PAN'S TOY MIX
BOSTON BAKED BEANS
SMOOTH BURNT PEANUTS
BUTTERSCOTCH PEANUTS
WRITE FOR SUMMER PRICE LIST

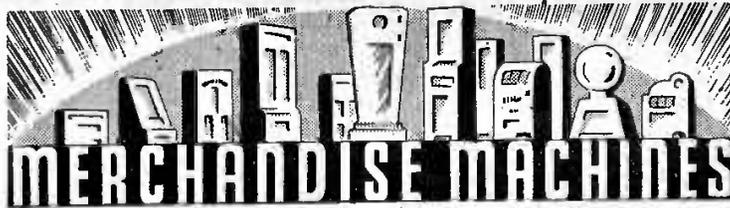
PAN CONFECTION FACTORY
NATIONAL CANDY CO., INC.
 345 W. Erie St., Chicago, Ill.

SPECIAL

BRAND NEW! ONE CENT STICK GUM, PEANUT, HERSHEY VENDORS.

Only **\$2.75** Each

A. M. WALZER CO.
 426 Stinson Blvd.
 Minneapolis, Minn.



Robbins' Special For Vending Ops

BROOKLYN, June 5.—Dave Robbins, of D. Robbins & Company, has worked out a special plan for the operators of his 2-in-1 Vendors. If the operator follows out the plan as outlined, Robbins claims the operator can average \$2 net profit weekly from each machine.

As Dave Robbins explained the plan, one section of the machine is filled with candy and toys and the other section with ball gum. There are 100 prize balls mixed in with the ball gum which are redeemable in trade. Robbins states that the plan has been tested over many years and he believes that the operators can benefit from his experience.

Four New Vending Firms

ALBANY, N. Y., June 5.—Four new vending machine corporations were authorized during the past week to engage in business in New York State. They include the following projects:

Mechanical Sales Corporation, New York; capital, 200 shares of stock; shareholders, Louis Gochman, Edward Light and Jane E. Cross.

Island Cigaret Service, Inc., Queens county; capital, \$20,000; stockholders, Mayer Raffish, Abraham I. Holland and David H. Schatzow, Brooklyn.

Oakwood Amusement Machine Company, Inc., Mount Vernon, N. Y.; capital,

\$5,000; stockholders, Nino Crisonino, Louise M. Casazza and Silvio Crisonino, Midtown Vending Machine Company, Inc., New York; capital, \$5,000; stockholders, Samuel Burstein, William Fine and Henry Gillette.

Salesboard Dope

By C. E. DAVENPORT

Manager Peachy Novelty Company, Poplar Bluff, Mo.

The other day I received a long letter of lament from an Ohio operator who complained of chiseling in his territory. I wrote him and asked what his opinion would be of a national association of salesboard operators. His reply was: "Get it going, so we can get some live wire on the road to call on these operators and show them the error of their way of doing business; someone will convert these men into business men instead of being mere yes-men for the location owners."

There is a real thought. It could be carried out if you fellows would get out of the rut and demand your rights at every location instead of placing your goods at whatever figure the location offers you. Believe it or not, one of our men found a location where an operator had placed boards on a 75 per cent cut to the location. We did not believe this, so we stuck around until the operator came in to check up. Then we found out that the location owner had been telling us the truth.

We talked to his fellow and discovered that he was new at the game. We showed him that he could not exist on such a basis and that the location owners were taking advantage of him. In the end he agreed not to pay over 40 per cent to any location, and we believe that he will stick to it.

Suppose an organization carried on such an educational program over the entire country. It would not take long to put the salesboard business on a sound basis instead of the present hit-or-miss system. Again I say, let's organize. Let's make it a national affair, get every operator interested, and it won't be long until we are making the profits we are entitled to.

To make this industry a big business we need not only ideas, but the full co-operation that has made other big businesses possible. About eight years ago we started a May jubilee in our town to celebrate the comeback of the city from a disastrous cyclone. Last week the same program was put on again and was broadcast over a nation-wide hookup which advertised our city to the four corners of our country. This shows you what co-operation will do; and it pays big dividends.

Gadco Finds Biz Good in Canada

DETROIT, June 5.—Business is picking up steadily in Canada, particularly in the amusement machine field, according to the report of Harold Chereton, manager of General Amusement Devices Company, Inc., which has been specializing in international jobbing operations lately. Chereton has just returned from a four-day trip thru Canada, where he visited many operators.

A large number of orders for payout tables were signed, many of them contingent upon changing over the machine from the 60 cycles of electricity common in this country to the 25 cycles supplied by the Ontario Hydro System. Special frequency changing equipment was quickly supplied for the order by Electrical Products of Detroit.

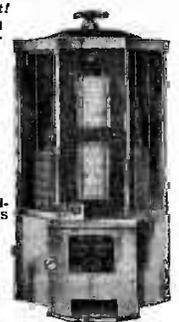
Bill Felding, of Windsor, Ont., was a visitor to the home office of the company and placed an order to have a number of new payout machines delivered at Windsor. Another large order was placed with

X-L LEADS AGAIN!

While They Last!
 50 Reconditioned Round U-Need-A-Paks. Only

\$18.50

- Metal Stands \$2.00 Extra.
- 8 COLUMNS
- STAINLESS STEEL
- CAPACITY, 144 PACKS
- MERCHANDISE ALWAYS IN VIEW



STEWART AND MCGUIRE SPECIAL

\$29.50

- Metal Stands, \$2 Extra.
- 8 COLUMNS
- CAPACITY, 160 Pks.
- 1/3 Deposit, Cash or Money Order, Must Accompany All Orders.



Headquarters for used Cigarette Machines, Money Order, Must Accompany All Orders.
X. L. COIN MACHINE CO.
 1351 Washington St. Boston, Mass.

P VEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no come-backs. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today. **FIELDING MFG. CO., Dept. 23, Jackson, Mich.**

USED - Peanut and Merchandise Venders

ALL MACHINES GUARANTEED IN PERFECT MECHANICAL CONDITION AND APPEARANCE. CANNOT BE TOLD FROM NEW.

- 150 ADVANCE No. 11, \$5.00 Each— Lots of 25 or More \$4.75 Each
- 30 ADVANCE JUNIOR 3.00 Each
- 175 ADVANCE CLIMAX No. 10, Each \$4.50, Lots of 25 or More 4.25 Each
- 105 NORTHWESTERN PORCELAIN MERCHANDISERS, Each \$6.00; Lots of 25 or More, \$5.75 Each; Lacquer 5.75 Each
- 20 NORTHWESTERN, Model No. 33, Lacquer 3.50 Each
- 10 NORTHWESTERN, Model No. 33, Juniors, Porcelain, \$3.50 Each; Lacquer 3.25 Each
- 9 NORTHWESTERN PORCELAIN 5c VENDERS 4.50 Each
- 50 JENNINGS FLIP TARCETS, with Ball Gum Attachments 3.50 Each
- STANDS TO FIT ALL TYPES OF PEANUT VENDING MACHINES at 1.50 Each

ALL PRICES F. O. B. Chicago. Terms: 1/3 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 venders ever put on the market. Simple mechanism, no costly service calls.

Length — 19 1/2 in.
 Height — 14 3/4 in.
 Width — 8 1/2 in.

New features throughout—has taken in over \$50.00 in one week. Write today for details and prices.

SPECIALTY COIN MACHINE BUILDERS
 617 W. Division St., Chicago, Ill.



VICTOR VENDORS

The Operator's Choice

FOR GREATER PROFITS.

Ultra Modern Design. Vends everything. Holds 5-lbs. bulk merchandise. Double Unit can be used as Singles if desired. Write at once for details and AMAZINGLY LOW PRICES. Immediate Delivery.

VICTOR VENDING CORPORATION
 2408 Fullerton Ave., Chicago.



READY FOR DELIVERY!

ROBBINS 2-IN-1 VENDOR

America's Most Practical Bulk Merchandiser

WRITE FOR LOW PRICES!

D. ROBBINS & CO., MFRS
 1141 DEKALB AVE., BROOKLYN, N. Y.

WANTED

Salesmen and Distributors who know how to Promote Sales. Attractive Proposition.

Only \$7.50

A 100% PENNY SKILL GAME that appeals to everyone. Locations and Penny Arcade Men, here is a real winner. 1/3 Deposit, Balance C. O. D.

DAVE MARCUS
 8 E. ROOSEVELT RD., CHICAGO.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

the company by Al Downie, also of Windsor, for payout games to be shipped to Northern Canada. These will be used in the northern resort country, centering largely around Muskoka Lakes and Georgian Bay. "Even tho the natural summer slump is on elsewhere, the summer resort district more than makes up for it," Downie said.

IT'S NOT A SALE UNLESS YOU'RE SATISFIED!

- FLICKER \$29.50
- SKIPPER 44.50
- TURF CHAMP 62.50
- ALL STARS 19.00
- PEERLESS 19.00
- PROSPECTOR 9.50

BALLY ROLL \$69.50
(Reconditioned)

STEWART-McGUIRE 69.50
(7 Col. De Luxe)

PACES RACES 169.50
(Serial 1900)

WURLITZER P-12 ... \$124.50

LOTS OF 5 \$119.50

1/3 Deposit With Order, Balance C. O. D.

GERBER & GLASS 914 DIVERSEY CHICAGO, ILL.

MEN & MACHINES

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 Hurvich, 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 license of slot machines on and 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 Jennings Chief machines. A. N. Delaport says that operators report good success with the machine.

P. L. Burgeson, Jennings representative, will greet Minnesota 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 his excitement about the Jennings Sportsman de Luxe bumper-type payout game. He maintains that

he suggested the development of the game.

James M. Stewart, Liberty Mint Company, Paris, Ky., says he keeps getting mimeographed circulars from firms or individuals in New York that offer all kinds of machines at unusually low prices. They should advertise and get a reputation, he says.

The Miami Herald, opponent of the Florida slot machine license law, had the following considerate and favorable editorial (May 21) concerning the bill to license table games, etc.:

"Everyone knows that automatic venders, player pianos and phonographs, pin games, marble boards, counter 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 committee 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 private 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 at an advertising convention some weeks ago about the loss or lack of use of display material in stores furnishes the basis for one of the future opportunities for vending machines. The idea and the principle will be discussed more fully some time in our merchandising machine section.

H. J. (Heinie) Fisher, Elliott Products Company, Chicago, is leaving for New York to arrange for the distribution there 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 5.—Excerpts from the following letter written by a prominent distributor to Dave Gensburg, official of Genco, Inc., were made public inasmuch

as, according to Gensburg, the firm could think of no finer tribute to its machines:

"Your new games, Home Stretch and Auto Derby, have not only been presented to operators at just the right time but they are hitting the public in just the right place. The minute there was an indication that you were to re-release Auto Derby and Home Stretch we were swamped with advance orders, all 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 not less than double the quantity of Auto Derbys and Home Stretches that we sold of your last combination successes, Batter Up and Running Wild.

"The instantaneous acceptance of your games is due as much to the fact that Genco's name plate is on them as it is to the equally important fact that you have introduced such timely and such genuinely interesting games."

Gensburg went on to explain several details of Home Stretch and Auto Derby. "To begin," he said, "we have spent a great deal of time and an equally great amount of money in preparing the games for production. Naturally when pains are taken at the beginning the finished product is closer to perfection. Home Stretch and Auto Derby carry on the Genco tradition of long standing—perfect performance based on precision construction. On this foundation we have built these two games with their outstanding features.

"That we acted correctly, in selecting the themes upon which Home Stretch and Auto Derby base their appeal may be understood by a glance at attendance figures at the country's leading race tracks and speedways and at the newspaper pages of reports on the doings at those places. Everybody likes horses and speed and everyone gets them in either Home Stretch or Auto Derby or both."

Favors Assn. of Music Operators

To the Editor: "In the June 5 issue of *The Billboard* I have read a statement by Mrs. Mary Long, of the Marlong Music Company, Detroit, upon the fact that music machine operators should have an organization. I agree with Mrs. Long and approve the plan of Frederick E. Turner, president of the Automatic Merchandisers' Association of Michigan, to this effect.

"I am a phonograph operator, owner of the Fortuna Music Company. My organization, as well as many others, stands for good and dependable service regardless of expenses for upkeep, full assortment of latest records, latest models of machines, taking care of cleaning and repairing, changing records, needles and answering promptly any emergency calls.

"We go along with the locations with the idea of getting their full confidence for mutual benefit. To maintain such an organization up to the standard requires time, experience and plenty of work. But as Mrs. Long said, there is so much cutthroat activity in this field, etc. I find this too true, indeed, I have in many instances been called by owners of locations to take my phonograph out in a hurry. Reason: a better proposition had been offered. In many instances also I had to accept less money than agreed by contract in order to have time to look for a new location.

"There is evidently a great number of such cheap and unscrupulous operators in Chicago that offer to place old phonographs (pieces of junk) in some good locations of ours, with offer to split gross receipts at 50 per cent. And the locations fall for this. It makes them overlook the piece of junk set up in their premises.

"Such operators are never discovered, as they do not leave a business card inside their instrument as any honest and honorable operator does.

"I agree perfectly with Mrs. Long that the minimum of \$3 a week should be at least figured as the basic operation charge for upkeep of machines, cost of needles, labor, records, etc. I am therefore for an exclusive organization of music operators, an association powerful enough to sweep the field of such pestilence as cheap operators."

MRS. FORTUNA GARRO, Fortuna Music Company, Chicago.

NATIONAL SCALE CO. DISTRIBUTORS

All Leading Manufacturers
1415 Wash. Ave., So.
Minneapolis
Wire Your Order Collect

RAY'S TRACK
Like New
Eleven of them
\$169.00
Each

THORO-BRED
Western Races
Excellent shape
\$125.00

PARADISE
Keeneys
New Floor
Sample
\$249.00

PACES RACES
New 1937 in Original Crates
\$365.00

BALLY ROLLS \$49.00
10 of them in good shape each

FLYING DUCK \$69.00
Pacific Ray Gun

Sweet Music, Jennings...\$29.00

CAILLE
CONSOLES COMMANDERS
\$148.50 **\$93.50**
In Original Factory Crates
YES - WE - TRADE

FREE
A Valuable Gift to Every Operator
Writing In For Our Circular On
NEW MACHINES
TURF CHAMPS **\$49.00**
TEN STRIKES
POST TIME, Mills, Used...\$67.50
FLICKERS, Jennings, guaranteed 25.00

NOVELTY GAMES
FIRECRACKER
RICOCHET
RED and BLUE
TOTALIZER
HOLD 'EM
POCKETS
TRAP SHOT
\$19.00

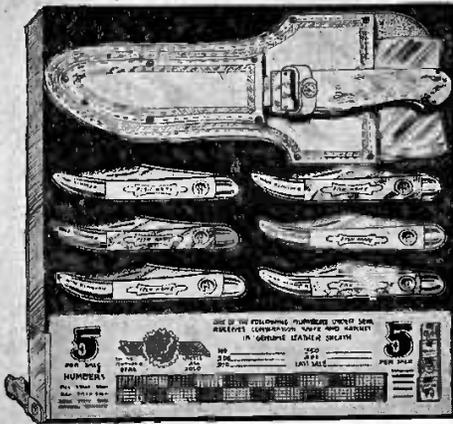
RAINBOW BONUS
SARATOGA
ALAMOS-CREDITS
SILVER CUPS
DAILY RACES
RED SAILS
ALL STARS
PAMCO
PARLAY
SUNSHINE
DERBY
SEEBURG
RACE HORSE
AUTOMATIC
\$15.00
your choice

BALLYS GOLDEN WHEEL
Immediate
Quantity
Deliveries
Going
FAST

PALOOKAS
Seniors
6-Slot Play
12 of Them
\$25.00



WHILE TED STONER used the Stoner plane to inspect a Colorado gold mine Mr. and Mrs. Harry Stoner used an airliner to return from an Eastern trip to Chicago.



SPORTS SPECIAL DEAL

An exclusive Hagn scopol. Plays fast in resorts, taverns, hotels, smoke shops, drug stores, roadside stands and others. They all want to win this big combination Hunting Knife and Ax or one of the six flashy Fishing Knives. New style six-tip number board brings definite take-in \$20.00. Pays out twenty packages airplanes. Sells fast. Only 400 holes. Order No. B30K70. Each in lots of three, complete, \$5.75.

25% Deposit on C.O.D. Orders. Ask for Our Big New Catalogs 372 and 373, containing 292 packages of Novelties, Jewelry and Premiums.

JOS. HAGN CO.
"The World's Bargain House"
223 Madison St., - Chicago, Ill.

Preview Draws Wide Response

CHICAGO, June 5.—"Actually we were speechless!" Thus did Jimmy Johnson, owner of Western Equipment and Supply Company, Chicago, express his astonishment at the response of America's operators to the announcement of his new one-ball bumper-spring payout, Preview.

"Naturally we were confident of the success of Preview, but we did not expect anything so great," Johnson said. "We have been in production now for several weeks on Preview and, altho we are turning the games out as fast as precision construction will permit on both day and night shifts, we have yet to reach the peak in production. Orders reaching us daily from every part of the nation and from our authorized distributors have made it necessary for us to increase our production staff, our sales staff and to place unusually heavy orders for raw material in order to be able to continue the prompt delivery of Previews.

"Not only is North America completely enamored of Previews, as hundreds of operators have already testified, but what is most surprising is that we have received quantity orders for the games from the farthest corners of the earth. From Johannesburg, South Africa, we received a long-distance telephone call a short time ago and a prominent distributor there ordered a quantity of both Previews and our new moviegraph action game, Air Derby."

PARAGONS

1-Ball Automatic Payout with Multiple Selector, Electropak Equipped.

Brand New In Original Crates
\$17.50

Order While Limited Quantity Lasts.
Write for Special Price List on Reconditioned Games.

ATLAS NOVELTY CO.
2200 N. Western Av., Chicago
1901 Fifth Av., Pittsburgh

Midwest's Most Reliable Distributors
McCALL'S RECONDITIONED MACHINE CLOSEOUTS

| | |
|-----------------------------|---------------------------|
| NOVELTY PIN GAMES | COUNTER GAMES |
| Ball Fan \$ 3.00 | Races \$ 4.50 |
| Cavalade \$ 2.75 | Draw \$ 4.50 |
| Country Club \$ 3.00 | Hold & Stakes \$ 5.00 |
| Dillo \$ 3.00 | High O. \$ 5.00 |
| Double Nugget \$ 3.00 | King's \$ 5.00 |
| Excel \$ 3.00 | Mach. \$ 5.00 |
| Five & Ten \$ 3.00 | Puritan \$ 5.00 |
| Great Baseball \$ 3.00 | Wagon \$ 5.00 |
| Happy Days \$ 17.50 | Zephyr \$ 4.00 |
| Live Wire (Bumper) \$ 12.50 | Real \$ 2.00 |
| Lights Out \$ 3.00 | Ship \$ 2.00 |
| Madcap \$ 3.00 | Select \$ 2.00 |
| Spot Lite \$ 3.00 | Stepphous \$ 2.00 |
| Tackie \$ 3.00 | MISCELLANEOUS \$ 65.00 |
| Top Hat \$ 3.00 | Reis-Score \$ 17.50 |
| Totals \$ 50.00 | Jennings Electro \$ 17.50 |
| | Vendor Type \$ 17.50 |
| | Slots \$ 17.50 |

AUTOMATICS

| |
|-------------------|
| Cocanuts \$ 7.50 |
| Do Lusa \$ 7.50 |
| Jumbo \$ 17.50 |
| Majestic \$ 17.50 |
| Multiplo \$ 17.50 |
| Tycoon \$ 17.50 |
| Rambler \$ 7.50 |

HEADLIGHT (Free Play)

| |
|-------------------------------|
| Headlight (Free Play) \$ 5.50 |
| High Hand \$ 3.00 |
| Rapid Transit \$ 14.50 |
| Swing Time \$ 5.00 |
| Short Sox \$ 7.50 |
| Panama \$ 9.00 |
| Rugby \$ 9.00 |
| Sorlimpage \$ 29.50 |
| Scoreboard \$ 29.50 |

GET OUR LATEST PRICE LIST ???

McCALL NOVELTY CO.
2230 PINE ST. ST. LOUIS, MO.

WURLITZER JUMBOS

ORIGINALLY \$ 425.00
COST

WE HAVE 15 THAT CAN'T BE TOLD FROM NEW @ **\$275.00**

1/2 Deposit, Balance C. O. D.
BILL FREY, Inc.
118 N. E. 1st St., Miami, Fla.



ANOTHER MONEY MAKER

You can't afford to be without this

BASE BALL BOARD

1,000 Holes—60 Step-Up Winners, Paying Awards of 10c to \$10.00.

Takes in \$50.00
Definite Payout 24.65
Attractive—Colorful—Profitable
Price \$2.52 Plus 10% Tax

GLOBE PRINTING CO.
1023-27 RACE ST., PHILADELPHIA, PA.
New Catalog Just Out—Send for One.

Everyone Enjoys A Treasure Hunt!
CASH IN WITH THE

Barrel-of-Fun Hidden Treasure

The sensation of the year! A jar game of 2280 coupons using a most beautiful card made in 8 attractive colors. The Hidden Treasure Card has a top award of \$25.00.

Big Profit for Operators

| | |
|---------------------------|----------|
| Takes in 2280 Sales at 5c | \$114.00 |
| Pays Out (average) | 79.00 |
| Profit (average) | \$ 35.00 |

Also made for 10c plan using an altogether different card pay-out. Write for information.

GAM SALES COMPANY
1319-21 S. Adams St. (manufacturers only), PEORIA, ILL.

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 of the proper and deserving kind.



SECTION OF THE ASSEMBLY ROOM of the Coan-Sletteland Company, Madison, Wis., making the U-Select-It candy bar vending machines.

Siwe Starts on Eastern Visit

CHICAGO, June 5.—R. W. Siwe, sales manager of the American Sales Corporation, left this week for an extended tour of the East. Before leaving Siwe said: "Altho our Eastern territory is covered most completely by Sam Goodkind, who has been with us for many years, it has always been a policy for me to cover the entire United States and visit our customers once each year. I am not particularly concerned about getting orders, but like to become acquainted with the boys in the territory so that we may better serve them back here when their orders come thru. It has been my experience that operating is more or less of an individual proposition and each territory has its own problems to solve. By getting out and rubbing elbows with actual conditions I am better able to serve our customers and perhaps suggest certain types of games to them as they are brought out by the factories."

Siwe has been with Lee S. 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, Epco Bell Lock and the Chereton Electro Timer, the Electrical Products Company was besieged with wires and telephons' calls requesting quantity shipments of each device, according to A. B. Chereton, president.

"The response of jobbers and distributors has been most gratifying," says Chereton. "Our Chicago and New York branches, as well as our local offices, are kept busy day and night in an effort to satisfy the demand of comment for the two new developments. Not only have jobbers and distributors wholeheartedly accepted our two new products, but manufacturers as well have signified their intention of making the lock and the timer standard equipment on their games."

"In presenting the Bell Lock and the Electro Timer we have given the operating industry the solution to two of its major operating problems, the lack of sufficient protection for the earnings of each piece of the equipment and the costly service calls of which 80 per cent, Epco engineers have found, result from undependable old-fashioned timing devices. Now with the Bell Lock cash earnings protection is more complete, and thru the Electro Timer, which has no gears, cogs or wheels, service calls have been reduced to a minimum."

Daval Reaches Production High

CHICAGO, June 5.—Daval Manufacturing Company reports that it has reached a new record for production, with two hit games now on the market and three more games on the way. This is the first time, according to Daval officials, that the company has ever produced five games at top speed production.

"Our novelty game, Boo-Hoo," state Daval officials, "is being rushed thru at top speed to meet the large volume of orders. 'Hit 'n' Run, new one-ball payout baseball bumper game, has also won a great following and many ops consider it one of the finest payouts on the market. Besides these two games we are working at top speed to fill orders on our roll down hit game, Bumper Bowling. Extensive tests have proved the game one of the best for opening closed territory."

"African Golf," they went on, "is our new high-class dice action console payout, which has captured a lot of attention on location tests. Many of our distributors are already placing large orders for the game. The other game which many distributors have seen and ordered is the latest Daval counter game, Daval Derby. Those who have played it claim that it is another Penny Pack. With our reputation for building counter games that really click, we believe that we will set a new record with the game this year."

Detroit Arcades Show Improvement

DETROIT, June 5.—Business is picking up remarkably in the penny arcade field in downtown Detroit. For a long time the city was without an arcade, but two have been running for some time and the return of prosperity has evidently encouraged Manfred M. Linick, veteran operator to plan on opening another in the fall.

Elmer and Herman Krause, who have the only arcade on Woodward avenue, are enjoying exceptionally good business. Late night trade is good at this location as well. The Krauses have been planning an expansion of their business for some time.

Roy's Arcade on Michigan avenue, operated by Harry J. Conn, is also in the wave of good business, with the latest evidence of it in a handsome new blue and red neon sign, which makes this one of the most attractive spots along the street at night.

Spots Baseball Game in Airport

DETROIT, June 5.—Henry C. Lemke, Detroit jobber and operator, ordered 25 new World's Series baseball games this week for his own locations. Lemke succeeded in placing one of the machines as the first amusement machine ever spotted in the Detroit Municipal Airport.

Three previous salesmen for the company failed to place the machine, Lemke said, but an essay in personal salesmanship by "the boss" brought results quickly. The game has proved extremely popular and is being played 24 hours a day. Other World Series machines are being placed in major downtown hotels by Lemke.

As a signal of new prosperity Lemke has just purchased another new Hudson six-passenger brougham for personal use.

"I believe the future of the business is based upon a high class of equipment," Lemke said. "Operators are going to profit by diversifying their lines of machines. Machines costing \$200 or more per unit will mean more returns over a period of years. There is no need for frequent replacement on the high-priced machines and one stays 'put' when it is on location."

Lemke has ordered a special coin box built by the Bally Manufacturing Company for the Eagle Eye machines operated by the company. The standard size box required additional servicing because of the necessity of making too frequent collections as a result of high popularity of the games. The new boxes, Lemke said, are 40 per cent larger.

Lemke has just installed a battery of Bally's Eagle Eyes at Paul Heinz's Edgewater Park Arcade in Detroit. These will be operated thru Manfred M. Linick, one of the oldest operators still active here.

Bert Lane Almost Hermit

NEW YORK, June 5.—Bert Lane, sales manager of George Ponsler Company, Inc., is reported to be turning into a hermit. Due to the rush for new games which the firm is enjoying Lane hasn't had time to shave during the past week. His beard is said to be fast reaching "religious" proportions.



VENDEX
FOR BOOTH, BAR OR SODA FOUNTAIN.
The Original Booth Peanut Vender.
CHROMIUM PLATED
Solidly Built.
A Lifetime Machine.
LOW PRICE
VENDEX CO.
Roxbury, Mass.
Vendex Delivers the Goods
U. S. Pat. 1881736.

ROYAL COIN MACHINE CO.
2212 N. WESTERN AVE. CHICAGO, ILL.

BETTER RECONDITIONED GAMES LOWER PRICES! PAY TABLES

| | | | |
|--------------|---------|-------------|---------|
| All Stars | \$24.50 | Rambler | \$22.50 |
| Challenger | 28.50 | Redman | 25.00 |
| C'm'l Hour | 19.50 | Redwood | 23.50 |
| Gold'n Harv. | 13.50 | Rocket | 25.50 |
| Flying Turf | 10.00 | Sky High | 17.00 |
| King Fleh. | 10.00 | Sportsman | 15.00 |
| Multiple | 31.50 | Wit | 7.50 |
| Pamoc | | Treas. Ship | 5.00 |
| Parlay | 19.50 | Turf Champ | 54.50 |
| Peerless | 21.00 | Tycoon | 21.50 |
| Prekness | 79.00 | Wall Street | 10.00 |

NOVTY GAMES

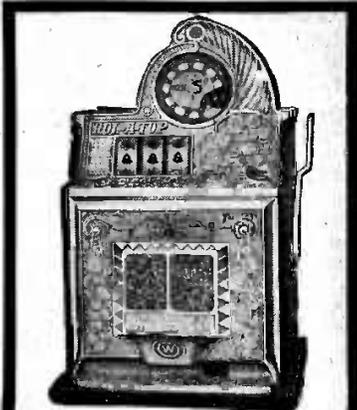
| | | | |
|-------------|--------|--------------|---------|
| Action | \$4.50 | Reel 21 | \$ 7.50 |
| Beamite | | Three Jacks | 5.00 |
| Contact | | Daval Raccis | 8.00 |
| Kings | Each. | Oval Vndr. | 27.50 |
| Cross Count | | Tit Tat Toe | 8.00 |

by Auto-Fish
Tape 7.50
1/3 Deposit With Order, Balance C. O. D.
Immediate Delivery on Jennings, Mills, Pease
New and Used Slots. Write for Price List on All New and Used Games.

WANTED
100 MILLS BLUE FRONTS
LATE MODELS. SEND SERIAL NUMBERS AND LOWEST CASH PRICE.
INDEPENDENT NOVELTY CO.
220 N. 5th St., Springfield, Ill.

PORTERS, CONCESSIONERS, TAVERN KEEPERS
Install Vending Machines in Night Clubs, Gas Stations, Recreation Parlors, Taverns, etc. Buy Merchandise and Machines from us. These new Machines are \$3.00 Each. Big Profits.
KAPLAN
1615 South Kostner, Chicago, Ill.

10 WATLING BALL GUM VEND.
ERS. 1c Play Gold Rewards. \$18.00 Each
3 PACE BALL GUM VENDERS,
1c Play 100 MILLS HEADS. \$18.00 Each
1c Play 100 MILLS HEADS. \$18.00 Each
1c Play 100 MILLS HEADS. \$18.00 Each
D. & S. NOVELTY CO.
1005 Broadway, Rockford, Ill.



ROL-A-TOP BELL
The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.
Built in 3 Models, Bell, Front Vender and Gold Award.
Built for 1c-5c-10c-25c Play
Made Only By
WATLING MFG. CO.
4640-4660 W. FULTON ST. CHICAGO, ILL.
Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

WATLING ROL-A-TOP SLOTS
Distributed by
ELECTRO-BALL CO., Inc.
1200 CAMP DALLAS.
Write for list of Reconditioned PIN Games.

GET 100 JAR LOCATIONS AND MAKE \$700 Per Week
(Investment \$345.00)
THE HOTTEST ITEM IN AMERICA TODAY
JARS - JARS - JARS
YES SIR: IT'S MONEY FROM HEAVEN
Will make more money than marble games, 1-ball payouts or even slot machines. Listen to this: just 100 locations, and that's an investment of only \$345.00, should make \$700.00. 133 Winners—2052 Tickets—Average Payouts 80%. Rush your orders in now. Be first in your territory. If not satisfied your money back.
Price IN LOTS \$3.45 OF 10 OR MORE
(Sample Jar \$5.00)
Terms—1/3 Deposit with Order, Balance C.O.D.
OHIO GAMES COMPANY
CENTRAL PARKWAY AND ELM STREET CINCINNATI, OHIO



MONEY from HEAVEN
—JACK POT—
SEE COUPONS WITH REEL TAKE CHOICE OF 50¢ BELOW 50¢ PRINTED JACK POT REWARDS ABOUT 10¢ PER LAST SALE IN JAR ALSO CHOICE OF ONE SEAL
SEALS AVAILABLE IN 100'S, 500'S, 1000'S, 2500'S, 5000'S, 10000'S



85% to player
MONEY from HEAVEN
REEL TAKE CHOICE OF 50¢ BELOW 50¢ PRINTED JACK POT REWARDS ABOUT 10¢ PER LAST SALE IN JAR ALSO CHOICE OF ONE SEAL
SEALS AVAILABLE IN 100'S, 500'S, 1000'S, 2500'S, 5000'S, 10000'S



12 LUCKY DOGGIES
Behind Sealed Windows, With Gold Seal Awards, 1,200-Hole 5c Board
TAKES IN \$60.00
PAYS OUT IN TRADE
And 45 Packages 15c Cigarettes..... \$7.00
No. B96 Sample..... \$3.50
6 Lots Each..... 3.25
12 lots Each..... 3.10
Send 25¢ Deposit With Order, Balance C. O. D.
Send for Our New CATALOGUE. Many New 1c-2c and 5c SALEBOARD ASSORTMENTS and COUNTER MACHINES.
LEE-MOORE & CO.
180-182 West Adams St., CHICAGO

ANOTHER BIG SPECIAL
\$3.50 \$3.50
Here is Today's Big Selling Deal at a Remarkably Low Price.
12 LUCKY DOGGIES Behind Sealed Windows, With Gold Seal Awards, 1,200-Hole 5c Board **TAKES IN \$60.00**
PAYS OUT IN TRADE
And 45 Packages 15c Cigarettes..... \$7.00
No. B96 Sample..... \$3.50
6 Lots Each..... 3.25
12 lots Each..... 3.10
Send 25¢ Deposit With Order, Balance C. O. D.
Send for Our New CATALOGUE. Many New 1c-2c and 5c SALEBOARD ASSORTMENTS and COUNTER MACHINES.
LEE-MOORE & CO.
180-182 West Adams St., CHICAGO

When Writing to Advertisers Mention The Billboard.

the SUPREME three 7 PLAY-7 JACK POTS



SILVER BELLS



EXHIBIT'S RACES



CHUCK-A-LETTE

- 7** MACHINES IN ONE
- 7** CAN PLAY AT THE SAME TIME
- 7** TIMES MORE APPEAL
- 7** SEPARATE JACK POT COMBINATIONS (Excepting Chuck-A-Lette)
- 7** NICKELS OR QUARTERS AT A TIME
- 7** TIMES THE PROFIT FOR YOU

It's the JACK POTS—players go after. There's SEVEN of them with SILVER BELLS and EXHIBIT'S RACES. Each is equal to seven slots or pay tables for IN-TAKE. SEVEN can play at one time.

Here you have the choice of proven, location favorites—SILVER BELLS—(Bells and Cherries)—EXHIBIT'S RACES, the speediest horse race game ever invented. Just 30 seconds from post to finish—CHUCK-A-LETTE—no different from the real game—only that it is entirely automatic in play and pay off. Can be had with TICKET VENDER or CHECK SEPARATOR at small extra charge. Consider your location wants NOW—SEE YOUR JOBBER TOOAY—or write us at once.

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST., CHICAGO

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 lies in its name—Sensation of 1937. As Wolberg put it: "We have endeavored to make a game with every possible element of lasting appeal. I firmly believe that we had achieved our aim in Sensation of 1937."

Partner Sam Gensberg, who directs the technical affairs of the busy Chicago Coin plant, describes 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 skill 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 features skill to as great an extent as does the new game.

"Play on the game is unusually fast and fascinating to an extraordinary degree. Thru skill shooting the player directs his ball either towards the top of the double spring skill row or towards the bumper springs which motivate the twin electro skill 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 kept in that bumper spring skill row by parallel spiral springs and it will contact the row of bumper springs many times before 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 simplified, exceptionally flashy light-up back rack shows in highly visible lighted figures the progressive scoring and also shows 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 infallible Chicago Coin precision engineering and sturdy construction, have resulted in a game that will not only have unparalleled drawing power but will also stand up indefinitely under all conditions of play."

Both Wolberg and Gensberg are enthusiastic over the reports coming from numerous test locations where Sensation of 1937 was first tried. It is said that the tests have exceeded the highest expectations of Chicago Coin officials as regards earnings and performance. Preparations have been made at the factory for an unusually long run, according to Gensberg.

salesmen to handle new locations and new territory as well. Wyandotte and the southern suburbs of Detroit will be covered intensively under the new setup.

Al Haksbacher, formerly with Remington-Rand Corporation in the sales field, has been appointed to handle automatic phonograph sales. New salesman for pin tables is Frank Poupard, formerly with the sales staff of the National Cash Register Company.

"These men have been in the sales fields of large corporations," Frank Healey, manager of the company, said. "This experience has made them especially qualified to sell machines to operators, because they understand the principles of merchandising and salesmanship."

EPCO

PROTECTS EARNINGS

WITH **EPCO BELL LOCK**

FOR ALL COIN OPERATED EQUIPMENT

ELIMINATES SERVICE CALLS

WITH **Chereton ELECTRO-TIMER**

FOR PIN GAMES

KEEPS GAMES PROFITABLE

WITH **ELECTROPAK!**

There is No Substitute for Perfection—Specify EPCO for Your Coin Operated Equipment

ELECTRICAL PRODUCTS CO.

6535 RUSSELL ST., DETROIT, MICH.
NEW YORK OFFICE CHICAGO OFFICE
3 WEST 29th ST. 626 WEST JACKSON

superior

"WORLD'S FASTEST GROWING SALESBORD FACTORY"

Write, Operators! Write For Superior's SCOOPS

Learn How To Make Big Money Giving Away Automobiles.

FREE FOR ALL

25¢ 50¢ 75¢

FREE FOR ALL

ALL THE WINNERS PUNCH FREE. DEFINITE PAYOUT \$5 CAPITAL AWARD.

Here's a fast-moving 1,000 Hole Superior Number with the additional incentive of free punches for the winners. Cash in on this one. Thin board, low cost to operators. Board Takes in 967 Sales @ 50....\$48.35
Pays Out 25.00

PROFIT\$23.65
Thin Board with Lacquer Finish and Easels.

Dept. B.
CHICAGO

SUPERIOR PRODUCTS, INC., 14 N. Peoria St.

Add Two Salesmen To Distrib Staff

DETROIT, June 5.—American Coin Machine Company has added two new

Protect Your Route Without Delay

1c Skill Game

DUCK SOUP

It's Legal!

100,000 Locations Open for This Money Maker.

Earn \$2.00 to \$10.00 Daily.

- CLEVER
- NOVEL
- ORIGINAL
- PROFITABLE

"Watch the DUCK Dive"

STAR SALES CO.
3921 Wayne Ave.,
Kansas City, Mo.

No Personal Checks, Please

LUCKY PURSE DEAL

POCKET BIG PROFITS WITH 1937'S BIGGEST HIT.

A 1,200-hole board with six genuine leather hand-laced purses containing coupons ranging from \$1.00 to \$5.00. Seal awards, cigarette and sectional payouts give this board more than fifty winners. Takes in \$60.00, pays out approximately \$30.00.

Sample \$5.00; Lots of 6, \$4.25; Lots of 12, \$3.75.
Deposit required on all orders.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

ATTENTION OPERATORS!

Here They Are!

AMERICAN EAGLE JACK POT JAR DEALS

Varied SIZES and "TAKES"

JOBBER AND OPERATORS WRITE FOR SPECIAL QUANTITY PRICE LIST.

GELLMAN BROS.

119 North Fourth St., MINNEAPOLIS, MINN.

Slug Visible Slotted Coin Counter

MR. OPERATOR, If you want to waste time, that is your business. If you want to save time, let this be our business. Our method of counting and tubing coins is the answer.

Transparent, with slot gauge giving absolute accuracy in count, shows up slugs, easily emptied into roll tubes. The best hand counter doing work of mechanical counter. Try a sample, \$1.25 each, or \$2.50 a set consisting of penny and nickel counter. The penny counter can also be used for tubing dimes.

50 PENNIES

THE ACCURATE COIN COUNTER COMPANY

Wrapper Tubes, 75¢ per 1,000 in 1c, 5c, 10c, 25c, 50c Sizes.
Write for Big Lot Prices.

Accurate Coin Counter Co.,
Patton, Pennsylvania

SALESBOARD OPERATORS!

Merchandise that is different. Beautiful chromium chests filled with candy, stationery, cigarettes, etc., with 40, 50 and 60-hole pushboards. Novel liquor chest with glasses. Chicago operators now making big profits. \$50.00 to \$100.00 weekly. We are manufacturers.

STONE BROS., INC.,
800 S. Sibley St. CHICAGO, ILL.

BLOOD PRESSURE

COIN MACHINES, original, patented. The best gift of the year. Hundreds now on display thruout country. Ideal for Fairs, Resorts, Drug Stores, etc. Operated with or without an attendant. \$39.50. Send for illustrated circular.

LAUFMANOMETER CORP., 4532 Park Ave., New York City.



OPERATORS — JOBBERS — DISTRIBUTORS
THE JAR THAT'S GOING LIKE WILD FIRE.
WINNERS FROM \$10.00 to 10 cents

The sensational new JAR DEAL of the year, in brilliant colors, with an entirely new idea, that is earning big profits for operators. With the cheat-proof Registered Jackpot Clock. Bank is increased by tickets ending with number 9. When BANK is increased to \$4.95, player drawing next ticket ending with 3 receives \$5.00. And tickets with Jackpot wording receive \$5.00, plus the amount registered in Bank. Imagine what appeal the GOLD STAR has to make your jars empty sooner than other jar deals. Jackpot pays from 6 to 8 Winners. Jar Winners are from 55 to 10c. Tickets stanked. High Winners have fool-proof marking. Special prices to quantity buyers. Write for Details. Order sample today. If not satisfied YOUR MONEY BACK.

2,000 Deal, \$5.25; 2,000 Deal, \$4.75; Plus 10% tax. (Jar profits \$40.00 and \$29.00). 1/2 Deposit.

PREMO NOVELTY CO., Mr., Mocanaqua, Pa.
 Michigan State Distributor
GENERAL AMUSEMENT DEVICES CO.,
 3138 CASS, DETROIT.

GUARANTEED REBUILT

| | |
|-------------------------------|---------|
| 1 BALL AUTOMATIC TICKET GAMES | |
| ROUNDUP | \$19.50 |
| BALLY DERBY | 32.50 |
| BONUS | 19.50 |
| CHALLENGER | 19.50 |
| MAJESTIC | 17.50 |
| TRAPLITE | 25.00 |
| TWISTER | 22.50 |

1/3 Deposit, Balance C. O. D.

IDEAL NOVELTY CO. 1516 MARKET ST. PHOENIX, ARIZ.

Bally Announces Two New Consoles

CHICAGO, June 5.—Taking advantage of the double holiday to completely rearrange 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 now able," Ray states, "to get super-bell earning power and griefless performance in one and the same machine. Our Bally Bells boasts more exclusive money-making features than any game in its class. For example, its new no-glare design eliminates all complaints of symbols running together and confusing the player. Another exclusive feature is the 12-coin escalator with which each of the two coin chutes is equipped.

"As to earning power, Bally Bells has all the appeal of old-time bell-fruit symbols, plus the flash 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.

"Housed in a swanky moderne 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 money faster than anything ever seen.

"Our companion to 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 Favorite's fascination that two or three players will invariably cover all nine horses.

Then a finger-tip touch of the starter button and they're off. And while the horses flash 'round and 'round the odds wheel whirls and comes to a teasing, tantalizing stop. And to add to the thrills there's a special daily double 50-to-1 jackpot feature.

"In its de luxe moderne cabinet, decorated in gold, ivory, black and crimson. Favorite is ruggedly constructed to take the punishment of constant heavy play. Based on the age-old sport of horse racing, Favorite is destined to be one of the fastest money-makers in coin machine history."

Canadian Likes Sensation Game

CHICAGO, June 5.—M. Fine, Chicago Coin Corporation's distributor from Montreal, visited the Chicoin factory this week and placed a substantial order for the new novelty game, Sensation of 1937.

Fine is a native Canadian and has lived in Montreal all his life. He enjoys a fine reputation in his territory and is said to be doing a splendid job for Chicago Coin in Canada. Fine was most enthusiastic in his comments on the new game and claimed that his operators will find this game to be all that its name implies.

Fairgrounds Back Into Production

CHICAGO, June 5.—Popular demand has compelled 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 a month ago to make room for newer 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. It is the first one-shot changing-odds game to feature the tall backboard which has become so popular of late."

Everybody Is Going to Town with the CAILLE COMMANDER

The Machine That Turns Poor Locations Into

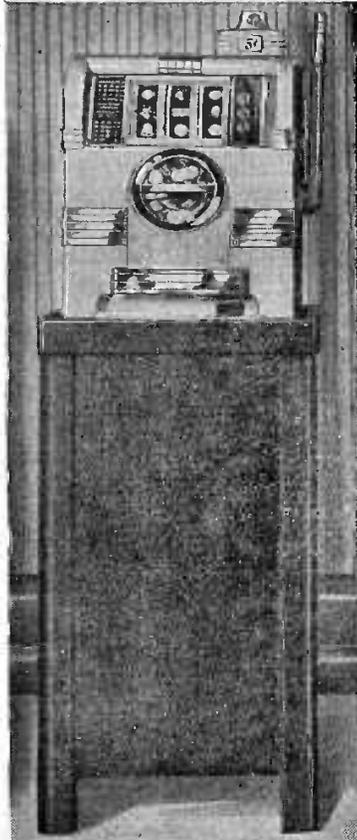


There's no doubt about it! Operators everywhere are saying the Caille Commander beats everything they have ever seen. And don't forget—they're not praising it just to hear themselves talk! They formed their opinion by counting the coins in the cash-box!

Operators by the hundreds are going to town with the Caille Commander. Why not YOU? Get hep 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 CO.
 6200-6250 Second Blvd.
 Detroit, Michigan

Originators and Manufacturers of Coin-Operated Machines Since 1888



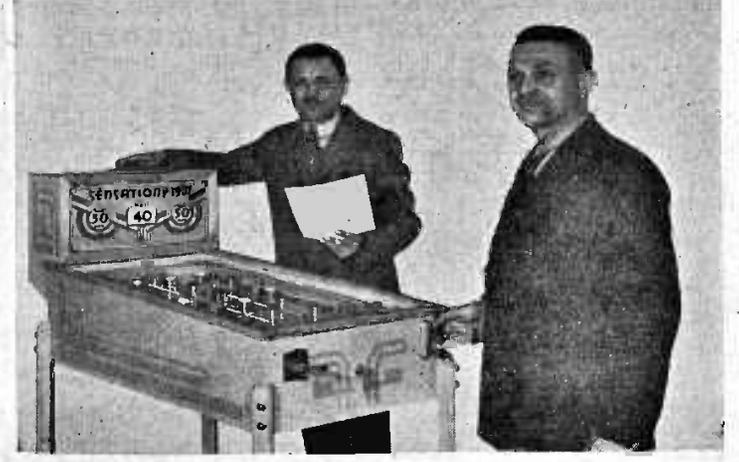
CAILLE BROTHERS COMPANY
 6200-6250 Second Blvd., Detroit, Michigan

MAIL COUPON

I am interested in hearing about your special proposition on the new Caille Console and 1937 Commander. Please send literature.

Name Address

City State



SAM WOLBERG AND SAM GENSBURG (right), Chicago Coin Corporation, demonstrate that Sensation of 1937 is "a game so good we ourselves can't leave it alone."

IT'S A GOLD MINE!
A BIG \$25.00 HIT
 for Fast Play
A Low Average Payout
 for Big Profits

No. 680 HIT AND WIN 600 HOLES

A ONE-SHOT CASH BOARD.

Average Take-in\$15.00
 Average Payout 2.20

Average Gross Profit.....\$12.80

Don't Miss This One! Get the Details! Write, Stating Your Line or Business, to

HARLICH MFG. CO.
 1401-1417 W. Jackson Blvd., Chicago, Ill.



WE COVER THE EAST

WITH The FINEST LINES in the INDUSTRY

For real profits check the following list of games—and write immediately for full details and prices. For bigger profits and 100% co-operation deal with George Ponsler Company.

WRITE NOW!

—EVANS—

GALLOPING DOMINOS

BANG TAILS

ROLETTTO, Jr.

Ask About—**JIFFY TESTER**

—GEMCO—

NOW READY FOR DELIVERY

HOME STRETCH

THE BIG #1/2 5 BALL NOVELTY GAME

You Need—**JIFFY TESTER**

—GOTTLIEB—

HOT SPRINGS

ELECTRIC SCORE BOARD

(5-Ball Ticket Game)

Repair With—**JIFFY TESTER**

—CHICAGO COIN—

READY FOR INSTANT DELIVERY

SENSATION of 1937

A REALLY DIFFERENT BUMPER GAME!

Quicker with—**JIFFY TESTER**

—PACIFIC—

SKOOKY

GUM, MERCHANDISER

DE LUXE BELLS

DE LUXE ROSEMONT

DE LUXE CORONATION

Write for—**JIFFY TESTER**

—WESTERN—

PREVIEW WINNER

FAST TRACK

BIG ROLL

JIFFY TESTER

Ready for Instant Delivery

GEORGE PONSLER COMPANY

1140 BROADWAY, NEW YORK
(Tel.: Ashland 4-3915)

11-15 EAST RUNYON ST.
NEWARK, N. J. (Blgelow 3-6272)

900 NORTH FRANKLIN
PHILADELPHIA (MARKet 2656)

Supreme Dinner For Ben Kulick

BOSTON, June 5.—Ben L. Kulick, who recently resigned from the Rudolph Wurlitzer Company to take over the sales management of the Daval Manufacturing Company, Chicago, was given a rousing sendoff by a group of New England operators at a testimonial dinner held last week at the Copley Square Hotel. Ben D. Palastrant, of Supreme Amusement Company, staged the dinner with the co-operation of William T. Brase, service instructor of the Wurlitzer company, and Leo Fox, prominent local operator.

Over 50 operators from various parts of New England were on hand to see Palastrant present Kulick with a handsome gold wrist watch as a token of appreciation on behalf of the assembled guests. Kulick thanked the men for the gift and the co-operation they had extended to him during his stay in this territory. He also expressed his regrets about having to leave the territory.

At the conclusion of the dinner a peppy floor show was staged, composed of several acts appearing at local leading hotels and theaters. Among the operators who enjoyed the affair were Charles Foote, Arthur Sturgis, Bert Klapper, Anabell Viana, Albert Navickas, George Navickas, John Fiore, Alfred Di-Orlo, Leo Fox, Nick Russel, John Chaplain, J. Saruby, William T. Brase; Phil Young, manager of the Copley Square Hotel; Ben Palastrant and others.

Distrib Expects Test of License

To the Editor: "I suppose that you know all about the happenings in Maryland, that we have a State license bill for pinball at last. And while, as expected, there has been some question as to just what the law will permit to operate, so far it is moving along nicely.

"I know you will be interested in what the immediate effects are and just what is going on. Well, it reminds me of the scenes in one of the gold-rush or covered-wagon pictures. Everybody is rushing into the State and hoping to gain advantage of the other fellow. Anyway the State is completely infested with jobbers and operators from all parts of the country and local as well. So true is this that they are offering machines to one another, thinking they are location owners.

"However, most of the equipment is used and I believe that shortly there will be quite a market for the speculator to buy used machines in Maryland. The



PARK-O-GRAF profit-producer. Picture of Baltimore street, East, Cumberland, Md., showing recent installation of Park-o-Graf meters. The Baltimore Evening Sun, commenting on the meters, said: "The city of Cumberland installed several hundred new parking meters on the streets and took in a flood of nickels that exceeded even Christmas week. The total for the week in the nickel-an-hour machines was \$396 in less than 100 machines that had been checked up to that time."

LADY LUCK

1200 Hole Form 4190

Takes in \$40.00

Pays Out 19.00

Price With Easel . . 1.82

Plus 10% Federal Tax

Holiday Boards, Holiday Cards and Holiday Headings.

Write for our Catalog of Money Making Boards, Cards and Die Cut Sheets.

CHAS. A. BREWER & SONS

Largest Board & Card House in the World

6320-32 Harvard Ave., Chicago, U. S. A.



AJAX NEW BASEBALL BOARD "BIG LEAGUE"

AND A Good one, highly colored—Very Attractive, 1,000 holes—and 103 step up holes, and all punch out.

Takes in \$50.00

Pays Out (definite) 24.75

PRICE \$2.48

Plus 10% U. S. Tax.

Our 1937 Colorful 56 Page Catalog Just Off the Press. Write for a Copy. State your line of business.

AJAX MANUFACTURING CORP.

119-125 N. 4th St., Philadelphia, Pa.

Tom Thumb Jar Games

Sample Jar, 50 Sale, 200 Winners, \$18.50 Profit. Price, Express Prepaid, \$2.15. Low Prices on Quantities. Write for Details on Other Games.

TOM THUMB, Dept. 77 Nauvoo, Ill

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

outside territory will be so affected that I am of the opinion that the selling price will be smaller than at any other time in the business.

"While the general setup is by far on this order, I believe that operators will meet with fair success. But it is most certain that a test of the law will have to be made.

"In anticipation of the good prospects in the future, we have several hundred games rolling. In our general setup we are not becoming excited. We are going right ahead with our music department as well as our cigaret and merchandise department. We have added 300 phonographs and 500 cigaret machines to our own operations."—E. V. Ross, Baltimore.

Ponsler Acquires Two New Lines

NEW YORK, June 5.—George Ponsler Company, Inc., reports that it has been appointed distributor for Chicago Coin Corporation and the Shyvers Manufacturing Company products in this territory. Bert Lane, Ponsler sales manager, says: "The two manufacturers have long had a reputation for producing games which meet the requirements of this territory. Their new games, due here this week, are sure to click with the operators in a big way. We have made special arrangements to present the games to the operators upon their arrival."

George Ponsler reported: "The additional lines from Chicago Coin and Shyvers give us two more shingles for our signpost now appearing in our advertisements. This makes eight manufacturers whose products we represent in this territory. I feel certain that the games of these two manufacturers will meet with the full approval of the Eastern jobbers and operators.

"With the addition of these two new lines," he concluded, "we are in a position to assure every operator 100 per cent coverage for his locations."

Summer Enhances Bowling Popularity

CHICAGO, June 5.—Opening of amusement parks and other summer spots has greatly enhanced the popularity of coin-operated bowling games. While fall and winter are the natural seasons for bowling on regulation alleys, the coin-operated games, requiring little exertion, continue their popularity right thru the hot weather.

Rock-Ola Manufacturing Corporation reports that a most unusual increase in the sale of Rock-o-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 cups. Rock-o-Balls have the distinctive feature known as the triple-score feature, which enables the player to see at all times just what the previous high-score game is, the score of the game he is playing and the number of balls he has already played. It seems evident from the great appeal of these games that coin-operated bowling alleys are here to stay for many years to come.

Baseball Games Timely As B.O. Figures Mount

CHICAGO, June 5.—Anyone reading the papers is familiar with the fact that both major and minor league teams are drawing the greatest attendance in the history of the national pastime. All over the country records for attendance are being shattered. According to newspaper figures, in eight major cities on Decoration Day more than 350,000 people attended baseball games.

This popularity of the game has been a timely advantage to coin-operated baseball games. Rock-Ola Manufacturing Corporation reports that its World Series game is feeling the effects of the craze for baseball. When the public takes to something in a big way there is a natural reflection all along the line. Such has been the case with operators who have World Series on location, Rock-Ola officials say. The public being baseball conscious, they quite readily step up to a World Series baseball machine to try their skill. Since the game is about as human as any coin-operated machine ever designed, it affords the player an opportunity to imagine that he is standing up at the plate and he tries to hit the pitched balls as tho his own team actually depended on his coming thru with a single, double, triple or home run. That is the answer to the great popularity of the game which operators are said to be reporting all along the line.



H. F. MOSELEY, Pres.-Treas.

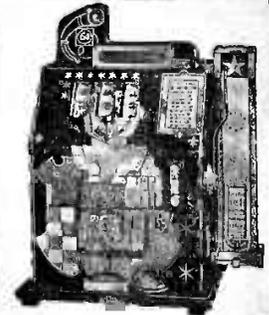


NOTICE WE ARE DISTRIBUTORS FOR

JENNINGS' DELUXE SPORTSMAN, WESTERN'S PREVIEW, EXHIBIT'S RACES, PACIFIC'S SKOOKY, MAZUMA, DELUXE BELL; BALLY'S EQUALITE, CROSSLINE, CAROM, GOLDEN WHEEL, RAYS TRACKS; MILLS POST TIME; PACES' 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.



PIN GAMES AND COUNTER MACH.

SLIGHTLY USED—LIKE NEW

| | |
|--|---|
| 17 Skippers \$ 37.50 | 1 Daily Races \$ 17.50 |
| 18 Bumpers 20.00 | 1 Hurdle Hop, brand new 30.00 |
| 4 Fire Cracker, F.S., new 25.00 | 1 Sky High 7.50 |
| 12 Rock 'Em Up, like new 7.50 | 1 Solo Novelty 8.00 |
| 2 Palooka Sr. 30.00 | 1 Wheel of Fortune, perfect 20.00 |
| 1 Palooka, Jr. 22.00 | 1 Electric Score Board, F.S. 35.00 |
| 1 Fair Ground 117.50 | 1 Pamco Rosemont, F.S. 200.00 |
| 1 Nip and Tuck 10.00 | 2 Preakness 75.00 |
| 2 Hi De Ho, cash and ticket 57.50 | 2 Rockola Night Clubs, 12 records 125.00 |
| 1 Royal Race 75.00 | 1 Duck Soup, sample \$1.25; per doz. 12.00 |
| 1 Pamco Chassis, like new 17.50 | 9 Trio Packs, used 10 days 10.00 |
| 2 Totalizers, like new 8.00 | 10 A.B.T. Targets, used 30 days 20.00 |
| 2 Ace Machines 8.00 | 5 Penny Smokes 4.00 |
| 2 Caroms, C.P., used 10 days 112.50 | 14 Penny Packs, like new 4.00 |
| 1 Western Grid Stake 20.00 | 2 Reel Dice 6.00 |
| 1 Buckley Combination, C.P. 30.00 | 1 Reel 21, like new 5.00 |
| 1 Prospector 8.00 | 3 Zephyr, F. S. 12.00 |
| 1 Broadway Angel, F. S. 35.00 | 1 High Stake Daval, F.S. 6.00 |
| 1 Hurdle Hop, like new 22.50 | 2 Red and Blue, like new 10.00 |
| 1 Electric Eye 10.00 | 2 Golden Harvest, like new 10.00 |
| 1 New Yorker, like new 10.00 | 3 Western Match 'Em, brand new 7.00 |
| 1 Chuck-O-Lette, sel. model, cannot be told from new 150.00 | 8 Western Cigarette Machines, brand new 7.00 |
| 3 Rays Tracks, cash and ticket pay, serials over 4500, S.U. 282.50 | 1 Rockola Rhythm King, 12 rec., F.S. 205.00 |
| 2 World Series, like new 200.00 | 2 Mills Post Time, F.S. 115.00 |
| 1 Tickle, 5c play 5.00 | 2 Rockola Lobby Scales, F.S. 37.50 |
| 5 T N T, to play 4.00 | 1 Rays Track, check sep, serial over 4500, cannot be told it has ever been unpacked 287.50 |
| 6 Traffic, 5c Play 4.00 | 2 A.B.T. 1c Pistol Targets, F.S. 29.50 |
| 1 Pipit Machine 7.50 | 1 Keeneys Repeater 7.50 |
| 1 Madcap 7.50 | 1 Pamco Speedway 22.50 |
| 1 Major League 7.50 | 1 Five and Ten 5.00 |
| 2 Peerless, C.P. and ticket 15.00 | 1 High Hand 7.50 |
| 1 Pamco Red Sally, C.P. 20.00 | 2 Mills Equity 5c 10.00 |
| 5 Whirlpool, ticket model 10.00 | 1 Hook Rabbit 7.50 |
| 1 Daval Sequence 12.50 | 1 Keeneys Targette, like new 125.00 |
| 2 Hold 'Em 12.00 | 1 Pamco Parlay 20.00 |
| 1 Bank Night 12.00 | 5 Jumbo 10.00 |
| 1 Totallike 5.00 | The following machines are \$5.00 each: |
| 8 Tycoons, mattery model, like new 7.50 | 4 Daval Races, 1 Tilt Tat Toe, 1 Baby Grand, 1 Mysterious Eye, 1 5-Jack, 1 25-Ball Gum Vender, 1 Sandy Horse, 1 Bally Baby. |
| 4 Lights Out 10.00 | |
| 3 Exels 8.50 | |
| 1 Baffle Ball, Sr. 7.50 | |
| 1 Brokers Tip 30.00 | |

SLOT MACHINES

ALL SLOT MACHINES HAVE BEEN RECONDITIONED, REFINISHED AND MECHANICALLY OVERHAULED, LIKE NEW IN APPEARANCE.

| | |
|--|--|
| 1 Mills Red Front, 10c play, future pay with indicator, high serial \$80.00 | 8 Little Dukes, to play, coin detecto head, triple J.P., serials from 14513 to 47325 15.00 |
| 1 Mills Red Front, 25c play, future pay with indicator, high serial 80.00 | 1 Watling Twin J.P., 10c, 50416 20.00 |
| 10 Mills 5c Red Front, future pay with indicator, high serial 77.50 | 6 Watling Roi A Top J.P., G.A., 5c play, 64393 to 70828, like new 45.00 |
| 26 Mills Mystery Blue Front, J.P., G.A., V. 5c, Serial 319085 to 377139 52.00 | 1 Watling Roi A Top J.P., G.A., 10c play, 66569-73251 45.00 |
| 6 Mills Mystery Blue Front, J.P.V., no G.A., 5c, 394058 to 395475 52.00 | 2 Watling Roi A Top J.P., G.A., 25c play, 71381-72299 45.00 |
| 1 Mills Extraordinary, J.P.V., no G.A., 5c, 360396 40.00 | 1 Jennings Silent Escalator J.P., 5c play, 190433 30.00 |
| 1 Mills Extraordinary, J.P.V., no G.A., 10c, 397251 40.00 | 4 Jennings Duchess J.P., 1c play, 12792 to 17865 15.00 |
| 1 Mills Blue Front, J.P.V., Gold Award 10c, 377782 60.00 | 1 Pace Bantam, 1c J.P. 15.00 |
| 1 Mills Blue Front, J.P.V., Gold Award 25c, 321527 50.00 | 5 Watlings Twins, J.P.V., 5c, serial 1489728 to 162954 22.50 |
| 1 Mills Blue Front, J.P.V., no Gold Award, 25c, 354887 50.00 | 2 Watling J.P. Front V., serials 43678-43389 12.50 |
| 5 Mills Golden Silent, regular J.P.V., Gold Award, 1c play, 307648 to 309195 25.00 | 1 Watling, No. J.P. Frt. Vndr., 33572 7.50 |
| 2 Mills Golden Silent, regular J.P.V., Gold Award, 5c play, 300644-34843 35.00 | 1 Mills S.J.P. Bell, 25c, 234837 22.50 |
| 2 Mills Silent Front Vender, J.P.V., 5c, 280284-283597 27.50 | 1 Mills J.P. Front Vender, Pace Front 20.00 |
| 2 Mills Golden Silent, regular J.P.V., Gold Award, 25c play, 30410-300740 35.00 | 1 Mills J.P. Front Vender, Pace Front, 25c play, 120458 12.50 |
| 1 Mills Red Front, G.A., J.P., deferred pay 10c, 375289 60.00 | 1 Mills J.P. Front Vender, Pace Front, 25c play, 130255 12.50 |
| 1 Mills Red Front, J.P., G.A., Skill Control, 10c, 369013 60.00 | 2 25c Calles, single J.P., 28532 and 818 15.00 |
| 1 Mills Blue Front, J.P., G.A., Skill Control, 10c, 362727 60.00 | 1 10c Galle 15.00 |
| 2 Mills Red Front, J.P., G.A., Skill Control, 5c, 374315-374555 75.00 | 1 25c Mills Bell with Rockola Dummy Front, 227251 20.00 |
| 2 Mills War Eagle, J.P.V., no G.A., 5c, 4447730-549780 30.00 | 1 25c Mills Pace Front, 187898 20.00 |
| 1 Mills Q.T., J.P. Vender, 5c 9275 30.00 | 6 25c Mills Pace Front, 150339 to 181913 20.00 |
| 4 Pace Bantam, J.P.V., 1c 15.00 | 3 5c Mills Dummy Front, 481179-155971-222260 12.50 |
| 1 Pace Front, J.P.V., 1c, 25477 15.00 | 1 5c Jennings Victoria, 112156 27.50 |
| 1 Pace Bantam Bell, J.P., 10c 8512 15.00 | 4 5c Jennings Bell, 102991-102798-102791-102996 17.50 |
| 13 Watling Twin J.P.V., 1c, 51421 to 52738 19.50 | 1 5c Jennings Side Vender, 79894 12.50 |
| 1 Watling Mystery Pay, J.P., 1c, serial 71293 25.00 | 1 1c Jennings Side Vender, Pace Front, 10056 12.50 |
| 3 Watling Treasures, J.P., 1c, 73688 to 74181 27.50 | 2 5c Jennings Reserve, 80888-79654 17.50 |
| 1 Little Duke, 1c, coin detecto head single J.P., serial 8778 12.50 | 1 5c Jennings Primer, 74844 17.50 |
| | 2 5c Jennings Little Dukes, Detecto Head, 1549-7510 17.50 |

PACES RACES

ALL PACES RACES HAVE BEEN RECONDITIONED, REFINISHED AND MECHANICALLY OVERHAULED, LIKE NEW IN APPEARANCE.

| | |
|--|--|
| 1 Paces Races, 20 to 1, Check Separator, 2703, 5c \$215.00 | 2 Paces Races, 20 to 1, Cash Pay 2538-2905, 5c \$210.00 |
| 1 Paces Races, 30 to 1, Check Separator, 3842, 5c 225.00 | 1 Paces Races, 20 to 1, Check Separator, 3764, 25c 225.00 |
| 2 Paces Races, 20 to 1, Cash Pay, 3927-3945, 5c 220.00 | 7 Paces Races, light cabinets, 30 to 1 Cash Pay, 5c play, 4365-4612, 4482-4491-4554-4562-4417 \$110.00 |
| 1 Paces Races, 30 to 1, Cash Pay, 3419, 5c 215.00 | |

SUPPLIES

| |
|---|
| 5c SOLID CHECK, ALUMINUM FINISH, SAME AS NICKEL. Per Thousand \$ 8.00 |
| 5c SOLID CHECKS FOR PIN GAMES. Per Thousand 10.00 |
| BATTERIES, Per Case of 25 2.50 |
| REGULAR 5c COIN SLOT FOR PIN GAMES 3.50 |
| AIR RACE AND CHECK SEPARATOR SLOTS 3.50 |
| BALL GUM, Per Case of 10,000 Balls 12.00 |
| COLLECTION BOOKS. Per Dozen 1.20 |

ALL KINDS OF PARTS FOR PACES RACES.

All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list.

MOSELEY VENDING MACHINE EX. Inc.

00 BROAD STREET DAY PHONE 3-4511

RICHMOND, VA. NIGHT PHONE 5-5328

Banner Specialty Has Gala Opening

PITTSBURGH, June 5.—Grand opening party of Banner Specialty Company, this city, was the biggest local colmer, have ever witnessed. Operators, jobbers, distributors and manufacturers came from New York, Chicago and other cities. Hundreds of operators from this city and environs were also present. Spot was jammed from early in the morning until late at night.

Floral pieces jammed the place. Wires

of congratulation were received from the firm's many well-wishers.

I. H. (Izz) Rothstein, Banner president, was in charge of the grand opening and was a very busy man. Aside from shaking hands all day, he was called continuously to advise, superintend and handle various business matters as they were received.

Shipments of machines came in throughout the day from the various manufacturers. Many were shown for the first time.

Harry Rosenthal, popular Banner manager, lived up to his reputation as one of the best hosts in the business. Refreshments and eats of every sort were on hand.

Among the first manufacturers to arrive were A. S. Douglas, president of Daval Manufacturing Company, Chicago, with Dave Helfenhein sharing the high office with Al, as well as the firm's new sales manager, Ben L. (Kentucky) Kulick. Bally Manufacturing Company was represented by John Kress, assistant sales manager.



THE PHENOMENAL SELLER

No. D245—The publicity given to the "World's Heavyweight Fight"—makes people boxing-conscious. Capitalize on it. Let the "World's Champ" deal make more money for you. It's new, a lot of fun and profitable. Prizes every time—100% Legal. Sells fast in any location. 70 prizes with 50c surprise prize with last number.

BRINGS IN \$7 COSTS \$9.50
SELL TO DEALER FOR \$5.25 YOU 3.50

No. D185—Trading Post, similar to above. Consists of 130 prizes with \$1 prize for last number. Brings in \$13.00. Sell to dealer for \$8.50 to \$9.50. Costs you \$6.00.

No. S208—Scotty Dog 2c salesboard assortment. The wonder money maker. Brings in \$3.80. Consists of 200 hole punch-out cards, display board and 18 Scotty Dog novelties. Sell to dealer for \$2.55. Costs you only \$1.55

SPORS CO., 6-37 Erie St., LeCenter, Minn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES.

HIT THE BALL
 3 PACKAGES (60) CIGARETTES
 2 PACKAGES (40) CIGARETTES
 LAST PUNCH IN EACH SECTION REVEALS ONE PACKAGE (20) CIGARETTES
 TAKE IN: 1,000 HOLES @ 1c.....\$10.00
 PAYOUT: 40 PKGS. @ 15c..... 6.00
 PROFIT 4.00
 PRICE \$1.90 PLUS 10% U. S. TAX
 WRITE FOR LITERATURE—STATE BUSINESS

GARDNER'S NEW CIGARETTE BOARD

CHOICE OF 9 PAYOUTS PAYING 16-30-34-36-40 OR 74 PACKAGES OF CIGARETTES
 Choice of 1c a Punch; 1c a Punch Half Free; 2c a Punch; 2c a Punch Half Free
 1000 HTB—(Hit the Ball)
 TAKE IN: 1,000 HOLES @ 1c.....\$10.00
 PAYOUT: 40 PKGS. @ 15c..... 6.00
 PROFIT 4.00
 PRICE \$1.90 PLUS 10% U. S. TAX
 WRITE FOR LITERATURE—STATE BUSINESS
GARDNER & CO.
 2309 Archer Ave., Chicago, Ill.

Bill Frey Visits New York

NEW YORK, June 5.—Bill Frey, of Miami, flew into New York last week to pick up a special 16-cylinder Cadillac he had ordered. Bill stayed around town over the week-end, then drove into Baltimore, from where he took the boat back to Miami.

Frey informs us he intends to run an operation of machines (anything with a coin slot) in both Baltimore and New York.

In the few days Frey spent in the city he visited practically every jobber and distributor to say "hello." The operation in New York will be run by his brother Alfred, and Bill intends to fly into New York about once a month to check up.

ROUTES

(Continued from page 3c)
 Newton, Magician, & Co.: Dickinson Center, N. Y.
 Ripon, Show: Hixon, Tenn., 7-8; Salt Creek 10-12.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Framingham, Mass., 9; Haverhill 10; Gloucester 11; Amesbury 12.
 Hayworth, Seabee, Co.: Suffolk, Va., 10-12.
 Floating Theater: Suffolk, Va., 7-12.
 Ginnivan, Norma, Show: Bryan, O., 7-12.
 Hatcher Players: Pleasantville, Ia., 10.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Walla Walla, Wash., 8; Lewiston, Ida., 9; Moscow 10; Coeur d'Alene 11; Spokane, Wash., 12-13; Missoula, Mont., 14; Butte 15; Dillon, 16; Idaho Falls, Ida., 17; Twin Falls 18; Pocatello 19.
 Barney Bros.: Ellensburg, Wash., 14; Cle Elum 15.
 Beers-Barnes: Sherburne, N. Y., 10.
 Eddy Bros.: Schenectady, N. Y., 8; North Adams, Mass., 9; Springfield 10; Worcester 11; New London, Conn., 12; Fall River, Mass., 14; New Bedford 15; Lowell 16; Keene, N. H., 17; Montpelier, Vt., 18; Burlington 19.
 Eddy Bros.: Rockville, Conn., 9.
 Fort Peck, Rodco Co.: Perry, Mo., 7-14.
 Haag Bros.: Greenville, Ill., 8; Salem 9; Flora 10; Olney 11; Casco 12; Shelbyville 13; Urbana 14.
 Hall's Animal: Albany, Ill., 8; Thomson 9; Hanover 10; Elizabeth 11; E. Dubuque 12.
 Hinkley, Editt, Rodeo: Flint, Mich., 12-20.
 Hoxie, Jack: Lebanon, Pa., 9.
 Mix, Tom: Nashua, N. H., 8; Concord 9; Portsmouth 10; Portland, Me., 11; Bath 12; Bangor 14.
 Polack Bros.: Sioux City, Ia., 7-12.
 Howe Bros.: Lemmon, S. D., 10; Hettinger, N. D., 11; New England 12.
 Ringling Bros. and Barnum & Bailey: Newark, N. J., 8; Trenton 9; Wilkes-Barre, Pa., 10; Anderson 11; Paterson, N. J., 12; Bridgeport, Conn., 14; Stamford 15; New Haven 16; Hartford 17; Providence, R. I., 18; Fitchburg, Mass., 19.
 Seal Bros.: Washington, Ia., 9; Tipton 10; Anamosa 11; Marshalltown 12; Savanna, Ill., 13; Geneva 14; Dyersville, Ia., 15; Manchester 16.
 W. P. A.: Stapleton section, Staten Island, N. Y., 8-12.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alam0: (Foundry st. & Electric ave.) Atlanta, Ga.
 All-American: Ponca City, Okla.
 American United: Spokane, Wash.; Missoula, Mont., 14-19.
 American Expo: Muncie, Ind.; Marion 14-19.
 Anderson-Srader: Pratt, Kan.; Newton 14-19.
 Arena: Sharpsville, Pa.; Grove City 14-19.
 B. & V.: Newton, N. J.
 Bach, O. J.: Whitehall, N. Y.; Brandon, Vt.
 Bantley's All-American: Connellsville, Pa.; Vandergriff 14-19.
 Barfield's Cosmopolitan: Pruden, Tenn.; La Follette 14-19.
 Barker: Mendota, Ill.
 Barknot Bros.: Saginaw, Mich.
 Barnhart's Golden West: Perham, Minn.
 Bazinet, Wm., & Sons: Virginia, Minn.
 Beckmann & Gervy: Battle Creek, Mich.
 Bee, F. H.: Owensboro, Ky.
 Blue Light: Isle of Palms, S. C., 7-19.
 Blue Ribbon: Terre Haute, Ind.
 Blue Ridge: Everts, Ky.
 Blumenthal's Attrs.: Penn Township, Pa.; Russellton 14-19.
 Bremer: Little Falls, Minn.; Cloquet 14-20.
 Bright Light Expo: Grantsville, Md.
 Broadway Shows of Amer.: Charleston, W. Va.
 Brown Novelty: Wrightsville, Ga.
 Buck, C. C. Expo.: Stroudsburg, Pa.
 Bucky State: Crystal Springs, Miss.
 Buffalo Bazaar Co.: Troy, Pa.
 Bullock Am. Co.: Glen White, W. Va.
 Byers & Beach: Mason City, Ia.
 Byers Greater: Warrendale, Mo.
 Cabinet Am. Co.: East Gary, Ind.
 Castle United: Flat River, Mo.
 Central State: Osborne, Kan.
 Catlin & Wilson: Mt. Pleasant, Pa.; Bradford 14-19.
 Christ United: Urbana, O.
 Coleman Bros.: Hartford, Conn.
 Colley, J. J.: Coalgate, Okla.
 Conklin's: Winnipeg, Man., Can., 7-19.
 Corey Greater: Meyersdale, Pa.; Houtzdale 14-19.
 Cota's: Wolverine: Reed City, Mich.
 Crowley United: Onawa, Ia.
 (See ROUTES on page 94)

IDEAL NOVELTY CO. (15th Floor, 111 N. Dearborn St., Chicago, Ill.)

GUARANTEED REBUILT AUTOMATICS (CASH)

| | |
|-----------------------------|---------|
| ACE | \$ 7.50 |
| ALL STARS | 17.50 |
| BALLY DERBY | 29.50 |
| BLUEBIRD | 27.50 |
| BONUS | 15.00 |
| CHALLENGER | 15.00 |
| COCKTAIL HOUR | 12.00 |
| CREDIT | 12.00 |
| DOUBLE HEADER | 35.00 |
| DOUBLE SCORE | 12.50 |
| FLICKER | 19.80 |
| GOLD RUSH | 7.50 |
| GRAND CHAMPION (Race Horse) | 17.50 |
| GRUB STAKE | 35.00 |
| JUMBO | 15.00 |
| NECODY | 17.50 |
| MULTIPLE | 25.00 |
| NEW YORKER | 7.50 |
| PALMO PARLAY | 19.50 |
| PALMO PARLAY, JR. | 9.00 |
| PROSPECTOR | 7.50 |
| PUT IN THE | 7.50 |
| QUEEN MAKE | 19.50 |
| ROCKET | 7.50 |
| ROUNDUP | 15.00 |
| SPORTSMAN | 7.50 |
| STAMPEDE | 7.50 |
| SUNSHINE DERBY | 17.50 |
| RELIANCE (Disc) | 25.00 |

1/3 Deposit, Balance C. O. D.

BADGER
 NOVELTY COMPANY
 NOVELTIES
 PREMIUMS
 SPECIALTIES

YOU NEED THIS!

SEND FOR YOUR COPY TODAY.
 Our new 1937 Catalog just off the press contains thousands of new items—Novelties, Concession Goods, Specialties, Salesboards, Premiums, Imported and Domestic Merchandise—all exceptionally Low Prices. One day service. Don't fail to send for your Free Copy Today.

BADGER NOVELTY COMPANY
 2546 N. 30th ST., MILWAUKEE, WIS.

WE ARE READY

With a Full and Complete Line of Merchandise, suitable for BINGO GAMES—GRIND STORES—BALL GAMES—PITCH-TILL-YOU-WIN—SHOOTING GALLERIES—PENNY PITCH—NOVELTY STANDS, etc.
 SEND FOR OUR NEW 1937 CATALOG

When in or near Chicago—come in and inspect Our Line. It will pay you.
 Send For Latest FIREWORKS Pamphlet.
M. K. BRODY
 1116 So. Halsted St., Chicago, Ill.
 IN BUSINESS 26 YEARS

CANDY (Give-Away) PACKAGES AND INTERMEDIATES.

| | |
|---------------|---------------|
| SMILES | 200 To Carton |
| 100 Pkgs. | \$2.00 |
| 500 Pkgs. | \$10.00 |
| 1,000 Pkgs. | \$20.00 |

These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE Illustrated Catalog of Our Complete Line. 20% Deposit with Order, Balance C. O. D.
DELIGHT SWEETS, Inc., 50 East 11th St., New York City

ATTENTION CARNIVAL MEN!
 Before buying GET OUR LOW-CUT PRICES ON NOVELTIES, CANES, PLASTER AND TOSS UPS.
MILTON D. MYER COMPANY
 332 Third Avenue Pittsburgh, Pa.
 THE UNDERSSELLING SUPPLY HOUSE
 \$4.75 Cr. \$4.25 Cr.

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 Paintsville, Ky. Not a promotion but annual celebration. Draws enormous attendance from surrounding territory. Want Shows, especially Mechanical and Grind Shows. Also Motordrome. Attention! Jockey Roland. Want Loop-o-Plane and Chair-o-Plane. Want first-class Free Acts, long engagement if salary right. Also Colored Musicians and Performers. Salary allowance for band. Want Acts for Side Show. Address Pruden, Tenn., this week; La Follette, Tenn., next week. P. S.: Want Legitimate Grind Stock Concessions, especially Pitch-Till-Win, Fishpond and Photo Studio.

ROYAL PALM SHOWS WANT
 Shows. Will furnish tops. Monkey Show, Midgets, Mickey Mouse, Motordrome, Fat Show. Also Side Show Attractions, Crime Show, Inside Lecturers and Talkers. Also legitimate Concessions. Cook House open. This show stays out all winter, long season. Fair Secretaries, please note! We have some open dates. Write or wire, this week, inside city limits, Paducah, Ky.

ELLMAN SHOWS WANT
 Shows of all kinds, Loop-o-Plane man. Roy Hilderbrant, answer. Ray Swanner wants Concession Agents, Ride Help that drive semi-trailers. Real route of celebrations to interested parties. We have seven rides and shows.
 ELLMAN SHOWS, Ripon, Wis., June 7 to 12; Friendship, 14 to 19.

ATTENTION CONCESSIONAIRES, PARKERS, STREETMEN AND PREMIUMS. Line up with our Plaster Novelties and Carnival Supplies. Our new Catalog will be ready soon. Send your permanent address for your copy. All correspondence to:
G. C. J. MATTEI CO., 627 East Madison Street, Louisville, Ky.

Concessionaires. NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
 Catalog with New Low Prices.
THE TIPP NOVELTY COMPANY
 TIPPECANOE CITY, OHIO

WANT
 Working Acts and one good Freak. Can offer Mind-Reading Act best proposition. We work the year round. Wire Western Union.
L. B. "Barney" LAMB
 Care ART LEWIS SHOWS, Waterbury, Conn.

Partner Wanted for Carnival
 Must be experienced either as Agent or Manager and have not less than \$2,000 cash, or some equipment and some cash. Carnival now in operation. Reason for this ad. want to enlarge. State all first letter. Address BOX D-81, Care The Billboard, Cincinnati, O.

CELEBRATION
 JEWETT, O., AUSPICIOUS V. F. W., ON THE STREETS, JUNE 14-19.
 WANT Shows and Concessions. Wheels open! Mrs. E. L. Young, come on. Rides and Girl Show booked. Write Committees or come on, Veterans, Jewett, O.

WANTED TALKER
 For JIM HODGES SIDE SHOW. Percentage & salary. Fat Loans wire.
W. G. WADE SHOWS
 Central and Parkwood Street, Detroit, Mich.

CASTLE UNITED SHOWS
 WANT General Agent, Banner Man, High Free Act Shows, Rides and Concessions, Train Help, Ride Help. No boozers. Flat River, Mo., June 7 to 12.

Bennett Discusses Pacific Consoles

CHICAGO, June 5.—Pacific's new console bell equipment, De Luxe Bell, Coronation and Rosemont, is said to be lending itself to rapidly expanding operating opportunities within regular bell machine territories, according to Paul Bennett, firm's general sales manager. "The new consoles get and hold the attention of players with the well-known appeal of spinning reels in new light-up animation," he states. "In addition, the modern cabinets are totally unlike those which house ordinary bell equipment, therefore making it easier to install De Luxe Bell, Coronation and Rosemont in many more locations."

Following thru in his description of De Luxe Bell, Coronation and Rosemont, Bennett summed up his reasons for operator preference by stressing the importance of the two coin chutes and double play appeal of the three units. He stressed the attractiveness of the nickel coin chute, which lets players begin easily and build up play after play to a point where they attempt to get ahead and keep going with quarter play. Awards range from 10 cents to \$1.50 on nickels and from 50 cents up to \$7.50 with quarters going.

"While De Luxe Bell offers the popular cherry fruit-reel symbols in its scoring field," he reported, "along comes Coronation with scepters, shields, crowns, the King's carriage and other symbols of royalty in similar combinations to De Luxe Bell. The glass is interchangeable from one to the other and can be quickly switched.

"Rosemont brings the horse race fans into the picture. The play of this console game is again quite similar to De Luxe Bell and Coronation. This time horses jockey for favorite positions in a flare of lights, with as many as 16 in the running, and never less than two money horses coming in the stretch. Here again the player invariably will build up his play with nickels and then plunge with quarters to get ahead and

stay there if possible. "Reports in general," concluded Bennett, "indicate that operators and distributors are strong for Pacific's console line. Heavy commitments are being made daily by coin machine men out in the field to insure prompt deliveries on our big three 'Kings of the Console Field.'"

MARRIAGES

(Continued from page 32)
REHM-KOERNER—Louis O. Rehm, president of Mantowoc County Fair board, to Cora Koerner May 29 in Kiel, Wis.

WALSH-RICCI—John Walsh, on the CBS Betty and Bob program, Chicago, and Roma Ricci, nonpro, in Chicago last week.

WESTMORE-RAYE—Hamilton Westmore, film make-up man, to Martha Raye, screen and radio comedienne, at Las Vegas, Nev., May 30.

WINNINGHAM-HOFF—Charles C. Winningham, president-treasurer of Drum, Inc., Detroit radio advertising agency, to Lucille Hoff, his secretary, in that city May 26.

ZEITLIN-HARRIS—Mack (Doc) Zeitlin, associated with Murray Goldberg's guess-weight concession at the Great Lakes Exposition, Cleveland, and Selma Harris, nonpro, of New York, May 18.

Coming Marriages

William L. Boyd, film actor, and Grace Bradley soon.

Arthur B. Pockock, nonpro, of Tarboro, N. C., and Mary O'Kelley, program director at Stations WHK and WWAY, Cleveland, at Raleigh, N. C., July 2.

F. H. Judd, head of Monogram Film Distributors, Des Moines, and Catherine Louise Davidson, Des Moines nonprofessional, June 28.

Leonard Barsley, nonpro, and Helen de Gorgue, daughter of George de Gorgue, Philadelphia night club operator, in that city June 25.

Granville Klink Jr., engineer at Station WDAS, Philadelphia, and Marian Black, of the production staff at Station WIP, Philadelphia, in that city in October.

George Febbo, songwriter, and Sabina De Cecco, nonpro, in Philadelphia June 19.

Births

A son recently to Mr. and Mrs. Elliott S. Kinney, of Detroit. Father formerly was assistant general manager of Allied Theaters of Michigan.

A daughter to Mr. and Mrs. George (Spot) Tipps at Women's and Children's Hospital, Toledo, O., May 23. Father is talker on the lion hippodrome with the Mighty Sheesley Midway.

To Mr. and Mrs. Pat Anger a daughter at Pontiac, Mich., May 27. Parents are members of the Mighty Sheesley Midway.

Divorces

Mrs. Marian Philbrick from Laurence (Larry) Philbrick in Des Moines recently. Shirley Dahl Ails from Roscoe Ails, comedian, in New York May 28. Joan Bennett, film actress, from Gene Markey, scenarist, at Los Angeles June 3.

Late Deaths

(The following items were received at press time. More details in the next issue.)

DAWSON—Clarence J., 66, formerly advance ticket agent for Ringling-Barnum Circus, at Columbus, O., June 6. He retired three years ago when stricken with a heart ailment.

Calcutt's CLOSEOUTS



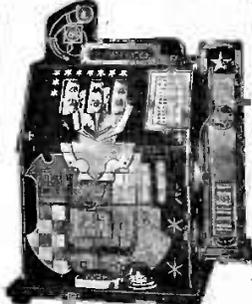
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Joe Calcutt personally guarantees every machine or game listed to give complete satisfaction, regardless of price.

22 Mills Troubadour Phonographs, 5-10-250 Slots.
\$39.50 Each
 7 Mills Model 804 High Boy, 50 Slot (Selective).
\$29.50 Each



Mills 5c Play Skyscraper Bell
\$47.50



Mills 5c Blue Front Mystery Vendor or Bell, with or without Gold Award, state which wanted, \$69.50 Each. With Milco Checks,
\$7.50 Extra

207,000 USED PHONOGRAPH RECORDS.

OUR SELECTION — NO TWO ALIKE, PACKED 100 TO PACKAGE, 100 for \$3.00. Certified resistance in full required with orders.

WHILE THEY LAST 21 Mills Black and Silver DANCE MASTERS Equipped with 50, 100 and 250 Slots. Only
\$79.50 Ea.



Mills 5c Silent I. P. FOK
\$27.50

JOE CALCUTT'S BARGAIN SHEET

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| <p>1-BALL AUTOMATICS</p> <p>Bally Traffic, 5 balls Bally Red Arrow, 1 ball Jennings Sportsman, 10 balls Mills Position, 5 balls Bally Rambler, 10 balls</p> <p>\$3.95 Each</p> <p>Gottlieb Electric Battle Ball Daily Limits Kenney Mammoth Mills Double Headers Rock-Ola Alamos Bally Sky High, 5 balls Bally Jumbo</p> <p>\$12.95 Each</p> <p>Bally Multiples Bally Round Ups Bally Bonus Bally Peerless Bally All Stars Bally Derby Bally Hialeah Bally Belmont Bally Snappy Pamco Leatherneck Pamco Red Balls Pamco Pinch Hitter Rock-Ola Credits</p> <p>\$17.95 Each</p> | <p>SLOT BARGAINS—Con.</p> <p>1 Brand new Watling 100 Treasury Bell, \$39.50 1 Brand new Jennings 25c Chief Mystery Bell with Prosperity Award 77.50 1 Used Mills 10c War Eagle Jackpot Side Vendor, Mys. Pay-out 59.50 9 Mills 10c Sky Vendor 27.50 8 Mills 5c Sky. Bells. 47.50 5 Mills 10c Reg. G.V. 31.50 14 Mills 10c Blue Front Mystery Gold on Venders 49.50 2 Jennings 5c Double Jackpot Victoria Venders 22.50 8 Mills 5c QT Bells and Venders 52.50 3 Mills 5c QT Bells or Venders 44.75 2 Mills 10c QT Bells or Venders 37.50 1 Mills 5c War Eagle Mystery Side Ven. 59.50 1 Mills 10c War Eagle Bell, Regular payout 45.00 5 Mills 5c Yellow Front Escalator Mys. Gold Award Bells 49.50 4 Mills 25c Blue Front Mys. Golden Bell or Vender 69.50</p> | <p>NOVELTY PIN GAMES</p> <p>Battle Cracker Jack Country Club Harvest Moon Home Scotch Hop Scotch System Shyvers Round N Round A.B.T. Archers A.B.T. Auto-darts Paent Bolos Double Nuggets Chocolate Drops Daval Totalizers Daval Excels Daval Panama Exhibit Ticket Games Ass't Exhibit Gushers Hold 'Em Jimmy Valentines Mills Neighbors Pamco Broadway Tot-Lites Big Games Bombers Man in the Moon Nip 'N Tuck Rock-A-Lite Budget</p> <p>ANY NOVELTY PIN GAME LISTED HERE ONLY</p> <p>\$4.95 EACH</p> <p>ADD \$1.00 TO PRICE FOR CRATING.</p> <p>1/2 CASH WITH ORDER BALANCEANCE O. O. D.</p> |
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NEW 1937 MODEL POOL TABLE
\$237.50

WRITE, WIRE, PHONE.

If you desire further information, write for circular and complete details.

CLOSED OPEN-READY FOR USE Each \$1.00

FOR SALE

Riddle Airplane Ride, all metal, flashy, neat build-up, 8 planes, electric motor, new light circle. Same Ride as carried by Jones, Henrich Bros., it's Class A and a real buy for \$375.00. Also Tangle Calli-plane for \$275.00.
 H. L. HEVY, Care Barker Shows, per Route.

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OPEN JUNE 14, IN HUTCHINSON, MINN. WANT Athletic Show that has own outfit, Pit Show, Snake Show, Minstrel, Tuborn, and others that have their own paraphernalia. BOOK Loop-o-Plane, small 7th or Octopus. WANT Cook House, Corn Game. All others with the exception of Palmistry. WANT Ferris Wheel Foreman. All mail Box 2725, Bloom & Lake Station, Minneapolis, Minn., until the 12th; then to the above-mentioned town.

BUFFALO BAZAAR CO.

JUNE 30-JULY 5, Five Nights, Two Days, FIREMEN'S CONVENTION AND SESQUICENTENNIAL COMBINED, in Pennsylvania, close to Binghamton and the Triple Cities.
 Parades, Floats, Fireworks, Pageant, Bands. WANT Side Shows. Have our own Rides.
 HOWARD POTTER, this Week, Troy, Pa.

SUNSET AMUSEMENT CO.

WANTS Geek Show, Mechanical and Mouse. CAN USE Drive-Yourself Cars and Pony Track. Twenty-five percent for any of above. Address Keokuk, Ia., this week; Fort Madison next.

WANT CARNIVAL

For Week June 28th to July 3d, ANNUAL 4TH OF JULY CELEBRATION. WANT 2 or 3 Rides and 2 or 3 Shows. Sponsored by American Legion. Write ROSS DODD, Adjutant, Richland, Mo.

Veterans of Foreign Wars

BIG 4th of JULY CELEBRATION, JACKSON, O., JULY 2 TO 5. Wanted Independent Rides, Shows, Concessions. Everything open except Corn Game, Cookhouse and Juice. Everything working. Big pay day. Want to hear from Free Act. Big display of Fireworks Sunday and Monday. Co-operation of all the merchants.
 Address Chairman of Committee, CARL B. CHICK, Jackson, O.

BROWN NOVELTY SHOWS

Wanted Cookhouse, good proposition to capable people. Can also use Photo Strip Machine, Pop Corn and American Palmist, String Game or Concessions using stock only. Small Grind Shows with own outfit. Art Hinant wants Stock Store Agents. Al Corbett, Frank Pearce answer. Address F. Z. VASCHE, Mgr., Wrightsville, Ga.

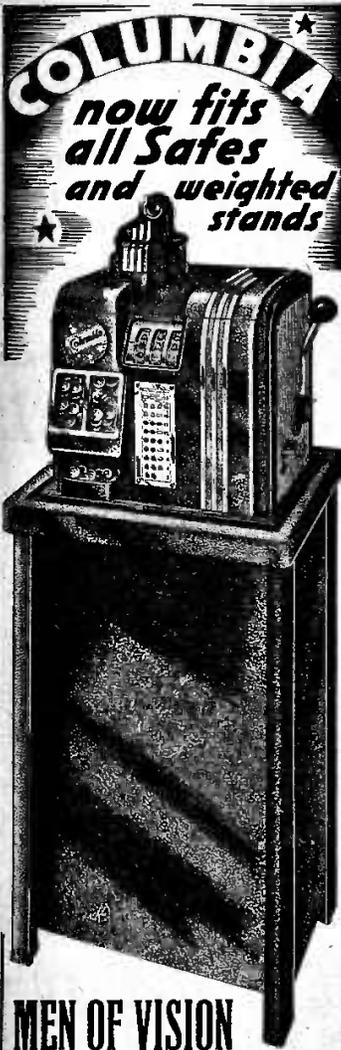
THE VENDING MACHINE CO.

205-15 FRANKLIN ST. FAYETTEVILLE N.C.
 Terms - Full cash with order or one-third Post Office or Express money order deposit We shipping C.O.D. for balance due

ROUTES

(Continued from page 92)

Crystal Expo.: Statesville, N. C.; Jack-
Curl Greater: Washington C. H., O.; Jack-
son 14-19.
Cumberland Valley: Crossville, Tenn.
Cuningham's Expo.: Powhatan Point, O.
Daley Bros.: Carrollton, Mo.
Dixie Belle Attrs.: Linton, Ind.
Dixie Expo.: Laurenceburg, Tenn.
Dixie Model: William, W. Va.
Dodon's World's Fair: Rankin, Pa.
Douglas Greater: Tacoma, Wash.
Dyer's Greater: Mason City, Ill.
Edwards, J. R.: Bowling Green, O.; Defiance
14-19.
Elman: Ripon, Wis., 7-13; Friendship 14-19.
Eudy Bros.: (Westmoreland & Armingo)
Philadelphia, Pa.
Evangeline: Picher, Okla.
F. & M. Am. Co.: Brockway, Pa.
Fairly-Martone: Waterloo, Ia.; Ft. Dodge 14-
19.
Frisk Greater: Onamia, Minn., 11-12.
Gibbs, W. A.: Augusta, Kan.
Gold Medal: Niles, Mich.
Golden Gate: Patterson, Calif.
Golden State: (Stamped) Divermore, Calif.,
8-13; (Stamped) Gilroy 15-20.
Golden Valley: Louisville, Miss., 7-12; Phila-
delphia 14-19.
Gooding, A. W., Am. Co.: Sligo, Pa.
Gooding, F. E., Am. Co.: Norwood, O.; Har-
rison 14-19.
Gooding Greater: Massillon, O.
Gooding Greater: Alliance, O.
Gooding: Martins Ferry, O.
Goodman Wonder: Wayne, Ind., 8-17.
Graham, Hal: Laurens, Ia.
Great Superior: Elgin, Ill., 7-13; Belvidere
14-19.
Greater American: Ottumwa, Ia.
Greater Expo.: Freeport, Ill.
Greater United: Wellington, Kan.; Epid,
Okla., 14-20.
Groves: Knightstown, Ind.; Greenfield 14-19.
Gruberg's World's Expo.: Newburgh, N. Y.;
Kingston 14-19.
Hames, Ell: Abilene, Tex.
Hansen, Al C.: Galena, Ill.
Happy Attrs.: Barnesville, Va.
Happy Days: Eddyville, Ky.
Happyland: Pontiac, Mich.; Monroe 14-19.
Harris: Rushville, Ind.
Hartock Bros. Am. Co.: Oquawka, Ill.
Heller's Acme: Englewood, N. J.; Haverstraw,
N. Y., 14-19.
Henke's Attrs.: (S. 7th st. & Washington)
Milwaukee, Wis., 7-13.
Hennis Bros.: Janesville, Wis.; Fond du Lac
14-19.
Heth, L. J.: Martinsville, Ind.
Hilderbrand's United: (Rose Festival) Port-
land, Ore.; Kelso, Wash., 14-19.
Hodge, Al C.: Hammond, Ind.; Gary 14-19.
Hoffner Am. Co.: Galesburg, Ill., 7-15; Tis-
sikiwa 16-23.
Honest Bert's: Onelda, Ill.
Howard Bros.: Cambridge, O.
Hughey Bros.: Gibson City, Ill.
Irde, Eric E.: Louisville, Ky., 7-26.
Hyde Park: Temple, Okla.; Walters 14-19.
Imperial: Blue Island, Ill.; Dixmoor 14-19.
Jones, Johnny J., Expo.: Washington, Pa.
Joyland: Grand Rapids, Mich.
K. C. Am. Co.: Geneva, Ill.
Kaus United: Roselle, N. J.
Kaus United No. 2: Bayboro, N. C.; Aurora
14-19.
Keystone: Cherry Tree, Pa.
Lagasse Am. Co.: Taunton, Mass.; Arlington
14-19.
Landes, J. L.: Hutchinson, Kan., 7-13; Arkan-
sas City 14-19.
Lang, Dee: Austin, Minn.; Brainerd 14-19.
Lathip: Fairmont, Va.
Lawrence, Sam: Chambersburg, Pa.
Lewis, Art: Waterbury, Conn.
Liberty National: Greensburg, Ky.; Munford-
ville 14-19.
M. E. Am. Co.: Ironton, Mo.; Elvins 14-19.
McCallan: Decatur, Ill.
McGregor, Donald: Morrison, Ill.
McKee Am. Co.: Marion, Kan.
McMahon: Hastings, Neb.; Grand Island
14-19.
Majestic Expo.: Jackson, Mich.
Marks: Burlington, N. J.; Philadelphia, Pa.,
14-19.
Marshfield Am. Co.: Huntington, Ind.
Martin United: Albany, Ore.
Middleton, Karl: Batavia, N. Y.
Midwest: Winer, S. D.
Miller Bros.: Ottawa, Ill.; De Katb 14-19.
Miner Model: Slatington, Pa.; Bridgeport 14-
19.
Model: Georgetown, Ky.
Modernistic: Zanesville, O.
Morse: York, Pa.; Wellston, O.
Nall, C. W.: Dermott, Ark.; Crosssett 14-19.
New England: Chicopee, Mass.
O'Brien's: Haverhill, Mass.
Orange State: Lebanon, Va.
Page, J. H.: Morgantown, W. Va.
Pan-American: Sterling, Ill.
Pearson: Bushnell, Ill.
Pellie & Keopian: Alma, Mich.; Port Huron
14-19.
Pete Am. Co.: Verdala, Minn., 10-12.
Reading United: Scottsville, Ky.; Burkesville
14-19.
Regal United: West Tulsa, Okla.
Reynolds & Wells: Marselles, Ill.
Royal American: Davenport, Ia.; Cedar Rapids
14-19.
Royal Palm: Paducah, Ky.; Sturgis 14-19.
Rubin & Cherry Expo.: Madison, Wis.
Santa Fe Expo.: Shelley, Ida.
Sheesley Midway: Lansing, Mich.; Grand
Rapids 14-19.
Shurt, Dr.: Wright City, Okla.; Idabel
14-19.
Siebrand Bros.: Helena, Mont.
Sims Greater: Belleville, Ont., Can.; Lachute,
Que., 14-19.
Sis, J. Harry: Bardstown, Ky.; Jeffersonville,
Ind., 14-19.
Skerbeck Am. Co.: Park Falls, Wis., 14-20.
Smith's Greater Atlantic: Orange, Va., 10-16.
Snapp: Fulton, Mo.
Soll's Liberty: Bell, Wis.
Sparks, J. F.: Logan, O.
Spencer & Clark Expo.: Leetsdale, Pa.
Stanley Bros.: Berlin, N. H.; Barre, Vt.,
14-19.
State Fair: Rawlins, Wyo.; Cheyenne 14-19.
Stoneman's Playland: Oneds, Tenn.



MEN OF VISION

have been quick to realize that 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 Columbias. Entire towns and a few good sized Cities have become exclusive "Columbia" territories.

This trend to Columbia has definite Reasons:

- (1) Columbia has amply demonstrated its great earning capacity; its ability to get the play side by side with any other Machine.
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Now—Columbia can be supplied with extra wooden sub-base to fit all safes or loaded stands; only \$1.50 extra. Satisfaction guaranteed or your money refunded.

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130 North Union Ave.
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SEND FOR IT TODAY!

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BEN HOFF FULL AND COMPLETE LINE OF NOVELTIES, TOYS, CANES & DOLLS

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NOVELTY MEN, SCALE MEN, BALL GAMES, SKEE BALLS, CARNIVAL AND PARK CONCESSIONAIRES

Lowest Prices on the Market

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SPECIAL FOR SCALEMEN

"SUNSHINE" ASSORTED CHOCOLATES

This is the package that has been endorsed by the best Scalemen in the business. A half-pound of high-grade Assorted Chocolates, 2 layers. Extension edge box. Assorted Color Cellophane wrapped. 4 dozen to carton.

\$1.40 Doz. — \$5.60 per Carton

25% Deposit with Order, Bal. C. O. D. Send for Illustrated Catalog.

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Hundreds of "Up to the Minute" Merchandise Values — Lamps, Clocks, Blankets, Radios, Chromeware, Plaster, China, Canes, Slum and Novelties.

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Continental
3RD & WELLS STS. PREMIUM MART MILWAUKEE, WIS.

WANTED FOR THE SOUTH'S BEST FAIRS AND CELEBRATIONS

(Where Cotton Is King and Money Plentiful)

Week June 14, Pickle Festival, Wiggins, Miss.; week June 21, America's Largest 66th Annual Masonic Celebration, Florida, Ala.; South's Largest July 4th Celebration, July 3-4-5, on the Beach, Biloxi, followed by the following bona fide Fairs and Celebrations: Hattiesburg, Water Valley (Watermelon Festival), Philadelphia, Newton (Patriot Union), Bay Springs, Eupora, Brookhaven, Natchez, Belzoni; all Mississippi. Will Place any show of merit, with or without own outfit. Good opening for 5 or 10-in-1 and Motor-drome. One more Sensational Free Attraction, High Diver (tank) or Aerial Return Act preferred. Long season assured. Concessions: Bingo, Scales, Hoop-La, Cigarette Gallery, Spot the Spot, String Game, Floss Candy, Candy Apples. Man and wife for Photo Gallery. Address JOE GALLER, Mgr., BUCKEYE STATE SHOWS, Crystal Springs, Miss., this week, then as per route.

P. S.: Lucky boys save your stamps.

WORLD OF FUN SHOWS

Now Playing the Heart of West Virginia's Billion Dollar Coal Fields—All Mines Working—Can Place Shows with or without own outfits. Want one Flat Ride and Kiddie Ride. Can Place any Legitimate Concessions. Bingo open. Want Colored Musicians and Performers for Plant Show. Also Girls for Girl Review. Want Merry-Go-Round and Chairoplone Foreman. We have several celebrations here in coal fields.

Address N. P. ROLAND of J. J. STEBLAR, this week, English, W. Va

MODERNISTIC SHOWS, INC.

WANTED: Rides and Shows not conflicting for choice Fairs and Celebrations. Geo. Lucas, waiting for you. Concessions, all kinds, except Cookhouse, Bingo, Photo, Diggers and Pop Corn come on. Zanesville, O., downtown this week. Caterpillar for sale cheap or will trade for small ride. Can be seen in operation this week at Zanesville, O. Also Can Place Diggers.

R. C. McCARTER, General Manager. S. T. CARSON, Business Manager.



SPORT GIRL

18c Each
15 Inches High.
12 to Carton
(No Less Sold).

The Most Clever Doll
Creation This Season!
Finished in Highly
Lacquer, Bright Col-
ors.

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DELUXE CORP.**
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Our New Catalogue IS NOW READY

Send for your copy

**WE CARRY
DELIGHT SWEETS CANDY**

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427 Market St., PHILADELPHIA, PA.

GREAT SUPERIOR SHOWS WANT

Ride Help, Boss Canvasman for big top.
Will Book Hula Show with own outfit.
Want Legitimate Concessions, Jake Faust
wants Grind Store Agents and Wheel Men.
Want Drive-Yourself Cars. Have twelve
Fairs starting middle July. Now playing
best spots in Illinois. Egin, this week;
Belvidere, next. Want two Fast Stepping
Chorus Girls, one Trumpet Player for
Colored Minstrel Show. All mail to
GREAT SUPERIOR SHOWS, as per route.

WANTED

Rides for big V. F. W. State Encampment
and Elks' 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 own out-
fits. Mark Williams wants Acts for
Side Show. Address Waukegan, Ill.,
this week; Highwood, Ill., next week.

HUGHEY BROS. SHOWS

Will again furnish all Shows, Rides and Con-
cessions for
**OHATSWORTH, ILL., FOURTH OF JULY CELE-
BRATION, COMMENCING JUNE 29, AND
RUNNING THROUGH JULY 5.**

This is Proven Winner.
THE COMMUNITY CLUB IN OHATSWORTH
would like to book a really sensational Free Act for
July 5. Must be outstanding.

WANT Loop-Only and Kiddy Auto Ride for long
season. WANT Shows. Have small Top and Front
for Snake and Single Pit Attraction. Opening for a
few Concessions. Must be legitimate y' know. Ad-
dress Gibson City, Ill. Playing for the Boy Scouts
this week.

TINSLEY SHOWS

Playing this week another ten-year maiden, under
Kwans. CAN PLACE Concessions working legit-
imately, all kinds. Red Hicks, Harry Wilson get in
touch. Diggers exclusive open. WANT Kiddie Rides
and Double Loop. Frank Meeker wants Union Mus-
icians. Biggest still date in America, at Kannapo-
lis next week. Also Biggest Fourth of July Cele-
bration in Country. Arno Deleon wire Bennie Wolfe,
Address Mooresville, N. C., this week; Kannapolis,
next.

Sunset Am. Co.: Keokuk, Ia.; Ft. Madison
14-19.
Sutton: Canton, Ill.; Jacksonville 14-19.
Swisher, H. C.: Baxter Springs, Kan.
Texas Longhorn: Port Arthur, Tex.
Texas Pan-American: Graham, Tex. 10-19.
Tilley: Waukegan, Ill.; Highwood 14-19.
Tinsley: Mooresville, N. C.
Thomas, Dug: Ava, Mo.; Ozark 14-19.
Tofel, Johnny: Galena, Ill.
Tohill, C. H.: Albion, N. Y.; Medina 14-19.
Valley: Lometa, Tex.
Wallace Bros.: (Central ave. near Michigan)
Detroit, Mich.
Wallace Bros.: Ottawa, Ont., Can.
Wallace Bros.: Valparaiso, Ind.; Laporte 14-
19.
Ward, John R.: Morganfield, Ky.
Weer, M. E.: Columbia City, Ind.
West Bros.: Am. Co.: Bottineau, N. D., 10-12;
Devils Lake 14-19.
West Coast Am. Co.: Colusa, Calif., 7-13;
Lakeview, Ore., 15-21.
West Coast: LaGrande, Ore.; Walla Walla,
Wash., 14-19.
West, W. E., Motorized: Olathe, Kan.
Western States: Greeley, Colo.
West's World Wonder: Corasopolis, Pa.; Taren-
tum 14-19.
White City: Union, Ore.
Wilson Am. Co.: Onarga, Ill.
Wilson's: Saginaw, Mich.
Winters Expo.: Beaver Falls, Pa.
Wonder State: Hackensack, N. J.
World of Fun: English, W. Va.
World of Mirth: Watertown, N. Y.
Work, R. H.: Carthage, N. C.
Zeiger, C. F., United: Boise, Ida.
Zimdars Greater: Crawfordville, Ind.

Additional Routes

(Received too late for classification)

Daniel, 2-10, Magician: Saginaw, Mich., 7-12.
Dells, Three: (O. C. Buck Shows) Strouds-
burg, Pa., 7-12.
Gessley, Bros.: Show: East Macungie, Pa.,
7-12.
Howell's Variety Show: Onawa, Ia., 7-12.
Light Hawk Show: Streator, Ill., 7-12.
Linn, J. C.: Minstrels: Bradshaw, W. Va.,
10; Gilbert 11; Quar 12.
McNally Variety Show: Petersburg, N. Y.,
7-12.
Marie's Dogs: Ormstown, Que., Can., 8-12.
Miller, Al H., Show: Grantville, Ga., 7-12.
Moon's Med Show: Waverly, O., 7-12.
Sharpsteen Show: Paw Paw, Mich., 7-12.
Silvers Fun Show: La Porte City, Ia., 7-12.

Orange State Shows WANT

Rides not conflicting. What have you? PLACE
good Hawaiian Show. Have complete Snake
Show outfit for capable party. Side Show or Min-
strel, with outfit. Low percent. Col. Baker,
write to me. Concessions with legit-
imate Concessions come on. Custard and Diggers
open. WANT one more high Free Act. Write
or wire A. C. BISHOP, Lebanon, Va., this
week; Abingdon, Va., week June 14.

SIDE SHOW WANTED GOODING GREATER SHOWS

Must be first class and reliable. Address in-
quiries J. F. MURPHY, Business Manager,
Martins Ferry, O., this week; Butler, Pa.,
next week.

Tinsley's Shows Want

For territory closed 15 years. Grind Shows. CAN
PLACE Kiddie Ride and all kind of Concessions.
Col. A. L. Sykes wants for hot Harlem Review, Hot
Trumpet, Clarinet, Saxophone, Baritone and Bass.
Athletic Show Manager with People. CAN PLACE
all useful Show People. Kannapolis, N. C., next
week; Concord to follow, and Largest Centennial 4th
of July Celebration in America. Arno Deleon wire
Bennie Wolfe. Mooresville, N. C., this week.

LARGE & LANE SHOWS

Wants for Crenshaw, Miss., Week of June 7,
Through 12; then Marks, Miss., Week June
14, Through 19.

WANT legitimate Concessions of all kinds, Chit
Swing Foreman, Concession Agents. Party to take
charge of Cook House, Ride Help in all depart-
ments. We have 12 Mississippi Fairs. All com-
munications **LARGE & LANE SHOWS.**

Blue Ridge Shows Want

Shows and Concessions of all kinds, Bingo, Photo
Gallery. Bill and Vern Kimmel, will place you.
Telegram awaits your address. Evans, Ky., this
week; Benham following, and choice spots in the coal
fields.

Cook House Wanted Immediately

For small Carnival. Thirty dollars a week, all in
tickets. Only the best will be considered. CAN
USE one Ball Game. Communicate

KING REID, MANCHESTER, VT.

**TELL THE ADVERTISER IN THE
BILLBOARD WHERE YOU GOT
HIS ADDRESS.**

GENCO, Inc.

2625 N. ASHLAND AVE.
CHICAGO, ILL.

IS A MIGHTY
BUSY PLACE FILLING
ORDERS FOR THESE
TWO NEW NOVELTY
GAME HITS!

HOME STRETCH and AUTO DERBY

\$74.50

F.O.B. CHICAGO TAX PAID
ORDER TODAY!

MOTORDROME MANAGER WANTED

Will turn new Drome over to capable party to operate. You furnish all help. Or will sell
on credit and book on our show. Don't misrepresent. Also want Colored Minstrel Per-
formers and Musicians. Want Earl C. Hall to wire. WANT Stock Concessions. Winches-
ter, Ky., uptown, next week. First show in 7 years. We have two Fourth of July Cele-
brations—Saturday and Monday. All address

F. H. BEE SHOWS, Inc., CYNTHIANA, KY.,
This Week.
Yes, this Show will play 16 straight County Fairs, starting July 12.

DIXIE MODEL SHOWS WANT

Good clean Cookhouse to join next week, also Penny Arcade, Lead Gallery,
Musicians and Performers for Minstrel Show. Will give a good proposition to
a One-Ring Circus. Posing Girls wanted for Peep Show. Prof. Crimi wants
Trombone Player to join immediately. Address, this week, Williamson, W.
Va.; next week, Johnstown, Pa.

J. P. BOLT, Mgr.

J. J. PAGE SHOWS CAN PLACE

Legitimate Concessions and Side Show People. Pay out of office. Also
Talker for Minstrel Show. Ludy Kaeser wants Chorus Girls for Hollywood
Revue. Salary sure. Bobby Whaling and Nora Lamb, wire. Address
J. J. PAGE SHOWS, Morgantown, W. Va., this week.

PREVIEW



★ **AMERICA'S
FASTEST SELLING
1-BALL BUMPER
AUTOMATIC
PAYOUT!**

Immediate Delivery
From Authorized
Distributors

★
\$169.50

Ticket Model
\$10.00 Extra

WESTERN EQUIPMENT & SUPPLY CO., 925 W. North Ave., CHICAGO

SALESBOARD OPERATORS

BIG AND SMALL

Write or wire for prices and complete details for this season's biggest and fastest selling

SPORTSMEN'S DEAL

This deal offers the 20,000,000 sportsmen the things they love and want most. This deal gives out complete tackle boxes and tackle kits that are the tops. Also big twin outboard motors, high power repeat 22 rifles with telescope sights, casting rods and fly rods and reels, sets of golf clubs, radios and mix masters. All this combination of merchandise on a small board, which individual sportsmen working in factories or stores turn over quickly for your salesmen. Some salesmen gross over \$1,500.00 monthly with our deals. So get the full details without obligation or delay and get in the money.

A. B. C. SALES CO.

2115 Drexel Blvd.

Ft. Wayne, Indiana

PAN-AMERICAN SHOWS WANT

General Agent with car that knows this territory. Personal interview necessary. Want Shows. Will furnish complete outfit for Circus Side Show. Also Snake Show. Want Colored Performers and Musicians for Minstrel Office show. Want Performers, Hula and Revue. Want Ride Help. Place Foreman Tilt and Merry-Go-Round. Concessions—Place legitimate Concessions all kinds. Want Legal Adjuster and Concession Manager, Agents for Wheels and Grind Stores, Girls for Ball Games. Address

PAN AMERICAN SHOWS, Sterling, Ill.

DIXIE EXPOSITION SHOWS WANTS

Ferris Wheel, one Flat Ride. Want Managers with People for Athletic Show and Girl Show, have outfits; Colored Musicians. Stock Concessions, Custard and Diggers open. Plenty of Government work in this section. Lawrenceburg, Tenn., this week; Legion Convention, Columbia, Tenn., next week. Address

G. D. SCOTT.

WANTED CONCESSIONS

Fish Pond, Hoop-La. Concessions that work for stock. Candy Floss, Snow Ball, Shooting Gallery, American Palmistry. Shows: Five-in-One, Snake Show, Geek Show, Nudist Colony for the biggest Fourth of July spot in this part of country; 50,000 people. Also have contract for Shelbyville, Ind.; first show in seven years. Rushville, Ind., this week; Shelbyville following.

HARRIS CARNIVAL CO., Rushville, Ind.

Trippe Adds Repair Dept.

ST. LOUIS, June 5.—Ideal Novelty Company, of which Carl F. Trippe is owner and manager, has added a new repair department, with Frank Schear in charge. New department will specialize in the repairing of phonographs and target machines. Trippe reports that the new 20-record Rock-Ola Imperial Phonographs are meeting with success with the operators in this section and that he is making speedy deliveries on same.

N. Y. FUN

(Continued from page 3)

plenty of industrial exhibits and that business and industry, the arts and sciences, 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 altho he did not actually say so Whalen admitted to interviewers that "the Sally Rands 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 side by the east shore of Meadow 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 enhance rather than detract from the general appearance of the fair." Vivid coloring will be used to accent the various buildings by day, but it will be by night that the zone will become most spectacular.

AREA on the Job

An effort is being made, Whalen said, to provide a large number of devices of a new and novel nature. To this end the corporation is receiving the active co-operation of the American Recreational Equipment Association, which organized its own committee at last December's convention to conceive and create new devices for the fair and to work with the fair in working out contracts. Committee consists of Harry C. Baker, W. F. Mangels, Maurice Piesen, R. S. Uzzell and William Rabkin.

Obviously, details of inventions will not be disclosed until patent processes have been followed thru and the opening date of the fair is nearer at hand.

Fair is experimenting 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, red, amber and green ribbons of light will course in swift succession. At the end of each facade color will be picked up by a series of fountains and carried out to a central display of water, light, sound, steam and flame in the middle of the lagoon. Other ways of combining light and flowing water are being considered.

The upper end of the sector will be devoted chiefly to drama, concerts, motion pictures, folk festivals and similar activities. This section will be dominated by the \$1,500,000 State amphitheater.

SIDE SHOW MANAGER WANTED

Also Freaks and Acts for brand-new show. Tom Rogers answer quick. Address the

F. E. GOODING AMUSEMENT CO.

Box 386,

Columbus, O.

theater. There will also be a children's playground near by, where parents will be able to leave their children while touring the fair. Playground will be a kiddie carnival zone, with appropriate kiddie rides, shows, etc.

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 over the Independent Subway, which will have its spur terminal at that point. The intramural bus system will tap 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 approximately 5,000 applications to date and was already in preliminary contact with a number of prospective concessioners. No contracts, however, will 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 overboard all the traditional recipes for midways and amusement parks. The old idea was to create an artificial sense of excitement by the use of garish lights and raucous sounds and cries and by funneling the crowds into dead-end streets flanked on either side by solid amusement fronts.

"We decided to start from scratch and create an entirely new type of entertainment zone, one without streets that lead nowhere and force visitors to cover the same ground twice, without the continuous cacophony of sound, without lights and signs plastered over every square inch of surface, without long double lines of concessions.

"We decided that the theme of the fair, 'Building the World of Tomorrow,' should find expression in the amusement zone as well as in other parts of the grounds. We decided that this zone should be new and different not only as to content but as to plan as well.

"We took particular exception to the practice of having concessions jumbled together like a Gloucester fishing fleet and determined that they should be interspersed wherever possible with landscaping. We determined to provide plenty of benches for resting and plenty of shade by the liberal use of trees and awnings."

JACKSON, Miss.—Five goslings of a Canadian wild goose were hatched in Municipal Zoo, Livingston Park. Addition of a large male pelican is reported by Superintendent Bennett.



THE POPULAR "DIZZY" DEAN snapped alongside Rock-Ola's popular baseball game, World Series.

CHANGING TIMES PAVE WAY

By L. C. TRENT, Loveland, O.

In the beginning let me say I am an optimist, and it must be appreciated that we optimists are living at the present, at least, in a pessimistic atmosphere. As is well known by this time, I believe in legalization of gambling, particularly in legalizing slot (bell) machines.

Enthusiasm gives us imagination, which is high visibility. It is fortunate for this country that we have a few men of vision, so-called dreamers. If I belong in either class I am proud, for without our dreamers where would our civilization be? It is thru and by the struggle to realize a dream which has established for us these United States and the exalted position which it occupies among the nations of the world.

Ever since the World War we have been unconsciously passing from the old to the new. Today we are living in an age far advanced beyond the horse and buggy age. How well I remember the first automobile trip I made from Cincinnati to my home town, Williamson, W. Va., which consumed all of three days' hard driving. Today I drive it with ease in seven hours. Today five hours a day, five days a week, can easily produce as much as was produced in eight hours a day and six days a week a few years ago. In other words, due to our advancement in machine production we can easily produce as much in eight months as can be consumed in 12.

This country during the last 15 years has had an amazing increase in production. The miner who turned out one ton of coal a day 15 years ago now, aided by machinery, easily turns out eight. The lumberman, producing 100 square feet a day, now turns out 800. We now have in these United States 10 horse power for every man, woman and child in the country, which is capable of producing a year's supply of steel in six months; all the shoes and boots we can use in five months, all the glass needed in 20 weeks, textiles in five months, while the automobile factories could supply our needs if run at full speed for four months. This represents an increase in production of at least 40 per cent during the last 10 years, due wholly to our advancement in machinery. Thus we have not only reduced the size of the world, but made our people machine-conscious.

Coin Machines

A few years ago only a select few were favored with fine music, while today 5 cents placed in an automatic phonograph reproduces the finest musical entertainment the world affords.

Not a single day passes that the average American citizen does not find himself using some kind of an automatic coin-controlled machine, not from necessity, but from choice. The coin machine, whether of the dispenser or the amusement type, offers speed, action and accuracy. Since the average person has been made to depend upon machinery for the necessities of life, is it not only natural for one to turn to machines for entertainment and amusement? Only a comparative few play coin-operated machines, whether it be of the ball type or something different, with the desire to gamble or for financial gain. On the contrary, they do so solely for the pleasure derived therefrom. Assuming that a few do have the desire to gamble, isn't it true that gambling is non-rational behavior but not immoral nor a vice in and of itself?

The fact that churches, Sunday schools and religious organizations conduct lotteries and chance enterprises is conclusive proof that the gambling impulse is inherent in human nature. We know from experience that morals cannot be legislated into mortal man. The failure of the 18th Amendment proved that.

It has never been possible to suppress gambling over any long period of time despite many moral crusades and police clean-up campaigns that have been launched against it. Why? As stated before, it is inherent in human nature to take a chance. Reformers, who are decidedly in the minority, have repeatedly tried to inject morality from their point of view into human beings by legislation. It can't be done.

Morals by Law

History has shown over and over again

that to make people good by legislation is an impossibility. To stop the gaming instinct in mortal man by legislation is a difficult task for any government to undertake. The strongest objection to lotteries and gaming comes from honest citizens who feel that legalization would only tend to open another channel for political graft. However, these same citizens fail to consider the vast amount of money being collected at present by crooked office holders. If we would take as much care in selecting proper and intelligent representatives for our public offices as we do in selecting even our golfing and fishing outfits, we could stop this graft. However, we refuse to do it. Therefore regulation is our only salvation. Any type of business needs regulation and control. The reformers tried to gain total abstinence in alcoholic beverages by forcing the 18th Amendment upon us. However, they found it couldn't be done. Therefore today we have regulation license and control. If certain coin-operated machines are gambling, how about billiards, bowling, boxing, baseball and football? In fact, any sport or amusement which offers any degree of excitement or interest. We know from every-day experience that there is not a game of ball played that there is not a money bet on the outcome.

The only one who does not bet on horse racing is the horse; thus the horse laugh. We have seen men bet on whose leg a fly would light first. Now which would be logical to outlaw, the fly or the leg? Most of us obtain our daily subsistence from the operation of machinery. Therefore, is it not natural that our vast army should turn to coin-operated machines for our need of recreation and excitement which others derive from racing, ball games, etc.? I say it is and contend that the coin-operated machine is no more harmful to man than are 99 per cent of all other forms of recreation. Those who choose to condemn coin-operated machines as evil and close their eyes to the other forms of gaming which are in the good graces of the churches and laws of our land are narrow-minded bigots, who refuse to accept facts as they exist. Were the above statements in the least questionable the coin-operated machine could not have advanced to the exalted position it now holds in our commercial life. Were not these devices in popular favor with a majority of our people they would die a natural death and sink to oblivion.

Eliminate public interest in anything and you have a corpse on your hands; eliminate the human instinct for taking a chance and you kill the desire in man for advancement. Was it not this inherited desire for gain and advancement which led Columbus to discover America?

All a Gamble

Did not Lindbergh gamble his life on blazing a new trail across the Atlantic? Does not the doctor gamble dollars and years of his life in training for a successful career? Coming even closer to our Puritanical-minded reformers, does not every preacher gamble everything he has on converting more men and women to his views?

According to Webster, gambling is a transaction involving an uncertainty. This being true, where would our every-day progress be without gambling? I would say it would be a drab old world and ask why all the uproar about gambling? Why try to eliminate something which is the vital foundation of our civilization? Why not do the only thing any sane, sober-minded person knows to be our only way out? Regulate this gambling activity and collect a reasonable tax which our government so direly needs. In doing this we would be advancing with the trend of the times and keeping pace with the mind of man.

In legalizing slot machines alone our government would also encourage an industry which offers additional employment to thousands; the lumberman, the miner, the steel worker, glass maker, paint man, electricians and others who supply the materials which go to make up our industry.

Gentlemen, let us wake up and think of this cause in its true light as a

It's a Moneymaker

"Ball Fan"

SERIES OF '37



STONER

CORPORATION

Aurora, Illinois

BOWLING GAMES AT BARGAIN PRICES!

- 6-14-FT. ROLL-A-BALL SR. \$75.00 EACH
- 2-14-FT. BALLY ROLL 59.50 EACH
- 6- 9-FT. ROLL-A-SCORE 45.00 EACH

TERMS: 1/3 DEPOSIT WITH ORDERS, BALANCE C. O. D.

D. ROBBINS & COMPANY - 1141 B De Kalb Ave. Brooklyn, N.Y.

PHILLY MUSICIANS

(Continued from page 5)

Local spots are preparing for an impasse with the musicians' union. Boys have been tipped off that Local 77 is revising the cabaret wage scale, mostly upward.

A. Anthony Tomei, musicians' prez, reveals his committees are working on a new wage scale, effective September 4.

Further headaches for club owners include the State liquor control bill. Liquor dealers' associations are lobbying to restore an amendment which would prohibit dancing in spots having floor space of less than 225 feet square for dancing.

Walsh Set for Musical

NEW YORK, June 5. — 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 Braguets*.

RACING 5 BALL LEGITIMATE NOVELTY BOO-HOO PIN GAME



BOO-HOO is recognized by the entire industry as the "Year's greatest 5-Ball Novelty Bumper Action Pin Game!" BOO-HOO leads them all with speedy, thrilling, fast second suspense 5-Ball racing ACTION! BOO-HOO features new style "speed action" bumper coils! BOO-HOO X-RAY light-up backboard is unequalled! BOO-HOO is BIGGER in SIZE—BETTER in PLAY! BOO-HOO is chasing the "summer season blues" away by DOUBLING and TRIPPLING PROFITS on the most ordinary locations! For the BIGGEST PROFITS you have EVER EARNED—RUSH YOUR ORDER for BOO-HOO Today!!

BOO-HOO OPERATORS PRICE **\$72.50** TAX PAID F.O.B. CHI.

BOO-HOO ON ANY LOCATION MEANS MORE MONEY IN YOUR BANK ACCOUNT!

THRILLING ONE BALL BASEBALL BUMPER ACTION PAYOUT HIT 'N' RUN CONVERTIBLE TO 5 BALL PLAY



Daval invaded the Pay Table fields with the BIGGEST PROFIT GETTING GAME of them all! HIT 'N' RUN is UNEQUALLED for THRILLS, SPEED, ACTION, SUSPENSE, EXCITEMENT, WORKMANSHIP, QUALITY, MECHANICAL PERFECTION and BIG PROFITS! Hit 'N' Run is the first ONE-SHOT PAYOUT with TRUE BASEBALL BUMPER PLAY. Hit 'N' Run is quickly and easily convertible to 5-Ball Play wherever desired! Big, beautiful playing field with fast clicking, scoring bumpers and fascinating light-up action on super-sized, attractive backboard make Hit 'N' Run THE PAY TABLE YOU NEED! Super-Beauty, Super-Size, True Perfection—ALL in HIT 'N' RUN! Don't Delay! Don't take Chances! RUSH YOUR ORDER FOR HIT 'N' RUN NOW!

"A Daval Game Gives You MORE for Your Money!"

HIT 'N' RUN OPERATORS PRICE **\$149.50** TAX PD. F.O.B. CHI. NO EXTRA CHARGE FOR CHECK SEPARATOR ticket model 110.00 extra

N. J. Cig Assn. Running Smoothly

NEWARK, N. J. June 5.—S. R. O. sign 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 trade-practice acts, 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 Samuel M. Malkin, of the Malkin Sales Company, were appointed delegates to the second convention of the National Cigarette Merchandisers' Association. Sol L. Kesselman, counsel, and Le Roy Stein, manager of the association, were appointed official observers. Charles W. Stange, president, is temporary secretary and treasurer of the National Cigarette Merchandisers' Association. Leonard Sales Company, Newark, and the Keystone Cigarette Sales Company, Bethlehem, were inducted as members of the association.

Following the meeting the newly appointed promotion committee met to discuss plans for an industry outing, boat ride, golf tournament, swimming contest, fishing contest and industry dinner to be held in June or July. A suggestion was made that the New York, Pennsylvania and Connecticut associations be informed of these plans so that they may also hold their annual outing on the same day and place, thus making it a real industry day.

The peace and tranquillity 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 arbitrate differences before they reach the arbitration court. As a result of this policy reports are being constantly received of improved conditions in the industry which revert to the benefit of the operator member as well as to the owners of the locations. The operator profits thru increased revenue while the owners of the location benefit thru better service, and in many cases better equipment.

That the association is now recognized as an approved trade association is evidenced by an invitation to membership extended to its manager by the American Trade Association Executives, an association of approved trade associations.



W. I. THOMAS, who tells the Jennings story to operators in the Eastern territory.

association. Following the drawing a ball was given and everyone had a splendid time. On Monday Harry Drollinger tendered a luncheon for those who stayed over and the operators of Houston, which was served in the Wurlitzer headquarters. It was voted to hold the next annual meeting in Fort Worth.

GILLMORE AND AEA

(Continued from page 3)
third vice-president, 938; Peggy Wood, fourth vice-president, 903; Paul Dultzall, treasurer, 915, and Leo Curley, recording secretary, 917.
Members of the council, elected for a full term of five years, are Glen Anders, Franklin Fox, William Gaxton, Walter N. Greaza, Louis Jean Heydt, Benjamin S. Lackland, Burgess Meredith, Claudia L. Morgan, Edith L. Van Cleve and Richard B. Whorf. Councilors for two-year and one-year term, respectively, are Clifton Webb and Mary Morris.
Fox, Gaxton and Greaza were endorsed by the Progressives. Morgan, Van Cleve, Whorf, Meredith and Anders were endorsed by the Independents.

Texas Operators Re-Elect Officers

HOUSTON, June 5.—Texas operators met at the Rice Hotel here May 23 in response to a call by their president, Earl E. Reynolds. It was an unusual gathering and one that the officers of the association should feel proud of due to 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. Meeting room was well filled. After a brief announcement nomination for 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 thruout 1937.

Every man in the room paid his dues without a call from Secretary Backman. Following the meeting Harry Drollinger invited all present to the Wurlitzer headquarters and, following a couple hours' enjoyment, a banquet was attended, 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

Sympathy
The sympathy of the industry goes to Meyer Wold, of Atlantic City, upon the loss of his wife, who passed away June 5. Wolf is one of the pioneer operators in the trade 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 Ravenswood Ave., Chicago.

WANT TO BUY MILLS (5c) DIALS
MOUND CITY NOVELTY CO.,
408 Delmar Blvd., St. Louis, Mo.

WE OFFER \$100 IN TRADE
For Rockola Regular, Wurlitzer P-12 Phonograph, or Wurlitzer Skee Ball to apply on Evans' Bang Tall, Galloping Dominos, Roletta, Jr., or Rosemont. All above factory fresh, brand new, never uncrated. Greatest and fastest money makers the industry ever knew. Prepay your trade-in and we will 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."

For top profits and unflinching performance, these De-Luxe Payouts stand alone in their class! Reports prove an earning capacity far greater than "bell" machines! • Ask any operator who owns one! Better still, see them at your jobber or write direct for complete details.



GALLOPING DOMINOS

Fascinating Dice Payout \$325

BANGTAILS
Superb Horse Race Payout \$335

ROLLETO JR.
Automatic Roulette Payout \$345

5c or
25c
Play

PLAYING FIELDS INTERCHANGEABLE AT NOMINAL CHARGE

Check Separator \$10 Extra. Concealed Payout Drawer or Open Cup Optional.

All Prices F. O. B. Chicago. Federal Tax Paid.

H. C. EVANS & CO. 1522-28 W. Adams St., Chicago, Ill.

7 TIMES EARNING POWER
7-coin visible drop chute accepts one to seven coins at each play!

SPINNING FLASHER LIGHT
Whirling, sparkling lights reflect thru the playing field and come to rest on the winner!

MIRROR-BAK-FIELD
An illuminated modernistic mirrored top, decorated in dazzling colors. Marvelously rich!

MODERNE CABINET
Absolutely class! Ebony black trimmed in silver. 38" high, 36" long, 19" deep.

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Pacific Features 'Win or Money Back'

CHICAGO, June 5.—According to officials of the Pacific Manufacturing Company, their automatic payout table, Mazuma, is becoming popular as "the game with a money-back guarantee." "This unique feature assures a winning game for the consistent player," the executives stated, "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 Mazuma game. "It has proved to be a powerful sales stimulator," 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 a 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 lighting effects 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. These and many other innovations of design, construction and playing action," Bennett concluded, "make Mazuma a favorite in any company."

Mystery in Game Attracts Crowd

CLEVELAND, June 5.—How the mystery of a Bally Crossline had a small Ohio town all stirred up is reported by E. M. Marley, of the Markepp Company, who returned the other day from a trip thru Ohio.

"One evening while driving thru a small town in Southwestern Ohio," Marley says, "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 attraction. It was the first time folks 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 it certainly is a gold mine for some operator."



THIS FACTORY DEMONSTRATION picture was taken in the showrooms of the Markepp Company, Cleveland. Standing in front of World Series are, left to right: Harry Williams, representing Rock-Ola Corporation; E. M. Marley, Markepp sales manager, and M. M. Marcus, Markepp president. Factory demonstrations in connection with the Ohio sales campaign on Rock-Ola's World Series also are planned for the Columbus, Cincinnati and Toledo Markepp branches.

BASEBALL TICKET DEAL PAYS BIG PROFITS TO OPERATORS

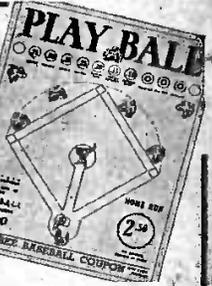
Dealers Price
1 Deal \$5.00
Operators' Price

3 Deals, \$10.50
6 Deals, \$18.90
12 Deals, \$35.70

Cash in on the Multi-million dollar Baseball craze! Just walk into any good spot and place this NEW KIND OF BASEBALL GAME on dealer's counter and let his customers play. Not a salesboard—not a pin ball game, but ABSOLUTELY DIFFERENT from any of the old familiar stunts. Dealers go crazy about it. You can work it 3 ways. . . . No. 1, sell to dealer; No. 2, operate on percentage; No. 3, sell to dealer as an advertising stunt, or sales stimulator with his ad imprinted. Tickets good for valuable awards may be sold or given away. It's a FAST deal, QUICK money, any way you figure. Each deal consists of 2,500 Tickets and 3-color 9"x12" Display Payout Scoreboard. Four Payout assortments.

No. 1 Pays out 40%—208 Winners | No. 3 Pays out 60%—260 Winners
No. 2 Pays out 50%—234 Winners | No. 4 Pays out 75%—283 Winners

WORTHMORE SALES PROMOTION SERVICE, Inc.
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When ordering state what percentage desired. Start Now with 1, 3 or 6 deals, or wire or write for FREE samples and full details.

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BALLY GOLDEN WHEEL | BALLY FAVORITE | BALLY EQUALITE
BALLY GARON | BALLY RAY'S TRACK | BALLY CROSSLINE
BALLY BELLS | BALLY BOOSTER

SEE THEM AT THE MAYFLOW
SNOOKER JUMBO TYCOON | STAMPEDE GOLD AWARD AOE | KING FISH TREASURE SHIP | PUT 'N TACK POCKETS

ANY OF THE ABOVE GAMES 3 FOR \$20.00
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Lite A Pair (F. 8.) . . . \$85.00 | Multiplay \$15.00 | Bull's Eye \$25.00
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Bally Multiple 20.00 | Daily Race 25.00 | McCoy (Like Now) 22.50

Marksman Gun \$75.00 | Flying Duex \$58.50 | Rotary Merchandiser . . . \$85.00

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LATE MODEL 14 FT. KEENEY BOWLETTE \$78.00
LATE MODEL 10 FT. KEENEY BOWLETTE 68.00
LATE MODEL 14 FT. KEENEY BAT 'EM IN 89.00
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BAT 'EM IN REPLACEMENT UNITS for All KeeneY Bowlettes, Senior or Junior Sizes, \$9.50 Complete. All Games requiring trading \$10.00 Extra.

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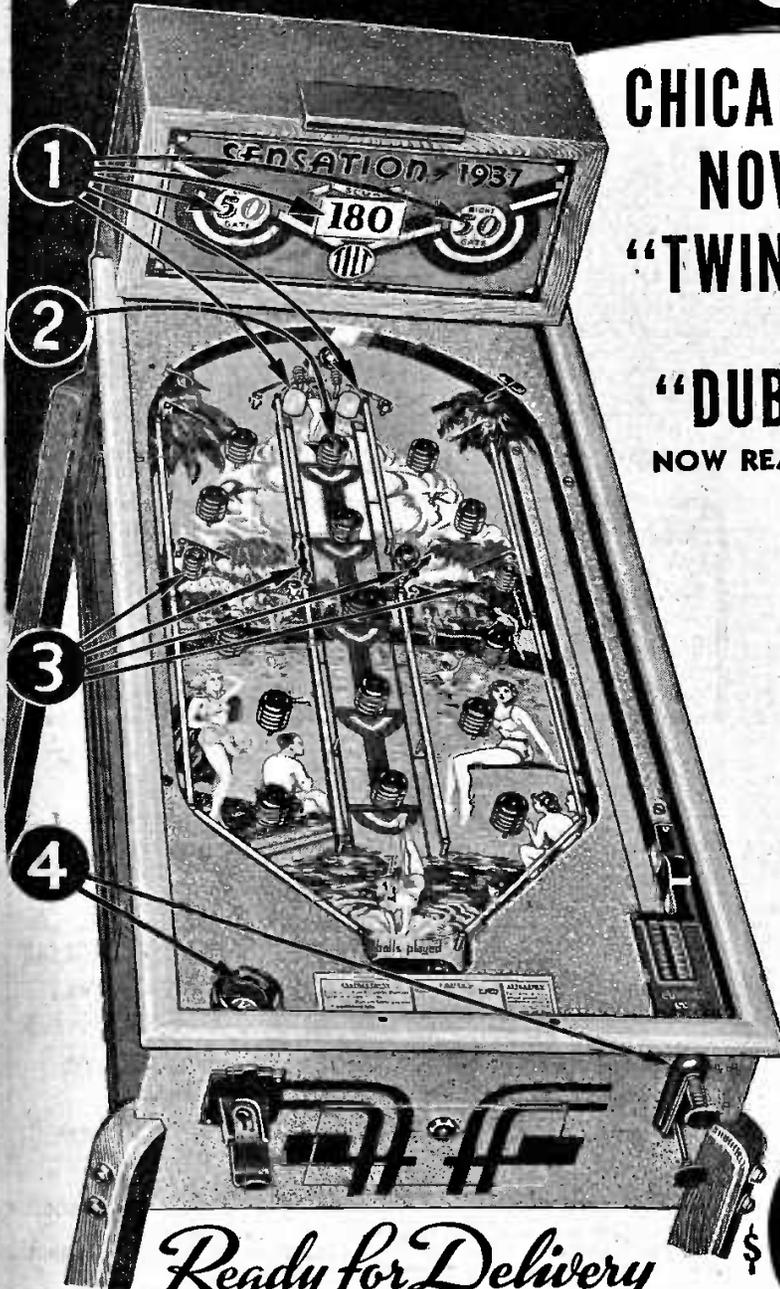
SENSATIONAL NEWS!

IT'S HERE!

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 Bumpers Are Hit, Increasing Score 50 Each.

Each Time A Bumper Spring Is Struck Two Lights Flash On The Playing Field.

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 open 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.

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 5-in-a-row bumper springs, resulting in a much higher possible score for the player. Here is real skill for the player . . . more profits for you!

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 last coin played . . . new special de luxe over-size cabinet. Richer, larger, finer than before . . . knocker animation when bumper springs are contacted . . . colorful, attractive playing field.

WILL IT GO OVER BIG? AND HOW!

69.50

ALSO NOW SHIPPING
PADDOCK 1-SHOT HORSE RACE \$149.50
 from start to finish on Oval Track.
5-BALL BUMPER \$129.50
 TABLE. New lite-up and bumper spring action that clicks.
RE-PLAY 5-BALL BUMPER \$64.50
 game in every 6 played is free.

Ready for Delivery

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CHICAGO COIN Corp.
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TIPS FROM OHIO SPECIALTY COMPANY . . .



JENNINGS' GRANDSTAND
is a Success!
GET IN ON IT — WE HAVE IT —

Take our word for it—it's the greatest little money maker that ever came to town—the most sensational little cigarette counter machine we've ever seen. It's Jennings' Grandstand with the 5c idea—that is getting five cents where the operator formerly got one cent—is going over with a bang . . . and our repeat orders on Grandstand are proof of that. The automatic token payout (tokens can't be played back) is a wow! But best of all Grandstand can be operated wherever penny cigarette machines are used. Order your Grandstand today because tomorrow you'll wish you had.

Terms; 1/3 cash with order—balance C.O.D.

OHIO SPECIALTY CO. • 129 W. CENTRAL PARKWAY • CINCINNATI, OHIO

For the Record

In view of the fact that the Florida State slot machine license law of 1935 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 license law by expert writers are worth filing 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 Ballinger, 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 license:

"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 abate 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 bookie 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 casinos. Instead of paying protection and often not getting it the big gamblers would have been licensed to operate one casino for every 40,000 people in the five big counties of Florida.

"Representative Roe Fulkerson, of Broward County, had the boys stopped on the question of gambling. He asked the difference between race-track and dog-track gambling and that with the cards or roulette. The one pays money on which most of the counties live. The other was branded as bad. No one could tell him why.

"Next on the list of such measures is the Annenberg bookie bill to legalize 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 per cent tax boost on race tracks suggested by administration spokesmen and Governor Cone as one way of balancing the budget.

"On this same score the writer today received from Joseph E. Widener, president of the Miami Jockey Club, the following telegram: 'Any additional tax detrimental to the State of Florida and sure death to racing in that State.' It follows reports here that Hialeah Park



PERC SMITH, Exhibit Supply Company, Chicago, as he is today; philosopher extraordinary, and pioneer in the coin machine industry.

COIN MACHINE HEADQUARTERS GUARANTEED LIKE NEW MACHINES

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| Mills Mystery Blue Front Bells | \$85.00 | Walling Rolatop Bells | \$50.00 |
| Mills War Eagle Bells | 55.00 | Walling Rolatop Vendors | 50.00 |
| Mills Silent Escalator Vendor-Bells | 40.00 | Mills Bells Wolf Head | 35.00 |
| Jennings Chief Bells | 60.00 | Mills Skyscraper Bells | 40.00 |

Also Other Bells and Vendors as Low as \$10.00 Each.

WRITE US FOR OUR SPECIAL BULLETIN ON NEW AND USED SLOT MACHINES, PINBALL AND OTHERS.

HUBER COIN MACHINE SALES CO., 600-610 W. VAN BUREN ST., CHICAGO, ILL.

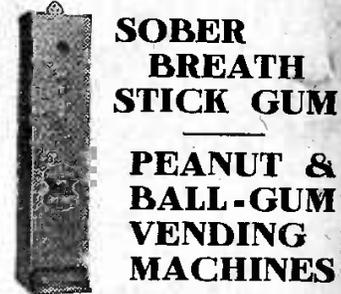
will not open next winter if the tax on horse racing is increased from 10 to 15 per cent of the mutual handle.

"The Cook statement gives a legislative reaction that only ties into a harder knot the tangle of finances now involving both branches. It contains this 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 saying that any bill which will hamper or stop racing in this State would be a slap in the face of our taxpayers. Without racing money the property of the small counties would be called upon for new property taxes we could not pay.

"Whether a general sales tax will be necessary to pay old-age pensions is something being 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."

"With race taxes removed from further consideration, the House committee has only the Annenberg bookie bill as an important potential source of new income. In view of the current outcry against slot machines in particular and gambling in general, it is highly doubtful if the bookie bill, even with House leaders behind it, can be forced thru.

"That leaves the question of new money for old-age pensions just where it was at the beginning of the session. Lobby talk now favors adjournment on schedule but a reconvening of the Legislature next fall, when the members



SOBER BREATH STICK GUM
PEANUT & BALL-GUM VENDING MACHINES

NEW AND GUARANTEED
Only 2⁴⁰ and UP
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THIS WEEK'S SPECIAL BALL GUM
 DRILLED and NUMBERED 1 to 1200
 At unheard of low prices.
ROY TORR
 2047-A So. 68th St.
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will have had time to cool off and get a better perspective on where and how to raise new money most painlessly."



RIDE THE TIDE

JENNINGS GRANDSTAND

The New 5c Cigarette Trade Stimulator with Automatic Token Vender

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.

\$159⁵⁰

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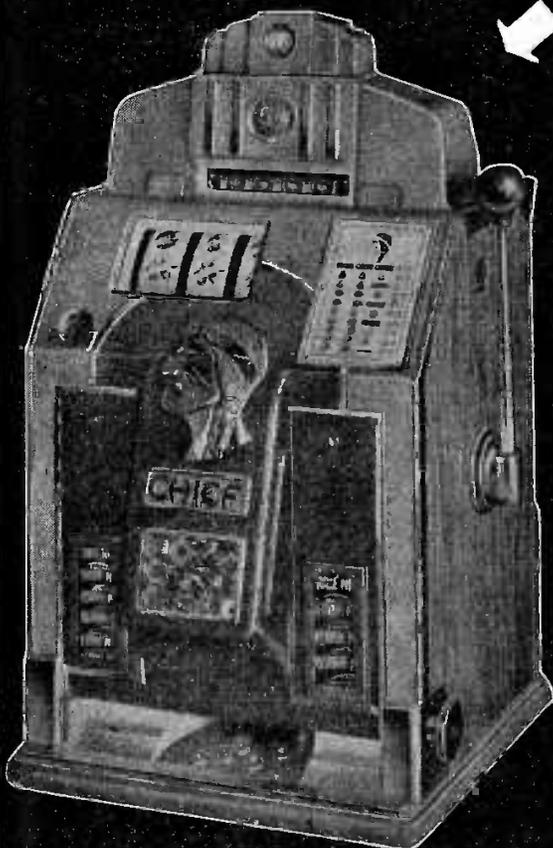
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O. D. JENNINGS AND COMPANY

TO GREATER PROFITS



The Chief Front Vender is available in 1c ball gum style or with mint rolls in 5c, 10c and 25c styles.

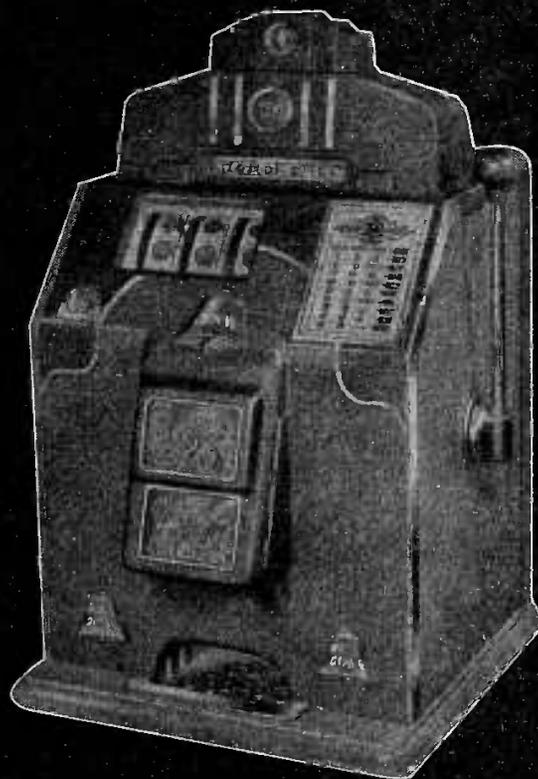


**NEW—
The Front Vender
CHIEF**

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.

**JENNINGS
DIXIE BELLE
with 3 Jackpots**

Three jackpots—that's the secret of the tremendous success of Dixie Belle. 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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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 top 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. \$249.⁵⁰
 And remember, Pacific's Deluxe Bell is the original bell . . . and the best!

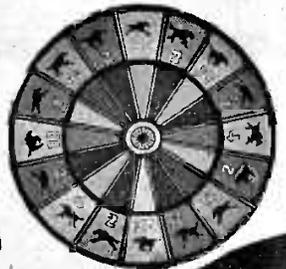


Coronation

Crown, sceptre and royal symbols in place of the fruit reel. Plenty of action and "come-on" for those "special" locations. **\$249.50**

Rosemont

Horse-racing at its best. Rosemont "books" more plays in less time than your favorite track. Horses realistically circle the track, finishing with a grand payoff! **\$249.50**



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" **\$149.⁵⁰**—get MAZUMA!



TICKET MODEL \$159.50

PACIFIC

MFG. CORPORATION

4223 LAKE STREET, CHICAGO

Los Angeles Office: 1320 So. Hope St.



Hair-Raising Turf Thriller!

FOTO-FINISH

1-BALL BUMPER-SPRING PAYOUT WITH MYSTIC STEREOSCOPE BACK PANEL!

For the first time in coin machine history, the terrific tenseness of a photo-finish horse race has been built into a game! Player's excitement knows no limit—it's like a grand stand seat at the most thrilling of all races!

The dazzling 12-colored MYSTIC STEREOSCOPE 3d dimension Back Panel is the most spectacular ever put on a game. At start of the play, 9 prancing horses jockeying for position

light up in stereoscopic 3d dimension relief. Then they settle down as Mystery Slot turns up from 2 to all 9 horses as player's entries! One ball to shoot, each bump advances player's horses one position. Skill Bumper No. 5 advances them 5 positions. Flashograph Recorder automatically registers positions. Ball landing in proper pocket puts player in the money, depending upon position at the finish—either WIN, PLACE or SHOW! Odds 2-1 to 40-1! Automatic as well as mechanical control of odds!

54" x 26"

\$169⁵⁰

Ticket Game, \$10 Extra. Electropak (A.C.) Equipped. D.C. Adaptor Extra



IMMEDIATE DELIVERY

FEATURES

MYSTIC STEREOSCOPE BACK PANEL—horses, numbers and odds stand out in 3d dimension relief. **FLASHOGRAPH** Movie Type Recorder. **MYSTERY SLOT**—picks entries and odds. **ADJUSTABLE AWARDS**—Automatic as well as

mechanical control of odds. **IN-A-DRAWER MECHANISM** easily accessible. **A B T 400 SLOT**; **8-COIN VISIBLE ESCALATOR**. **MOTOR DRIVEN PAYOUT**, jam-proof, accurate.

D. GOTTLIEB & CO., 2736-42 N. Pauline St. CHICAGO

Trade Needs a Leader

To the Editor: "We have intended writing you for several weeks in compliment of the pungent editorials that have been running in *The Billboard*. While all of these editorials have been to the point, we believe you strike a vital note in your editorial in the June 6 issue, which has 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 expense would be too great to find the proper man as such a head.

"As you suggest in your editorial, public opinion could and should be educated to the many fine points in connection with the coin-machine industry.

Instead of feeling that all coinmen are racketeers and members 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 slot 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 jobbing and operating 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 thru the income they derive from the harmless 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 could 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."

MAX HURVICH,
Birmingham Vending Co.,
Birmingham, Ala.



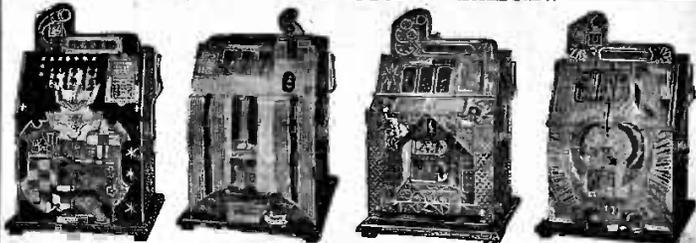
PHIL BURGESSON talks to operators in Minnesota and Wisconsin about machines made by O. D. Jennings & Company.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

MILLS SLOTS THOROUGHLY RECONDITIONED GUARANTEED MECHANICALLY PERFECT

ALL MYSTERY PAY-OUTS LIKE NEW



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| Mills 5c Play Blue Front Bell \$69.50 10c Play, \$72.50 | Mills 5c Play Skyscraper Bell \$47.50 | Mills 5c Silent J. P. FOK \$47.50 | Mills 5c Silent War Eagle \$62.50 |
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| MINTS 75c a Box (100 Pieces) Case Lots (10 Boxes), \$8.25. | BALL GUM 15c a Box (100 Pieces) Case Lots (100 Boxes), \$12.00. |
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1/3 Deposit on All Orders, Balance C. O. D.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO

WURLITZER P-12 Perfect Condition **\$124.50**
SINGLE—\$134.50 Lots of 10

BUMPER MACHINES . . . \$32.50 ★ **KEENEY BOWLETTES** (Very Low Price)
BOLOS 6.95
USED PAYOUTS, PERFECT CONDITION, \$49.50. LATEST NOVELTY GAMES ON HAND. WRITE FOR INFORMATION.

BABE KAUFMAN, Inc. (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

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FAVORITE RACE TRACK CONSOLE

NINE famous purse-winners on a circle track sparkling with lights! Whirling wheel CHANGES ODDS every race. Nine selections; nine coins per game; NINE TIMES THE EARNING POWER! Extremely FAST PLAY and DAILY DOUBLE feature insures record-breaking profits. All electric, guaranteed trouble-proof and cheat-proof, available in Nickel or Quarter play. Get back on Easy Street by ordering a few FAVORITES today!



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BALLY BELLS

BELL FRUIT PLAY! FLASHING LIGHTS!

Super-bell earning power and guaranteed griefless performance in one and the same machine! BALLY BELLS has all the appeal of fruit-reel symbols, plus flash of whirling lights and profit-boosting Double Coin Chute feature (CHOICE OF NICKEL-QUARTER; TWO QUARTERS; TWO NICKELS). They start with nickels, quickly graduate to quarters and how the money rolls in! You'll never believe a coin machine could possibly make money like BALLY BELLS till you empty the cash-box and see for yourself! Order this great machine today!



NUGGET

COIN-OPERATED SALES-BOARD

A gold mine in 6 SQUARE INCH COUNTER SPACE! Operates like 1000-hole board. Has 3 SPINNING REELS, flashy 5-color front with gold coin seals. Adjustable, cheat-proof, guaranteed trouble-proof mechanism. 10 to 25 NUGGETS on your route will net you really big money. Order today!

\$19.75 F. O. B. Chicago



SUM-FUN

A new idea with magnetic appeal! Gold coins whirl round on 3 SPINNING REELS . . . when 3 coins of same kind come up, player receives SUM of all three. For example, 3 dollar coins receive \$3.00, etc. Requires only 6 sq. in. counter space to earn upwards of \$10.00 daily. Order a sample of SUM-FUN today!

\$19.75 F. O. B. Chicago



20-INCH BACKBOARD
4 TO 40 WINNERS EVERY GAME
ELECTRIC KICKER

Write for Prices on Payout and Ticket Models.

GOLDEN WHEEL

Odds-Changing Bumper One-Shot

All the "first-second-third-and-fourth-place" payout appeal of Preakness . . . plus BUMPER-ACTION . . . ELECTRIC KICKER . . . and the greatest FLASH and "COME-ON" ever! Get your share of the GOLD in GOLDEN WHEEL! Order 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 - Shot that MULTIPLIES PAYOUTS by number of coins played . . . \$8.00 TOP! Plenty of spots begging for FAIRGROUNDS now - so rush your order and clean up!

\$194.50

F. O. B. Chicago

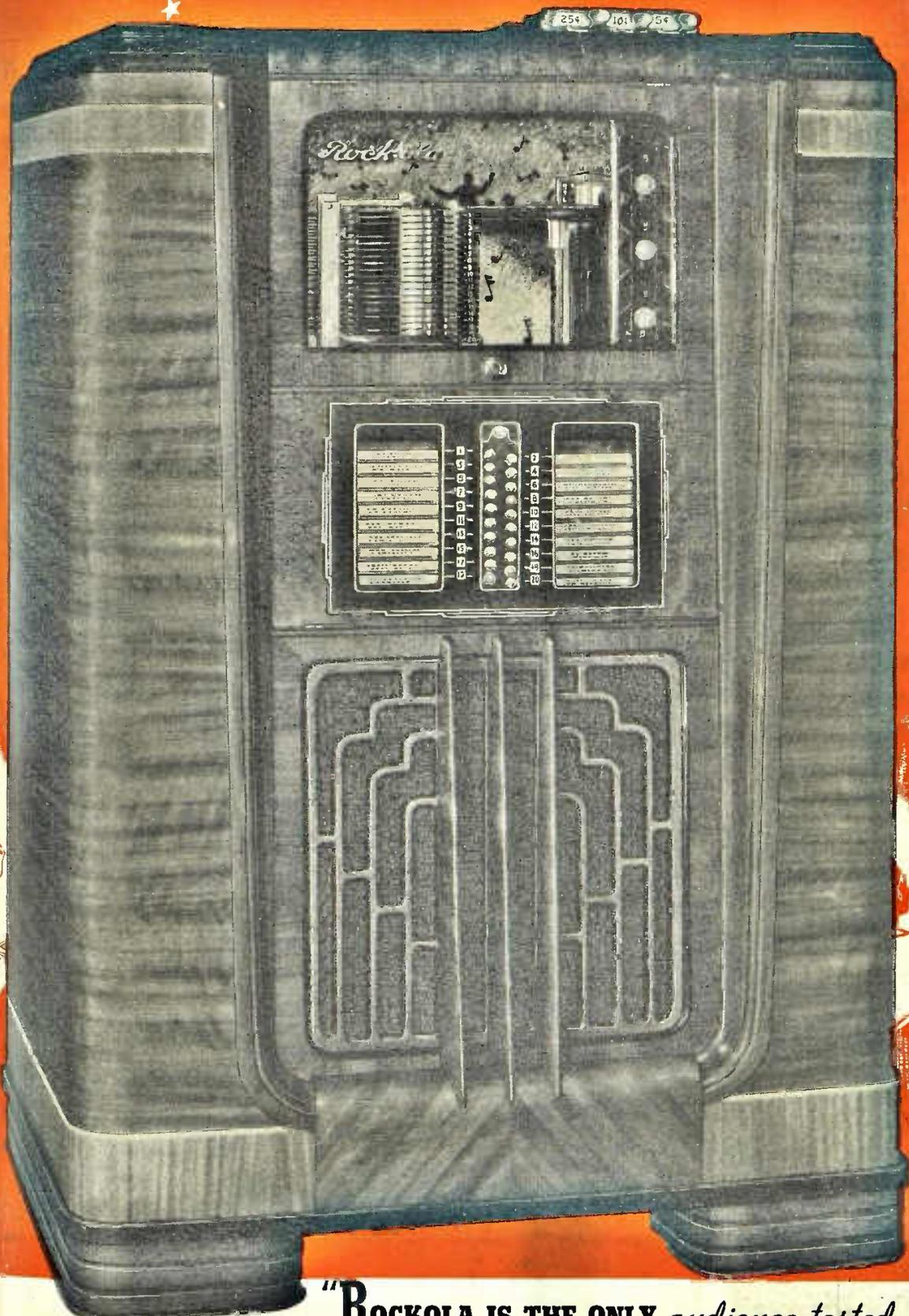


BY BALLY! That means better materials, better workmanship . . . smoother performance, increased earning power, longer life and, finally, highest re-sale value! Get more for your money! BUY BALLY!

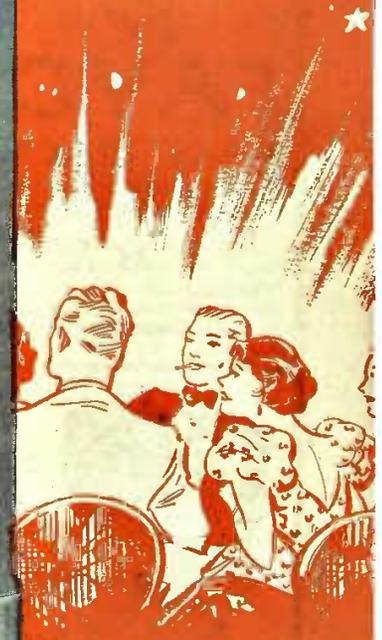
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Gets *more*
 QUARTERS *and*
 DIMES
 than *ordinary*
 phonographs
 get in
 NICKELS!



**"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.

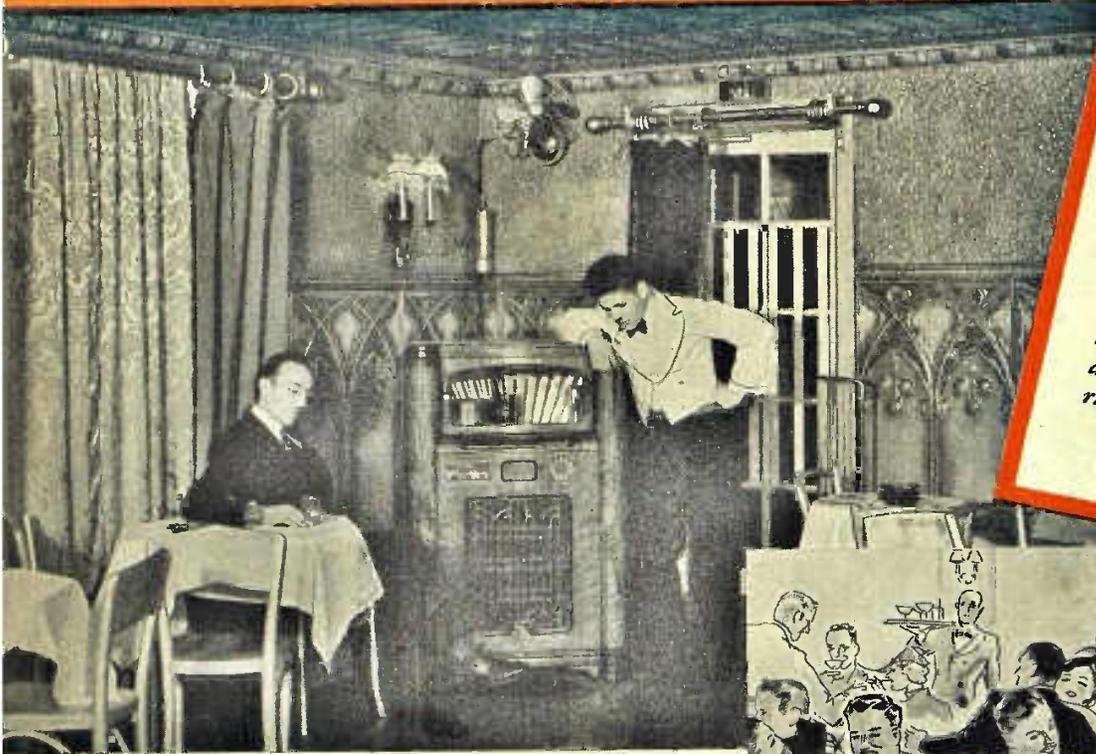
You owe it to yourself and your locations to provide the world's best phonograph music. Your distributor will tell you why ROCK-OLA MULTI-SELECTOR phonographs are so outstandingly "the people's choice" in good music.

ROCK-OLA MFG. CORPORATION



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HOLDS BEST LOCATIONS AGAINST ALL COMPETITION

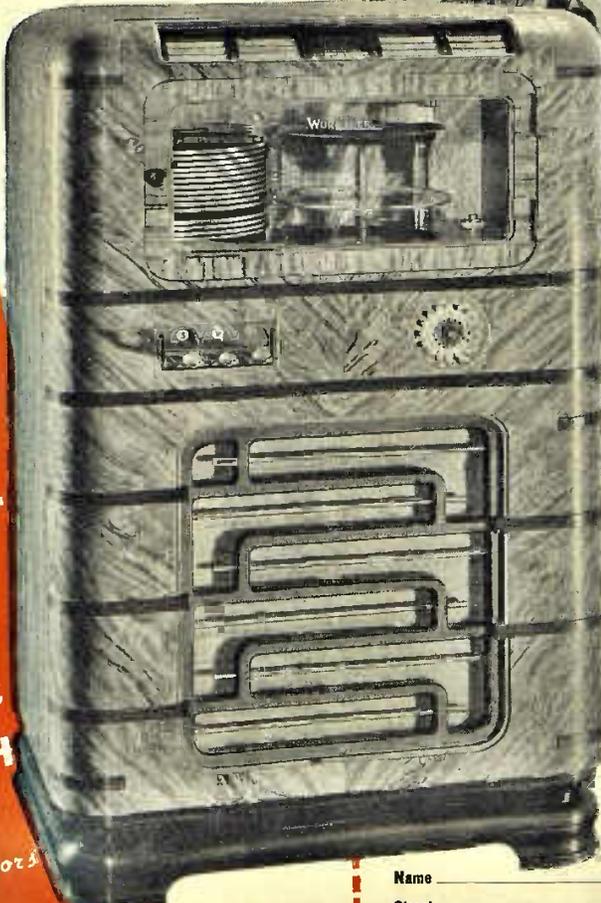


Above—1300 CLUB, Popular Pennsylvania Tavern

"Playing Just About All the Time"
"My Simplex is playing just about all the time. It has certainly helped build up my business. Naturally I have been solicited by operators of all other makes of phonographs. But nothing doing. I'll stick by Wurlitzer. I've never seen a machine like it for appearance and tone, and the way it draws the crowds sure suits me right down to the ground."
JOHN L. MORRICO, 1300 Club,
Popular Pennsylvania Tavern



That's why
WURLITZER-SIMPLEX
OPERATORS
are Successful
with the
WURLITZER-SIMPLEX
AUTOMATIC
PHONOGRAPH
Sold Only to Operators



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! The Rudolph Wurlitzer Co., North Tonawanda, N.Y. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

THE RUDOLPH WURLITZER COMPANY,
 North Tonawanda, New York

Please let me know if there is room for another Wurlitzer-Simplex operator in my locality.

Name _____
 Street _____
 City _____ State _____
 Present Occupation _____