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JULY 4, 1936

# The Billboard

The World's Foremost Amusement Weekly



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And His  
Hotel Ambassador Continental Orchestra

# "Is It True, What They Say About Dixon?"

*These Connoisseurs of Orchestral Entertainment Say It Is:*

"Dick Dixon and his boys are one of the most versatile bands in the business. They play sweet or swing stuff with equal perfection and their vocals and harmony are something to write home about."

JOE VENUTI

"I've heard plenty of bands, but there are very few who can play so many different types of music as well as Dick Dixon and His Ambassadeurs. The band's versatility is really amazing."

PAUL SABIN

"Real comers are Dick Dixon and His Ambassadeurs. They can swing it plenty. Their Glee Club stuff is done to perfection, too. They just can't help going places."

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"When a band can handle the wide variety of music that Dick Dixon and his boys can handle, they're bound to ride to the top. And when a band has, in addition, a talent for vocalizing and harmonizing like the Dixon boys, they just can't miss."

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# The Billboard

Vol. XLVIII  
No. 27

The World's Foremost Amusement Weekly

July 4,  
1936

Published weekly at Cincinnati, O. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879.  
84 Pages. Subscription, \$5 per year. Copyright 1936 by The Billboard Publishing Company.

## GREAT LAKES EXPO OPENS

### 802 Pot Already Boiling For End-of-Year Election

*Probable that Jacob Rosenberg and Edward Canavan will run for president—many opposition groups—various allegations made—clumsy theater handling claimed*

NEW YORK, June 27.—The most exciting four months in the history of Local 802, American Federation of Musicians, are in store for the end of this year, when the first complete election under local autonomy is to be held. Members and officials of the local agree that the excitement will reach a higher peak than that attendant upon the battle waged by the members and the present administration for autonomy. The political pot in the local is simmering now, and the steam is hitting higher on the gauge daily. It will really start to sizzle when the summer is over and the musicians get back to New York from their summer location jobs.

Various groups within the local are now tightening party lines. Majority bloc is still the incumbent group, the "blue" party. Opposition will come from various groups, with Edward Canavan, present president of the local, figured as heading one of them, or if not heading a party, then running in opposition to a "blue" (incumbent) candidate. Canavan refused this week to state definitely whether he was going to run, saying he expected to be able to state either way within a fortnight. Canavan heretofore has not run for election, having been appointed by Joseph N. Weber, president of the national body. In 1934, when autonomy was given 802, it was provided that Canavan should remain as president for the next two years; then the post was to become an elective one.

It is expected that the "blue" candidate for presidency of the local will be Jacob Rosenberg, present secretary. William Feinberg, vice-president, will probably run for secretary, and Richard McCann, now a delegate to the AFM convention and a "blue" party man, will run to succeed Feinberg as vice-president candidate. Rest of the officers elected in the 1934 "blue" ticket sweep will run for re-election. This week Rosenberg refused to say whether he was a president. (See 802 POT on page 16)

### Shuberts Into Cabaret Field

*Converting theaters into night spots—Winter Garden to be first venture*

NEW YORK, June 27.—The Shuberts will definitely enter the theater restaurant field this fall, according to word received from authoritative sources, confirming the many rumors in recent months as to this possibility. Lead-off spot will be the Winter Garden here, slated for a November opening, with other Shubert theater restaurants scheduled for Boston, Philadelphia, Detroit and Chicago.

Harry Kaufman, of the Shubert firm, is to head the venture, concentrating mostly, however, on the building of the shows for the spots. Plans are under way now to renovate the Winter Garden into a restaurant, the Shuberts devoting all activity to this house before starting work on the restaurants in the other cities.

The venture has been planned by the (See SHUBERTS on page 16)

### Pa. Tax Collections Boosted By Circuses and Carnivals

PITTSBURGH, June 27.—Pennsylvania State Amusement Tax, which went into effect in July, 1935, exceeded all expectations for collections. During the first 10 months a total of \$2,669,794 was added to the State's treasury.

During May a new high for monthly collections was recorded with \$301,634.50. Tax officials explain this high was due to a large number of circuses and carnivals playing this State last month.

### Dunfield Improving

CHICAGO, June 29.—Latest reports from Los Angeles are that Charles Dunfield's condition is greatly improved.

### Sleepytown Comes to Life To Welcome Democratic Delegates

PHILADELPHIA, June 27.—Democratic conclave could hardly be called a convention: It was a carnival, with night clubs playing an important part on the entertainment roster. After weeks of brutal biz the coffers and cash registers started playing a welcome metallo tune. Alabama wouldn't yield to Jersey, but the Democratic spirit flowed freely in the veins while elbows bent in union.

A survey of the information booths in hotels, railroad stations and on street corners showed that visitors to the city for the convention were more interested in the location of night clubs and State liquor stores than in the whereabouts of historic houses and buildings.

The old gag and old bromide of a sleepy time in this Quaker City was dispelled. Intimate spots carpeted the stairway to the third floor and let the

### Lincoln, Neb., Park Has \$20,000 Fire

LINCOLN, Neb., June 27.—Nearly half of the plant of Capitol Beach Amusement Park here was destroyed early this morning by fire which swept buildings and rides on south side of the grounds. Owner R. L. Ferguson said damage would run in excess of \$20,000.

Destruction lists: the Dirty Moore Fun-house, Skooter ride, Penny Arcade, open-air theater stage, motion picture equipment and some smaller concessions. After one of the biggest crowds of the season (See LINCOLN, NEB. on page 69)

gambling blood express itself. State Labor Law taboos hostesses where biters are bartered, but each spot had plenty of gals on hand as drinking partners for the badge-wearers. Even advertised in the newspapers for them.

A Sunday in Philadelphia changed from a blue to a deep crimson shade. Cafes, taprooms and greeting-groves publicly announced that they would be open on the Sabbath. And they were. (See SLEEPYTOWN COMES on page 16)

### Better Support Of AFA Urged

*Whitehead tells of association's accomplishments—Tucker and Van speak*

CHICAGO, June 27.—Some 60 performers attended the get-together meeting of the American Federation of Actors held in the Cameo Room of the Morrison Hotel this week, presided over by Ralph Whitehead, executive secretary of the organization. Speeches were made by Sophie Tucker, Whitehead, Gus Van and Chlo Yorko, after which a question and answer forum was conducted.

Whitehead spoke at length of the accomplishments of the AFA and of what its prestige now meant. He rapped the actors who needed relief and were too (See BETTER SUPPORT on page 16)

### Pay Gates Show 61,276 First Day

*Elaborate ceremonies for opening—Wilson's Snake Show tops midway biz*

CLEVELAND, June 29.—President Roosevelt at noon Saturday pressed a button that formally signaled the beginning of official opening-day ceremonies for the Great Lakes Exposition. Speeches by Daniel C. Roper, Secretary of Commerce; United States Senator Robert J. Bulkley and Mayor Harold H. Burton were broadcast over a nationwide hookup, following which Marguerite Bacon, seventh generation kin of Moses Cleveland, founder of the city, cut the tape to open the gates to the public. Overhead a squadron of army planes and the Goodyear blimp Puritan were dropping aerial bombs and flag-bedecked parachutes. On the ground the Great Lakes Exposition Band played the National Anthem as the American flag was hoisted to the official expo masthead. Scarlet-coated guards and police garbed in chocolate-brown uniforms paraded and drilled as thousands of visitors passed thru the turnstiles.

Beneath a sweltering sun a score of newsreel and newspaper cameramen toiled furiously to scoop picture stories for the alter screen and newspapers. Paul J. Speno, World War veteran, was the first person to receive a paid admission ticket and enter the grounds. Speno had camped outside the ticket booth since noon Friday. Sixty-one thousand two hundred and seventy-six persons (See GREAT LAKES EXPO on page 69)

### Bank Night Gets 2 States' Okeh

*But one, Iowa, calls game a lottery and bans it—Pittsburgh promoters sue*

SAN FRANCISCO, June 27.—Altho police arrested him on a charge of operating a lottery in connection with the night game of Screeno, jury in Judge Twain Michelson's court Wednesday returned a verdict of not guilty against Reno T. La Marre, manager of the President Theater here. The jury, which was (See BANK NIGHT on page 15)

### Kansas City Club Burns; Belasco Loses Instruments

KANSAS CITY, June 27.—The Mayfair Club, swanky suburban night spot, was totally destroyed by fire early this morning. Cause of the blaze is undetermined. Several employees discovered the fire as they were leaving the building. Gus Pusateri, president of the Mayfair Restaurant Corporation, was quoted as saying: "Insurance on the building and its contents totaled \$35,750, and the company's investment was \$200,000."

Leon Belasco, whose orchestra was playing the spot, lost a \$1,000 violin, a gift from his mother. All instruments and music belonging to the Belasco organization were lost.

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# 9 AFM Permits Are Penciled

### Arthur Fisher Agency and Resort Bureau among those losing licenses

NEW YORK, June 27.—The Arthur Fisher Vaudeville Agency and the Resort Entertainment Bureau, Inc., here are among nine licenses canceled by the American Federation of Musicians this week. Other cancellations are George Barkey's Orchestra and Booking Service, Atlanta; the Cox Booking Service, St. Louis; Al Durning, New Orleans; M. Marshall Gibson, Buffalo; W. H. Emery, Cambridge, O.; Lee Rainey, Cincinnati, and the Alliance Amusements, Inc., Washington, D. C.

Five canceled licenses have been restored: Gale, Inc., and Lawrence Golden, of this city; J. A. Sullivan Attractions, of Boston; Orchestra Service Bureau, Inc., of Pittsburgh, and Southeastern Orchestra Service, of Columbia, S. C.

Licenses of Jonas and Williams and of Eli E. Oberstein, this city, have been dropped. Jonas and Williams have split and taken out separate licenses. Other changes in the license listing are: F. Leroy Wilson, changed to Wilson, Powell and Hayward, New York; Arthur T. Michaud, changed to Orchestra Management, Inc., New York; Lewis Leabman, changed to Central Booking Service, Lincoln, Neb.; John D. Hayes, changed to Sam Hayes, Hoosick Falls, N. Y., and Taps Schornstein, of New York, changed from temporary to regular license.

Latest licenses to be issued, bringing the total to 1,300, are:

**CALIFORNIA**—Hollywood Artist Bureau, Beverly Hills. W. M. Jimmy Clark and M. D. Clark, Hollywood. Gladys Neal Hampton, Los Angeles. Anell Hoffman, Sacramento. Marie Husey, San Francisco.

**CONNECTICUT**—Sidney E. Tibbals, Bridgeport. Fairfield Enterprises, Stamford. Albert M. Piekus, Stratford.

**ILLINOIS**—Bradford Smith, Chicago.

**INDIANA**—Don Malines, Anderson. Bill Fryar, Valparaiso.

**IOWA**—W. J. Canfield Jr., Dubuque. (See 9 AFM PERMITS on page 16)

# Philly Musicals Planned

PHILADELPHIA, June 27.—A partnership has been formed by Herbert Gottlieb of New York, and Jan Rudow and Samuel Berns, of Philadelphia, for the presentation of musical comedy revivals here. Reported that Virginia Cramp, whose grandaids amassed a fortune building ships, is angling the now combine. The first production, scheduled to open early in August, will be a revival of *Flying High*.

Auditions and casting started and the first principal signed was Nadine Wayne, who was in the original production. Ciro Barto, well-known Philadelphian, has also been engaged.

Negotiations are now being carried on for the leasing of a centrally located theater, in all probability the Fox-Locust or Erlanger. At \$1 top plans are under way to follow the first production with *Good News*; *No, No, Nanette*; *Queen High* and *Hit the Deck*. In addition to the musical revivals, Rudow disclosed that the firm will also bring here *Murder in the Cathedral*, New York's WPA hit.

# SAG Membership Drive

HOLLYWOOD, June 27.—Prior to demanding recognition and closed shop from the major film studios, the Screen Actors' Guild has launched a final membership drive, being conducted thru a series of home meetings at members' residences. This plan is the outgrowth of the Guild's annual meeting three weeks ago, when those present pledged themselves to secure one new member each in an effort to pick up the stragglers still not allied.

# Portland, Ore., Local and MCA Adjust \$3,952 Dispute

NEW YORK, June 27.—Musicians' Local 89, of Portland, Ore., and the Music Corporation of America have settled a dispute involving \$3,952.63, the local withdrawing its claim last week from consideration of the International Executive Board of the American Federation of Musicians.

Herman D. Kealin and F. E. Pettingill, representing the Portland local at the AFM convention in Detroit earlier this month, had filed a bill for the \$3,952.63 against MCA in a controversy affecting an engagement in the local's jurisdiction. Jules O. Stein, president of MCA and also delegate to the convention from the Waukegan, Ill., local, appeared before the board defending MCA. The board withheld decision, both parties agreeing the next day to announce the dispute "amicably adjusted."

The board ended its post-convention sessions last Tuesday in Detroit. Among matters discussed was appointment of third assistant to President Joe Weber. Thomas P. Gamble is now first assistant,

at \$10,000 a year, and G. B. Henderson second assistant at \$7,000 a year. Third assistant not yet appointed.

Ed Canavan, head of Local 802, has been appointed by the American Federation of Labor as fraternal delegate to the English Labor Congress, the AFM to defray part of the expense.

The board (discussed the complaint of the Vitaphone Studios, Brooklyn, against Local 802's ruling on doubling and left the matter up to Weber. The studio claims the 802 ruling violates the Hollywood studio contract.

The board in its last-day session adopted a resolution amending the by-laws and reading, "If a leader or contractor is found guilty of unlawfully retaining money that is returned to him by the financial secretary-treasurer for transmission to members of the orchestra he shall stand expelled."

Philadelphia Local 77 was granted request for an extension of jurisdiction to include Beach Haven and Medford Lakes.

# Two Federal Theater Openings; Old-Time Meller and Negro Unit

NEW YORK, June 27.—Possessing neither the theatricality nor staginess of its immediate predecessor, *Macbeth*, the WPA Negro unit of the Federal Theater Project last night brought to the Lafayette Theater in Harlem *Turpentine*, a three-act socio-economic drama of Bozmann stature. Coming under the classification of protest plays, *Turpentine* vigorously presents a theme well known but particularly apropos in this case, namely, the hopeless condition of colored folk working for white financiers in the turpentine forests of Florida. The Negro social setup depicted in *Turpentine*, however, is applicable to perhaps all Southern areas in which lumber camps and mass labor are present.

Working for starvation wages, unable to better their position thru a longstanding tradition of white superiority maintained by ignorant and trigger-quick white sheriffs and deputies, the people in *Turpentine* finally vote thumbs down on prayer and revival meetings thru a decision that the Lord is merely "the white man's bogey man," and hand together to force a capitulation by the whites. It is quite apparent, however, that old devil White is merely a faker and will tighten the screws at the first opportunity.

A subtended thread of the plot presents the condition of the share-croppers, whites who work lands belonging to others on a basis that ultimately results in a type of hopeless feudalism. These men are known as poor white trash, a classification difficult for the Northern mind to conceive, and a category so low that it is despised by the more fortunate Negroes.

*Turpentine* is well staged by Emjo

Bashe and Augustus Smith, with realistic sets by Manuel Eisman and lighting by Freder. Chief among its cast of capable actors are Thomas Moseley, Muriel McGroary, Bertram Miller, Gus Smith, Charles Taylor, Edward H. Loeffler, Walter Robinson and Albert Perkins. PAUL ACKERMAN.

NEW YORK, June 27.—Altho it is customary to view these neo-Hoboken meller revivals with the tolerance of a clergyman contemplating an idiot child, the fact remains that after the fourth act of the WPA Federal Theater Project's *Lights of London*, which opened at the Palm Gardens Tuesday, the players were still unemployed. It is possible that with a terrific drive down the stretch in the final scenes the cockney-speaking company got the nod over their immediate predecessors, the Cherry Lane Theater, where the Oillmores, without hallyhoo and beer, but with a much cleverer audience, recently opened with *No Mother To Guide Her*.

*The Lights of London*, written by George R. Sims and first produced in London and New York in 1880, was revived in 1911 by William A. Brady with a cast including Holbrook Blinn, William Courtney, Douglas Fairbanks, Doris Keane, etc. It now comes to you with Edwin Redding, Emmet Shackelford, Dorothy DeBoker, Winifred Dean, William McGurn, Gordon Hamilton, Everett Edwards, Frederick Packard and sundry others labeled "A river rat," "Poor, but a gentleman still," etc. The plot is what you might expect and details the sufferings of Harold Armitage, the equir's son, who is told not to darken the an-

(See FEDERAL THEATER on page 16)

# One New Play Debuts in Flood Of Summer Theater Activities

NEW YORK, June 27.—In addition to a flock of revivals scattered among summer theaters of the Eastern seaboard, one new play, *Please Do Not Disturb*, broke thru and began its existence at the Red Barn Theater, Locust Valley, L. I. A melodrama with a strong infusion of farcical elements, this piece by Charles O. Locke, staged by Arthur Sircorn, with sets by John Root, tells the story of an out-of-town business man who becomes embarrassed when a girl friend is murdered in his hotel room. This is not particularly extraordinary these days, either dramatically or from the standpoint of the man on the street, nor is the fact that the man's college pal, who is engaged to be married the next day, enters the room where the body lies and becomes involved also. A lot of not-too-

subtle nonsense pervades the offering, which is played by Don Terry, Blanche Gladstone, Joseph Cotton, Percy Kilbride, Ruth Holden, Gerald Kent, Frank McCormack, Martha Scott and Milton O. Herman. Other openings, revivals all, which garnered comment during the week, are: *Fresh Fields*, with Margaret Anglin, at the Ridgeway Theater, White Plains; *Springtime for Henry*, with Henry Hull, at the Theater of the Four Seasons, Roslyn, L. I.; *Night of January 16*, with J. Arthur Young and Rose Hobart, Lakewood Theater, Skowhegan; *Personal Appearance*, at the Westchester Playhouse, Mount Kisco; *The Bat*, at the Urban Playhouse, Yonkers; *Ernest Maltravers*, Periwinkle Showboat, Pelham, N. Y.; and *Night of January 16*, at Bronxville, N. Y., with a cast including June Walker, Ada May and William Harrigan.

Up in New England Walter Hartwig's Manhattan Repertory Theater company has engaged the following guest stars who will appear at various times during the season: Margaret Anglin, Frances Starr, Thomas W. Ross, Margalo Gillmore, Wilfrid Seagram, Charlotte Walker, (See COWBARN LIST on page 11)

# Whiteman Phila Concert Clicks

### Two guest appearances with the Philadelphia Orchestra in pre-season program

PHILADELPHIA, June 27.—The salon favorites and jitterbugs alike refused to be humbugged by the threatening rain and chilly breeze when the Philadelphia Orchestra joined forces with Paul Whiteman on Tuesday in a little symphony-swing session at the open-air Robin Hood Dell. Over 3,000 music lovers attended this performance.

For those who like their Bach in dance tempo and their symphonies with a dash of swing, it was an "all-Wagner affair" in the Whiteman manner. Champagne musical tastes were mixed with others and teetotalers had their first snort of the bitters.

The first part of the program was devoted largely to Mr. Whiteman's Carnegie Hall stuff, saving his West 52d street idiom for the mopup. Gerahwin's *An American in Paris* was the first dish, his playful *Wintergreen for President* from *Of Thee I Sing* at the halfway mark and Roy Bargy's excellent soloing in *Rhapsody in Blue* topping off the delightful musical meal.

Perde Grofo had his inning with a well-received rendition of *Tablôid*, the Sob Sister movement being omitted. Introduction of typewriters to the instrumentation of the Philadelphia Orchestra should prove a good sales point for the local Curtis Institute of Music, which is teaching stenography for accompanists who plan to tour with concert artists. M. H. Shapiro, associate editor of *The Billboard*, who was responsible for most of the program notes, failed to credit Underwood; notwithstanding, this musical picture of the printing of a newspaper was an outstanding contribution to the evening's enjoyment.

Three numbers were given their first public performance. One was *Sinfonietta*, by David Diamond, which won first prize in the first annual competition for the Elfrida Whiteman Scholarship, established by Whiteman in memory of his mother. Another was Walter Freed's *Fiesta*, one of the runners-up in the Scholarship Award, only the Impressions movement offered.

The third was *Ebony*, composed by Ken Darby, one of the King's Men. In three connected movements, the piece describes the trials and tribulations of a group of prospectors pushing thru the African jungles. The King's Men, assisted by the Robin Hood Dell Opera Male Chorus, supplied the vocal parts.

A most agreeable moment of the concert was Adolph Deutsch's arrangement of *Tales from Vienna Woods*. Embellished with modern harmony, it still re-

(See WHITEMAN PHILA on page 15)

# Ramon Ramos (This Week's Cover Subject)

RAMON RAMOS gave up law as a profession to join Carlos Molinas' Orchestra as featured vocalist. He continued with this group for many years, his background, in addition to law, having always been closely allied to music. The outset of sound pictures found him serving as musical director for many productions in which Spain was the locale.

Ramos' first appearance as an orchestra leader was at the Ambassador Hotel, Los Angeles, immediately followed by the Beverly Wilshire and Roosevelt hotels. His hotel work was interrupted by a six-month period during which he recorded for pictures, returning to personal-appearance work with a long run at the Congress Hotel, Chicago. Succeeding spots include the Miami Billmore; Pennsylvania Hotel, New York; the Central Park Casino, Rainbow Room and the Ambassador Hotel, New York. He is still at the Ambassador.

In January, 1935, Ramos opened the swank Forge Club, Miami, society rendezvous. Originally booked for three months at the Rainbow Room, Ramos stayed there 10 months, leaving only when he had to return to the Forge Club. His booking at the Ambassador calls for the entire summer.

Three of the pictures for which he has recorded are "Under a Texas Moon," with Frank Fay; "General Crack," with John Barrymore, and "Adios," with Richard Barthelmess.

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# Fed. Theater Hunts Patrons

### Widens ticket-selling system—other news of WPA units thruout country

NEW YORK, June 27.—Local theater project has posted solicitors in department stores thruout midtown to make ticket reservations for its local shows. This is its latest effort in trying to keep its shows patronized. It is also building up a mail list thru asking patrons to turn in their name, address and phone number so that they be kept notified as to new shows, etc. This augments the recent activity among project workers who were urged to get friends and relatives to patronize the Federal shows. The project has leased the Adelphi Theater from Lodewijk Vroom for an (See **FED. THEATER** on page 76)

# H. B. Schaad Dies In Massachusetts

NEW YORK, June 28.—Herman B. Schaad, 57, manager of Radio Artists, president of Leading Attractions, Inc., New York, died of a cerebral hemorrhage at Bald Head, near Lenox, Mass., June 27. Schaad, the former secretary of Aeolian Company and an ex-manager of Aeolian Hall, was visiting the home of Miss Kate B. Buckingham, who was to have been hostess to the deceased, his wife and Joseph Bentonelli, Metropolitan Opera tenor, for a week. Born in Little Rock, Ark., Schaad came to New York, became Paderewski's press agent for 17 years, and five years ago became associated with NBC's Artists' Bureau. Among those he represented are John Charles Thomas, Edwin C. Hill, Miss Willy Morris, Arthur Carron, Anna Kaskas, Joseph Bentonelli and Frank Franks. Surviving are his wife, formerly Leontine Sanders, and his brother, Benjamin.

# Notre Dame Setting Nets Big Receipts

PARIS, June 22.—For the second time the committee in charge of the "Season of Paris" celebrations made use of the square fronting the majestic Notre Dame Cathedral as the stage and stadium for the open-air presentation of an old religious pageant, *Vray Mistere de la Passion*. The play, using the cathedral as stage setting, was presented on several successive nights to packed grand stands, receipts on one night reaching a total of 162,000 francs (\$10,813.33). Loud-speaker equipment vastly improved over that used last year. Big cast of actors, singers and chorists performed in splendid fashion. The outlying Theater de Belleville crashed the front pages by presenting (See **NOTRE DAME** on page 70)

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# Chorus Equity Notes

Chorus Equity is holding checks in settlement of claims for the following members: Nancy Lee Blaine, Adelle Butler, Charlotte Davis, Leila Gans, Gladys Ijarriz, Eda Hedlin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor. (See **CHORUS EQUITY** on page 74)

# Movement on To Bring ASCAP, Warners Together

NEW YORK, June 29.—At the time of going to press negotiations between Warner Bros. and ASCAP, undertaken by a "mutual friend," are definitely reported at an impasse. The intermediary is seeking to find a way of having the Warner group of publishers rejoin ASCAP and at the same time save the face of the Warner organization. ASCAP is unofficially said to be standing its ground and waiting for Warners to come to it. No actual negotiations are said to be in progress between ASCAP directly in regard to the movement. It is pointed out that ASCAP is collecting more than ever without the Warner catalog.

# Sarasota Little Theater Group Building Playhouse

SARASOTA, Fla., June 27.—The Sarasota Players, 7-year-old little theater group, has announced plans for a new playhouse to be constructed on tax-free land deeded by the city of Sarasota. Contributors have already pledged a building fund in excess of \$7,500. The committee in charge states that the building, which will seat 264 people in modern theater chairs, will be ready for occupancy by December 1. It was also announced that the group will again employ a director from New York, a policy followed for several seasons. Last year membership reached a new high, a little more than 400 being on the roll call.

# Long-Distance Student Show Given by Ned Wayburn School

NEW YORK, June 27.—A week ago today Ned Wayburn presented his annual students' recital, held this year at the Heckscher Theater up at 103d street and Fifth avenue, where herrings abound and a Tom Collins is a name rather than a drink. Despite all drawbacks, however, the kids' revue shaped up as even better than last year when it was held at the AWA Clubhouse, which has the Lotos Club across the street. There were numerous displays of unexpectedly fine talent and plenty of possibilities could be spotted in the early hours before the spectators were worn down by the marathon aspects of the show. For, as usual, the talent display was a bunion derby (or rather a callous derby) for the customers. An afternoon session, scheduled to begin at

# Stem Biz Is Upped By Fight Pictures

NEW YORK, June 27.—Motion picture houses continue to do the most consistent business, the Palace in particular last week cashing in tremendously on the Louis-Schmeling fight pictures, one of the biggest draws the RKO circuit ever had. As in other theaters, the fracas was held over a second week. For the rest, San Francisco opened very well yesterday at the Capitol; ditto the State, which played five shows at the opener, the combined draw being *Fury* and the Ritz Brothers-Sullivan stage show. La Temple at the Music Hall Thursday cycled as usual; Roxy is just fair with *Parade*; and there is a possibility that Paramount will hold over *Poppy*, which is still drawing, for the third week. Should this occur, however, the stage show will be changed, because Orzie Nelson has been booked elsewhere. (See **STEM BIZ** on page 74)

# Headliners' Club Affair Features Numerous Names

ATLANTIC CITY, June 27.—The theatrical profession benefited no little at the three-day frolic of the National Headliners' Club here last week-end, the highlight of which was a grand banquet and show in the Ambassador Hotel, at which Harry Hershfield was master of ceremonies. The affair, which drew more than 200 of the outstanding newspaper editors, publishers, radio head- (See **HEADLINERS' CLUB** on page 74)

# Arno Held at Buffalo

BUFFALO, N. Y., June 27.—Arno, conductor-violinist of Shea's Buffalo Theater, who has just completed a 12-week run, has been renewed again, indefinitely. Local audiences have enthusiastically received him, and that's something in this conservative town. Shea's Buffalo is the only movie house here using an orchestra as a feature of the program.

# SHOW PRINTING

The QUALITY KIND that attracts and gets the money. Finest Show-White or Bright Yellow Poster Paper; Brightest, Finest Ink Colors. TENT SHOW HEADQUARTERS; DATES, POST-PAYS, CARDS, HEADLINES, BANNERS. LOW PRICES—PROMPT SHIPMENTS. Write for Price List and Sample Book. **CENTRAL SHOW PRINTING CO.** MASON CITY, IOWA

# HOTEL CHELSEA

It CAN Happen Here  
The Perfect Summer Vacation in the exclusive Chelsea district—on the Boardwalk—private beach—bathing from your room—veranda safe for bathers—dancing nightly in Grill.  
From \$6.50 With Meals and Bath  
\$3.50 Room Only and Bath, less Weekly.  
ATLANTIC CITY  
JOEL HILMAN • JULIAN A. HILMAN  
J. CHRISTIAN MYERS

# GIVEN AWAY!

You get one—Your friends get nine—without cost. Let us give you the details of this amazing Time Teller. Also it can pay you big money giving it away free. Nothing to buy or sell. Write fast. **GARDEN CITY NOVELTY CO.,** 4387 Ravenswood Ave., Chicago, Ill.

# WANTED

JOIN DALLAS, JULY 6.  
A-1 Violin Player, Bass, tuba and trumpet. Prefer one doubling Trumpet in Band. Wayne Jeffries, Eddie Moore, Johnny Gibbs wire. Must be under 35 years of age. Write or call in answering. Pay 50¢ per wire. Shamrock, Tex., First Nat'l Canadian, Tex., July 2-3-4; then Dallas.  
**HARLEY SADLER'S OWN CO.,**

# WANTED

Piano Player, must read and fake, also Producing Straight Man with good Singing Voice. Steady job, no vacations. Technical. Write or mail only. **H. B. POOLE** General Delivery, Houston, Tex.

# WANTED QUICK

MED. LECTURER. Percentage. Biothes Copeland, Piano Player. **VICTORIA COMEDIANS** General Delivery, Columbus, O.

# AT LIBERTY

YOUNG TEAM. Man any line Comedy. Feature Black, Song and Dance, Bass or Baritone Harmony. Write inquiries, up in Acts and Bits. Specialties? Yes. Robust, reliable. Write or wire your best. **JOHNNIE "SMOKY" BISHOP** 1014 Central Street, Columbia, S. C.

# THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally. Conducted by MARTIN C. BRENNAN, 139 City Terraces Building, Pitt Street, Sydney. Australian Office of THE BILLBOARD.

# Dorothea Antel

226 West 72d St., New York City. BIRTHDAY, EVERY DAY, CONVALESCENT GREETING CARDS. In Bared Apartments, 15 Exclusive and Original Cards to the Box, \$1.00. Special Discount on Large Quantities. WRITE FOR PARTICULARS.

# Clean Sweep for BAA Official Ticket; 11 Officers Re-Elected

NEW YORK, June 29.—The official ticket of the Burlesque Artists' Association made a clean sweep at the annual meeting and election held last night at the Union Church here. Balloting by mail and in person showed a decided trend upon the part of the membership to continue the present administration, with 11 officers being re-elected. The opposition ticket met complete defeat.

Thomas J. Phillips was re-elected president and executive secretary, not having any opposition for the office of president, but defeating Murray Briscoe in the race for the post of executive secretary. Other officers elected were Frank Penny, first vice-president; Gene Schuler, second vice-president; Allan Forth, third vice-president; Charles McNally, recording secretary; Murray Leonard, treasurer, and John Ragland, sergeant at arms. All except Forth and Leonard were re-elected. Forth succeeded Lou Davine, while Leonard's office is a new one.

Elected to the executive board for a two-year term were Fat Kearney, Frank

X. Silk, Jack Coyle, Charles Marshall, Gene Schuler, Murray Leonard, Charles McNally and Carrie Fennell. Leonard and Miss Fennell are new to the board, the others having been re-elected, with Miss Fennell the first woman in history of the organization to obtain an elective office. Unsuccessful board candidates on the official ticket were Herbert Faye, Bobbie Faye, Steve Mills, Charles Harris, Bobby Morris, Benny Moore and Mervin Harmon.

Send in Your Inquiry We Get Your Order

# RESERVED SEAT ROLL AND FOLDED BATHING BEACH CIRCUS AND CARNIVAL

# THE TOLEDO TICKET CO., 114-116 ERIE ST., TOLEDO, O.

STOCK TICKETS: One Roll, 50c; Five Rolls, \$2.00; Ten Rolls, \$3.50, and 50 Rolls, \$12.00. Cash With Order.

Thank You for Mentioning The Billboard.

# NAB CONVENTION EVE

## Usual Promise of Fireworks, But Org Is Expected To Remain Okeh

*Organized factions plan to assert themselves and this year the networks may holler as well as the small indies—copyright situation is still an annoying factor*

CHICAGO, June 29.—On the eve of the 14th annual convention of the National Association of Broadcasters, to be held here at Stevens Hotel July 5-8. Inclusive, the usual pre-convention talk is going around about the possibilities of the NAB breaking up and the various factions that wish to pull away. As to be expected, the copyright situation is still the major bone of contention and uppermost in the minds of many broadcasters. Complicating the situation this year is the fact that Warner brothers have actually broken with the American Society of Composers, Authors and Publishers. This point is taking the spot made vacant by the government's anti-trust action which loomed important to great extent last July.

Altho threats are abounding from both the networks and large independent waters, consensus of opinion is that radio cannot afford to wash its so-called "dirty linen" before the many antagonistic factions on the side lines; that the worst thing that can happen is to be without a united front. That such a front will always be needed in Washington goes without saying, and for this reason it is conceded that despite any factional groups, the NAB as a body of general representation will be maintained.

Strengthening this angle is the fact that neither the National Independent Broadcasters (100-watter group) nor Associated Radio Stations (big outlet org) have ever expressed a strong desire to break away absolutely from the NAB, since there is nothing to prevent them functioning on their own and still retain NAB membership.

What may happen is that the various orgs may find themselves useful in obtaining what may be termed better representation in the NAB affairs. However, that even the individual members of these groups may vote their own particular mind is indicated in the fact that such a thing actually happened last year at Colorado Springs when Ike Levy was re-elected as treasurer. Levy, incidentally, has spent the most quiet year since he has been in the NAB. Much speculation is rife as to whether he contemplates getting out of radio altogether soon, or is still sore because of the feeling against him on the copyright question which developed a year ago and he signed with ASCAP in the face of the government's suit.

### The Groups

Whether the NIB and ARS will stick together in a battle against the networks is also problematical. ARS got started when Powell Crosley Jr. got excited about the copyright situation and the fact that the interests of the large stations, the small ones and that of the networks were entirely inimical. That certain questions arose that concerned them and not the 100-watter for instance. Much is expected to be thrashed out along this point, and as a result it is possible a new setup will arise.

Not a few candidates for president are on tap. Many quarters believe Leo Fitzpatrick's successor would be so-and-so and the same people who are busily engaged in electioneering beforehand are the same who have stated that the NAB is about to be busted up. Not being sure apparently, nor having the courage of their convictions, there is a paradox of certain folk being on hand with both a plan for dissolving the NAB and a good man for its next president.

Of late more strength has been leaning toward James W. Baldwin for re-appointment as managing director. Baldwin ran into a tough spot, it is acknowledged, when Warner brothers withdrew from ASCAP, and then ASCAP went out for five-year contracts on the same 5 per cent. of the revenue basis. Baldwin had hoped for a better whack at the "per use" basis.

From out of town there drifts in opinions that the convention will prove routine after all. Heretofore the low-watters have squawked about the NAB and threatened war. This year it appears that the networks are on the aggrieved side.

## "Sing" Feud Ready As Colgate Starts

NEW YORK, June 27.—A "feud" between two national advertisers over rights to the community singing type program, started last week when Colgate offered the show to Gillette Safety Razor Company after previously having submitted it to Colgate Palmolive Peet Company, wound up with both sponsors taking the idea and both starting programs. Soap company, in order to establish its version of the program, has moved up the starting date to next Wednesday (1) from 9:30 to 10 p.m. Blade company is also spotting its program on Columbia.

Colgate is calling its show *Come On, Let's Sing*, since Gillette, by giving CBS the nod first, has the rights to the CBS title of *Community Sing*. Show started as a sustainer last month. Idea is that the studio audience, with the help of a few "ringers," joins in singing well-known tunes. Gillette is using the guest city idea in its plans, as well as setting up various singing groups thruout the country. Ruthrauff & Ryan agency handles the blade advertising. Reported that CBS tried to get Gillette to change plans in order to avoid a tussle with Colgate.

Jack Arthur will m. c. the Palmolive show, which goes on immediately before their *Gang Busters* series. Agency is Benton & Bowles.

## NBC Thesaurus Exhibit

CHICAGO, June 29.—C. Lloyd Egner, manager of the NBC *Thesaurus Service*, and his assistant, Frank Chizzini, are due here Wednesday to help set up the elaborate E. T. exhibit at the Stevens Hotel in Suite 504-5-7. Several new and important features are reported in tow. *Thesaurus* now has a list of approximately 160 subscribers, working under the flat-rate fee perfected by Egner and John C. Paine, of the Music Publishers' Protective Association.

## WBS Setting Up Small Outlet Representative Organization

NEW YORK, June 27.—World Broadcasting System is setting up Radio Markets, Inc., as a subsidiary to handle representation for small stations now without that service, and subscribing to World's transcribed program service. This subscription is required before World will let its junior firm take on an outlet. Personnel of the new firm will be decided on within the near future. Actual sales steps will start in the fall.

World is not competing, it claims, with reps now in the business and several representatives, queried on the formation of Radio Markets, said they saw no competitive angle about which to worry. However, with the stations to go on World's rep list all being more or less in the same category, with the same sales story and many with the same show—World's transcriptions—this step by World is, in effect, the establishment of a transcription network. Even the presently small, if World's project meets

## Vinylite Contemplates Commercial Department

NEW YORK, June 27.—Associated Music Publishers, Inc., which has piloted its Vinylite product successfully the past year now has a 60-hour library and is contemplating a smaller one of 30 hours. There are 1,500 numbers in the catalog of selections, and to date 33 outlets have subscribed to the service. Vinylite is charging \$75 as a minimum and \$100 for the major markets, such as New York, Philadelphia, Chicago and Detroit.

Concern also has in mind for the future the manufacture of electrical transcription programs specifically for commercial accounts. All recordings are under ERPI patents and vertical cut. Messrs. Tompkins and Watson are handling the whole shebang practically single-handed and will probably feel out broadcasters on their commercial angle at the forthcoming NAB convention.

## Procter & Gamble Scripts To Total 14 Hours Weekly

NEW YORK, June 27.—Procter & Gamble Company, soap manufacturers, will be using just 15 minutes less than 14 daytime hours per week on the National Broadcasting Company within the next two months, when recently signed contracts become effective. Each of the P. & G. series is a script show, advertisers sticking to this type program. Most of the account is handled by Blackman Advertising, with Pedlar & Ryan and Blackett-Sample-Hummert, Inc., having parts also.

Shows to start are *Five Star Jones* for Oxydol; an untitled series for Ivory Flakes; *Home, Sweet Home*, Chipso, and *Pepper Young's Family*, Camay soap. There are several other shows recently renewed. They are *Vic and Sade*, Crisco; *The O'Neills*, Ivory Flakes; *Ma Perkins*, Oxydol; another *Pepper Young* series for Camay, and also for Chipso, *Magic Voice*.

## Fitzgerald Heads Copyright Bureau

WASHINGTON, June 27.—Announcement is made by the National Association of Broadcasters, thru Managing Director James W. Baldwin, that Edward J. Fitzgerald, of Long Island City, N. Y., appointed director of the copyright bureau of NAB, will give immediate attention to making available to broadcasters of a complete catalog or index of active musical compositions, and creation of a standard library of musical compositions taken, for the most part, from the public domain of music.

Until recently Fitzgerald was with broadcasting stations WLW and WSAI, Cincinnati, as general music director. Graduate of the New England Conservatory of Music, he has been with Leo Feist, Inc.; Copley Plaza Orchestra, and Jerome Remick & Company. Also, 1929-1933, president and managing director of Eddie Fitzgerald, Inc., of Boston.

with success, a definite major wax chain is obviously possible.

World's attitude is that Radio Markets will enable advertisers to concentrate in areas now not otherwise fully covered and that many of the stations now carrying World waxings will be given better sales representation nationally. World will not take any stations involved in local radio competition, as a means of simplifying the sales story for Radio Markets. Besides which, to sell a small station that has competition, is figured too tough to tackle.

Transcription firm expects to spend considerable dough in lining up market data for each of the stations it will represent. Most likely the head of the subsidiary will be more in the way of an exec familiar with coverage than with straight selling. Meanwhile World is now contacting the stations on its program list which fit in with the representation plans.

## The MBS-Don Lee Formal Marriage Announcement

NEW YORK, June 27.—Formal announcement of the affiliation of the Don Lee Pacific Coast network with the Mutual Broadcasting System, reported as pending for the past six months, was made this week. Actual date of operation is supposed to be December 29; most likely it will happen before that. For this to take place Lee must first settle with Columbia, with which chain the Coast network is now affiliated. MBS also announced KFEL-KVOD, Denver, as a station to break up the jump from WGN, Chicago, to the Coast. This was reported in *The Billboard* a month ago.

Don Lee stations are KMJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara. Arrangement between the two chains is thought to be similar to the one between Yankee and Mutual, providing for an exchange of sustainings and commissions to Mutual on sales made by them for Don Lee time.

## ASCAP Is Coy Anent Warner

*Schwartz and Frolich set as general counsel—decry overtures to "rebels"*

NEW YORK, June 29.—The American Society of Composers, Authors and Publishers has appointed Charles Schwartz and Louis D. Frolich as its general counsel to succeed the late Nathan Burkan. Both these attorneys have been members of the Burkan staff for many years and inherited the good will of the office and other property.

Possibility of the return to ASCAP of the several Warner brother subsidiary music houses has not been discussed at ASCAP board meetings, according to the officials. Altho they believe that Warners will eventually find it necessary to rejoin, they have made no overtures to Warners, who will have to work out their own salvation with the networks. This may or may not take place before the NAB convention, and it is possible that something at the convention may arise to make an adjustment possible.

One faction of the board of directors of ASCAP voiced the belief that Warners ought to make application to join ASCAP and start from scratch like any other new member. This was regarded as far-fetched, however.

It is pointed out that Warners, in signing reluctant writers, have told them that they "will be back with ASCAP in 10 days." One feature that the picture end of the Warner business is anxious to see again is the estimated \$2,000,000 a year worth of free spot announcements Warner pictures received when mentioned and plugged on the networks in connection with tunes from the films.

Another factor to be straightened out is what will Warners do with the licenses that they have given to stations. While Warners originally declared that radio should pay more, and ASCAP held that radio was paying enough for its music, radio itself proved that it can and is paying more. Many outlets are not only paying the ASCAP fee, but the Warner fee as well. Whether the important members of ASCAP will stand for Warners coming back at the possible expense of themselves is also a question. Understood that ASCAP has not distributed the Warner shares.

## Two Radio Bills Passed

WASHINGTON, June 27.—But two radio bills, one repealing the so-called Davis amendment, and under which allocations may be made on a new and different basis, depending on population, etc., and the other having to do with personnel of Federal Communications Commission, such as engineers, accountants and directors of divisions, were passed during the session of Congress just ended. Six Senate and seven House bills, dealing with radio and before the Congress, failed of enactment. One was the pure food and drug bill, which had to do largely with advertising. This bill came near to passage but was lost in the final smash of legislative matters.

# FCC Tele Hearing Drags On; Mostly Informal Talk Now

*Considerable technical wordage also, but eventually it is believed that television's start will be more stabilized as a result—demonstration by sound records*

WASHINGTON, June 29.—Hearings of an informal character, which extended over 11 days before the Federal Communications Commission, to get information for groundwork for problems presented by the near approach of television, and which were attended by representatives of all public and private interests expected to have a stake in the decisions, ended yesterday. As a result, a vast amount of information throwing light upon the question of what's to be done about television is available. Outstanding among questions finally to be settled, naturally, was that of the allocation of the various channels to the different services. To date no decisions whatever have been made, nor are any expected for some time.

Information submitted was factual and technical, largely. Among those testifying, Major Edwin H. Armstrong, professor on the staff of Columbia University, was most lucid. In addition, Major Armstrong gave demonstrations which had those present pretty well by the ears. His subject was *Frequency Modulation and Its Relation to the Interference Problem*. He said this new system of radio involves principles both of transmission and reception, but that briefly it makes use of a system of signaling known as frequency modulation as distinguished from the conventional amplitude modulation used in all broadcasting today.

A suggestion of the astounding potentialities inherent in this anticipated new system and its capabilities of public service was furnished by Major Armstrong in showing of some sound records which had been made under a variety of operating conditions. In these records, he said, there may be the destinies of some of the services which will operate in the ultra high frequency band. The first record offered a striking comparison of the transmission in amplitude and frequency modulation from an amateur station at Yonkers, N. Y.; the second with the evils of beat note interference between carriers and showed that in the ultra high frequency range an interfering carrier having a level of more than one per cent of desired carrier will be objectionable and interference therefore must be kept below this level, this necessity creating a great area of no man's land. Also, that with wide frequency modulation there is a curious immunity from such interference, a fact—

(See FCC TELE on page 8)

## Coast Personnel Changes by NBC

SAN FRANCISCO, June 27.—Several changes in NBC's executive personnel here and in Hollywood are scheduled for July 1, according to announcement by Don E. Gilman, Western division vice-president.

The merry-go-round started when H. A. Maxwell, assistant to Gilman, resigned to devote his entire time to the Fresno Broadcasting Company. He'll be succeeded by Lew E. Frost, present program director. Kenneth Carney, who is holding down the production management, will become program director, Frank Cope, formerly with KJBS, will join NBC as production manager. He's a brother of Donald Cope, who held this post until he resigned many months ago to join Benton & Bowles, Inc., New York advertising agency.

Walter Baker, NBC office manager and purchasing agent here for several years, is being transferred to the network's Hollywood studios. He'll replace Russell Garceau, NBC Hollywood office manager and auditor, who is resigning. Sydney Dorais, at present assistant auditor here, takes over the post of office manager and purchasing agent vacated by Baker. A. G. Diedericks, new to NBC's staff, will fill Dorais' present position.

As part of its general economic move started some months ago when Major Lenox Lohr became NBC president, three technicians have been eliminated from the staff, two here and one in Hollywood. Local men are E. E. Jefferson, studio engineer, and W. D. Kellog, KPO transmitter engineer. Hollywood studio engineer dropped is R. G. Donchaud. Several other cuts in personnel, both in the artist and general staff, are expected to take place here and in Hollywood.

## NBC Sets WBAL Act For Theater Tour

BALTIMORE, June 27.—Don Hix, the "Old Skipper," and his Radio Gang have been set for a series of personal appearances thru the NBC Artists' Service. Hix and his youngsters are celebrating next week their first complete year as a network act, having been on the NBC Blue chain thru WBAL. The act has been doing a special Saturday morning matinee at the Hippodrome for four years. Show has been given an elaborate production and will take in all States permitting minors to appear on a stage.

Kids in the act range from 8 to 16. None of them, however, is an amateur, all being professionals and including a roller-skate dancer, adagio team, prima donna, etc. Act will only tour during the summer months while school is closed.

## More Michigan Outlets

DETROIT, June 27.—Radio activity in Michigan is building up heavily, with numerous applications now on file for new stations. The present field is well covered already by existing stations, but several new companies, both in Detroit and up-State, are attempting to secure air channels. At least five applications are pending with the Federal Communications Commission, including W. H. Merlain, Iron Mountain, Mich.; Port Huron Broadcasting Company; Wolverine Broadcasting Company, of Kalamazoo, Mich.; Cadillac Broadcasting Company, of Detroit, and Escanaba Daily Press Company, of Escanaba, Mich.

## Texas Expo Fixes Regular Schedule

DALLAS, Tex., June 27.—With more than 250 broadcast originations to their credit for the first three weeks of operation, the Texas Centennial Exposition radio staff settled into their regular stride this week for the first time.

A permanent schedule calling for 34 sustaining programs a week was added to more than 60 supervised exposition originations for three local stations. The features now on regular schedule include Jose Manzanera and his South Americans, the Chrysler Organ, Ace Brigade, the Centennial Jubilee Singers, a Mexican Tipica Orchestra and several special variety shows produced by the staff.

Jan Garber closed at the General Motors Auditorium last week after three weeks of packed houses. He was followed by Ace Brigade, who will fill the GM entertainment rostrum for three weeks.

A wealth of unusual radio talent was broadcast thru the Gulf-Expo facilities during the National Folk Festival. At least one radio program a day featured Acadians, Negroes, Creoles, Mexicans, cowboys, sailors, lumberjacks, miners, mountaineers or other folk groups. A special Negro Emancipation Day program was broadcast over NBC, with Martin Provensen at the microphone and Ramona Brady on production.

## State of Maine To Sue ASCAP

AUGUSTA, Me., June 29.—Reliable sources indicate that the State of Maine is preparing an anti-monopoly action against the American Society of Composers, Authors and Publishers. Suit is said to be along the same lines as the one brought the past year in the State of Washington.

It is known that Attorney-General Clyde R. Chapman has studied the papers upon which the Washington action was brought, altho the action in Washington has since developed somewhat in ASCAP's favor. Piling of the anti-trust action is said to be imminent.

## BC Renews on WSM

NASHVILLE, Tenn., June 27.—BO Remedy Company has renewed for a year its sports series on WSM, Nashville, thru the Harvey-Massengale agency. Programs consist of two five-minute resumes daily and three-minute sport flashes week days. Jack Harris handles the program.

## Morse Joins William Morris

CHICAGO, June 27.—Sidney P. Morse, independent radio agent, has joined the local William Morris office, of which Morris Silver is the head. Morse, who recently made a trip to New York to contact the various advertising agencies, handles Carol Whamond, blues singer; Helen Bartusch, soprano, and several other acts.

Syd Dixon, local sales manager for NBC, will represent the network at the Pacific Coast Advertising Club's convention in Seattle July 6. Paul Rickenbacker and Don Thornburgh, new West Coast head for Columbia, will attend also as delegates.

## Changes in Fall Evening Setup Gives CBS Chain Better Break

NEW YORK, June 29.—A change in the setup of the major network's Thursday evening shows is due to occur this fall, with Columbia, long the underdog on that night, having vastly strengthened its position. May wind up that NBC will come out on the losing side, at least for the time being.

CBS is already set with the 9-10 spot Thursday with Major Bowes and his amateurs for Chrysler. That gives CBS the top show currently on the air. In addition, to go opposite Rudy Vallee and his variety show for Fleischmann's yeast from 8 to 9, CBS is set with Kate Smith, also at the head of a variety program for A. & P. stores. However, what makes it tougher for NBC is that Standard Brands has been thinking about shifting Vallee to a Sunday night spot, the 8 to 9 niche currently filled by the Bowes amateurs. Spot immediately preceded the Bowes ans is considered a choice radio delicacy and A. & P. snapped it up.

Caught right in the middle is General Foods, with its Maxwell House coffee stanza, *Showboat*, on the NBC Red line following Vallee for an hour. When Bowes went on for the opposition coffee (Chase & Sanborn), *Showboat*, which

was then sliding a bit, came in for some jockeying and repair work, with a return to Charles Winninger planned for the fall. Then, when the amateur show shifted accounts from coffee to autos, it was figured *Showboat* could steam along as was. Then Chrysler took the time opposite *Showboat* and the headache came back, maybe a little worse. Trade can't figure out which is tougher. To buck the ans on the product or the time.

So far the 10 to 11 spot on NBC Red is untouched, with Kraft Phenix having renewed Bing Crosby's contract this week. That doesn't apply to time, however, and the account might shift its program spotting. If Rudy Vallee's time is moved, this shift on the part of Kraft, handled by the same agency, J. Walter Thompson Company, is figured as pretty certain.

CBS has also gained an edge, so far, on the 8 to 9 spot Sunday nights, with Nelson Eddy and Eddie Cantor, for Vicks and Texaco, respectively, and Bowes going off.

A Jack Benny rumor is going the rounds now with a switch to CBS in the fall. No verification is forthcoming, however.



# THESAURUS NAME TALENT

*Some of the GREAT "NBC THESAURUS" Recorded Program Artists. Their nation-wide popularity has greatly increased the sales power of spot broadcast advertising*

- BETTY BARTHELL
- ROSARIO BOURDON
- ROBERT HOOD BOWERS
- THE BUCCANEERS
- XAVIER CUGAT
- DOLLY DAWN
- CAROL DEIS
- THE DREAMERS
- RUDOLPH FRIML, Jr.
- JOE GREEN
- FERDE GROFE
- GEORGE HALL
- RAY HEATHERTON
- THE HONEYMOONERS
- JOEY AND CHUCK
- PINKY LEE
- RICHARD LEIBERT
- THE MASTER SINGERS
- THE MELODEERS
- HOWARD VINCENT O'BRIEN
- HARRY RESER
- RHYTHM MAKERS
- SENATOR FRANKENSTEIN FISHPACE
- NATHANIEL SHILKRET
- THE TUNE DETECTIVE
- THE WESTMINSTER CHOIR
- and many others

*Come in and hear them at the*

# NBC THESAURUS Exhibit

*"The convention within a convention"*  
at the Hotel Stevens Suite 505

# Alexander GRAY

## Baritone

Pers. Mgt. CBS Artists Bureau

### HUGH CROSS AND HIS RADIO GANG

Courtesy GEORGIE FORGIE cereal  
10 A.M.—WVVA—4 P.M.  
ERNE BRODERICK, Personal Representative.

### TED JENNINGS AND HIS ORCHESTRA

The Choice of the Southland.  
FAST BECOMING A NATIONAL FAVORITE.  
One of America's Most Entertaining Dance Bands.  
Care The Billboard, Cincinnati, O.

### ROY GOBEY

★ ★ ★ ★  
Dramatic Baritone  
SALLY'S MOVIELAND REVIEW  
WMCA  
Sundays, 8 p.m. and 9 p.m. Now 10th Month.  
Mon. to Sat., 5:30 to 8 p.m. EORT.

### LEITH STEVENS

Conductor  
exclusive management  
COLUMBIA BROADCASTING CO.

### COAST TO COAST

★ WALTER TETLEY ★

Radio's Outstanding Boy Actor  
FRED ALLEN 9:00 p.m. Wed. NBO  
SHOW BOAT 9:00 p.m. Thur. NBO  
PAUL WHITMAN 10:30 p.m. Sun. NBO  
BOBBY BENSON 9:15 p.m. Mon. CBS  
BUCK ROGERS 6:00 p.m. Wed. CBS  
Fri.

### JAYSNOFF SISTERS

★ IRIS and JUNE ★  
The Leading International Duo Pianists  
Radio • Concert • Stage Now on Tour

### ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA  
ON TOUR  
VARADY OF VIENNA, SUNDAYS, MBS.  
JOHNSON'S WAX, MONDAYS, NBC.

### TOMMY AND HIS ORCHESTRA

NOW ON TOUR  
Management MCA

# Station Notes

Address All Communications to the New York Office

WALTER OSBORN HOWARD is celebrating his first year anniversary this week over WIXBS, Waterbury, Conn. . . . *New Haven Varieties*, featuring the outstanding musical talent of New Haven, Conn., will start a new series this week over WIXBS, Waterbury, Conn. LOU WEISS, vacationing from WICC, Bridgeport, Conn., for the summer, is now at the Pine Room Bar, Bridgeport, Conn., with WANDA GOLL as songstress. . . . The Harry Borman Trio, from Wilcox Pier Restaurant, Savin Rock Park, West Haven, Conn., is now on WELI, New Haven, Conn.

WQBC, Vicksburg, Miss., celebrated its fifth anniversary last week with special programs. . . . HAROLD WHEELER, manager of WSBM, New Orleans, is in Washington this week and rumors have it that the pioneer network station of the Crescent City will ask for a substantial increase in power. . . . JACK HALLIDAY, one of the pioneer announcers of the South, is now chief announcer for WBNO, New Orleans. . . . A new radio advertising firm has been incorporated at Houston, the Steele Advertising Agency, Inc., with W. WIRT STEKLE, president; W. M. RIDDICK, vice-president, and SAM H. PEAK, secretary-treasurer. KUOA, Fayetteville, Ark., will be moved to Siloam Springs and will increase its power to 2½ kw. from 1,000 watts. Station will be run by John Brown University, officials hoping to eventually increase the transmitter's

pany, Grunow refrigerators and a renewal on Esso's new series. . . . WPTF, Raleigh, N. C., has just completed renovating the offices of its production department, with an air-cooling system also installed. . . . JACK LEE, production director of WHAM, Rochester, is driving to New Orleans on his vacation. . . . Seven stations have been added to the list using Standard Radio's transcribed program library. They are KTBM, El Paso; WNBK, Memphis; WHTT, Hartford; WAAW, Omaha; WNBC, New Britain; KGAR, Tucson, and CJRO, Winnipeg. . . . American Oil Company is spotting announcements on WSB, Atlanta, Ga. . . . RUTH LYONS is substituting for MADELYNE BUFFINGTON on the *Breakfast Express* on WKRC, Cincinnati. MISS BUFFINGTON and her husband, FRANK BINGMAN, announcer on the station, are vacationing.

BILL DAVIDSON, writer and producer of *Your Fellow Man's Opinion* and the *Rise 'n' Shine* programs, has been appointed assistant production manager of KFRC, San Francisco, succeeding ARNOLD MAGUIRE, who resigned June 15 to join NBC as producer. DAVIDSON has been with KFRC one year, coming from KHJ, Los Angeles, where he appeared in dramatic productions. . . . RUSH HUGHES, commentator on the Langendorf United Bakeries, Inc., *Pictorial Review* heard over the NBC Western network from San Francisco, leaves shortly for a three months' European

Columbia University from CBS Station W2KDV in New York City, operating with carrier power of certain watts, on certain megacycles and with transmission from the frequency modulated Station W2AG operating on given megacycles with a peak power of less than a certain number of watts. This demonstration, intelligible probably to many at the hearing, and of highly technical character, yet tended to emphasize to the initiated, it was stated, something of the magnitude of the problem involved in accommodating television to present radio conditions. Still another had to do with non-static free service in New York during thunderstorms, as an initial puzzler, with conclusions to the effect ultra high frequencies of the future may be favored playing, not a subsidiary but the leading role in the broad broadcast field, a hint to cause the brow of those in the broadcasting field to wrinkle. And so his demonstrations went, with one thing certainly made clear, that with television most anything in radio is apt to happen unless wisecracks, warned in advance, may find the way for ironing out the problems.

Report of television committee of the Radio Manufacturers' Association on "Television Frequency Allocations," made by Albert F. Murray, said that if television development in this country is to continue to lead the world and to proceed to the stage where it offers satisfactory service in the home, frequency assignments to meet the requirements pointed out in the report are a necessity. He said that as for channels 6 Mc. wide, and treated in his report as to their needs, are concerned, there can be no compromise; that to make television service worth while more than one program must be available in a given urban area and channels must be provided so that there is a possibility of nationwide coverage in the future. He asked the commission to set aside, therefore, frequency bands recommended by the radio industry (a difference which hints at complications certain to develop as the wrinkles are being ironed out) to provide for television broadcasting.

All in all, testimony submitted had to do directly or indirectly with the question as suggested above, of allocation of frequencies and how this might be done, along with the good or other effect as experts see it, of this or that action. The hearings when printed are expected to sell for several hundred dollars a copy.

Darrell Donnell, KYA newscaster, who's also *The San Francisco Examiner* radio editor, is off the air until September because of laryngitis. . . . Herb Allen, announcer on that station, returns to his job Monday after two weeks in Hollywood looking over the radio setup. . . . Ralph Edwards, KFRO announcer, leaves for New York and big time radio within the next couple months. . . . Incidentally, Tasman Ward, from Tasmania, Australia, is KFRC's newest announcer.

## Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEAJ and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, June 19, to Thursday, June 25, both dates inclusive.

These Foolish Things (28) . . . . .	31	On the Beach at Ball Ball (29) . . . . .	20
Take My Heart (32) . . . . .	28	Would You? (13) . . . . .	20
Glory of Love (27) . . . . .	26	She Shall Have Music (21) . . . . .	17
There's a Small Hotel (25) . . . . .	25	I'm Careful With a Dream (15) . . . . .	13
Let's Sing Again (19) . . . . .	24	Reminiscence to You (15) . . . . .	12
Robins and Roses (37) . . . . .	21	Where There's You There's Me . . . . .	9
It's a Sin To Tell a Lie (20) . . . . .	20		

SHEET MUSIC best sellers will be found on page 20.

power to a half million watts, with plans for making the facilities "a radio college of the air." . . . WREC, CBS outlet at Memphis, has been granted an increase in power to 5,000 watts day, 1,000 night, using directional antenna.

KRNT's *Ship of Youth* Sunday program has been sold to 10 Iowa colleges and universities for the purpose of promoting Iowa youth going to Iowa schools. . . . KRNT carried a special hour's broadcast on the delivery of the bonus to Iowa veterans. . . . The AAU meeting at the new Birdland pool had three two-hour programs carried by KSO and announced by Jim Peles and Ed Turner.

GEORGE TILTON, advertising manager, Anheuser-Busch, in Des Moines to supervise the start of the second annual Budweiser contest programs on KRNT. . . . MARY CASPE, secretary to LUTHER HILL, head of the Iowa networks, California bound on vacation. . . . GARDNER COWLES JR. attended the Republican convention and then on to Washington and New York. . . . HAL PARKES leaving the Iowa networks.

WDNC has been transferred to the owners of the Durham (N. C.) Herald Company. . . . Control of WDBJ, owned by *The Times World*, Roanoke, Va., has been passed by J. B. FISHBURN to various members of his family. . . . New summer accounts on WBT, Charlotte, N. C., include Shivar ginger ale, Crosley refrigerators, the Carhart Overall Com-

pany, Grunow refrigerators and a renewal on Esso's new series. . . . WPTF, Raleigh, N. C., has just completed renovating the offices of its production department, with an air-cooling system also installed. . . . JACK LEE, production director of WHAM, Rochester, is driving to New Orleans on his vacation. . . . Seven stations have been added to the list using Standard Radio's transcribed program library. They are KTBM, El Paso; WNBK, Memphis; WHTT, Hartford; WAAW, Omaha; WNBC, New Britain; KGAR, Tucson, and CJRO, Winnipeg. . . . American Oil Company is spotting announcements on WSB, Atlanta, Ga. . . . RUTH LYONS is substituting for MADELYNE BUFFINGTON on the *Breakfast Express* on WKRC, Cincinnati. MISS BUFFINGTON and her husband, FRANK BINGMAN, announcer on the station, are vacationing.

tour. In the meantime the sponsor's looking for a substitute, with many trying out for the spot. . . . ROBERT WALDROP, former NBC San Francisco announcer, now on the Radio City staff, and IRVING KENNEDY, tenor, also a former San Francisco staff member, are vacationing in California, having arrived June 24. MARGARET SVENSON, secretary to Pat Kelly, head of the announcers' department in Radio City, after vacationing in Tacoma, Wash., visited the NBC studios in San Francisco and Hollywood, en route to the network's New York headquarters.

WMBC, Detroit, is broadcasting the Transcontinental Roller Derby at Arena Gardens, Detroit, three times a day. The event is expected to run 30 to 35 days. TED MULLEN is doing the broadcasting. . . . BILLY RIDDLE, who was announcer at WMBC for two years, is driving to Portland, Ore., and expected to become identified with Station KOIN at Portland in the same capacity. He also handled a late news broadcast at night on the Detroit station.

GAVERT STEVENS has joined the announcing staff of KFJZ, Fort Worth, replacing Billy Hightower, who goes to Houston. Another addition to the staff of KFJZ this week is J. LESLIE HALL, formerly on the NBC staff in Chicago, who was organist for Amos 'n' Andy for six years.

**FCC TELE**  
(Continued from page 7)  
tor of fundamental importance in the conservation of the frequency spectrum. He commented tho on the possibility of eliminating even this useless area, and ends to this accomplishment. The next record had to do with the combating of that form of "fade in" interference at great distances, often becoming very troublesome during the periods of sun spot activity. Another offered a comparison of the reception at

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Full Size Swing Band.  
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The Ultra Modern Harmonicaist  
and  
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(Gibson Instruments)  
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Gags suitable radio—vaudeville—listed under  
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It Helps You, the Printer and Advertiser to Mention The Billboard.







# Return of Legit Seen as Various Movements Start

**Persistent rumors connect Leventhal with a new subway circuit, and Jones with a string of cut-raters now controlled by banks—Gillmore's organizing tour started**

NEW YORK, June 27.—Despite a discreet silence on the part of interested parties, a more or less concrete understanding is being created out of a veil of partial affirmations and denials that Broadway may hope for a return of the subway circuit next season, as well as a return of good, old-fashioned cut-rate theater showmanship which might very well bring back to legit the mass popularity it once enjoyed. Should these plans get out of the embryo stage, and should Frank Gillmore, president of Equity, be successful on his Coast trip in getting in order his publicity and other contacts for a return of the road, apologists for the present condition of the theater may be able to discard rationalizing and witness a realization of William A. Brady's prophetic speech at the Equity election on May 25 in which he stated that the time was ripe for a terrific legit boom.

Excluding the return of the road angle on which Gillmore is working now, there remain the two other nebulous but persistent rumors of the subway circuit as a break-in time and the formation of a string of cut-rate houses. Jules Leventhal, producer, who has been linked with the former subject, is reticent about giving full information, perhaps because he is not yet determined as to what course he will pursue; but he admitted that there was something in the proposition. At present Leventhal is booking shows, some of which are his own, into the Boulevard and Alden theaters of Jackson Heights and Jamaica. Superficially only another summer theater program. Leventhal's policy contains elements of added significance. He is not producing stock, but New York shows with the original Broadway casts as nearly complete as possible, the percentage in some cases running as high as between 60 and 75. It is not impossible that Leventhal will extend his operations to the extent of five or six and perhaps more theaters.

Item number three has to do with the possibility of legit houses now controlled by banks being taken over by managers who have been successful in pushing cut-rate productions. Martin Jones, who has operated *Mulatto* on such a basis at the Vanderbilt and other theaters, denies he is involved in the formation of such a chain, but rumors along the Stem continuously insist that he is negotiating with banks for such a deal.

Outwardly confronted right now with a bevy of critics and journalists trying to gloss over the outlook for legit, these factors contain plenty of dynamite which if used properly may develop into a much-needed shot of adrenalin.

## Manhattan Players' Guild Clicks With Final Show

NEW YORK, June 27.—In its last offering of the season at the Roerich Theater, June 23, the Players' Guild of Manhattan presented a program worthy of note for capable direction, several really fine performances and a unique scarcity of weakly played parts.

One of the bright spots was Lynn Phillips, as Diane, in a scene from *Seventh Heaven*, in which Davis Levitt also did well. An excerpt from *Bill of Divorcement* featured deft work by Audrey Anthony, who returned later in the evening in a one-act comedy, *Frank and Erna*.

Sandra Sloan and H. Q. Masur did nicely by the tight scene of *Private Lives*, the audience's appreciation of Masur's virile handling of the furniture and Miss Sloan seeming to be equaled only by his own.

A monolog, *The Golf Flirt*, was done quite well by Louise Lichtman. Two one-acters completed the bill; *Toy Heart*, a rather weak-kneed trip to a Chinese opium house, and *Retribution*, which was laid in the woman's wing of a prison during an electrocution and which would have been more effective but for the placidity of several of the players. Credit is due to June Justice, the director, who whipped this large assortment into splendid shape, and to the group for its unusual proportion of better-than-adequate performers.

ED HORMAN.

## Elitch Garden Stock Clicks Plenty Heavy

DENVER, June 27.—Opening week at the Elitch Gardens Stock Theater was filled with sellouts, and more season reservations were made than in any previous year. From all indications many records of previous years will be broken in this, the 44th season of the stock theater. The opening production was *Sweet Aloes*, and the audiences gave the cast a warm reception. Irena Purcell, leading lady, gave her first appearance locally, but Kenneth McKenna, leading man, is known locally for his performance as Iago in *Othello* at Central City two years ago.

Others in the cast are Frank Wilcox; Edith Gresham, who has been in Elitch casts previously; John Seager, Henry Richards, Lynn Kendall, Phyllis Welch and Forrest Orr.

# From Out Front

By EUGENE BURR

This corner doesn't usually barge into the affairs of the Actors' Equity Association, figuring that the organization knows best how to run itself, and that outside aid, criticism and advice are not only useless but also impertinent. Thus, when the administration and the now defunct Actors' Forum were at swords' points, this column kept a discreet silence; when various other matters arose, a similarly taciturn attitude was maintained. But a situation is now arising which seems to call for comment, since it seems that a misstep might end in disaster for all concerned, administration and opposition alike. It is the situation centering around the proposed amendment to change the procedure by which junior members can become seniors.

At present, juniors automatically attain senior standing, along with the right to vote, when they have been members of the association for two years. Administration leaders have felt, according to their statements, that such apprenticeship is not sufficient to allow the youngsters a full and clear insight into Equity affairs and stage conditions. Therefore an amendment was approved by the council, providing that juniors would have to gather 50 weeks of actual stage work before they could be admitted into the sacred status of senior membership. The proposal was voted down at Equity's annual meeting, but, since the attendance at that meeting was below 750, the administration could legally call for a referendum on the question if the required number of petitions came in. The required number of petitions did come in, and the referendum has been called. It is a move filled with dynamite.

The dynamite is chiefly contained in the fact that the amendment would be retroactive, affecting present junior members as well as those who join the organization after its passage. This retroactive feature has alienated every present junior member now in the organization. The administration, in fighting various opposition elements, has insisted that the welfare of the entire organization depends upon continuance of present policies and methods—yet, with what can only be called amazing lack of foresight, it has alienated from present policies all of those who are going to receive the Equity franchise in the next few years. Even if the retroactive features of the amendment are now expunged the damage has been done. The present juniors feel that the administration has tried to two-time them, and every last one of them, once senior standing is attained, is going to vote with the opposition. This, just for the records, is not supposition; it is a statement based on talks with between 20 or 30 juniors, all of whom had also talked with various of their brethren.

The votes between administration and opposition have been fairly close, and have been steadily growing closer. It is quite possible that the present juniors may turn the tide.

More important, however, is the opinion expressed by various theatrical lawyers that if the amendment goes thru with its retroactive features every present junior will have a valid lawsuit against the organization. The membership agreement under which the present juniors entered Equity, according to this opinion, constituted a tacit contract which the organization would break if it changed the conditions under which these people could be admitted to senior standing. Since it could be shown that such changes actually affected the juniors financially (the senior minimum is 440 and the junior minimum is \$25), Equity might have a pretty mess on its hands. Even if it won the suits there would be a pot of extremely unsavory porridge, and the organization might find itself stewing in the broth.

As for the right or wrong of the proposed amendment, that is a question that must be decided by Equity members rather than by this corner. The administration claims that a two-year stretch of theatrical apprenticeship is not enough to enable new members to gain an insight into theatrical affairs; it offers as substitute a minimum of 50 weeks of actual work. But it seems to this corner that such a minimum might easily admit people who know little or nothing of actual theatrical conditions as they affect the average actor, at the same time excluding many people who know those conditions only too well.

Take a couple of specific instances. In *The Children's Hour*, which closes next Saturday after a run of 691 performances, is a group of young actresses who play the schoolchildren. Several of them, recent dramatic school graduates, have never before been on the professional stage. Because they happened to have two and three-line parts in what turned out to be a hit show they would automatically become senior members one year and two weeks before the time set in the old requirements.

Take, on the other hand, a lad who has frequently dropped into the office. He has played in summer stock for an aggregate of a couple of months—none of which counts toward the 50-week requirement. During the past season he has had bit parts in three shows; he appeared in a similar number the previous season. Between engagements he has sought work, suffered sufficiently, and in general has come into contact, very definitely, with the problems that confront the average actor on Broadway today. But because of the short runs of the plays he was in he has a total of only about 10 weeks of playing time. If he goes on at his present rate it will take him eight more years to become a senior member of Equity.

It seems to this probably arbitrary corner that his experience has fitted him to cast an intelligent and knowing vote concerning actors' problems; it seems to this corner that he is, very definitely, one of those actors whose interests Equity must most zealously protect, since his problems coincide with the problems of the rank and file of its membership.

It certainly seems that he is better qualified to cast a vote than one of the little girls who happened to barge into the cast of *The Children's Hour*, who had a grand time being on the stage in her spare time (while she lived comfortably at home) and who, according to the administration's theories, has therefore imbibed so thoro a knowledge of actors' problems that she (and not he) may cast a vote as a senior member.

# Cowbarn List Is Increasing

**Schedules and players are announced—many revivals have already been offered**

(Continued from page 4)

Daisy Atherton, Rosemary Ames, J. Malcolm Dunn, Stiano Braggiotti, Violet Besson, Ivan Trisault, Cecile Wulf, Howard Hull, Octavia Kenmore, William Sweetland, Albert Allen, Ruth Gordon, Florence Reed, Morgan Farley, Joanna Roos, Edward Emory, Jane Grey, Lillian Foster, John Griggs, Ruth Hammond, Anne Seymour, Erita Lascelles, Lygia Bernard, Harry Bellaver, Charles Campbell, Henry Vincent, Camilla Dalberg and Gerard Hayden. Performances are given every night except Sunday, with Friday matinees. While we are naming names note that the Berkshire Playhouse, also in Massachusetts, has secured additional players, including Helen Brooks, Susan Fox, Nicholas Joy and Harold Moulton.

At Dennis, Mass., Raymond Moore's Cape Playhouse opens its 10th season with *Song and Dance Man*, a George M. Cohan revival, with a cast composed of Donald Brian, Dorothy Blackburn, Ruth Mutton, Philip Huston, Dudley Hawley, Marjorie Lytel, Otto Huelt and others. Performances will be given every evening except Sunday, with matinees on Wednesday and Friday. For the week of July 6, Imogene Coca, of *New Faces*, at the Vanderbilt, will have the leading role in the untitled Phillip Barry play which will be tried out by Moore for Jed Harris. Victor Samrock, recently company manager for *Co-Respondent Unknown*, will function in that capacity at Dennis.

At West Falmouth, Mass., *Point of Honor*, a new play written by Jo Elsenger and Stephen Van Gluck, dealing with Benedict Arnold, will be one of two plays to be tried out. The other is the work of Lawrence Perry, a sports writer, and is called *Beyond the Horizon*.

Other summer matters up north concern Helen Lynd, who is the newest addition to the company at Skowhegan, and *Travelers Track*, which will have a Skowhegan tryout July 20 with Jessie Royce Landis in the cast. H. V. Gellender's Keene Summer Theater in New Hampshire opens June 29 with *Tomorrow and Tomorrow*, played by Muriel Brasler, A. J. Herbert, Helen Waipole, Franklin Gray, Alice Ann Baker and Freeman Hammond. Earl Larrimore and Selena Royle will go as far as Burlington, Vt., with *Meet the Prince*, following their July 6 and July 20 dates at New London and Milford. A fall appearance at Roslyn, L. I., is also scheduled, as well as another at Milford in *Candida*. The Newport Casino Theater in Rhode Island has engaged Tonio Selwart and Alexander Kirkland to play the leading roles in *Pursuit of Happiness* and *Berkeley Square*, respectively. *Kind Lady*, with Minna Phillips, will be given next month and after that Miss Phillips will appear in *Brief Candles*. Barbara Brown, recently playing *Personal Appearance* in Westchester, will go to Newport in August to present the same piece. The same theater will this summer do a special version of Sheridan's *The Critic*, arranged by Anne Morgan, director, who during the last 20 years has been the only one to produce the play. This revival will be her third and featured in it will be Dorothy Sands and Whitford Kane.

The Connecticut Players will present eight plays during the summer season at the Plymouth Theater, Milford, Conn., and will have such stars as Edith Barrett, Walter Slezak, Earl Larrimore, Selena Royle, Mabel Taliaferro, Olive Olsen, Lee Patrick and Leona Roberts in the leading roles. From June 25 to July 4 the 1935 Pulitzer Prize play, *The Old Maid*, will be staged, starring Mabel Taliaferro and Lee Patrick July 6 thru July 11, Walter Slezak and Olive Olsen in *Pursuit of Happiness*, by Lawrence Langner and Armina Marshall; July 13 thru July 18, *Meet My Sister*, with Walter Slezak, Catherine Carrington and Olive Olsen, July 20 thru July 25, Earl Larrimore and Selena Royle in S. N. Behrman's Theater Guild success, *The Second Man*; July 27 thru August 1, Edith Barrett, in *Camille*; August 3 thru August 8, George Kelly's *The Show-Off*, with Leona Roberts; August 10 thru August 15, *Murder by Appointment*, a new murder mystery; August 17 thru August 22, to be announced. Prices are

from 55 cents thru \$1.65. Charles Monroe is business manager of the Connecticut Players.

The Group Theater at Nichols, Conn., reports that it has the first revolving stage in the history of the American summer theater.

Other Connecticut spots are the Ivoryton Playhouse at Ivoryton, where Milton Stiefel opens June 29 with Dorothy McNulty in Co-Respondent Unknown.

Beginning June 20 Harry Elerbe and Mildred Natwick star in the Book of Charm, which Day and Tuttle will offer for six performances at the Ridgeway Theater, White Plains.

At Millbrook, N. Y., Edward Massey and Charles Howard return to the management following a sabbatical leave.

Following the week of June 28, during which time the Starlight Theater at Pawling will present Rosamund Pinchot in The Swan, the company will present Mary Roberts Rinehart's The Bat, which will run until July 12.

At Bronxville Margalo Gillmore will be starred in Remember the Day next week. Ezra Stone and Sol Hoff will open the season for their stock company at Echo Lake July 4.

BROADWAY RUNS

Performances to June 27, inclusive.

Table with columns: Dramatic, Musical Comedy, and Operated Perf. listing various plays and their performance counts.

In The Old Maid, which opens Jack Linder's Brighton Theater June 29. The Showboat Pertwinkle is already operating on Long Island Sound with a program of old-fashioned meliars.

In New Jersey the Atlantic Repertory Theater, currently presenting a season of stock and repertory, gave Something More Important, Have a Heart and E. and O. K., June 26 and 27.

Down in Virginia the Barter Theater has engaged Eddy Craven and Helen

Dunlop to head the cast of The First Year, the production Robert Porterfield will present July 2-4.

"Scandals" Tour Opens in A. C.

ATLANTIC CITY, June 27.—The 12th edition of George White's Scandals hit the resort on June 20 for a smash opening at the Garden Pier Theater with city officials and notables in audience.

The show belongs to Helen Morgan and Willie Howard from start to finish, with Willie carrying the entire comedy with exception of one short scene done by Estelle Jayne and Richard Lane.

The New Plays on Broadway

RITZ

Beginning Monday Evening, June 22, 1936

THE KICK BACK

A play by Edwin Harvey Blum, Staged by Carl Hunt. Setting designed by Rolfo Wayne and constructed by Turner Construction Company.

ACT I—Scene: Living Room and Study in Home of Dr. Sikka and Professor Adams. Time: Spring—Afternoon.

A thin black mark was scored against the Federal Theater Project last Monday night when one of its productions, refurbished for professional presentation, by Paul Groll and George L. Miller, was offered at the Ritz Theater.

It is, as a matter of fact, a strange and somewhat stupefying melange. Consider, if you can, a murder mystery melodrama which spends the greater part of its time satirizing and bludgeoning the evils of the American college system.

In any case, Mark Adams and Dr. Sikka, a couple of professors at Heath University, live together and cherish the memory of Sikka's brother, an idealist, who built up the university. While so engaged they create constant friction with the smug and claylike university authorities.

obvious criminologist who must be quite annoying to have around the house—and he is called in by the police on a six-month-old murder case in which a Heath student had previously been implicated.

Mr. Blum has managed to include some good lines in his play, but unfortunately, he has also included a great many bad ones.

In this reporter's embarrassingly extensive collegiate experience he has run across one or two professors not quite so pompous as the Messrs. Adams and Sikka, at least as they were played by Maurice Burke and Walter Scott Weeks, respectively.

Diane Tempest, who made her Broadway debut as the amorous co-ed, seemed less like a sophomore in college than like a senior in the Paradise Restaurant line—and, unfortunately, she seemed no more an actress than a college sophomore.

The small-part stencils for the most part received routine spring playing, the a little fellow named Donald McMillan contributed some very funny pantomime.

In any case The Kick Back, despite all defects, was better than the average late spring show, better even than it threatened to be during its own first act.

winning her a new personality, hitherto unknown to most audiences.

Willie and Eugene Howard bring in their famous version of Rigoletto and the old stand-by is still good for plenty of laughs, altho a bit shopworn by now.

George Dewey Washington has a high spot in the revue with Brother Sublime and His Pied Piper of Harlem, and with the assistance of the cast pulls off a good novelty number showing how a hot cornet can empty night clubs and fill a gospel hall.

The second act opens with some clever political kidding on the New Deal and the introduction of the song Boondoggling. The chorus work in this number is good, but Willie Howard comes on for about two minutes at the close, dressed as Mussolini, singing That's Why Darkies Were Born and steals the whole act.

The highlight of the second act is Miss Morgan in Lost Love and her singing of one of the hit tunes of the Scandals, Anything Can Happen. The finale is a glimpse of the year 2036, according to the program, altho the principals in the piece, which is a series of comedy sketches, portray Henry VIII, Napoleon, Ponce de Leon, Kate Smith, Al Jolson and Miss Show Boat.

Urban Theater Opens With "Love Command"

YONKERS, N. Y., June 27.—The Urban Playhouse, remodeled by the late Joseph Urban, is being run by Elizabeth Miele for the summer season.

The opening bill was a revival of The Command To Love, with Arnold Korff, Ruth Weston and David Baxter, the latter being the brother of Lora Baxter, who is the general manager of the company.

The next two plays in line are The Bat and Meet the Wife, the latter with Evelyn Varden and Walter Greaza.

It is said about town that Sophie Treadwell has written a new play about Poe that Arthur Hopkins will produce next season.

Oscar O'Shea a Draw In "Broken Dishes"

CHICAGO, June 27.—For the first time in years the gallery of the Blackstone Theater here is being filled. Much of the credit is due to the splendid character delineations of Oscar O'Shea, dramatic stock veteran, who has been featured in several of the Federal Theater plays presented here and has become a box-office draw.

Now in its second week, Broken Dishes, currently at the Blackstone, with O'Shea in Donald Meek's original role, will probably stay for several weeks more. Post Road is scheduled to follow.

P. A. Paradise

NEW YORK, June 27.—The latest stranger than fiction yarn concerns a summer theater which not only pays the actors, but also the press agent.

Alviene OF THE Theatre

(Stock Theatre Appearance While Learning) Graduate: Lee Tracy, Fred Astaire, Peggy Shannon, Una O'Hara, etc.

OLD PLAYS

Over 1,000 famous old Melodramas, Comedies, Farces, etc., fast running out of print. For sale at 25 cents each.

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FOUNDED IN 1904 BY FRANKLIN H. SARGENT

THE foremost institution for Dramatic and Expressional Training in America. The courses of the Academy furnish the essential preparation for Teaching and Directing as well as for Acting.

FALL TERM BEGINS OCTOBER 26

For Catalog address the Secretary, Room 145 G, Carnegie Hall, N. Y.

# Dow Venture In Jamaica

**Straight vaude at Alden clicks—10 acts, shorts—other spots for fall**

NEW YORK, June 27.—Opening with Sunday straight vaude shows last Sunday at the Alden, Jamaica, L. I., the Dow office found it to be a successful policy, the house grossing well over a grand and allowing the promoters to break even on the day and affording a promising outlook of netting profits on other Sundays. As a result of the first Sunday At Dow already has been offered seven other spots in town for a similar policy, the shows to start in September.

Alden is an RKO house leased by Leventhal & Payton, housing legit shows six days of the week. It is 2,200-seater, and Dow made a 50-50 split deal with Leventhal & Payton for the Sunday shows. Besides a 10-act vaude show, Dow also offers about 10 reels of shorts, the show running three and a half hours. Policy is three shows on the day, with price scale at 25 cents from noon until 2 o'clock and 30 and 40 cents from 2 until midnight, with children admitted to 10 cents all day.

Last Sunday's opening show comprised Pat Rooney, Piff D'Orsay, Keller Sisters and Lynch, Seidler Sisters' revue, Marshall Montgomery, Dixie Four, Joe Morris and Company, Poley and LaTour, Henny Youngman, m. c., and the 12 Aldenettes. Ruby Gold leads the pit ork.

Tomorrow's show will comprise Rooney and Youngman holding over in addition to Belle Baker, Balabanov Five, Ernie Mack, Eddie Rio, Bob Easton and Company; Dolores, Ande and Dmitri, Senor Wences and the Aldenettes.

On the opening day the first show played to over 700 people, whereas the Valencia across the street with double-features is understood to have played to about a third of that attendance on its matinee show. Dow and his unnamed partners in the venture are looking to this policy being very successful, figuring on about a two-grand gross tomorrow.

# Robitchek Takes Over London House

LONDON, June 22.—Kurt Robitchek, director of the Alhambra Music Hall, Paris, has leased the Victoria Palace, local theater, for a season commencing September 11. Robitchek intends to present a two-and-a-half-hour show, the first half being vaude acts and blackouts and scenes, with the second half being a 70-minute operetta. There will be two show a night, with matinees on Wednesday and Saturday. Admission prices will range from 25 cents to \$1.25.

Artists will be interchanged between the Victoria Palace and the Alhambra, Paris, and a goodly percentage of French performers will be incorporated into the local show to appease the French authorities who squawk that Robitchek employs too little French talent.

Title of show is tentative, but it is stated that two American acts, Carolyn Marsh and Bernice Stone, have been engaged for the opening, with both artists having a guarantee of four weeks. It is probable, too, that Mlle. Mistinguette will go into the Victoria Palace under the Robitchek regime if the venture proves successful.

Always a favorite house with American acts, the Victoria Palace has staged several comebacks with vaude in the last five years with varying success.

## Fine Has New Unit

CHICAGO, June 27.—First of the new vaudeville units to be produced for the coming season is Jack Fine's *Viva les Femmes*, which opens at the Riverside Theater, Milwaukee, July 10.

The show will feature a Parisian impromptu known as *The Girl With Three Faces* and the cast will comprise the Smith Sisters' Orchestra, Al Belasco, Yorke and Tracy, Van Cello and Mary, Jack Leonard, Lillian Roberts and the Four Ambassadors of Rhythm.

## Material Protection Bureau

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

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

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

# Marx Bros. Booked By Three Circuits

NEW YORK, June 27.—Loew, RKO and Paramount entered into a commitment this week on the Marx Brothers for personal appearances, giving the trio four weeks and two days for their unit in which they will try out sequences from their forthcoming picture vehicle, *Day at the Races*. The Morris office agent the booking of this 35-people unit.

Unit will break in July 15 and 16 at the Lyceum, Duluth, for Paramount, and will follow with the Minnesota, Minneapolis, July 17; Palace, Chicago, July 24; State, Cleveland, July 31, and Stanley, Pittsburgh, August 7. There is also a possibility of RKO booking the unit for San Francisco as the last date of the tour.

## Marcus Show Plays For President of Mexico

CHICAGO, June 27.—The A. B. Marcus show, which has been playing the Teatro Lirico, Mexico City, the last few months, was honored last week by President Cardenas of Mexico when he requested that Harold Boyd and his Jigsaws and several other acts from the show appear at a special performance in his palace.

After the show, according to reports, President Cardenas shook hands with all the performers, served them a drink and personally escorted them to the door. It is said that this is the first time any show, Spanish or American, has ever been received by the President of Mexico.

## F&M Plan Skating Unit

HOLLYWOOD, June 27.—Fanchon & Marco have signed Sonya Henje, ice-skating "name," to a long-term contract, planning to have her head a unit for a tour of theaters. It will be an all ice-skating show, with F&M currently working on the preparation of a portable skating rink.

## Sobol for State, New York

NEW YORK, June 27.—Louis Sobol, columnist, is tentatively set for a return date at the State here starting July 17. He is agent by Paul Small, his asking price being \$2,500 a week.

# Cafe Interest in "Names" New Headache for Theater Bookers

NEW YORK, June 27.—Finding the procurement of headliner attractions for theaters extremely difficult this last season, bookers are encountering further difficulty on this score in having to meet the competition of night spots in the market for headliners. Quick to realize that the night clubs are in the market for any and all attractions, the theater bookers are busy rounding up the "names" for next season. And in rounding them up are entering into commitments with other circuits so that the attraction can be guaranteed more time.

The night club field today is at its peak, finishing up like vaude, where good food and just a good show do not count any more as having an attraction to draw in the patronage. Vaude theaters went the same way; a consistent policy of a good show gave way to box-office attractions at phenomenal salaries. And the night club field, as a rule, is

# Seagoing Acts Hurt by Heavy Passenger Traffic

**Employment of acts on steamship cruises to tumble this summer from 400 to 120—caused by skyrocketing of passenger bookings—acts double as cruise directors**

NEW YORK, June 27.—Employment of performers on steamship cruises this summer will take a sharp tumble when compared to the number the lines used last year. Last year about 400 acts, not counting musicians, were used during the summer on the various cruises. This year there will only be about 120 acts working. Reason is that passenger bookings this season have skyrocketed and the lines feel they need no additional attraction. When acts are used it means not only the cash outlay for their salaries but the additional loss in that the actors' accommodations cannot be sold. Several lines have discontinued their cruises to the West Indies and are using the same ships in the transatlantic run, where business is very good.

## Sign Acts for Simon RKO Units

NEW YORK, June 27.—The Simon Agency has lined up some of the acts for the units it will produce for the fall for RKO houses. First unit going out, to be produced by Bebe Barri, will be headed by Vic Oliver, the cast to include the Robbins Family, Alphonse Berg and the Bebe Barri Girls. There are still two acts to fill.

Next unit will be headed by Frank Gaby and will be produced by Maurice Golden. This cast will include Yarmark, flash act; Gene Sheldon, Howard Nichols and others.

## Morris Agency Settled In New R. C. Quarters

NEW YORK, June 27.—The William Morris Agency, moving into new quarters this week in the RKO Building, Radio City, has the most elaborate office of Eastern agencies, occupying about 60 per cent of the 28th floor of that building. With executive offices furnished with a sense of individuality, and with altogether 21 private offices, four reception rooms and a broadcasting room, the headquarters bespeak a new era in the agency field.

The broadcasting room has wire outlets to the private offices of William Morris Jr., Abe Lastfogel, Johnny Hyde and Bill Murray. The agency has a 10-year lease on the space and has reserved additional space on the floor for possible expansion.

## Molly Picon's Success

LONDON, June 22.—Originally booked for two weeks at the Alhambra, Paris, and a week at the Holborn Empire and the Palladium here, Molly Picon has clicked to the extent of getting another four weeks. Now playing a quick repeat as sole headliner at the Holborn Empire, Molly Picon, accompanied by Jacob Kallsch and Abe Ellsten, her musical director, leaves June 28 for Warsaw, Poland, where she will star in an all-Jewish comedy film. She returns to England at the end of August to play further vaude time that will run her well into November.

## "Crazy Show" Delayed

LONDON, June 22.—Originally set to open August 17, the seventh Palladium "Crazy show" has been set back for two weeks to allow Joe E. Brown, film "name," to play a headlining engagement for the weeks of August 17 and 24. *Crazy Show*, set to open on August 31, will include Patricia Bowman, Rayo Saxe, Martha Raye, Four Robenins, Naughton and Gold, Flanagan and Allen, and Nervo and Knox, while Frank and Milt Britton and their band are a possibility.

## Gil Lamb Signed by Shubert

NEW YORK, June 27.—Gil Lamb has been set with the Shuberts for next season and is scheduled to appear in *Tickets for Two*, co-starring Beatrice Lillie and Bert Lahr, which is due in October. He is currently with Laurence Schwab's musical venture, the St. Louis Municipal Opera.

## "Show Boat" Chi Holdover

CHICAGO, June 27.—The Palace Theater here went into its fourth week yesterday with *Show Boat*, the pictures of the Schmeling-Louis fight responsible for the third week being strong. The fight film holds over also, as does the vaude show.

really glorified vaude theaters. The theaters are in a better position to grab the "names" than the clubs as they are better able to meet the asking prices. Night clubs are generally known to offer salaries under theater scale, and there are only a few spread out over the country that can meet theater offers. And by entering into commitments with other circuits, where the attraction can be offered more time collectively, the booker has some assurance that the offer will be more inviting to the "name." The former practice of performers doubling between theaters and night clubs is out, the work being too strenuous and usually having disastrous results. There were recent cases in Chicago where "names" tried to double, winding up with the attraction becoming overted and being of no value to either engagement.









## Dispute Over Booking Fee

**AFM execs to decide case concerning Stuff Smith and Charles E. Green**

NEW YORK, June 27.—Joseph Weber, president of the American Federation of Musicians, and the executive board of the musicians' union will decide on the merits of a case brought against Consolidated Radio Artists and Charles E. Green by Local 802, on behalf of Stuff Smith, Negro orchestra leader, currently at the Onyx Club, New York. The local filed its complaint this week, with Green also presenting his version of the facts. Consolidated, of which Green is the head, was recently given the bands previously handled by the National Broadcasting Company when the AFM withdrew band-booking franchises held by radio stations and their artists' bureaus.

Green, who stated yesterday, "The whole thing is ridiculous and a plain attempt on the part of Smith to evade his just obligations under contract," is charged with converting funds allegedly paid him by Smith into his own personal channels, as well as with deriving inequitable commissions by virtue of two contracts signed by Smith, one with Consolidated, the other with Green, direct.

Consolidated brought Smith, then unknown to New York, into the Onyx Club, to succeed the Farley-Riley combination. At that time, when the booking was made, it is alleged, the orchestra leader signed a 10 per cent booking contract with CRA. After playing in New York a short time, the complaint claims, Green signed Smith to a personal management contract, in addition to the booking contract, the personal contract calling for a 25 per cent commission. Complaint then states this to be inequitable and that band bookers are not entitled to 25 per cent commissions. Most band leaders of any repute do have personal managers, and such arrangements are not generally affected by any booking deals the leaders might make.

When Smith came in from Buffalo, it is charged, Green knew of a contract existing between the leader and the Silver Grill, a Buffalo night spot where Smith and his group had been playing. This contract was still in effect and had considerable time to run, it is maintained, and by leaving Buffalo to play in New York, Smith left himself open to a lawsuit. Complaint then charges that Green advised Smith to disregard the contract, saying that he, Green, would take care of it. Later the Silver Grill started to make attempts to collect from Smith and the orchestra leader paid Green money to settle with the up-State nitery. After it had all been smoothed out and Green had been given the money to settle the issue, it is alleged, the Silver Grill brought an action against Smith, the money not having been used, allegedly, for its intended purpose.

NEW YORK, June 27.—Girl musicians in the Griffin Allwite Band, which is to make a sponsored tour for the shoe-cleaning firm, appeared before the executive board of Local 802, AFM, Thursday (25) to take part in an "interrogation" in connection with reports that the girls are being paid under seal on the tour. Bookings are being handled by Consolidated Radio Artists. An official of the local would not make any statement yesterday as to what had been brought out at the hearing.

Complaint was filed by another orchestra leader.

GRAND RAPIDS, Mich., June 27.—The Midwest Artists' Booking Agency has opened offices at 401 Campau Building, this city. Phil Simon and Tony Farrell will handle placements of night-club acts as well as orchestras for the new agency.

LULING, Tex., June 27.—Baker, Stein & Collins, Inc., of this city, has been chartered to handle orchestras, theatrical acts and concert attractions. The authorized capital stock is \$1,000. Incorporators: A. D. Baker, H. G. Stein and Arthur Collins.

### Cherry Dance

NEW YORK, June 27.—Girl dancer of the team of Ramon and Celeste introduces a new number Thursday at the Toronado Club here. It is a disrobing dance in which she denudes her cherry blossom costume, flinging the cherries out into the audience. Her press agent is publicizing the number as providing "a cherry for every customer." Real, edible cherries, too.

### Sally Rand Nets Over Five Grand in One Week

LOS ANGELES, June 27.—With all previous attendance records broken, Sally Rand's percentage deal with the Biltmore Bowl for the week ending June 20 netted her \$5,211.95 for six days of bubbles and fans. This is the biggest take from cover-charge deal ever made by solo entertainer in town. The week ending today (27) is figured to earn her between \$4,000 and \$4,500.

Refusing any guarantee, Miss Rand

## WPA-AFM Controversy To Be Aired in Washington

**Joe N. Weber, Wm. Green and representatives of Local 77 head delegation airing grievances before Harry Hopkins—Wm. Mayfarth, Phila. WPA director, is on spot**

PHILADELPHIA, June 27.—Musicians' Union, Local 77, is gunning again for William Mayfarth, director of the local WPA music projects, this time airing its grievances before Harry Hopkins in Washington. Confab arranged for Monday (29) promises not only to clear up the local mess, but may also bust wide open the administration of all WPA music projects. While the prime purpose is to clip Mayfarth, leaders hope to iron out labor policies involving musicians on a nation-wide scale as they are affected by WPA policies now in practice. Mayfarth,

his academic training qualifying him for directorship of the federal project, had his first run-in with the musicians' union earlier this year when he fired 30 musicians for incompetence. Investigation by union officials claimed that it was Mayfarth who was the incompetent one. The 30 applicants for WPA jobs had to take an examination, which they passed, and then the men were placed in jobs they were not qualified to fill. Symphony men were sent out with dance units and expected to ride, others found that their hot licks didn't fit in the symphony orchestras they found themselves in, and bandmen never having any pit experience were doing duty with the vaudeville units. Mayfarth did not replace the 30 men with others, asserting that he could get along without them.

"Mayfarth has exalted ideas of music," said A. Rex Riccardi, secretary of the union. "He expects to get musicians at \$24 a week of the same caliber as play with the Philadelphia Orchestra." Riccardi pointed out that the prime purpose of WPA was to relieve unemployment, and these projects are not to set up high musical standards in the hope that the government might some day subsidize the units as permanent institutions.

It has been a continual battle between the union and the local WPA office. Units were sent to furnish music on radio stations that didn't employ a house band. But Anthony A. Tomei, Local 77 head, nipped that in a hurry. And with the amusement parks opening for the summer season, WPA bands were sent out to furnish free band concerts, placing the union in a most perplexing position. Willow Grove Amusement Park must pay the union scale for its union band in the ballroom, and must follow suit for the pit crew playing for the outdoor vaude shows, yet is able to feature free band concerts by union musicians, thanks to WPA.

An impressive array of labor representatives will carry the complaint to Hopkins, since adjustments with Mayfarth and Dr. Thaddeus Rich, Pennsylvania State Supervisor of the WPA music projects, failed. Meeting on the 29th in Washington will find the following jockeying heads with Hopkins: Anthony A. Tomei, Local 77, AFM president; Joseph N. Weber, national president of the American Federation of Musicians; William Green, national head of the American Federation of Labor; Arthur Phillips, president of the Pennsylvania State Federation of Labor, and Adolph Hirschberg, head of the Central Labor Board.

### Cafe Adds Bazaar

NEW YORK, June 27.—Local Old Aiglers night club has added an Oriental street bazaar, with a costumed Near East native offering patrons free Oriental drinks.

ful juggling and balancing of clubs, balls and sticks in capable manner. His floor stunt and the closing trick, which includes playing a harmonica, make the act a natural sock. Just as strong a novelty turn on a floor as on the stage.

Josephine Buckley, blonde, and Lorraine Santschl, brunet, are a thoroughly pleasing pair of dancers. In attractive beaded gowns, the girls offer three smart routines, each one done with showmanly grace. Their Hawaiian number, emphasizing arm and hand movements, is outstanding. There are so few girl duos doing their style of work that their presence in the show is refreshing.

Food and service are okay. Room is large and airy and provides a swell view of the city. Business is holding up nicely.

## Night Club Reviews

### Parson Showboat, New York

This is Kay Parson's fourth year heading her own show on the S. S. Bear Mountain, sailing nightly except Mondays from the Battery. The ride and show is a bargain for \$1 and is well established, despite the several new competitors this year.

Miss Parson, a vivid brunet who has built up quite a rep thru radio, night spot and vaude appearances, enforces the show and also does a couple of sessions of singing of old-time ditties while accompanying herself on the small piano. She is a good handler of crowds, knowing how to swing them into community singing and how to keep them quiet for the show. A vigorous personality and a good entertainer, she was at her best when caught here.

Floor show itself is pleasing, despite the handicap of large pillars obstructing the view. Zac Freedman staged it and Dave Oppenheim and Michael Cleary wrote it. It is presented as a complete little unit, with special lyrics for the introduction and finale.

The line of six pretty girls is given nice costumes to display and pleasant-enough routines to handle. There are seven other people spotted for specialties. Pert Ruby Barth sang in a pleasing contralto and then did a bit of smart hoofing. She is a pretty little girl who should make the grade easily. George Walton turned in fast and snappy acrobatics and tap, drawing plenty applause. Martha Newton, a pretty tap and acrobatic dancer, was handicapped by poor costuming, but managed to make a good impression. Little Frank Little, who accompanies himself on a guitar, sang in too loud fashion, but the customers seemed to like him. Jimmy Woods doubled with Miss Barth in singing and also did a couple of good vocal solos. Ruth Stanley and Jerry Eaton contributed animated hoofing. Nice looking team.

W. P. Connolly and Midshipmen, eight men, accompanied the show and furnished the dance music. Connolly has been supplying music for the McAllister Line, which owns the boat, the past 20 years. He plays the cornet and leads his boys thru lively tunes that must, of necessity, be brassy. Dance music drew packed floors—and that's the test of any good dance band.

### Biltmore Roof, New York

Moonlit Terrace, sumptuous roof spot atop the Biltmore, is featuring Russ Morgan Orchestra, Boy Foy and Joe and Betty Lee.

Morgan, a comparative newcomer in the name-band class, has been here since February and is booked to finish out the year. Already a name thru broadcasting over the Rings CBS weekly program, Morgan more than impresses with his first-rate dance band. Making his own arrangements, Morgan gives the music an individual touch, avoiding both the brassy stuff and the ultra-modern swing style. He plays the piano and leads, occasionally doing a bit of vocalizing and sometimes offering trombone solos.

Band has an exceptional string section composed of Sid Harris, Herman Kaplan and George Hill. Joe Kreklow,

piano, and Phil Cappricada, first trumpet, are outstanding men, too. Two vocalists are used. Pretty Linda Lee is on for capable handling of pop numbers, giving them a touch of Southern accent for added effect. And Lewis Julian exhibits a pleasing baritone, also on pop tunes. He is a high baritone of above average quality.

Boy Foy, who has played this spot before, is still amazing the customers with his juggling and balancing of balls, sticks, clubs and hoops while atop a unicycle. For a closer he does some remarkable stuff astride a very high unicycle.

Joe and Betty Lee, publicized as the youngest ballroom team in the country, are a nice looking and capable pair. They offer three Le Quorne routines, a fine waltz with effective arm work and lifts, a lively Martinique featuring spins and lifts and, for an encore, a snappy tap with a flirtation background. Youthfulness and ingratiating personalities do much to put them over.

Room is large, airy and beautiful in a fancy fashion. Band is spotted before a twin fountain background. Acoustics are fair. Two shows a night. Everything a la carte. Couvert for supper time.

The Fountain Court, also on the roof, serves luncheon, with music by Joska De Babary and Hungarian Gypsies.

Dents.

### Hotel Pennsylvania, N. Y.

Joe Reichman and orchestra are the main attraction in the roof garden here, following the Hal Kemp Band, which recently moved uptown to the Hotel Astor.

Reichman has a swell musical organization, considering every angle. Reichman himself is a fine and showmanly pianist, knowing how to embellish band numbers with smart piano intervals. He makes the arrangements himself and surprises the customers with the band's individuality. The boys are as equally at home doing rumbas and tangos as they are handling sweet and swing styles. The violin section, in particular, is excellent.

Joe Martin, violinist, doubles as a pleasing vocalist, while Nick Regusa, also violinist; Ralph Mendez, trumpeter; Dave Kelner, accordionist; Carl Shaw, drummer, and Sidney Pruslin, clarinetist, are among the other men doing stand-out work. The band handles the dance rhythms in slick style, getting the customers out on the floor. Reichman is popular, getting constant calls from friends at the tables and including many request numbers in his dance program. Band is now broadcasting over CBS and Mutual.

The floor show is pleasing, despite the handicap of a stone floor and odd-shaped room. Josephine Bernardt and Clive Graham, ballroom combo, make the customers sit up and take notice with their attractive appearance, grace and interesting routines. Open with a noneballet and lovely Le Quorne waltz and follow with a lively fox-trot and a peppery modern version of the Brazilian Maxixe.

Serge Flash, from vaude, does his skill-

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**Rockwell-O'Keefe Cleared in Trial**

NEW YORK, June 29.—Claude Hopkins, Negro orchestra leader, has been found guilty of charges preferred by a former member of his band of playing at a New York night spot under scale. Decision was made by the trial board of Local 802, American Federation of Musicians. At the same time charges that the booking was made by Rockwell-O'Keefe and that the talent firm was also guilty of violating union regulations were dismissed and the agency cleared.

Hopkins was fined \$300 for his alleged infraction. The board also granted a judgment against him of \$800 back pay due on the date.

Had Rockwell-O'Keefe been found guilty they could have been placed on the unfair list and union musicians would have had to eschew their bookings. Spokesman for the local said that inasmuch as the national body had returned a booking franchise to R-O'K, it automatically meant they were in the clear. Another factor in the attitude of the national body that franchised bookers must now keep their books open in order to provide a check on any possible chiselling. This policy was also a motive for dismissing the charges against the agents.

**Meroff Not Paid; Sophie Can't Open**

CHICAGO, June 27.—Sophie Tucker and her orchestra and show, scheduled to open at the Oriole Terrace, Detroit, this week, did not open.

A wire from Miss Tucker to *The Billboard* stated: "Couldn't open here. Union forbade same due to Benny Meroff Band not being paid."

**Salkin To Head Chi Consolidated Office**

CHICAGO, June 27.—The resignation of Leo B. Salkin as president of the Sligh & Salkin, Inc., booking agency to accept the position as executive head of the Chicago office of the Consolidated Radio Artists, Inc., national orchestra booking agency, is announced by Charles E. Green, of Consolidated Radio Artists, Inc., New York City.

Mr. Salkin, long a successful executive in the theater operating and booking field, will take a brief vacation before launching the new Consolidated office here about July 15.

Consolidated recently took over the National Broadcasting Company orchestra catalog.

**Club Chatter**

**FRANCES WILLIAMS** closed last week at the Hollywood Restaurant, New York, and may play Dallas for Billy Rose next month. Josephine Huston succeeded her at the Hollywood. Niles Garron and Rhythme Bennett opened Friday at the 500 Club, Atlantic City, for the summer run. Shop Fields, the band leader, is suing a Chap Fields, Chicago band leader, claiming the latter is imitating his name.

Sisters (June and Irie) playing the New England territory for the summer. Bobby Hargraves and his Park Avenue Band back at the Kit Kat Club. Bob Williams producing the Kit Kat floor shows, and has put on shows for Don Redman, Jimmie Lunceford and Stepin Fetchit. Wallace and LaMaie, dancers, closed a five-week run at Martin's Rathskeller, New York, and opened last week at McGarry Tavern, Bronx, booked by Harry Carlin.

**BORRING AND LAZUR**, dancers, closed at the Showboat, City Island, N. Y., last week and opened at the Nomad Club, Atlantic City, this week. Bernhard and Graham made a quick plane jump from the Statler Hotel, Buffalo, to open at the Pennsylvania Hotel, New York, last week. Statler hotel chain arranged the bookings. Louis Pope, now at the American Music Hall, New York, is doing sound effects for a series of Fleischler cartoons. Bill Church and Patti O'Dea just closed at Farrell, Pa., and now working for B. Z. Smith out of Akron, O.

**Noel Meadow Held Up in Hotel President Office**

In the June 13 issue there appeared in the Club Chatter Department a statement to the effect that Noel Meadow, Broadway, press agent, was held up by a gunman at the Hotel Lincoln. The *Billboard* has since learned from Meadow that the holdup took place May 23 in his former office at the Hotel President, and that three gunmen participated. Meadow and three office visitors were relieved of \$400. The *Billboard* regrets the unintentional error.

**COLLETTE AND BARRY** jumped from New York to open last week at the Greyhound Club, Louisville. Jaysnoff

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# Bands and Orchestras

**OZZIE NELSON** goes into the Palmer House, Chicago, in August. . . . **Bob Walker** is the new vocalist with **Bob Crosby's Orchestra**. . . . **Lou Brink** is now under the management of **Rockwell O'Keefe**. . . . **Paul Sabin** and his orchestra open at the **Ritz-Carlton Hotel** in Atlantic City July 2. . . . **J. Allen Lustman** is booking the **Willow Grove Park**, Philadelphia, Pa. **Paul Whiteman** played there June 27 and **Phil Spitalney** and his

girl orchestra go in July 4. . . . **Charles Shribman** has booked **Glenna Jane Thompson** and her orchestra for a series of 23 one-night stands thru New England. Personnel of the band is made up of girls from the Bricktops and California Rodheads, plus some specialty girls from the Hollywood studios. Opening date is July 3 in Boston. . . . **Wingy Munone** is leaving the **Hickory House**, New York, after a long stay and starts on a tour thru New England. **Mannone** is increasing his outfit, going back again to a full-sized group. He opened June 28 at **Nutting's** on the **Charles**, **Waltham**, **Mass.**. . . . **Lennie Hayton** is another to tour the northeastern sector. He will play, among other dates, **Kimball's**, in Boston, and the **Old Orchard Pier**.

**GLEN GRAY** and the **Casa Loma Orchestra** close at the **Rainbow Room**, New York, June 30, opening a New England trip July 1 at the **Old Orchard Pier**. After playing a few one-nighters in this section, they head south. . . . **Don Redman** is traveling thru New England for 10 days starting last week. . . . **Irving Mills** has signed **Elmer Schoebel**, composer and arranger, to prepare material for the various Mills bands. First was **Ina Ray Hutton**. . . . **Hy Green** and his orchestra are set for the summer at **Youngsville Villa**, **Youngsville**, N. Y.

**RAY NOBLE**, who is stirring things up at the **Hollywood Dinner Club**, **Gliveston**, has a unique constructive critic in the person of his wife. **Mrs. Noble** frequently calls him from her hotel room, advising how the orchestra is coming over the radio. . . . **Anson Weeks**, who is playing currently at the **Rice Hotel** in Houston, was a recent visitor with **Ray Noble's** band. . . . **Freddy Bergen** is holding down the **Sylvan Beach** spot near Houston. . . . **Rudy Vallee** is scheduled to work a five-nighter beginning July 8 at the **Sylvan Beach** resort. The entire dancing pavilion has been screened-in and added decorations are being installed in preparation for the Vallee date. . . . **Jan Garber** is one-nighting thru Texas.

**HAL MUNRO** and orchestra now in their seventh week at the **Collego Inn**, Chicago, where they play the medicine tea dances. . . . **Bus Widmer** has been held over again at the **Gladstone Hotel** in Casper, Wyo. Original contract called for two weeks, but combo is completing third month on July 1. . . . **Don Carper** is set for the summer at **Tommy Jacob's Ship Cafe** in Venice, Calif. Opened June 11. . . . **Charlie Pulcher** returned to the **Hotel Greystone Roof Garden** in **Carolina Beach**, N. C., for his second summer engagement there. **Pulcher** is using **12 men** and **Janelle Davis**, blues warbler. . . . **Louie Clancy** opened an indefinite stay June 20 at the **Club Orleans** in **Biloxi**, Miss. **Marjorie Minick**, **Sewell Hayden** and **Austin Little** are handling the vocals. . . . **Nell West's** **Serenaders** close this week with the stage unit they have been with for five months and head for **Northern Michigan**, where they will be located for the summer.

**COUNT JOSEF BULOWSKI**, now in his 34th month at the **El Tivoli Club** in Dallas, Tex., will continue at that spot indefinitely. . . . **Sylvia Rhodes**, **Bill Dinkie** and **Benny Benedict** are being featured with **Ace Brigode's** Band at the **General Motors Exhibit**, **Dallas Centennial**. At the close of their present en-

agement, July 17, **Brigode** and boys will finish the summer season playing **Pittsburgh**, **Cleveland** and **Cincinnati** dance spots. . . . **Consensus** of opinion around **Pittsburgh** is that **Jimmy Joy's** ork, currently filling an engagement at **Kennywood Park** there, has greatly improved in a musical way since last appearing in that territory. Present featured artists with the combo include **Kenny Smith**, **Cub Higgins**, **Jimmy Walls** and **Don Tiefenthal**. **Letter** is handling the arrangements. . . . **Johnny Nesco**, leader of the **Connecticut Troubadours**, opened with that band June 28 at the **Club Patee** in **Hartford**, Conn. **Johnny** is planning to augment his brass section from three to five.

**EDDIE DUCHIN**, who played the **Fox Theater**, **Detroit**, this past week, could not fill a proposed hold-over engagement at the theater because of a previously contracted string of one-nighters thru **Western New York**. He flies west next week to replace **Ben Bernie** at the **Cocanut Grove** in **Hollywood** on July 6. **Bernie** goes to **Detroit**. **Larry Lee** has been renewed for the summer at the **Beverly Wilshire**, **Beverly Hills**, Calif. . . . **Hal Grayson** has opened a stand at **Casino Gardens** in **Ocean Park**, Calif. . . . **Jack Bennett** opened the summer season June 27 at the **Grand Hotel**, **Santa Monica**, Calif. Has recruited 16 new men and is breaking 'em in with week-end dances. **KFAC** will take his music on remote.

**MILDRED WELLS HICKMAN**, wife of **Stanley Hickman**, member of **Ted Fio-Rito's** Orchestra, was seriously injured recently in an automobile accident near **Monroe**, Mich. She is confined to a hospital in **Monroe**. **Joan**, her four-year-old daughter, was also cut and bruised. . . . **Shively Yates** and band close a two-week engagement at **Brady's Lake**, **Akron**, O., July 5. Will one-night thru **Michigan**, **Ohio** and **West Virginia**. . . . **Dolph Duerr** and orchestra opened an unlimited engagement July 3 at **Cleveland's** new **Green Derby Club**. Combo will be on the air over **WGAR**. . . . **Frenchy Grafoller** and band are playing their second consecutive summer engagement at **Arnold's Park** on **Lake Okoboji**, **Iowa**. Personnel of the **Grafoller** outfit, recognized as a strong ballroom attraction in **Iowa**, includes **Tom Rake**, **Don Toge**, **Tom Chalfant**, **Clark Horn**, **Jim Engobrightson**, **Ted Vesely**, **Pete Boileau**, **Jay Ruff**, **Larry Enos**, **Merle Boerholser**, **Stan Coates** and **Earl Schumann**. **Dorothea Simmons**, **Donna Lee** and **Randy Whinnery** are vocalists.

# Once-Overs

AN ORCHESTRA new to the East is currently at the **Palisades Park Ballroom**, the **Mardi Gras**. It's **BOB GRAYSON'S** outfit, an import from the Midwest, broadcasting on **WOR** and **WHN**, and doing a good job. **Grayson** was caught on the air two nights, programs differing in the types of music, or so it seemed. **WHN** season was better. More twist and style to the music and more individuality. **WOR** period was just about routine. Vocalists, with the exception of a good trio, not so forte. If **Grayson's** plugs on giving his arrangements a little more of a different touch he should do very well. . . . **MAL HALLETT**, at the **Trionon**, **Chicago**, heard over **Mutual**, shows again his claim to rating as one of the country's premier bands. Whether the tune is sweet or hot, it's beautifully done. Music is distinct in its quality and arranging and a welcome relief from the routine stuff usually heard in the evening dance parades. . . . **PANCHO**, popular in the society field, is at the **Park Lane**, **New York**. Except for the **Spanish** and **Cuban** tempos, it's nothing to write home about. . . . Two of the most improved bands in the business today belong to **CHARLIE BARNETT** and **WILL OSBORNE**. **Osborne** is concentrating on music now. Instead of singing, and has built up a band which the trade regards one of the best musical groups around. Plenty of depth and quality. **Barnett**, while having improved considerably since last he played in a local spot, still has much to do. He's at the **Glen Island Casino**, where the boof-mad kids demand not only the best in dance tempo, but want a band that possesses a sharp clarity in style. Most likely they got this habit from **Barnett's** predecessors, the **DORSEYS** and **CASA LOMA**. **Barnett** is okeh on the tempo and part way there on the arrangements, with the dancing part irrefutable, nearly, even over the air. . . . The trade is also taking hats off to **JIMMY LUNCEFORD**, at the **Larchmont Casino**. **Leader** is packing the place nightly and has an excellent orchestra. **J. F.**

**Morris Company**. It is called "My Day Ends and Begins With You." It is the kind of a creation that would have been a natural for any artist in the good old days of minstrelsy. Which means with this type of composition already winning public acclaim that it has a great chance for universal popularity.

It is not very often that a music publisher is able to cash in on two Presidential conventions with profit. **Bob Miller**, of hillbilly fame, has done this with two songs, namely, **Three Long Years** as the Republican party's campaign inspiration, and **Five White Mice**, to raise the electoral hopes of the Democrats. **Shelby Darnell** is writer and composer of the **Landon ditty**, while it took **Cecll De Vries** and **Arthur H. Outmann** to bring the **Roosevelt** number into being.

**George Posford**, who in conjunction with **Holt Marvel**, wrote **The World Is Mine**, featured by **Nino Martini** in the **Pickford-Lasky** film, **The Desperado**, was honored by the assignment to write **The Transcontinental Rhapsody**, a symphonic poem, on the maiden voyage of the **S. S. Queen Mary** to America. He is recognized as one of England's outstanding composers.

**Raymond Leveen** and **Otto Motzan** are making an excellent bid for recognition as writers and composers with a new ballad, **What Could Be Sweeter?** **Mr. Motzan**, who furnished the melody, is publishing.

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# Music News

**Eugene West** is highly elated over the welcome thus far accorded his latest song, **Won't You Ever Learn?** **West**, now his own publisher, wrote the work in collaboration with **Albert Gamse** and **Henry Yerger**. At any rate leading maestros of bands and orchestras are going for it, which, as one may deduce, is an excellent augury.

Wedding bells are in order for **Fay Lehman**, of the **Words and Music Publishing Company**. The popular little lady of the firm was married to **Fly Green**, a **New Haven**, Conn., pharmacist, in that city on June 19. The couple are making their home in **New York** with **Fay** still holding down her position.

That prolific pair of writers, **Benny Davis** and **J. Fred Coots**, have marketed another song, this time with the **Joe**

# Sheet-Music Leaders

(Week Ending June 27)

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.**; **Cambie Hinged Music Company** and **Western Book and Stationery Company**, of **Chicago**.

1. It's a Sin To Tell a Lie (2)
2. Is It True What They Say About Dixie? (11)
3. Glory of Love (3)
4. Robins and Reses (4)
5. Would You? (6)
6. There's a Small Motel (8)
7. She Shall Have Music (7)
8. You Can't Pull the Wool Over My Eyes (11)
9. On the Beach at Ball Ball
10. Melody From the Sky (5)
11. These Foolish Things Remind Me of You (13)
12. All My Life (9)
13. Take My Heart
14. There Isn't Any Limit to My Love
15. Twilight on the Trail (15)

PHONOGRAPH RECORD best sellers will be found on page 67.

# Thru Sugar's Domino



VAUDEVILLE as we used to know it is shot as full of holes as would be the fate of a Nazi standard raised in Moscow's Red Square. Yet in variegated and hybrid forms it is as hardy and as difficult to extinguish as crab grass and weeds in a tropical garden. Without the aid of circuits, high-priced and high-pressured exploiters, well-organized booking offices and other factors that were formerly considered essential, vaudeville has managed not only to survive but to flourish to an extent that is difficult to believe unless the phenomenon is actually pointed out on a map of the hinterlands.

In the large centers vaudeville exists after a fashion in select de luxers run by the major circuits and the few independents that are still willing to worry themselves sick lining up box-office attractions to supply the draw that straight films lack. But this is not the type of vaudeville that might eventually represent the rebirth of a field that has been inundated by the flood of mechanized progress. The vaudeville that represents today the backbone of the nation's low-priced stage is without the benefit of booking offices, agents and mass producers. It derives from adventurous, courageous and ingenious souls who have an idea, troupers with faith in the leader and the idea and theater operators who display the true showmanly spirit in their willingness to take a chance by booking something they haven't seen.

Some call it wildcatting; a misleading term because it conveys the impression of unreliability. Others call it, variably, commonwealth, independent unit booking and hobo trouping. Regardless of what title best suits the proposition, this form of touring represents the inevitable result of artificially limiting activity in a branch of the show business that can no more be throttled than a Zioncheck on the loose. The race is for the strong. It has its disappointments, its hardships and its breaches of faith. But it has its rewards, too, in the form of independence, steady work and breaking a trail that has been overgrown with tangled underbrush since the early days of decline.

The first requisite of a successful touring unit is an idea—and a fairly good one. The average theater man of today is not interested in booking wildcatting shows unless they possess something, in show content or ballyhoo, that is different from what the town has seen before. Ideas for smaller hinterland theaters are not difficult to develop. Any group of conscientious actors and showmen restraining the ego and ham for the brief period needed to give birth to and nurse an idea can accomplish this. Next comes the formation of a company with a leader in whom is vested absolute authority. Finally the equipment in the form of enough automobiles to transport the company, scenery and baggage.

Not quite as easy as that, of course, but it has been done countless times this season and will be done with greater frequency as word gets around of the unmined gold waiting to be corralled by men and women with faith in an idea, in themselves and in the universal appeal of the living stage.

Pioneers who have trekked across the virgin territory (from which no State in the Union is excluded) have related to us several interesting facts concerning the new form that vaudeville has taken. They have told us, for example, that the average unit and one that stands the best chance of making good carried 15 to 17 persons, of whom five to seven form the band. It was explained in the latter connection that musicians' locals are generally co-operative toward units that carry their own musicians. In a number of towns played the population is so small and so far removed from business centers that molestation from locals is out of the question as a practical proposition anyway.

Further, we are informed, an advance man is absolutely essential. If the owner of the unit or the leader designated by a commonwealth troupe is forced to do the advance himself the chances for success become considerably lessened. As a means of insuring steady work a unit must be represented at all times by a man concerned exclusively with booking, advance ticipus and whatever else is necessary for preparing a town for the advent of a show with an idea. While there are very capable advance men now devoting their talents to this form of show business a high-gear personality is by no means required; in fact, there are situations in which the average, hard-working agent can do far more than a man whose mind and technic stretch across the years to a dead past. Advance men—a new and harder type—are being made by this new form of trouping and should several seasons pass with no diminution in activity there will be available in the show business men who can be favorably compared with the giants of yesterday who recognized no obstacles and to whom the Main Streets of the country were their happy and fruitful hunting grounds.

The trouper in the independent touring unit has no room in his makeup for temperament or any of the various vanities that went to complete the picture of a performer in the days when arguments over billing resulted in canceled engagements, when dressing rooms were assigned in accordance with rank and when rehearsals were a ritual with tradition and codes. The wildcat is not fussy about where he dresses; whether or no he is billed; whether he has a rehearsal at all or whether his favorite number is retained after the first show. So far as lack of conveniences go this is, for any decent human, a hard life. So far as it concerns elimination of vain display it is, for the actor, an arduous existence. But those who have survived the bumps and jolts and disappointments agree that it is well worth the sacrifices, and few are unwilling to trod the trail again, once having had a taste of what it really means to troupe with the stars in heaven as their guide and without the blessing of theater circuits and 10 percenters.

Resuming with the more prosaic aspects of self-booked touring, we are advised by those who have fought and won that an outside bally is vitally important. Theater men go for this like lady shoppers for Monday bargain counters. Also of great help in getting bookings and drawing patronage is complete screen trailer equipment. There is nothing that sells an "idea" show better in towns that haven't seen "steak" since Old Ezra grew his beard than a trailer edited in big-time fashion by a reputable company, of which there are a plentitude in the larger centers. Lobby material is also helpful. Few of the theaters touched by the wildcaters are in a position to do extensive advertising and exploitation. They would rather not book an attraction, regardless of its promise from the angle of talent, if confronted with the prospect of running a stage show without the accompanying ballyhoo.

One unit sponsor with limited capital solved his lobby problem by mounting 8x10 frames purchased in a dime store on three-fold stands. The theater patron in the hinterlands likes photos—the more the better. It should not be difficult for a traveling unit to stock up with plenty of still material in all shapes and forms, with photos of the company featured. When a unit carries performers with the slightest name appeal a good method of exploiting this asset, it has been found, is to use oils or blowups of the personalities in 30x40 frames as lobby adornment.

There are numerous other interesting factors in connection with wildcatting that we shall have to forego detailing here thru lack of space—or perhaps dwell (See SUGAR'S DOMINO on page 28)

# The Broadway Beat

By GEORGE SPELVIN

THE Paul Whiteman concert Tuesday and Wednesday of last week in the Robin Hood Dell, Philadelphia (oh, yes, Mr. Spelvin gets around) revealed a program that held several hitherto unknowns among the contrabassists. . . . In addition to the numbers which won and ran second in the Elfrida Whiteman Scholarship contest, there is *Heaven*, which was written for the University of Pennsylvania *Mask and Wig* show by an alumnus, Dr. Clay Poland, a Philly dentist. . . . Billy Rose's stalling of the opening date for *Junjo* is beginning to crop up in the minds of some of the name acts due to play the Texas Centennial Exposition, where Maasa Rose is doing a bit of producing. . . . A lot of guys hope that when Woolworth opens its Times Square emporium it will at least be air cooled. . . . It'll be better than hanging around a movie theater lobby. . . . Jean Carroll and Buddy Howe, teamed in vaude, decided to team up also as Mr. and Mrs., getting hitched two weeks ago at Howe's Brooklyn home. . . . They sailed the next day for Europe, with the first date in Scotland. . . . The Actors' Fund Home out in Englewood was treated to an ace pocket-billiard match last week, the contestants being Ponzl, world's champ, and Levan, Florida champ. . . . From adagio dancer to singer is the choice of Bob Vernon, of the former Stone and Vernon adagio quartet. . . . He's a tenor who's been studying voice for four and a half years. . . . A long-haired blind man sells booklets nightly in Times Square—the booklets being entitled *The Way Out of the Economic Collapse*. . . . The Local 308-Kaplan-Sherman lawsuits will probably never be aired in public hearing—because each side has too much on the other. . . .

Gloria Mossman, vocalist with the Ted Royal Band, is a cousin of Governor Alfred Mossman Landon (Alf to you). . . . Heard on the Stem: "I know he made \$8,000 on his vaude unit, because he's been claiming all along that he lost \$7,000." . . . The next Living Newspaper show will be called *Injunction Granted* and will concern labor disputes. . . . What trade paper scribbler was momentarily floored during a reading of Burns' *The Coffer's Saturday Night* (picked up by mistake) when he came to the Scottish rhymes, "plugh" and "seugh"? . . . But only momentarily; for he soon regained his composure, rapped authoritatively on the table and proclaimed that the verses were double-talk! . . . Rus Arnold writes in to say that Enrie Madrigrera had two press agents, as mentioned here, but only for a single week, one going and one coming. . . . Rus is now handling him solo. . . . Dick Mack was out of the Mills office for a week, due to dat of debbil, La Grippe. . . . Ronnie Ames has gone in for dude ranching and gets his order of saddle-sores every week-end. . . . No pun intended. . . . Two casher-inners on the Schmelling-Louis fight were Donald Flamm and Bert Lebar, of WMCA. . . . They both bet on the German, but Lebar not only got eight to one, but also collected on the office pool. . . . When Louis went down in the 12th, which was Lebar's round, he was almost as speechless as the beaten fighter. . . . Dick Belizzi has taken over the Hotel Astor barber shop and, according to his press agent, has cropped the hair of every person of note, from Eddie Cantor to Nicholas Murray Butler. . . . A press agent for a barber shop, yet. . . . Merritt Crawford is having a swell time sipping cocktails in the Somerset Restaurant and trying to convert Andrew Pennana, the proprietor, to left-wing idealism. . . . At first he thought Andy was an employee and began pumping him about conditions. . . . Andy said they were swell. . . .

# Chicago Chat

By NAT GREEN

RANDOLPH Street Rambles; Aaron Jones coming along nicely after that hospital siege and is again seen around the Woods Building. . . . Al Sweet, vet band leader, in to say hello before departing for Canada. . . . And it's good to know that Mrs. Sweet has recovered her health and will be heard warbling at some of the big fairs this season. . . . Bill Padgett, Bismarck publicity and ad man, chuckling as he tells the story of the railroad man who lost his pants while talking and gesticulating to some staid English ladies. . . . MCA has bought a N. Michigan avenue building just north of the Wrigley Building, but it isn't likely they will occupy it for some time to come. . . . In Monday's mail: A dodger advertising Mr.-Cous's Barn Theater Players at Dietz's Stables, suburban spot, where they are putting on such tear-jerkers as *The Drunkard* and *Lena Rivers*; note from Omer J. Kenyon, who just closed a tour ahead of *The Great Ziegfeld* and is set at Riverview Park, Des Moines, for the season; invitation from Circus Fun Ed Belle to attend Selle's Circus Fun Meet, with Cole Bros.-Clyde Beatty Circus at Freeport, Ill., July 5—and we're going to try to be there.

Tuesday: Earl Reynolds, vet of vets in the skating game, in for a visit. . . . Expects to take his troupe to Europe. . . . Evelyn Chandler, grand ice skater at College Inn, closing there to go to Dallas Expo. . . . Debonair Larry Hogan in, but we missed him. . . . June Scheible, of CBS publicity staff, back from vacation in Panama and looking great. . . . Mrs. L. C. Zeleno stopped off for a visit on her way from the West Coast to her home in Columbus, O. . . . Her late husband was publisher of the old *Opera House Reporter* back in the days of the "road."

Wednesday: Lunch with Eddie Lewis, Bernarr Macfadden's whizz-bang publicity man, and Frank Burke, another fast stepper in the publicity game. . . . A pleasant visit with W. R. Snapp and Curly Reynolds, of the Snapp Shows, and they were enthusiastic over improved biz.

Thursday: Harry Atwell, the old photog, back from a visit to the Barnes show in Minneapolis and reports they're a grand bunch. . . . Who should blow in at lunch but the dynamic p. a., Cliff McDougall, full of ideas for exploitation stunts for the Mix show. . . . In the evening to the Bismarck to bid Phil Levant, Walnut Room maestro, farewell for the summer, and all the music pubs on hand to wish him godspeed. . . . Xavier Cugat, at the Stevens, also speeded on his way with a jolly party.

Friday: A folder from Frank Stuart (himself) portraying his new super de luxe stream-line bulletin, his newest creation, which looks like a sure winner. . . . In the evening to the Continental Room of the Stevens to help welcome Ben Pollack and his ilk, then to the Bismarck, where the King's Jesters, with pretty and talented Marjorie Whitney, open for summer season. . . . Lloyd Lewis, drama ed of *Daily News*, who has also taken over the duties of sports editor, succeeding the late Howard Mann, says it isn't true that he intends to wear an opera cape to the ball park.

Saturday: Off to Cleveland to take a peep at the Great Lakes Expo, which from all reports is going to be some punkin's!

## News of the Week

According to the decision of the Appellate Division regarding UA's sales tax case June 24, New York, the city has no authority to tax films shown outside the city limits but distributors must pay the 2 per cent on film rentals within the city. The case is not yet over, for United Artists, backed by other major companies, will take the litigation to the Court of Appeals when that body reassembles in September.

The basis of the suit was United Artists' fight against payment of \$21,188, an assessment by F. J. Taylor, controller. Outside the limits of the city proper, or the metropolitan area, such as New Jersey, Long Island, etc., the levy was held inapplicable. It is understood that Attorney-General Wilentz of New Jersey, counsel for Allied of New Jersey, was instrumental in obtaining for his territory invalidation of the New York tax.

Should the tax remain, it has been estimated by Morton Baum, assistant corporation counsel for the Emergency Tax Division of New York, that the city will derive revenue from this source to the extent of \$1,000,000 a year. Films shown outside the city amount to about 20 per cent of the business and this has been deducted from the figure above.

United Artists is represented in the case by O'Brien, Driscoll & Raftery.

George H. Callaghan and Jed Buell, respectively, have been elected president in charge of distribution and secretary and treasurer in charge of production of the newly organized production company De Luxe Pictures, Inc. In addition to the board of directors is composed of Hugh W. Darling, E. M. Mortenson and Mary K. Suter.

Another monopoly and anti-trust suit was filed recently, this time in Boston, the plaintiff being A. & W. Amusement Company, of Providence, and the defendants all major distributors. Theater in question is the Metropolitan, which, according to the former operators, Louis Anger and George W. Walsh, was forced to close thru lack of product. The outlook for the Metropolitan is not so good, because another theater has opened in the meantime, so even should the plaintiff's suit be determined favorably it is not very likely that the theater will function soon. Attorney for A. & W. Amusement Company is George S. Ryan.

Paramount's board of directors elected its executive committee June 24, composed of Adolph Zukor, Stanton Griffis, Neil F. Agnew, Barney Balaban, Maurice Newton, John Hertz, Duncan Harris and Stephen Callaghan. Griffis is chairman and succeeds H. A. Fortington, who remains a member of the board.

It is likely that Fanchon & Marco will be able to assume control of the three St. Louis theaters, Orpheum, El-Pointe and Shubert Rialto, altho Warners, who control them now, have not completed with F. & M. all the details of the deal. Harry C. Arthur will leave for the district the first week in July to straighten out management details.

On June 30, when the United Artists convention will have opened at the Ambassador Hotel, Los Angeles, it is expected that among those present will be George J. Schaefer, Harry Gold, Lowell Calvert, James Mulvey, Arthur W. Kelly, Paul Lazarus and L. Jack Schlaifer, among others.

*Rich Relations*, to be released September 1, will lead the list of 30 features to be delivered by Imperial Pictures during the 1936-37 season. According to current plans, these features will be delivered at the rate of two per month for 15 months.

Columbia Pictures acted as host to the largest attendance in the history of (See *News of the Week* on 4th col.)

### THEATRE EQUIPMENT NEW & USED

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MOVIE SUPPLY COMPANY

341 S. WABASH AVE. CHICAGO, ILL.

## "THE WHITE ANGEL"

(WARNERS)

TIME—91 minutes

RELEASE DATE not given.

**PLOT**—Florence Nightingale, young member of a snooty 18th century English family, possesses a heart full of love for humanity and she determines not to waste such affection on one man. So, foregoing marriage and the career of an English lady, she studies nursing and, in the face of determined opposition on the part of army medical authorities, goes to Crimea with her helpers and brings the dying soldiers lots of balm, sympathy, etc. She contracts cholera, gets out of bed to carry on her work when the opposition threatens to undermine it, and carries herself very nobly. Queen Victoria decorates her, acknowledges her rightful position as Superintendent of Female Nurses, and the children of the nation offer prayers. Open the flood gates.

**CAST**—Kay Francis, Ian Hunter, Donald Woods, Nigel Bruce, Donald Crisp, Henry O'Neill, Billy Mauch, Charles Croker-King and others. They do what they can.

**DIRECTOR**—William Dieterle. He also does what he can, which is not enough.

**AUTHORS**—Mordaunt Shairp's screen play, suggested by Lytton Strachey's essay.

**COMMENT**—A terrific plug for nurses and nursing, and a bit of perhaps unintentional propaganda for the propriety of women to take up the profession. About as opportune or timely as *The Great Train Robbery*.

**APPEAL**—Women, and not smart ones.

**EXPLOITATION**—Florence Nightingale.

## "THE POOR LITTLE RICH GIRL"

(20TH CENTURY-FOX)

TIME—79 minutes.

RELEASE DATE—July 24.

**PLOT**—The pampered daughter of a soap magnate widower seeks to enjoy the pleasures of a normal child. She gets her chance on the way to school, roaming the streets and meeting up with an organ-grinder and his monkey. She invents an orphan story, is taken in by the organ-grinder and winds up with a song-and-dance team. Puts the act over at a radio audition, contracts for a rival soap company, wows 'em, and is having a grand time until daddy hears her and once again takes her into a home of wealth. Bits of love and menace interests also.

**CAST**—Shirley Temple. Oh, yes, also Alice Faye, Jack Haley, Michael Whalen, Gloria Stuart, Claude Gillingwater, Henry Armetta, Sara Haden and others. A Temple monopoly, and ideal, majoring in songs and dances. Others held down, but Faye, Haley, Gillingwater shine out anyway.

**DIRECTOR**—Irving Cummings. A thorough job, considering the inane story. Commendable for playing up the song-dance sequences the way he did.

**AUTHORS**—Screen play by Sam Hellman, Gladys Lehman and Harry Tugent, suggested by stories of Eleanor Gates and Ralph Spencer. Best to skip it, as wacky a story as ever flickered on a screen.

**COMMENT**—As a vehicle for that brilliant youngster it's perfect, but for story diagnosis it's smelly. Temple maturing to torch-singing stage, and as lovable as ever—perhaps more so.

**APPEAL**—The Temple fans will eat it up, and it's real box-office for the neighborhoods.

**EXPLOITATION**—The usual in Temple troups, a play to the kids and the family audiences.

# Film Consensus

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

Name	Favorable	Unfavorable	No Opinion	Comment
Poppy ..... (Paramount)	15	2	4	"Slow and lacking smoothness." —Daily Variety. "Depends on Fields."—N. Y. Exhibitor.
Secret Agent ..... (Caumont-British)	12	2	5	"Good spy entertainment." Variety. "Pretty good."—American.
Sins of Man ..... (20th-Fox)	5	3	9	"Sentimental tear jerker." Film Curb. "One-man picture." —N. Y. Exhibitor.
Trapped by Television ..... (Columbia)	2	4	3	"Fair program picture." —American. "Good comedy drama." —Film Curb.
Nobody's Fool ..... (Universal)	8	2	3	"Sure-fire comedy" — Film Curb. "Feeble melange." —Times.
The Oregon Trail ..... (Republic)	5	1	1	"Satisfactory anywhere." —N. Y. Exhibitor. "Better than average horse opera." —The Billboard.
Too Much Beef ..... (GN)	0	0	4	"Another Western." —The Billboard.

## Exhibitors' Organizations

MPTO of North Carolina, at a meeting recently in Charlotte, advanced arguments against Paramount's new idea of extending credit for advertising accessories which are returned. To many exhibitors this plan would mean in the long run an increase in expense. Ed Kuykendall's program for negotiating with major companies with the aim of abating trade-practice abuses was acknowledged favorably.

Allied Theaters of New Jersey will hold its annual convention at Atlantic City September 10-11. Lee Newbury, president, is in charge and has not yet set upon a definite place for the meeting.

ITOA recently sent a delegation to the mayor's office to discuss with La Guardia the new bill passed by the New York State Legislature regulating the admittance of children to theaters under proper guardianship.

MPTO of Northwest's meeting held at the Hotel Davenport in Spokane recently discussed various obstacles facing the exhibitor in that territory. These included double features, competition by schools showing movies and unfair taxation. Present were President Hugh W. Bruen, Seattle; Mayor Burch of Spokane, J. M. Hone, W. L. Wilkins, Walter Graham and G. L. Gwinn.

A campaign has been started, backed up by an investigating committee appointed by Allied, to try to obtain legislation prohibiting movies in schools which pay no film taxes.

Ed Kuykendall, MPTOA president, attended the Nebraska-Iowa special meeting of the MPTO at the Hotel Loyal June 29. He was the chief speaker and spoke on the work of the MPTOA committees which recently visited representatives of major distributors in New York with a view to more amicable disposal of trade differences.

The Theater Owners and Managers of the Rocky Mountain Region, Inc., was incorporated last week under the Colorado State laws. Board of directors includes A. P. Archer, Denver; Dave Cockrill, Denver; Charlie Gilmore, Denver; Burns Ellison, Denver; Rick Riekstam, Denver; Dave Davis, Denver; B. P. McCormick, Canon City, Colo.; Ed Schulte, Casper, Wyo.; T. B. Noble, Denver; Charles Klein, Rapid City, S. D., and Russell Hardwick, Clovis, N. M.

At their first meeting the following officers were elected: President, A. P. Archer, president of Civic Theaters, Denver; first vice-president, Harry Golub, manager of the RKO Orpheum, Denver; second vice-president, Harold Rice, city manager for Fox at Laramie, Wyo.; third vice-president, Louis Finske, district superintendent for the J. H. Cooper Enterprises (Publix), Denver; treasurer, Guzz Briggs, manager of the State Theater, Denver, and secretary-counsel, Emmett Thurmon, Denver attorney.

The object of the organization as set forth in the articles is to aid in promoting co-operative and friendly relationships between theater managers and owners of this region, more amicable relationships between the distributors and exhibitors and to aid in any way the bettering of any problems in this territory.

## NEWS OF THE WEEK

(Continued from 1st col.)

the company at its national sales convention held at the Drake Hotel, Chicago, last week. More than 250 executives and members of the sales force, studio staffs and home office were present at the week-long meeting. Abe Montague, general sales manager, presided, and Phil Dumas, Chicago manager, played host to the conventionites. Among those present were Harry Cohn, Columbia's president in charge of production, and Jack Cohn, vice-president in charge of home-office operations.

**"SAN FRANCISCO"**

(MGM)

TIME—80 minutes. RELEASE DATE—June 26.

PRODUCERS—John Emerson and Bernard H. Hyman.

PLOT—Mary, the daughter of a country parson, comes to Blackie Norton's Gold Coast Cafe as a singer. Norton, hard, unidealistic but honest, falls in love with her and she with him, a friendly priest helping them both. But her voice is considered good enough for opera, and the banker of the San Francisco aria barn asks her in marriage. Even after operatic success, however, she prounces herself to Blackie and he gets her back to his cafe. The priest intervenes, he socks the priest and Mary leaves him. They're brought together again by the San Francisco earthquake and fire, which leave Blackie with new idealism.

CAST—Clark Gable, Jeannette MacDonald, Spencer Tracy, Jack Holt, Jessie Ralph, Ted Healy, Harold Huber, Al Shean, Kenneth Harlan and others. Gable excellent, as are most of the others. MacDonald has neither the flare for cafe songs nor the voice for operatic numbers.

DIRECTOR—W. S. Van Dyke. A magnificent job. Plenty of sly comedy in the early sequences. The quake scenes are standouts, and the finale buildup, to the strains of *The Battle Hymn of the Republic*, is a directorial tour de force. Van Dyke practically makes the picture, single-handed.

AUTHORS—Screen play by Anita Loos, from the original by Robert Hopkins. Trite and soppy yarn, but the dialog is good, and the acting and direction hide most of the defects.

COMMENT—Ace mass entertainment. The quake scenes would put it over even if it had nothing else.

APPEAL—Wide and general.

EXPLOITATION—Plenty to work with, but feature the quake.

**"NINE DAYS A QUEEN"**

(GB)

TIME—80 minutes. RELEASE DATE not given.

PLOT—One of the most unsavory episodes in English history, that of the political intrigue which, after the death of Henry VIII, elevated Lady Jane Grey to the throne only to have her executed by the successful rival pretender, Mary Tudor. Jane, a country girl, goes to court at the behest of her parents and scheming ministers when it becomes apparent that Henry's successor, Edward VI, will die of heart disease before outgrowing his childhood. Leaders of the struggle to become powers behind the throne are Edward and Thomas Seymour, both of whom eventually lose their heads, and the Earl of Warwick. The latter, forcibly keeping Jane at court, makes her queen on the basis of her family relation to the now dead Edward VI. Mary Tudor rallies enough forces to overthrow Warwick's legions. Love interest centers in Jane and Warwick's son, Lord Guilford Dudley, with whom she falls in love while unaware of his connection to Warwick.

CAST—Cedric Hardwicke as Warwick, Nova Pilbeam as Lady Jane Grey, John Mills as Dudley, Felis Aylmer and Leslie Perrins as Edward and Thomas Seymour, and Frank Cellier, Desmond Tester, G. E. Davies, Martita Hunt, Miles Malleon and Sybil Thorndike. Not a mediocre performance in the lot, and the majority excellent. Tester is another Freddie Bartholomew, and Pilbeam an inspiration.

DIRECTOR—Robert Stevenson. Splendid. Dramatically effective and moving. Able treatment of pageantry, which in this case is not dull.

AUTHOR—Robert Stevenson. Worth-while adaptation of the historical story.

COMMENT—First-rate job.

APPEAL—Distinctly a class draw.

EXPLOITATION—Cast, character shots and history.

**"EDUCATING FATHER"**

(20TH CENTURY FOX)

TIME—57 minutes. RELEASE DATE—July 10.

PLOT—John Jones, suburban pharmacist and respectable family man, wants his son, Jack, to follow the same career; but Jack is nutty about airplanes. The old man, however, is such a swell guy that Jack finally agrees. The peaceful tenor of family life is disrupted when a chain-store company offers the realty corporation a higher rent for Jones' store at a time when the lease is about to expire and Mr. Jones is away up in the mountains on a fishing trip. Tho no airplane has ever landed in such a tough spot before, Jack takes his friend's ship and brings the old man back on time to sign a new lease. Father is tickled and tells son to choose his own aeronautical school.

CAST—Jed Prouty, Shirley Doane, Dixie Dunbar, Spring Byington, Kenneth Howell, June Carlson and others. Capably acted.

DIRECTOR—James Tinling. Fine comedy sense.

AUTHORS—Screen play by Katharine Kavanaugh, Edward T. Lowe and John Patrick.

COMMENT—Strong dual material by virtue of its direction, acting and realistic portrayal of the lighter side of middle-class life.

EXPLOITATION—Another Jones family story. Some of the more pleasant domestic shots.

**"RED WAGON"**

(FIRST NATIONAL)

TIME—63 minutes. RELEASE DATE—Not given.

PLOT—Joe Prince, runaway orphan boy, becomes the best circus horse rider in the business and when Schultz, owner of the circus which gave him his chance, dies the show is willed to Prince. Later is in love with Zara, who has a tiger act, but when Toby, a friend of his, claims Zara loves him he socks Toby. Zara quits the show, and he, out of spite, marries Sheba, a gypsy. Without Zara as the main attraction, and with Sheba causing ill feeling, the circus flops and is ready to fold when she comes back, they marry, the show is very successful, etc. There's also a fight with a rival circus when the owner of the opposition show cuts in on Prince's territory.

CAST—Charles Bickford, Raquel Torres, Greta Nissen, Don Alvarado, Anthony Bushell, Paul Graetz, Amy Veness, Jimmy Hanley, Frank Pettinell, Alexander Fields. They're uniformly bad, as inept as the plot.

DIRECTOR—Paul L. Stein.

AUTHORS—Edward Knoblock, adaptation. Scenario by Roger Burford and Arthur Woods. Uninspired tripe.

COMMENT—An English picture, distributed by First Division. No merit.

APPEAL—Family trade.

EXPLOITATION—Bickford and Nissen. Tiger-taming scenes and circus life.

**"BORDER FLIGHT"**

(PARAMOUNT)

TIME—59 minutes. RELEASE DATE—May 29.

PLOT—Tornell, ace of the Coast Guard Aviation Service, refuses to abide by the rules, and so loses his job. Just to show his erstwhile buddies that he's a big shot he ties in with a gang of smugglers in order to amass quick wealth. He also tries to tie in with Ann, Lieutenant Conlon's gal, but she'll have no part of him. So he gets her into the smuggler's hideout and, when Conlon arrives to save her, experiences an 11th hour change of heart. Noble again, he fights side by side with his old comrade to clean up the baddies, and lays down his life to save Conlon and Ann.

CAST—Grant Withers, Frances Farmer, John Howard, Roscoe Karns, Samuel S. Hinds, Robert Cummings and others. Routine.

DIRECTOR—Otto Lovering. Routine.

AUTHORS—Screen play by Stuart Anthony and Arthur J. Beckhard, from a story by Ewing Scott. Routine.

COMMENT—A class B picture that shows it.

APPEAL—Lower brackets where they're not too particular.

EXPLOITATION—Go heavy on the Coast Guard Aviation Service, which hasn't been much exploited hitherto.

**"NAVY BORN"**

(REPUBLIC)

TIME—68 minutes. RELEASE DATE—Not given.

PLOT—Tex Jones, flight lieutenant with the navy, goes home to see his wife and new-born baby. Dazed when he finds the mother dead, he is fatally injured by an automobile, but before passing out he asks his buddy, Lieutenant Furness, to guard the child from his wife's folks. Bernice and Mrs. Farrington, Furness brings the kid aboard ship and, with the two dames hot on his trail, sends the baby to an aunt for safe keeping. Bernice makes a play for Furness, and by intrigue manages to gain possession of the child, which is then stolen by a gangster. Disobeying orders, Furness pursues him and regains possession. Meanwhile Bernice has fallen in love with her arch enemy, Furness, and the problem is solved by marriage.

CAST—William Gargan and Claire Dodd handle the leads as well as the script permits, supported by George Irving, Georgia Caine, Addison Randall, Douglas Fowley, William Newell and others.

DIRECTOR—Nate Watt. Commonplace early sequences, but improvement in latter half.

AUTHORS—Screen play by Albert DeMond and Olive Cooper; adaptation by Marcus Goodrich; additional dialog, Claire Church; original story, Mildred Cram.

COMMENT—A few clever lines and a few thrills, but mostly for the ladies.

APPEAL—Strong dual material.

EXPLOITATION—Rehash of baby routine with appeal directed mostly at feminine trade.

**"GUNS AND GUITARS"**

(REPUBLIC)

TIME—57 minutes. RELEASE DATE—June 22.

PLOT—Marjorie Miller, daughter of a rancher, tries to stop some villains from driving disease-ridden cattle across her father's lands, and is successful thru the aid of Gene Autrey, member of a traveling mad show which happens to be passing by at the moment. Connor, chief menace, tries to put Autrey on the spot, but the latter circumvents him, finally becoming so popular that he is elected sheriff to take the place of Marjorie's father, who presumably has been shot. Connor, desperate at the turn of events, decides to drive his cattle thru anyway, but is caught and handcuffed by Autrey and his men. Topping the happy ending is the revelation that former sheriff Miller, thought dead, is alive.

CAST—Gene Autrey, Dorothy Dix, Smiley Burnette, Tom London, Charles King, Champion, J. P. McGowan, Earl Hodgins and others. Routine characterizations.

DIRECTOR—Joseph Kane. Stock job.

AUTHORS—Screen play and original story by McGowan brothers.

COMMENT—Average alfalfa opus with all the necessary elements.

APPEAL—Tailored for horse opera audiences.

EXPLOITATION—Routine.

**"LIGHTNIN' BILL CARSON"**

(PURITAN)

TIME—71 minutes. RELEASE DATE not given.

PLOT—Bill Carson, government marshal, is marked for extinction by Stack Stone and his villains, but Bill is too quick on the draw and keeps on living. The story, which is filled with tedious nonsense and minute complexities of plot, finally centers around a likable moral weakling called the Pecos Kid, a card sharp. Later falls in with Stack Stone's gang, who pin a murder charge on him. Carson is too late to prevent a lynching party, but rounds up the real killers. Meanwhile, the Kid's respectable brother, a scholarly clerk, turns bandit to avenge the murder, which he does by donning a desperado's outfit and rubbing out a few gents in some laughable sequences. Comes the meeting with Bill Carson, and the newly turned bandit lets himself be killed by using blank cartridges.

CAST—Tim McCoy, Lois January, Rex Lease and others. McCoy okeh, but the rest hit an all-time low.

DIRECTOR—Sam Newfield. Ponderous and superlatively dull.

AUTHOR—Screen play by Arthur Durlan.

COMMENT—Absolutely zero.

APPEAL—None.

EXPLOITATION—Routine; Tim McCoy.

## EBMA Continuing; Contacts Phillips

NEW YORK, June 27.—The Eastern Burlesque Managers' Association will continue to function, this being decided at a meeting last Saturday in the offices of the Actors' Fund of America. Prior to the meeting it was indicated that the members would have to decide once and for all whether they want the organization to actively continue.

A followup on the meeting was a letter sent by Sam A. Scribner for the managers to Tom Phillips, head of the Burlesque Artists' Association. Scribner answered Phillips' letter of early this month by saying that the managers are willing to meet on this year's contract as well as next year's. The managers ask that two of their members be present at the meeting, while Scribner suggests that he not sit in as he feels he can be of better service by acting as an arbitrator.

The BAA is withholding action on this letter until the windup of its election tomorrow night.

## U-Notes

By UNO

MIMI LYNN is going in for a record stay at the Star, Brooklyn, with 10 weeks to her credit up to the end of June.

EDWARD JORDAN, old-time Columbia wheel comic, now promotion manager for a carnival in behalf of the Woodbridge (N. J.) Township Stadium Commission, Inc., writes he will have the largest tented proposition ever assembled in New Jersey.

BOB FEROUSSON, another new principal at the Republic, New York, strengthens the stock east there as an eccentric comic. Prior engagements were in New England and the West.

MARY MURRAY, new principal at the Republic, New York, making her debut in the East. Straight feeder for the (See U-NOTES on opposite page)

## Two Circuits Next Season

Callahan hunts for spots for new circuit — Hirst busy on Western link

NEW YORK, June 27.—It appears very definite that next season will usher in a rival burlesque circuit to the Independent Circuit headed by Isay Hirst. The new circuit taking form is that of the Wilner-Scribner-Callahan faction, with Emmett Callahan now on tour prospecting for houses. The Indie Circuit, however, is in the process to add to his 10 set weeks.

Callahan has been away several weeks already, altho he did return to town yesterday for a meeting of the Burlesque Club. However, he left immediately after the meeting to continue his tour. While no definite statements have been issued as to his activities on the road, it is reported that he has lined up two spots already and that he has prospects for several more.

Hirst, in town Tuesday, has been making trips also, and last week was in Detroit. It is understood that he has plans to line up a Western circuit, and in Detroit has eyes on the Gayety Theater. He also has contacted George Young, of the Roxy, Cleveland, who will also have a Toledo house next season. Young is undecided at present, but expects to give Hirst his answer next month. Young was in town Tuesday, as was Dewey Michaels, of Buffalo.

It is reported that Hirst intends calling a meeting to be held here of the members of his circuit.

## Weinstock Seeks Coast House

HOLLYWOOD, June 27.—Eager to bring the second edition of *Life Begins at Minsky's* to the Coast, Eddie Weinstock cannot find a theater. Only three theaters suitable, Hollywood Playhouse, Vine Street and Music Box, are booked up solid. Playhouse is being used by Theater Project, Music Box is used by Columbia Broadcasting for its Lux and Burns-Allen shows, and Vine Street is grinding films. Weinstock might make a deal with the Vine Street, however, at \$750 weekly. Last fall Weinstock had the Playhouse for \$250.

## Burlesque Reviews

### Eltinge, New York

(Reviewed Thursday Afternoon, June 25)

This is Kenneth Rogers' first show for the Eltinge. Succeeding Beverly Carr as producer, Rogers reveals he has imagination and a definite flair for interesting presentations, good line formations, colorful costumes and lighting. His group of 14 girls is among the finest-looking around. Not only that, but the girls manage to handle the lively routines capably.

Opening production number is a pretty summer garden scene. Most of the other numbers are good, and the finale, a dinner-table set, with the girls in revealing ruffle costumes, provides a nice closer. Six of the girls, doing parading, are given announcements. They are Jean Dalton, Peggy Allen, Betty Renoir, Ruth Jackson, Anna Dawson and Peggy Davis. Costumes are above average.

Zonya Duval is given top billing among the principals and is spotted in a single number. A tall and shapely redhead, she affects an exotic personality, offering the boys an exceedingly sensuous tease number. Betty Rowland, cute little redhead, pleased the boys mightily with her skillful stripping. She is a versatile girl, doing good straight work and dancing as well. Helen Green worked in most of the comedy bits. She's a good straight, while her tease specialty is passable.

Louise Phelps, blonde, also made the boys sit up with her form-revealing tricks, while Mickey O'Neil, also a blonde, stopped the show with her snappy undressing an coaching. Both did good straight work also.

The comedy portion of the show is weak. Most of the blackouts are so old the fans know the answers in advance. Nevertheless the comics work manfully to put some pep into the old material. Jimmy Pinto and Marty Della, from vaude, get plenty of laughs with their "wop" comedy and trick instrumental stuff. Pinto's box rubbing, which sounds like a bass violin, and Della's fancy banjoing are worth seeing. Billy Fields is excellent despite his poor material. Milt Bronson and Low Denny do effective straight work, while Charlie Kane does straight and singing.

The *Lost Chord* number, incidentally, is a worthy effort, even tho it was not carried out very successfully.

Five men in the pit played the show capably and loudly. PAUL DENIS.

### Bijou, Philadelphia

(Reviewed Monday Evening, June 22)

The welcome spirit is on. While Philadelphia greets the Democratic conventioners, Bijou patrons hail a return visit of Billy (Cheese 'n' Crackers) Hagan. As the chief cutter-upper, Hagan paces the proceedings in a manner which has made him a name with the local fans. And with Billy Foster carrying his own skits, the two comics set a new high for low-down drollery. Tom Bundy and Johnny Cook play the straight, and Betty Palmer, a Bijou institution, is ever the femme foil for a comic's ribbing tactics.

Blondes are definitely not the choice of Democratic nabobs any more, at least

the parade of undressers on deck failed to include many a fair-headed one. Sugar Farrell was good for a hot starter. Vilma Joszy sings a nice song and then proceeds to really kick the gong around. Mabel Frances knows what they like and gives it to them, prelude her strip with a tease and cooher that "out Ethiopia's" any primeval war dance. Wilma Horner, a stunning brunet, struts sauctly. Is a sizzling stripper who literally burns her clothes twice daily and grabs off a shower of applause for the effort.

Four strippers usually suffice for this house, but the holiday spirit called for a fifth contribution. Dyna (Mite) Dell being the choice. A mite of a gal, carries enough explosive power to make strong men lead to utter blotting out. Her work is graceful, cool and collected and shows plenty of rhythm in her walkers.

Chorines cavort nicely and neatly in Frank Bryan's routines. Line of 16 remain as house fixture, principals changing every two weeks for the summer (See Burlesque Review on opposite page)

## Burly Briefs

CHIQUE RIONE, Sally O'Day and Helen St. Claire opened at the Roxy, Cleveland, booked by Milton Schuster.

Ruth Willson, Mary Jane Fenney and Babe Davis were week-end visitors at Piomaine Pete's, Fox Lake, Mich., which is developing into quite a meeting place for burly people. "Peaches" Strange, shimmy artist, is vacationing in Chicago, but expects to leave for California shortly. Diamond and Faye's engagement at the Rialto, Chicago, has been extended from four to six weeks thru Schuster. Lew Fine is opening at the Avenue, Detroit, July 4. Billy (Scratch) Wallace, who has been vacationing at Painesville, O., opened at the Roxy, Cleveland, June 26. George Fronsath is still taking it easy at his father's resort in Mantowish, Wis., where he is spending most of his time fishing.

CORNISH AND DEAN are in a jam with Joe Quitner over their Globe, Atlantic City, date, because another engagement makes it impossible for them to get to the A. C. date on time. Looks like Quitner will complain to the BAA. Maxine DuShon left the Star, Brooklyn, last week to open at the Irving Place, New York, where she'll stay until July 31 and then on to the Rialto, Chicago. Rags Ragland goes into the Irving Wednesday, replacing Bobbie Morris. Dolores Dawn flew to Chicago last week to make her Friday opening at Coliseum's. Sonny Lovett closed her run at the Republic, New York, Saturday night and opens this Friday at the Eltinge, a Mortau booking. Mortan also has Cook and Foster set for July 10 at the Gaiety, New York, and also Dyna Dell for one

of the New York spots July 10 or 12. Mortan's arranging his biz so that he can spend the month of July on a talent-scouting trip.

SAM A. SCRIBNER left New York Wednesday for Philadelphia to attend the convention of the Democratic Party.

Isay Hirst has been gifted with a 10-gallon hat, brought from the Dallas exposition by John McGuinness, stage-hand representative on the one-nighters.

Arch Street Theater, Philadelphia, burlesque house of 20 years ago, is reported as being ready for the wreckers soon. Peggy Hill, dangerously ill at the Joint Disease Hospital, New York, was the first recipient of aid from the BAA's benevolent fund. She is recovering to the extent that she may be out in two weeks. Chubby Alton Slott, now married and a resident of Chicago, would like to hear from old friends, her address being 4437 West Jackson boulevard. Louise Stewart (See BURLY BRIEFS on opposite page)

## PROFESSIONAL CARDS

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# Magic and Magicians

By BILL SACHS  
(Communications to Cincinnati Office)

**SOCIETY OF DETROIT MAGICIANS** is holding its first annual picnic Sunday, July 12, at Grasse Isle Golf and Country Club, Detroit. Regular June meeting has been postponed until this date.

**DR. JOHN H. BUELL**, Detroit, former president of International Magic Circle, now extinct, is visiting the San Diego Exposition. He and Mrs. Buell will remain in California for a month.

**AL REDFIELD**, Detroit magician, has returned from a trip to Panama and South America.

**DE ROCROY**, illusionist, is at the Casino Municipal in Nice, France.

**BALI BALI**, magician, is the featured act at Blossom Heath, prominent Detroit night club, where he will remain for several weeks. He is doing a novelty act with baby chicks.

**PAUL McWILLIAMS**, comedy magician, is doing his golf-ball act in the Ripley "Believe It or Not" Odditorium at the Texas Centennial Exposition, Dallas. This is McWilliams' third season with Ripley.

**GEORGE BARTOW** will shortly launch his new magic and illusion attraction to be known as the Universal Mystery Show. All of the show's new paper is in the hands of the printer and the equipment is being built and assembled at Bartow's headquarters in Jefferson City, Mo.

**PIEROE THE MAGICIAN**, assisted by Mrs. Pierce, entertained Mrs. James Roosevelt, the President's mother, and Sizzle and Buzzle Doll, his grandchildren, with a 25-minute program of magic at the Roosevelt estate in Hyde Park, N. Y., June 20. Others present at the show were Mrs. Curtis Dall, Mrs. D. Roosevelt, the family minister, and six kiddies from the neighborhood. The Pierces are now touring back to their summer territory after completing a swing thru Massachusetts and New York States.

**LOUIS E. COLLINS** (Roba), now on tour with Riddle's Circus unit, pencils from Deatur, Ill.: "Had the pleasure of meeting Ted Colto, prominent magician of Bloomington, Ill., while playing Lewis and Clark, a salesman for the Belch Candy Company and combines his magic with salesmanship. He also has an up-to-date magic shop in Bloomington. Also had the pleasure recently of meeting Argus, veteran magician, at Arthur, Ill. He is doing specialties between the acts with the Rice-Feray Players and, from reports, is doing well."

**LESTA** has been booked on the S. S. Junjata as emcee and cruise director. The Junjata plies between Buffalo and Duluth. Lesta is booked on the boat until September 9.

**DANTINI** postcards that he is winding up a fortnight's stay at the Polish Casino, Baltimore, this week, after which he will combine with Martinelli the Great, currently working the Cavalier Hotel, York, Pa. The two are slated to open July 1 at Gwyn Oak Park, Baltimore, for the summer.

**MRS. ROSE MACINBERG**, of New York, who helped investigate fake media for the late Harry Houdini, and Mac Parker, Philadelphia Record reporter, testified in a court case at Lancaster, Pa., recently to show that the Camp Silver Bell spiritualists, near Ephrata, Pa., were not gifted with supernatural powers. The case was a contest of a will

written by Mrs. John Stephan, giving the spiritualists a large part of her estate, and disputed by her heirs. Mrs. Macinberg was retained by *The Philadelphia Record* in the fall of 1934 to assist Reporter Parker in getting an expose story for his paper. They registered at the camp as Mr. and Mrs. Ray Cord (Record) Jr., in order to obtain an inside story of the cult's activities.

**HENRY HAVILAND** is in his third week with his magic act at Brooke Johns' old Barn in Norbeck, Md., about seven miles from Washington. The spot is often frequented by Washington notables and on a recent evening Haviland had the pleasure of entertaining Senator Arthur Vandenberg. Cardini and Gwynne also played the Old Barn recently.

**AFTER TWO WEEKS** on the Boardwalk at Atlantic City, which he says were not so good, Prof. L. Levitch, mentalist, is on route to the Great Lakes Exposition in Cleveland.

**PRINCE HASSON**, current at the Merry-Go-Round in the Ritz-Carlton Hotel, Atlantic City, reports that he is getting over very nicely at that spot. Says he has had several offers recently for engagements in the West for the fall season.

**HARRY PYLE**, material writer, recently completed an act for Pete, ventriloquist, now playing night clubs in Maryland. Harry has a flair for doing puppet comedy and has done numerous marionette acts and plays.

**CHARLES HOFFMAN** added Merle Young, beautiful daughter of Madeline Young, who is known as the Mystery Singer, to his act when he played the Park Plaza Hotel, St. Louis, recently. She is proving an efficient assistant to his Magic Bar presentation. Hoffman has just opened at the Hollenden Hotel, Cleveland, for an indefinite run.

**GORDON THE GREAT**, mentalist, is playing theater dates thru the West Virginia territory. He reports business as good. Nat L. Royster is handling the advance. Gordon played 28 weeks for Fox in Wisconsin last fall and winter.

**S. S. HENRY** and wife, now with the Greater American Shows, were the guests of Don Sweet, Quad City magician, during a recent showing of the carnival in Moline, Ill.

**MYSTERIOUS SMITH COMPANY** is playing theaters along the Gulf Coast in Mississippi.

**TOMMY WILLARD**, stricken suddenly ill during a performance in Texas June 5, is now on the mend at a Jacksonville, Tex., hospital following an operation for an ulcerated stomach. For two weeks his condition was so grave that his parents were called to his bedside from San Antonio, while his brother, Harry, better known as Willard the Wizard, closed his show near New Orleans to make the jump to Jacksonville. Tommy's fleet of trucks and magic equipment has been placed in storage at his home in San Antonio until he can again take up the wand.

**BERNARD ZUFALL**, mental magician, tells us *The Toronto Daily Star* recently devoted a full-page in its Sunday magazine section to him. Written by Fredric Griffin, the article called him "The Memory Man." Other Canadian papers have been giving him much publicity also, and Zufall is thinking of touring Canada soon.

**LOS MAGICOS**, Los Angeles, met June 22 at Thayer's Studio in that city. President Earl Rybolt presided, with the following members present: George Baxter, Carl S. Fleming, F. Christensen, L. O. Gunn, Bert Kalmar, Fred Kapp, Gerald Kosky, Great Leon, Matt Martin, Rudy Miller, Harry Mendoza, Edward Saint, William Taylor, Charley Miller, Glen Gravall, Dr. Leo Levi and Floyd Thayer. Visitors were Carlo (Gig) Miller, president San Jose Mystic 13; Alven Jansen and Felix Bley. The meeting was followed by a show in which all participated, emceed by Mendoza. A resolution was



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

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

## For VAUDE

**JUDY STARR**—diminutive singer who just closed at the Astor Roof, New York, with Rudy Vallee. She is very cute, very small and has plenty of personality. Is the type, especially for vaude, that would click heavily with neighborhood audiences. Her singing is a combination of several styles used by femme warblers, achieving distinction on its own. Also recommended for legit musicals.

thoroly refreshing in appearance and performance. A grand singing voice, ideal for pop tunes and one that can handle difficult arrangements. Also an excellent foil for comics, as seen in her work with Cohen and Milton Berle.

**RUTH NOLAN**—young, lovely and charming singer caught recently at Ned Wayburn's pupil recital. Has a rich voice, excellently handled. In addition she has far more than an ordinary share of looks and possesses a charming personality which she projects excellently across the footlights.

**RUBY BARTH**—cute little brunet song-and-dancer caught on Kay Parson's Showboat, sailing nightly from New York. Youthful and pretty, she has the personality and enough of the voice to put over pop tunes. Her tap dancing talent makes her a versatile performer who should have no trouble scoring in vaude.

## For FILMS

**ANN BLYTHE**—tiny tot caught recently at the New Wayburn recital. A really lovely baby, she is possessed of remarkable assurance and a generous supply of talent. When caught she sang *The Coalfish Ball* from Shirley Temple's *Captain January* in a manner that stacked up creditably against La Temple's and followed it up with a knockout dance routine. A brunet, she seems capable of furnishing Temple opposition for any outfit on the lookout for a natural child performer.

## For LEGIT MUSICAL

**DORIS RHODES**—the former Doris Roache of Sammy Cohen's act, who should be a swell bet, for musicals. A lovely-to-look-at brunet who is

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

"THE SPLENDID OVATION accorded the old-time minstrel show at the Majestic, Brooklyn, recently, proves conclusively that people do want that class of entertainment," pencils Prof. Walter Brown Leonard from Ithaca, N. Y. "Let's go after it again with renewed vigor and try to fan the dying embers of minstrelsy. Start something new in your department. I am with you soul and body." Mrs. Leonard, who underwent an operation June 17, returned to her home in Ithaca Thursday of last week.

Jim and Patty, Otis Bowers and Bobby Beach were both with the show. Frank Fruhrer was band and orchestra leader; Joe Gomes, tenor singer; Frank Stewart, endman; Forest McQuilland and Harry DeForest, trombones; the Three Schramm Brothers, on bass, trombone and cornet; Harry Oliver, flute and piccolo. Then we had Gilbert Sarony, old-maid impersonation, and Carl Charles, hand-balancer. Perhaps someone else can fill in the balance of the company. I see by the minstrel column that Sam Griffin intends to put his San Francisco Minstrels on the road this season. I was band leader for him the last time the show was on the road."

"I WOULD LIKE TO SEE a complete roster of the Beach & Bowers Minstrels of 1900." L. Claude Myers, minstrel old-timer, pipes from Traverse City, Mich. "Patty Boyer and myself were the clarinet and we furnished the comedy relief for the band. Patty weighed nearly 300 and I then weighed about 90 pounds. We wore the jockey suits with tight on parade and the kids would call us Slim

**GEORGE R. GUY**, 80-year-old minstrel veteran of the well-known Guy Bros. Minstrels of years ago, and the missus, 73, celebrated their 54th wedding anniversary at their home in Springfield, Mass., June 21. Guy boasts a record of nearly 70 years in minstrelsy and Mr. and Mrs. Guy are still active. Writing under date of June 22, George says: "Visited the Downie Bros. Circus at Hartford, Conn., recently. The grand entry was a splendid idea. It was a large minstrel parade produced by Mrs. Charles Sparks. Members were dressed in long, red coats and silk plug hats, with baton throwers ahead. It looked great and Mrs. Sparks deserves credit. After the white contingent had passed, a group of black-face performers followed, dressed in neat plantation make-up. It certainly was a novelty and an honor to minstrelsy."

passed inviting Dante, who is now in Holland, to return to America and assume the leadership of magic. Similar resolutions were adopted at the recent meeting of the Southern California Assembly No. 22, Society of American Magicians, and the Pacific Coast Association of Magicians. Mr. and Mrs. Thayer were hosts of the assembly to a midnight supper in their beautiful home.

**MARDONI**, at the San Diego Exposition, has added several spectacular illusions to his program, among them sawing a girl in two with a buzz saw; the spirit séance, *A Haunted House*; invitation, *The Disembodied Princess*; and an escape from a water-filled casket. Louise, the "Girl From Tomorrow," is featured in a mental act. Patricia Johnson, Loretta Martin, Kathleen Brooks, John Hines, Wo Gim Hom and Walter Johnson are the assistants. Nick Young and Abe Remkin are on the front.

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ACTS, UNITS AND ATTRACTIONS

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

ABO Trio (El Chico) NYC, no.
Abbott Dancers (Palmer House) Chi, h.
Adams, Gay (Ambassador) NYC, h.

Adler, Jerry (State) NYC 29-July 2, t.
Adler, Larry (Chicago) Chi, t.
Adreon, Emilee (French Casino) NYC, no.

Bacon, Faith (Paradise) NYC, re.
Bacon, Virginia, Revue (Fox) Washington 29-July 2, t.
Bacue, Ray (New Yorker) NYC, h.

Baker, Babe (Howdy Club) NYC, no.
Baker, Jerry (Queen's Terrace) Woodside, N. Y., no.
Baker, Phil (Pal) Cleveland 29-July 2, t.

Bell, Rita (Club Trocadero) West End, N. J., no.
Bell's Hawaiian Follies (Oneonta) Oneonta, N. Y., 1-2; (State) Hamilton 3; (Rialto) Glens Falls 4-6; (Macon) Malone 7; (Island) Adena 8-9; (Lafayette) Detroit, Mich.; (Crystal Pavilion) Crystal Lake 6-11; Belmont, Barbara (Lido) Montreal 29-July 2, t.

Belostozky, Boris (St. Regis) NYC, h.
Belen, Billy & Beverly (Howard's Cafe) San Diego, Calif., t.
Bennett, Eddie (Place Elegante) NYC, no.

Benson, Ben (Crawfordsville, Ind.) 29-July 4.
Benson, Ina (Paradise) NYC, re.
Bentley, Gladys (Udani Club) New York, no.

Brandwynne, Nat (Rox Club) NYC, no.
Branker, Bill (Kit Kat Club) NYC, no.
Branker, Ray (Town Casino) NYC, no.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; pb-amusement park; r-road house; re-restaurant; s-showboat; t-theater.

Bryant, Betty (Club Ball) NYC, no.
Byrdon, Louise (Hickory House) N. Y. C. no.
Buckley, Art (Harry's N. Y. CABARET) Chi, no.

Cadieux, Paul (Oriental) Chi, t.
Caldwell, Edith (Waldorf-Astoria) NYC, h.
Callison, Jim (Von Thenen's) Chi, no.

Carroll, Della (Oriental) Chi, t.
Carroll, Mickey (Rialto) NYC 29-July 2, t.
Carroll, Stella (Stellen Hotel) NYC, h.
Carroll Sisters (Steamship Empire State) NYC, s.

Chandler, Joyce (Bway, Hofbrau) NYC, no.
Charles, Ernest (Normandie) New York, no.

Christie, Bobette (Chateau Moderne) NYC, no.
Christy, Floyd, Co. (Riverside) Milwaukee, t.
Clare Sisters (Club Silhouette) Chi, no.

Clayton, Pat (Vogue Club) NYC, no.
Clements, Gils & Eleanor (Florida) Sarasota Lake, N. Y., no.
Codelban, Cornelius (St. Regis) New York, h.

Colby, Curtis (Club Diamond) Wheeling, W. Va., no.
Collette & Barry (Greyhound) Louisville, Ky., no.
Connors Jr., Chuck (Tin Pan Alley) New York, no.

Conroy, June (Victoria) NYC, h.
Cunzio, Dave (Manfield) NYC, h.
D'Acry Girls (Sheffield, Pa.) 29-July 4.
Daly, Cass (Paramount) NYC 29-July 2, t.

Danwills, Seven (Fox) Washington 29-July 2, t.
Danwill Troupe (American Music Hall) NYC, no.
Dau, Rilla (Club Gaucha) New York, no.

Deane, Laura (Glen Island Casino) Westchester, N. Y., no.
Deffres, Lois (Dizzy Club) NYC, no.
Della, Dixie (New Casino) Toledo, O., no.

Drew, Cholly (Number One Bar) NYC, no.
Drum, Doty (Hector's Club New Yorker) New York, no.
Dunn, Midget Jackie (Rialto) Canton, O., no.

Duncan, Scotty (Bway, Hofbrau) NYC, no.
Dunn Bros. & Doty (Plaza Villa) Pittsburgh, Pa.
Duran, Adeline (El Chico) NYC, no.

Earle, Fortune & Pope (Earle) Washington 29-July 2, t.
Earlson, Vic (Half Moon) NYC, no.
Ephoy, Basile, Four (Club Caliente) NYC, no.

Ernst, Gertrude (Nin's French Cabaret) New York, c.
Eklund, Madeline (Marden's Riviera) Fort Lee, N. J., no.
Elliott, Lorena (Golden Spot) Chi, no.

Fairfax, The Magician (Pennsylvania) NYC, h.
Farrar, Jean & Jane (1233 Club) Philadelphia, Pa.
Farrall, Frances (Town Casino) NYC, no.

Fox, Dorothy, & George Bretton (St. Moritz) NYC, h.
Francis, The Mystery Man (Shelton Corner) New York, no.
Frank, Shirley Hope (Half Moon) Coney Island, N. Y.

Frederick, Harry (Von Thenen's) Chi, no.
Fraser, Jack (Playland Park) Rye, N. Y.
Freddy & His Dogs (French Casino) New York, no.

Frederick & Laurena (Ye Olde Tavern) Ft. Wayne, Ind., no.
Frick Sisters (Terrace Gardens) Rochester, N. Y., no.
Frohman, Bert (Paradise) NYC, re.

Gale, Tracy & Leonard (Colombus) Chi, no.
Garcia, Louis (Congress) NYC, h.
Garrie, Chuck (Silver Tavern) Chi, no.
Garner, Woolf & Haskins (Yacht Club) NYC, no.

Gardner, "Poison" (Dizzy Club) NYC, no.
Garron & Bennett (500 Club) Atlantic City, N. J., no.
Gaston & Edouard (Monte Carlo) NYC, c.
Gaudinoff Bros. (Chicago) Chi, t.

Gibson, Billy (Granada Inn) Atlantic, no.
Gilbert, Ethel (Gay Nineties) NYC, no.
Gilbert & Vicky & Ray (Congo Club) Buffalo, N. Y., no.
Gimberts (20th Century) Phila., no.

Gilmore, Patricia (Marden's Riviera) Fort Lee, N. J., no.
Gine, DeQuincy & Lewis (Riviera) Fort Lee, N. J., no.
Givens & Carol (Hildebrecht) Trenton, N. J.
Glover, Alice, & Walter Le Nay (Park Central) NYC, h.

Goff, Jerry, & Jack Kerr (Versailles) NYC, no.
Gomez & Winona (Marden's Riviera) Fort Lee, N. J., no.
Gongales & Sternbrn (Chez Paree) New Orleans, no.
Gonan, Inez (Silver Cloud) Chi, no.

Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
Gooding, Sally (Town Casino) NYC, no.
Goodwin, Jack (Yacht Club) NYC, no.



MAIL ON HAND AT CINCINNATI OFFICE

- 25-27 Opera Floor. Parcel Post. Powell, F. C., 66... Adams, Pearl... Hazel Bromley... Hazel Bromley...

Ladies' List

- Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl...

- Leo, Mrs. Nell... Leo, Mrs. Nell... Leo, Mrs. Nell... Leo, Mrs. Nell... Leo, Mrs. Nell... Leo, Mrs. Nell... Leo, Mrs. Nell... Leo, Mrs. Nell...

Ladies' List

- Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl... Adams, Pearl...

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

- Ritter, Helene... Ritter, Helene... Ritter, Helene... Ritter, Helene... Ritter, Helene... Ritter, Helene... Ritter, Helene... Ritter, Helene...

- Turner, Mrs. Vera... Turner, Mrs. Vera... Turner, Mrs. Vera... Turner, Mrs. Vera... Turner, Mrs. Vera... Turner, Mrs. Vera... Turner, Mrs. Vera... Turner, Mrs. Vera...

- White, Bebe... White, Bebe... White, Bebe... White, Bebe... White, Bebe... White, Bebe... White, Bebe... White, Bebe...

- Berkland... Berkland... Berkland... Berkland... Berkland... Berkland... Berkland... Berkland...

- Brown, Paul D... Brown, Paul D... Brown, Paul D... Brown, Paul D... Brown, Paul D... Brown, Paul D... Brown, Paul D... Brown, Paul D...

- Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George...

- Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George... Conroy, George...

Gentlemen's List

- Abner, Joseph... Abner, Joseph... Abner, Joseph... Abner, Joseph... Abner, Joseph... Abner, Joseph... Abner, Joseph... Abner, Joseph...

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Veterans, Attention!

If you gave The Billboard's Cincinnati office as your address when making application for your bonus and you have not as yet received your bonds be sure to read the box in General Outdoor News in this issue giving the names of those whose bonds are in the Cincinnati post office.

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# Downie Biz Satisfactory

New Jersey, New England very good—show has had but two rainy days

PRESQUE ISLE, Me., June 27.—The Downie Bros. Circus is in its 10th week. Manager Charles Sparks reporting business very satisfactory. New Jersey and New England have been very good. The show has had but two rainy days. One of the longest runs was from Dover-Foxcroft to this city, approximately 100 miles.

The performance, under direction of Bert Wallace, is running like clockwork. The opening spec. arranged by Mrs. Sparks, has created much favorable newspaper comment for its originality and display of beautiful wardrobe. Program is the same as at opening. The many Circus Puns along the line state that it is the best program Mr. Sparks has ever offered.

While near Boston Jack Hoxie and Dixie Starr were presented with a Silver Dome trailer by that plant. Jack Hoxie Jr., 10 months old, is the favorite of the backyard and is already crying for chops and a gun. Hoxie, Miss Starr, Lonesome Joe, Arizona Glenn and Steve Burke are sought after by broadcasting stations and many compliments for the Hoxie half-hour have been received.

The Coca Cola elephants obtained last season are working nicely along with the five older ones. Shorty Dougherty, formerly with the Ringling show, is in charge. Irish Horan, Eddie Jackson and Will W. Wilken, in advance press department, are getting their share of publicity. Rodney Harris and his band receive much applause for their concerts before the show. Mitt Carl is feeding over 400 in the cookhouse.

## Barnes Has Two Good Days at Minneapolis

MINNEAPOLIS, June 27.—The Al G. Barnes Circus, here June 22-23, played to a two-thirds tent both afternoons, a four-fifths tent Monday night and nearly a full tent Tuesday night, taking in several thousand dollars better than in 1934, when it was here last. The season's take so far has been over that of last year, according to Manager S. L. Cronin. Glasgow, Mont., was the best spot the show played so far. There is a dam-construction project on there and they all turned out.

Edward Ryan, circus employee, was left in the Bemidji Hospital after having the middle finger of his left hand bitten off by a caged lion he attempted to pet while the show was in that city.

Dolly Jacobs, aerialist, a local girl, wife of Capt. Terrell Jacobs, wild animal trainer with the show, has been featured in the "steady nerve" cigaret ad. She is the daughter of Mr. and Mrs. L. H. Fuller, of Robbinsdale, a Minneapolis suburb, and had the opportunity of seeing her relatives.

## Cole-Beatty Show Cancels Alliance

LIMA, O., June 27.—Within less than two weeks the Cole Bros.-Clyde Beatty Circus will close its books on the Eastern States and move across the Mississippi River into territory that produced big business for the show last year.

The Sunday exhibitions in Alliance, O., were called off by management when there was some controversy over the lot. Showgrounds were in Mahoning County, while Alliance is in Stark County. Rather than enter into a legal mixup with officials of Mahoning County, date was called off and circus will exhibit in 1937 in Alliance proper under American Legion.

When Alliance was canceled J. D. Newman, traffic manager, made a quick contract with the Pennsylvania Railroad and show trains came direct to Steubenville from New Brighton. The Light-house lot on river front was used. The parade was the first there in years. Business very big. Altoona was one of the biggest days. Splendid houses at Harrisburg, Johnstown, Greensburg and Uniontown. With Beaver Valley Industrial (See COLE-BEATTY SHOW on page 61)

## Main Arranges "Battle of Music"

INDIANA, Pa., June 27.—A novel business stimulant for the Walter L. Main Circus, which played here Tuesday, was the "battle of music" between the circus band and Indiana's Municipal Band. The Evening Gazette played up the stunt with front-page publicity. William Newton, circus manager, played the drums for the show band. The feature was arranged by Walter L. Main, who was here ahead of the show.

## Alliance To Combat Jurisdictional Violations

PITTSBURGH, June 27.—During an executive meeting of the International Alliance of Bill Posters and Billers, held at the New York office last week, discussions were held and plans laid to combat jurisdictional violations against Alliance by other trades. International President Leo Abernathy revealed to *The Billboard* here this week. He also stated that plans were laid to organize men engaged in placing road signs under the Alliance banner. Latest figures revealed a decided increase in union membership by the new locals and thru the return of many former retired members.

## Two in Eight Days at Altoona

ALTOONA, Pa., June 27.—For the first time in years, two circuses have played the city in eight days. The Cole Bros. Show was here June 16, with Barnett Bros. staging performances June 24.



LILY PONS, world famous singer, visited the Ringling Brothers and Barnum & Bailey Circus during its recent stand at Bridgeport, Conn., near her American home. Here she is photographed, left to right, with Samuel W. Gumpertz, general manager; Fred Bradna, equestrian director, and Madam Bradna, equestrienne.

## Wooster Good for Cole

WOOSTER, O., June 27.—The Cole-Beatty Circus had a very good day here. Business at matinee was a big surprise and at night near capacity. There was a big turnout for the parade, first here for a number of years.

Many visitors were on hand, including Kanton De Long, Jack Nodrow, Ray Wallace, Roy Wild and Ed Martin. Clyde Beatty left immediately after the matinee for near-by Long Lake on a fishing party, accompanied by Wallace and De Long, who arranged for the trip. Arnold Maley and wife entertained Massillon friends here. Bob Hickey came here to take care of the newspapers for the remainder of Ohio.

## Dix, Campbell Open Offices

LOS ANGELES, June 27.—Dan Dix, for many years with major circuses, recently with the Ken Maynard show, and Dick Campbell have opened offices in Hollywood, booking acts for outdoor and indoor shows and animals and equipment for studios.

## Greensburg Lot Changed

GREENSBURG, Pa., June 27.—Because of better unloading facilities and improved parade route to the city, the circus lot has been changed from the Hill Top Grounds to the Broad Street Circus Grounds. Cole Bros. Circus used the Broad street lot during its stay here June 19.

## Cole-Beatty Appeals Mercantile Assessment

HARRISBURG, Pa., June 27.—Claiming that the Dauphin County appraiser unlawfully assessed Pullman cars used for the transportation of performers, the Cole-Beatty Circus has appealed a \$600 mercantile assessment, which was levied upon it here June 16 under the State itinerant circus law.

The circus, in its protest filed in the Dauphin County Court, claims that it paid its State mercantile license May 23 in Butler County and is not subject to further assessment. The \$600 fee was paid here under protest to permit the show to continue its itinerary.

## One-Ringer for Wood

PARAGOULD, Ark., June 27.—Blackie Wood, former assistant general manager of Norris Bros. Circus, will place a one-ringer circus on the road week of July 4 under a 60 by 90 top. It will be a five-truck organization, carrying a five-piece band. Building and repairing have been done at Wood's home town and winter quarters at Paragould.

## Reorganizing Milliken Show

MASSILLON, O., June 27.—Milliken Bros. Circus halted here this week for reorganization. Owners plan to enlarge the show and frame several new acts before route is resumed. Show had been playing the smaller towns to fair business and will go into the larger towns after July 1. Much of the equipment has been quartered at Howard Peters' farm near Canton.

## Barron Big Day For Atterbury

IRON RIVER, Wis., June 27.—The biggest day's business of the season for Atterbury Bros. Circus was chalked up at Barron, Wis., turnaway at matinee and on straw at night. Side Show and concessions did splendid biz. First circus there in five years. At St. Croix Falls, capacity matinee and fair night house—first circus in five years.

At Cumberland, half house at matinee and night night business—first show in five years. Lot in close and fine weather. Half house at matinee and hardly a half one at Bruce. At Spooner, packed matinee and half night house. At Hayward, straw to ring hanks at matinee and a third house at night. Iron River, nearly capacity at matinee and a fourth house at night, sold in evening. First circus in seven years.

At Bayfield, half house at matinee, three-fourths at night; Glidden, light matinee, about third house and blow-down at night (this made third blow-down show has had since opening); Park Falls, straw matinee and over half house at night; Phillips, first circus in five years, straw matinee and half house at night; Medford, ring bank at matinee and two-thirds house at night; Stanley, capacity matinee and about third house at night. Al and Pete Lindemann, of Sells-Sterling, were visitors at Stanley. This town was set for opposition at first. Atterbury was contracted for June 20 and Sells-Sterling for following day, but the latter passed up the town and made Marshfield instead. Abbottsford, matinee only, to fair business.

The show will receive a white pygmy elephant at Sauk City, Wis. A truck was sent to Dallas for the bull. It will be placed in the Side Show on a special constructed platform, six inches off the ground. A native from the jungles will also be on the platform, watching over the animal. Three trucks have been added since opening.

## Bonham Show Opens

KANSAS CITY, Mo., June 27.—Bonham Bros. Wild Animal Circus, in North Kansas City, opened yesterday at Weston, Mo. Bill Dickey is general agent and J. C. Fennington is handling the advertising. Don Riley and his wild animals are with the show, also Jack and Clara Moore with light-wire and loop-the-loop trap acts. The Moores closed with Eddie Kuhn Circus at Sleepy Eye, Minn. Tiger Bill, with troupe of 10 people, has the concert.

## Dean Leaves Lewis

MEMPHIS, Mich., June 27.—R. B. Dean has resigned as press agent of Lewis Bros. Circus and jumped here this week to do advance work for Bob's Liberty Shows.

## Minnesota Good For Al G. Barnes

MINNEAPOLIS, June 27.—Fergus Falls was the first of an eight-day stay in Minnesota for the Al G. Barnes Circus and proved a worth-while stop. Little Falls showed the effects of the storm the day before. It rained here all day. Two snows were given on schedule, although conditions were unfavorable for much trade.

Arrival at Bemidji was somewhat late and the approach to lot was sandy, which necessitated extra effort on part of horses and elephants. Trade here was quite satisfactory. That night as the stringer wagon was approaching the runs a hit-run driver plowed into an eight-horse team of dapple grays, killing one of the lead horses. Hibbing, a "fresh" town, came thru with a nice day's business.

Duluth, passed up last year on account of the fair, received show with open arms. Arrival was a little delayed getting thru Superior and even with a long haul, performance was only a few minutes late. In Duluth lives a man who is known far and wide as a friend and counselor of circus folk, Colonel Henry, of *Duluth Herald and News-Tribune*. He has not been in good health for some time, but he blew the whistle which started afternoon performance and remained for entire program. He seemed to enjoy it all, but most especially Eddie Woekener's Band. Circus bands have always been his hobby. Ed Shepard, also of *The Herald*, missed nothing on the lot with his children in tow.

Red Forbes, mechanic, reports that for (See MINNESOTA GOOD on page 61)

## Dail Turney Receives Welcome in Home Town

MOLINE, Ill., June 27.—Dail Turney, manager of the Tom Mix Circus, was given a rousing welcome in his old ball-tick yesterday when the show was here. A 60-piece band, directed by G. A. Berchekas, was on hand and a typical home-town celebration was staged. Turney obtained his start in Moline some years ago and his first job was as a press feeder. His brother, Bill, arranged an old-fashioned family reunion.

## Ohio Stands for Main

MASSILLON, O., June 27.—The Walter L. Main Circus is due to come in this State from the East at Painesville next week, with Ravenna, Barborton, Massillon and other stands to follow. The advance billed this city June 23, two days after it was contracted.

It will be the first time in many years that the Main Circus has played Massillon and it will be the season's first for the steel city. It is understood the Main show will remain in Ohio for some time.

## Deitz Joins Seal Bros.

DAVENPORT, Wash., June 27.—Louis Deitz, who for a number of years has been on the Schell Bros. Circus, has joined the advance of Seal Bros. Circus. Bill Wilcox now has seven men and three trucks on the advance.



# With the Circus Fans

By THE RINGMASTER

**CFA.**  
President, FRANK H. HARTLEIGH, W. M. BUCKINGHAM, 2080 West Lake Street, Chicago, Ill.  
Secretary, THOMAS BANK, NEWFIELD, Conn.  
(Conducted by WALTER HORNABDEL, Editor of The White Tops, care Hohenadel Printing Company, Rochelle, Ill.)

White Tops is being held up for convention dates, which at time this is written are still up in the air.

Ed Selle, Circus Fan of Freeport, Ill., who was instrumental in bringing Cole-Betty Circus there Sunday, July 5, is holding a fan meet that day. He has issued invitations to members and friends in Illinois, Wisconsin, Iowa and Indiana. Plans are to hold an all-day gathering, with a feed at the Germania Club at 11 p.m. for CFA, their friends and circus people.

Lawrence C. Brown, of Portland, Me., ought Downie Bros' Circus at Port-

mouth, N. H., and also at his home town. He attended evening performance in Portland with Frank Allen, James Tomlinson and Phil Milliken. States that show had capacity business both days.

Bill Kasieka, Baraboo, Wis., saw Attorney Circus at Sauk City.

W. L. Montague, West Hartford, Conn., visited Kay Bros' Circus at South Manchester and the Big One in Hartford. On the Kay lot met the following fans: Mr. and Mrs. Walter M. Buckingham, Mr. and Mrs. "Bugs" Raymond, John H. Yost and Billy Garvie and wife.

Harry Hertzberg, of San Antonio, Tex., was toastmaster at banquet of National Linen Supply Association held at Houston, Tex. Frank H. Hartless, president of the CFA, is national secretary of this association.

CFA Congressman Maury Maverick returned to San Antonio with the visiting party of President Roosevelt on their trip to Dallas (Tex.) exposition.

Bob Shepard and E. L. Williams, of Chicago, drove to Libertyville, Ill., and witnessed matinee performance of the Bud Hawkins Circus. Report that show travels in 31 trucks and housecars. Bud Hawkins is owner-manager and is presenting a program that would do honor to a much larger show. Harry Haag is equestrian director.

Mr. and Mrs. Sverre O. Braathen, of Madison, Wis., drove to Dubuque, Ia., June 20 and visited the Dan Rice Circus. On way back to Wisconsin Sunday noticed some chalk marks on the road, and on running them down found the Bud Hawkins Circus in Elkhorn, where it had a Sunday layover. Met Al Sigbee, general agent, who introduced them to Mr. and Mrs. Hawkins, Harry Haag and others.

CFA Frank Kindler, Dr. Mulligan, Chief of Police Ed Brick, and Frank Welsh, of the Outdoor Advertising Company, were guests of S. L. Cronin, of the Barnes show, at Little Falls and Minneapolis.

combined with high literary ability. The Knickerbocker Press paid him a most eulogistic tribute with a full-length portrait of himself.

It was good to see Charlie (Cap) Carroll back on the show. Matthew McGowan's wife came to Albany to spend a couple of days with him. Willie Carr was the 24-hour man here again. He met with a painful accident twisting his ankle and by the irony of fate it didn't happen on a rough lot but on the carpet of his room in the De Witt Clinton Hotel. Just to cheer him up Col. Tim McCoy dropped in and told us some interesting stories about Hollywood and the inside facts about the way Western romances are manufactured for the films.

Ralph Clawson has joined the executive staff and is already proving a valuable addition to that alert force. Fred Bradna looks so youthful that nobody doubts that he has visited Ponce de Leon's Fountain of Perpetual Youth. Merle Evans is another seasoned stand-by. To see Merle swing around the hippodrome track in the grand entry is always an exhilarating sight.

And now a brief note about the tragedy of this day in Albany. The afternoon performance was about half over when an usher touched me on the shoulder and asked with a whisper if I knew Tom Hart. "Why, of course, Tom and Everett," I answered. "Well, Tom has just dropped dead in the backyard," he told me. This sad intelligence came with a painful shock to everybody on the show. "He will be missed by all," said Pat Valdo, "and many a kind thought and many a sincere regret will hallow his memory."

TOWNSEND WALSH.

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3—Oil City, Pa. 9—Dayton, O.  
4—Bradford, Pa. 10—Cincinnati, O.  
6—Pittsburgh, Pa. 11—Lexington, Ky.  
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**POLACK BROS. WORLD'S GREATEST FRATERNAL CIRCUS**  
Week July 6, Fair Grounds, Ironwood, Mich.  
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— The —  
**Donaldson Litho. Co.**  
NEWPORT, KY.  
Opposite Cincinnati, Ohio

## Big Day at Albany for the R-B Show

ALBANY, N. Y., June 27.—Dame Fortune and Mother Nature each contributed her share to make this year's visit here of the Ringling-Barnum show a memorable event. Perfect weather, a grass lot level as a billiard table and enthusiastic throngs of old and young circus lovers brought joy to the hearts of the show-folk.

General Manager Samuel W. Gumpertz greeted me with a radiant smile and hearty handshake at the main entrance. "Looks like Albany would be good to us today," he said prophetically, as crowds surged into the menagerie. Two capacity audiences proved the accuracy of his prognostication. "The best day's business I ever saw here," said Carl Hathaway. James Whalen, boss canvasser, remarked that he was raised around Albany and he had never seen overflows here before.

Clyde Ingalls waved to me from the Side Show to come over and have a chat with his wife. Mrs. Ingalls spent the past winter in her native England, but Clyde only remained a month in London as the British climate is no longer to his liking.

The young woman who accompanied me on this visit had her palm read in the Side Show. Frank Cook gallantly offered to read the woman's hand for nothing but the privilege. John Brice did not interfere, but grinned his approbation. Frank McIntyre and Eddie Vaughan reminded me that I owed them a home-made chicken dinner, but they will have to wait till the show comes next year before I can discharge this debt of honor.

Pat Valdo sat with us thru most of the evening performance. He is looking forward to another foraging expedition in far-distant lands in quest of novelties. He has already scented two novel acts in Russia and another now playing in Paris. Pat has a wonderful flair for picking foreign acts that will appeal to the American public.

Everybody on the show is reading Dexter Fellows' book and praising it for its integrity and warm human interest. Willie Moser, who is mailman for the performers, says he knows all about the two hemispheres, just from studying the stamps and postmarks.

Frank Braden had a masterly showing in the Albany papers. He plants stories that blossom and bear fruit. I asked him how he did it. "Power of personality," he answered merrily with twinkling eyes. Yes, that's true; but the real secret of his phenomenal work is tactful diplomacy

## WPA's Impressive Debut Under Tops

NEW YORK, June 27. — New York's WPA Circus took to canvas last Friday after playing indoors for about 30 weeks, project having started last October. Initial outdoor date was on a lot outside the Garden Bowl in Long Island City, where a capacity crowd flocked to the matinee opener. Outfit was assembled in expert fashion and not a hitch marred the proceedings either as to putting up or performance, despite the fact that only a small percentage of the more than 100 performers are familiar with circus action under canvas. In addition there were no rehearsals. A few turnaways were registered following the opening.

Schedule calls for six shows a week, opening in locations on Tuesday nights and running night shows straight thru to Saturday, when matinees are also given. A band of 35 pieces supplies the music.

Veterans of the circus compose the staff as follows: Arthur Diggs, manager; Fred Smythe, assistant manager; Burns O'Sullivan, advance agent; Billy Walsh, announcer. Ushers are all female, these and other attendants and workmen being outfitted in neat uniforms. Big top is 100-foot round with two 30-foot and one 40-foot middle pieces and dressing room is 40 by 80. Dog tents and dressing tents for ushers, band and workmen are new. Walter Diggs is project supervisor.

## Around the Lot With Ringling-Barnum

ROCHESTER, N. Y., June 27.—Richard Iannone, of Frank Mayer's novelty department, entertained a number of his circus friends at home of his sister in Providence when show played there. Not only was it a home-town celebration but his birthday anniversary as well.

The show enjoyed favorable weather the past week. This was accompanied by a marked increase in attendance, climaxed by two capacity houses in Albany.

Clyde Ingalls and Eddie Vaughan made trip to New York City from Worcester, Mass., on June 18 to see the Louis-Schmeling fight, but as the fight was postponed until the next day, due to bad (See AROUND THE LOT on page 61)

**FOR SALE BABY INDIAN ELEPHANTS**  
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GIRAFFES, VARIOUS MONKEYS AND OTHER ANIMALS  
Address CHRISTOPH SCHULZ, Care Detroit Zoological Park, Royal Oak, Mich.

# Under the Marquee

By CIRCUS SOLLY

**BARNETT BROS.** was the first circus at Jeannette, Pa., this season, June 27.

**BILLY S. GARVIE** and wife, of Hartford, Conn., enjoyed visit to Kay Bros.' Circus at South Manchester, Conn.

**E. B. STERCHI**, legal adjuster of the Rice show, has received a beautiful house trailer, with the latest equipment.

**CHARLEY MACK** is presenting his Punch and Judy show at Coney Island, Cincinnati.

**NATE LEON**, fully recovered from an accident, has taken over advertising banners on Gorman Bros.' Circus.

**WELLS HAWKS**, former press agent, received a telegram of congratulation from members of the Ringling-Barnum Circus on his birthday anniversary.

**LIONS' CLUB** of Missoula, Mont., escorted 153 poor children to the Joe B. Webb Circus when it was there and provided them with peanuts and drinks.

**FLIP**, Frog Boy (Louis Scharrer), last season with Tom Mix Circus Side Show, has joined Russell Bros.' Show, under management of Chick Townsend.

**GOLDIA HAMPTON**, Jones Bell, of Barnett show, and Earl Henphey visited Archie Mergor, of Cole Bros.' show, at Altoona, Pa.

**KARYL DeMOTTE**, who is not on road this year, recently visited Cole Bros.' and Barnett Bros.' circuses. He called at *The Billboard* in Cincinnati last week.

**R. F. (BUD) DAVIES** and wife, known as the Redkins, acrobats, formerly with

circuses, are playing night spots. They are now in Cincinnati and will soon head for Mexico.

**WALTER L. MAIN** Circus will be at Medina, O., birthplace of Walter, July 4. The show has never been in that city. The show recently played to packed houses at Olean, N. Y.

**LIZZIE MERRYMAN**, seven, of Baltimore, is learning to become an equestrienne. She is working under the direction of William DeMott, retired circus performer.

**BARNETT BROS.** Circus has played nearly 50 stands in Pennsylvania since entering the State at Conneville April 27 and has several more stands to play before leaving.

**DAIL TURNEY** and wife, P. N. Branson and Ed L. Conroy, of Tom Mix Circus, visited Polack Bros.' Circus at Waukegan, Ill., June 22, reporting a fine performance.

**GEORGE DeMOTT**, clown and comedy juggler, and other members of the Mickey Players tent show, visited Cole-Betty Circus at Greensburg, Pa., and extend thanks for courtesies. DeMott visited several old friends.

**JOE HENRY**, 88, former acrobat, who is at the County Farm, Corydon, Ky., has lost Harry Hill's Brooklyn address and wishes that Mr. Hill would communicate with him again so that he can give him the desired information.

**E. DEACON ALBRIGHT**, of Evansville, Ind., postcards that he is unable to be on road this season. He is up and around part of the time. He had a nice visit with Ray Chosser and the Bunch when Cole Bros. was there.

**JACK RIDDLE** and family, Louis E. (Roba) Collins and other members of the Riddle circus unit, saw Polack Bros.' Circus at Decatur, Ill., and report that Irv Polack has a very good program. Runs better than an hour and a half under direction of Frank DeRislike.

**LEO ABERNATHY**, international president of the billposters' union, and William Finkel, secretary of the Pittsburgh local, left for Lake Erie June 27, where they will vacation the month of July. Abernathy announces that his offices in Pittsburgh will be closed that month.

**J. ALLEN DUFFIELD** saw Barnett Bros.' Circus when it played St. Marys, Pa., and the Walter L. Main Circus at Kane, Pa. Says that he liked the band on the latter—had 10 pieces, including three trombones, the backbone of any band.

**A NUBIAN LION** recently died at quarters of Frank J. Walter Circus at Houston, Tex. Walter has approximately 100 head of stock and cage animals. Show will probably make some road dates this fall. Cages and wagons are of the miniature type.

**ROBERT E. PEASLEE**, Pittsfield (Mass.) fan, defended circus marking on poles in a letter published in *The Pittsfield Eagle*, calling them "treasured memories." Disfigurements left by a show recently caused Pittsfield's mayor to refuse a permit to another show.

**BOBBY GREGORY**, accordionist; Lemore, iron-tongue marvel, and Linton, sword swallower, of Cole Bros.' Side Show, took an excursion over the weekend from Lancaster, Pa., to Coney Island and rejoined the circus at Harrisburg, Pa. The trio met many old acquaintances at the World's Playground.

**LARRY WELSH**, formerly with Lewis Bros.' Circus, now has his own unit working thru Michigan. Unit includes Fay McCoy, contortion and comedy; Russ LeGerr, emcee; Frank and Leo Bennett, dancers; Rosemary Isaacarue, vocalist; Welsh, dancing and impersonations.

**ACCORDING** to a Hollywood columnist, Wallace Beery denies the stories that the elephant, "Wally," which killed its keeper, Edward Brown, at the Fleishacker Zoo, San Francisco, was the one he worked with in *O'Shaughnessy's Roy*. He states that his elephant pal was

named "Minnie" and that she is now with Ken Maynard's show.

**THE BON TON** department store in Indiana, Pa., arranged with Walter L. Main for a special performance in front of the store during show's stay there June 23. A big crowd was on hand in the morning to see the show's performing elephant. *The Indiana Gazette* used a four-column picture and story of this the next day.

**WALTER L. MAIN** mingled with his old schoolmates at a reunion in E. Trumbull, O., and talked on his experiences. He was an invited guest at Rotary Club at Broadway Inn, Geneva, O., and his talk was feature of the evening. He also addressed Kiwanis Club at the Old Tavern, Unionville, O., one mile from his former winter quarters.

**LOYD G. MERRELL** (Whittle), former bull man with Hagenbeck-Wallace Circus, now located at Evanston, Ill., drove to Libertyville, Ill., June 19 to look over the Bud Hawkins Circus. Says that Bud has a fast-moving show and is presenting some real good acts. Show has eight clowns. For a small circus, it is one of the best that Whittle has seen in a long time.

**ART (DOC) MILLER** and Bill (Candy Apples) Brown caught Sam Dock's Silver Bros.' Circus at Tioga, Pa., recently and were guests of Mr. Dock. State that a fast-moving, interesting performance is presented in one ring. A fine specimen of a lion-slaying baboon had just been (See *UNDER THE MARQUEE* page 61)

## Polack Has Excellent Attendance at Memphis

**WAUKEGAN**, Ill., June 27.—The first stand for Polack Bros. Circus east of the Mississippi River this season was played for the Shrine in Hodges Field, Memphis, Tenn. Ideal weather prevailed and coupled with the unstinted support of the press, resulted in excellent daily attendance. Cairo, Ill., for the Elks in the armory, totaled a week of very ordinary business. Decatur, Ill., surpasses the Elks, in Fans Field, was in no way up to expectations, possibly due to location. However, Saturday matinee and night recorded the largest single day's attendance. Among professional visitors at this stand were Riddle's circus unit, Morris Miller, Mr. and Mrs. Robert Hallock, Miller Bros.' carnival and Timothy Baranoni, of Streator, Ill.

**AL Waukegan** opened in the high-school gymnasium, June 22, auspicious Elks, to fair attendance. Tuesday recorded an increase. Visitors were Mr. and Mrs. J. O. McCaffery, of Rubin & Cherry Shows; Dall Turney, general manager of Tom Mix Circus, accompanied by Mrs. Turney, and P. N. Branson, general agent, and Edward L. Conroy, press representative for same; Mr. Jessop, of United States Tent and Awning Company, Chicago, accompanied by Mrs. Jessop; Mr. Morrison, Real Art Productions, Chicago, and Herman Q. Smith, contracting agent of Russell Bros.' Circus.

The acts presented at Waukegan lined up with the Pappe-Conchita, 100-foot Japanese toe slide and iron jaw; Pape and Conchita, shoulder perch with muscle grind finish; Billy Pape, leapa, Felix Morales Trio—Felix, 75-foot head slide from balcony; Iva, loop, and trio doing trampoline with 60 turnover finish. Black Troupe—Black Brothers, comedy traps; Mickey Van, contortion; Verne and Mrs. Black, double traps; Ruth Black, loop, and Black Brothers, producing clowns. Gasca Family—Four acts, three-people tight wire, five-people acrobatic, double traps and Leon Gasca, Mexican tight wire. Frank DeRislike Family—Juvenile acrobats; Frank, double aerial balancing and head stand on rotating traps. LaVines—Three acts, double traps, perch and balancing. Fred W. Burns—Dog, pony and monkey circus; "Sparkie," talking pony; January mule and Arkansas razor-back pigs. Hood Trio, tight wire and double contortion. Don Lavola, Cuban, high wire, Ray Wheeler, troupe dogs and single traps. "Iron Jay" Mott, feats of strength.

Alys May Brown, in publicity department for the show, accompanied by her secretary, Ellen Misner, stopped off in Decatur en route from Columbus, O., to Hancock, Mich., to rejoin Mickey Blue, in charge of promotions for the last named city.

Mr. and Mrs. I. J. Polack and other members of company spent June 21 in Chicago, breaking jump from Decatur to Waukegan. **WILLIAM JUDKINS HEWITT.**

## Dressing Room Gossip

**AL G. BARNES**—Little Margaret Garner took a good spill during Roman standing race at Helena and was out for a week. "Corky," midgut canine of Milt Taylor's "quints," gave three offspring that looked more like baby mice than members of "man's best friend," but "Corky" has passed on. Milt held a funeral at the runs and has been feeding the three offspring with medicine droppers.

As to the Schmeling-Louis fight, Dr. George Boyd and Bill Moore took all the Louis money that showed up in backyard. Bill blossomed out with a couple of new suits, many neckties and what have you, while the Doctor added several new instruments to his already large assortment. Could they have been in on the "know"?

Iral Silvers has received some pictures of his wife, who is down in old New Orleans holding their first-born who has been named Sterling. Ray Harris has a new wig, if that means anything—at least it is the first one that Ray has had in several years. Mrs. Desmuke, who with her husband travels with Royal American Shows, visited her daughter, Hazel Moss, during the Minneapolis engagement. Hazel is the wife of Al Moss, head usher, and has been on show more than seven years.

Dolly Jacobs was "right at home" at Minneapolis and was tickled to see her parents, Mr. and Mrs. L. H. Fuller. Bill Fuller, Dolly's brother, was around and admitted he had itchy feet as he was formerly a clown in this show. Lawrence (Fat) Arnold, accompanied by his wife and son, was around at Minneapolis to say hello. At Little Falls Editor Featherstone, of local newspaper, made many friends in backyard.

Quite a delegation drove from St. Cloud to visit show at Bemidji. They were Frank Kinder and wife, Dr. W. H. Mulligan, Chief of Police Edward J. Erick with his wife and Ben Brick, brother, member of New York Police Department, home on leave, and Frank M. Welch, St. Cloud billposter. Leo Norman and son, well known to circus folk, visited at Hibbing.

Mr. Bowman, of Standard Lithographing Company, St. Paul; Ed Frye and Frank Friedman, circus fans, visited at Minneapolis. Mayme Ward was visited by her daughter, Genevieve, whom she had not seen in four years. She lives with her grandmother near Cedar Rapids and will soon be 16. At Duluth, Art Anderson and Sergeant Piskett, both CFA, of Duluth Police Department, stopped for a moment to say hello.

**COLE BROS.-CLYDE BEATTY**—The baseball contests are getting hot, so is the weather. Joe Lewis continues as the czar—has the teams playing as per schedule, keeps score and has rule book handy to settle arguments. The champion Props were finally beaten. It took Ernie Tucker's Candy Merchants to do the job, score 10 to 5. The Kinkers, under Harold Volse's tutelage, walloped the Ubers 12 to 2. Notice the horse-shoe pitching died out quickly.

Other than baseball, July 4 is the big thing just now. A flock of ads have been penciled in the six-page program. With a ball game, lemonade, ice cream and a burlesque show, it should be a corker. Money will go for benefit of Bill Lorette and Dick Pinkney. Saw Otto Orlebling measuring the fat lady in Side Show. Don't know just what she is going to do. Mr. and Mrs. Arthur Nelson were on for a visit. Mary Lou also was here, visiting her mother (Hilda Burkhardt) and riding the ponies. Horace Laird's sister visited at Lancaster, Pa.

Blackie Diller was back mingling with the boys. Jimmy Foster had a big day at Wooster, O. His mother, Mabel Mack and husband and Claude Bashore were there. Uniontown, Pa., was nice for Don Cook and wife—home-cooked eats there with his folks. Somebody has been using Kinko's radio aerial for a clothes line. That's not right. The night of the big fight dressing room was packed and some of the boys had to shift trunks to make room. And the radio really worked good.

John Smith came in a bit late for parade the other day. Didn't notice whether he made it. Mal Bates keeps busy mending trunks, etc. Billy Ward is still doing the candy butcher in come-in clown gng. Looks real grouchy. Mabel McGraff has her daughter on the show. Pills in parade, etc. Spencer Allen is back in the alley after a sick spell. Radio Charlie, who tunes up the public-address system, conducted a radio (See *Dressing Rooms* on opposite page)

**OAK BRAND HY-TEX BALLOONS CIRCUS PRINTS**

Popular sellers on the lot and under the big top. The brighter flash of Oak Balloons gets more business — and the better quality eliminates loss from breakage.



**The OAK RUBBER Co. CLEVELAND, OHIO.** Selling Through Jobbers Only

**PHONE MEN** Three months' work. State-wide proposition. Write or wire immediately. **RAY ZIMMERMAN** 294 E. Moler St., Columbus, O.

**FOR SALE** Circus Tent, 200 new 4-gyle Folding Beaters, One 4-wheel Pole Trailer, Ten 4-wheel Trailers, Two 4-wheel Cook House Trailers, factory made. Cheap for cash. **AMERICAN CIRCUS** 15435 Burgoyne St., Detroit, Mich.

**Musicians For Downie Bros. Circus** First Trainers to join the wire. Must read and write. Address: **RODREY HARRIS**, Bandmaster, 30th, July 1; Broadway 2; 30th Main, Rochester, N. Y.; 30th, 31st, 32nd, New Memphis.

**MOTORIZE WITH FRUEHAUF TRAILERS** ANY TYPE OR SIZE PAY AS YOU LEASE **RALPH LOWELL** FRUEHAUF TRAILER CO., Kansas City, Mo.

# The Corral

By ROWDY WADDY

THIS IS THE BIG WEEK of the year, as to many rodeos.

FRED MERCHANT, roper and rider, is filling an engagement at the current show in Woodbridge (N. J.) Stadium which concludes July 4.

TAYLOR G. BROWN, general manager of the Winnebago and Frontier Days, Rodeo and Race Meet, to be held at Oshkosh, Wis., advises that Joe Greer will direct the rodeo events in front of the grand stand.

LETTER FROM Oklahoma Curly Roberts info that he is still with Jim Eskew's (and Harris) J. E. Ranch outfit, playing dates in the East, in the capacity of special judge and doing his whip act. Curly says that bronk riding, steer riding, bulldogging and calf roping have been contest at most of the shows, and that Eskew has a fine outfit, including stock.

JUDGES SELECTED for this year's Anvil Park Rodeo, Canadian, Tex. (Thursday, Friday and Saturday, this week), were Beale Queen, Orin Thompson and Glen Hopkins. George Stevens, superintendent public schools at Kiowa, Kan., arena clerk and secretary. The association, which owns the bucking horses, steers, etc., recently received a carload of bulldogging steers from Mexico.

CANTON, O.—H. B. Gentry, one of the original Gentry Brothers of Dog and Pony Circus fame, is still active as an outdoor showman. This season presenting the Bar X Rodeo, which has been playing thru Ohio, mostly under auspices. Engagement here was for two nights and a matinee at Lakeside Stadium, and business was good for all performances. Two new buffaloes were added here. Roster of performers includes Jack Jackson, Ray Doering, Shorty Dutcher, Grace Jones, Al Jones, Frank Daniels, Bill Armour, Shorty Pendleton, Steve Roaring and Joe Banla.

MINNEAPOLIS.—The Minneapolis Arena, Inc., did only "fair" business on its Texas Rangers Rodeo, indoor, June 13-21. Lyle Wright, arena manager, said. Show was booked as a unit and promoted by the Arena. Exploitation included newspaper ads, some free space and a sound truck. Weather was not bad, there being only one real hot day and a few showers. "This is the wrong time of the year for an indoor show," Wright said, adding that he thought late spring or early fall would be better. This was the Arena's first adventure in a rodeo. Featured performers included Col. Cy Compton, roper; Chief White Horse, Indian bow and arrow shooter, and John Farthing, trick rider, with his trained horse. A quadrille dance with 12 riders was the climax.

FROM ARDMORE, Okla., comes word that the recent three-day Rodeo was a humdinger, with many of the top hands participating. Among them, Tad Lucas, Peggy Long, Bob Crosby, Hub Whiteman, Gene and Don McLaughlin, Rube Roberts, the Ramsey Family, Slat Jacobs, Shorty Hill, Hoyt Hefner, Milt Moe, Nick Knight, Burl Mulkey, Jess Goodspeed, Jim Snively, E. Pardee, Joe Welsh, Floyd Randolph, Bob Crosby and Clyde Wallace judges. Trick riding by Florence Randolph, Tad Lucas, Velda Tindal and Don Ramsey. Gene Ross made fast time in bulldogging. Peggy Long was injured when a bronk fell on her. Johnny Jordan announced the show. The Ardmore Council of Social Agencies was pleased with the funds turned over to it, to be used to buy milk and ice for the needy. A new stadium is to be constructed and Florence Randolph, manager of the Ardmore Rodeo, hopes to have it in time for the next spring event. Florence returned to Ardmore from Dallas, where she received an injured knee during quadrille on horseback.

"PICKUPS" FROM HOLLYWOOD, by Buck Moulton.—Things slowed down around Hollywood lately. Only the Charge of the Light Brigade working on location at Sonora, Calif., with about 40 boys, among whom are Artie Ortega, Sam Garrett, Tommy Costa, Jim Corey, Frank McCarroll, Ben Corbett and others. . . . Ken Maynard Wild West back from San

Diego and packed away in quarters. . . . Joe Metcalf and Curley Shaffer working the Maynard elephants and John Agee working the Liberty act on Pompeii. . . . Rube Delroy returned from the hospital at San Diego, staying at the Maynard Ranch. . . . Hank Durnell says that Prince Tephon, Russian Cosack, who was with the 101 Ranch Show, is now staying with his (Hank's) sister in Oklahoma City. . . . Herman Hack at Government Hospital, Sawtelle, undergoing an operation. . . . Rudy Bowman has recovered from his illness. . . . Brownie Cox says he was doing fine until he got hold of the disinfectant, then things began to happen. . . . Mabel Cline, now Mrs. Jack Karoll, visiting Dolly Mullins and Mrs. Howard Mott in West Hollywood—both these girls were prominent in Wild West circles. Mabel's husband playing the Palomar Club and the Orpheum Theater before going to Australia. . . . By the time this goes to press the Riding Actors' Association will be well represented in the Actors' Fund Benefit Show at the Pan-Pacific Auditorium in Hollywood. . . . Saw Harry Hill and the missus. Harry has a dude ranch, called the Paradise Ranch, on the new Bakersfield road, 10 miles north of Castack, Calif., and is doing fine.

DAY-MONEY WINNERS at Col. W. T. Johnson's Rodeo at Centennial Exposition, Dallas (first and second day-money winners given in last issue)—Third day money: Cowgirls' Bronk Riding, Claire Thompson, Fannie Nielson; Rose Davis and Vivian White split third and fourth. Calf Roping (Tuesday and Wednesday nights), Ralph Bennett, E. Pardee, Johnnie McIntire, Dick Truitt. Bronk Riding (Tuesday and Wednesday nights), Jackie Cooper; Grafton Nuckols and Milt Moore split second and third; Walter Heacock; Pete Grubb, Leo Murray, Slat Jacobs and Nick Knight split fifth and sixth. Steer Riding (Tuesday and Wednesday nights), Shorty Hill, Eddie Curtis, Army Roberts, Junior Caldwell, Wild Cow Milking (Monday, Tuesday and Wednesday nights), Charles Jones, Clyde Burk, Everett Shaw, Bareback Bronk (Wednesday and Thursday nights and Friday matinee), Pete Grubb, Paul Luffman, Shorty Hill, Steer Wrestling (Tuesday and Wednesday nights), Slat Jacobs, Gene Ross, Andy Curtis, Everett Bowman and Jimmy Nesbitt split fourth. Fourth day money: Steer Wrestling (Thursday night, Friday matinee and night), Slat Jacobs, Andy Curtis, Rusty McGinty, Jimmy Nesbitt. Wild Cow Milking (Thursday night, Friday matinee and night), Everett Shaw, Charles Jones, Hugh Posey, Bareback Bronk Riding (Friday night, Saturday matinee and night), Whitey Hoffman and Pete Grubb split first and second; Walter Craven, Steer Riding (Thursday night and Friday matinee), Eddie Curtis, Earl West, Hughie Long, Jim Whiteman. Fifth day money: Steer Wrestling (Saturday matinee and night, Sunday matinee), Tom Hogan; Tom Breedon and Walter Heacock split second and third; Dick Truitt, Bronk Riding (Friday night and Saturday matinee), Frank Marts, Nick Knight, Burel Mulkey, Vick Schwartz; Slat Jacobs and Buster Brown split fifth and sixth. Cowgirls' Bronk Riding (Friday night and Saturday matinee), Rose Davis, Alice Greenough, Claire Thompson, Grace White and Vivian White split fourth. Bareback Bronk (Sunday matinee and night, Monday night), Joe Orr; Slat Jacobs and Shorty Hill split second and third. Steer Riding (Friday night, Saturday matinee), Duword Ryan, Bob Murray, Walter Craven, Hoyt Hefner. Calf Roping (Saturday matinee and night, Sunday matinee), Jess Goodspeed, Clyde Burk, Howard Westfall, Tom Taylor. Sixth day money: Bareback Bronk (Tuesday matinee and night, Wednesday night), Shorty Hill, Paul Luffman, Sam Stuart. Steer Riding (Saturday night, Sunday matinee), Eddie Curtis, Duword Ryan; Junior Caldwell, Hughie Long and Slat Jacobs split third and fourth. Bronk Riding (Saturday night and Sunday matinee), Leo Murray, Ross Lund; Eddie Curtis and Vick Schwartz split third and fourth; Pete Forrester, Burel Mulkey, Cowgirl Bronk Riding (Saturday night, Sunday matinee), Rose Davis; Iva Del Walker, Fannie Nielson, Claire Thompson and Vivian White split second, third and fourth. Calf Roping (Sunday and Monday nights, Tuesday matinee), Howard Westfall, Everett Bowman, Bob Crosby, Charles Jones. Steer Wrestling (Sunday and Monday nights, Tuesday matinee), Andy Curtis and Slat Jacobs split first and second; Dick Truitt, Gene Ross. Seventh day money: Steer Wrestling (See CORRAL on page 61)

## Dexter Fellows (CSCCA) Tent Tattles

By FRED PITZER

NEW YORK, June 27.—The first meeting under leadership of the newly elected president, Orson Kilborn, was a wow. Several new things were introduced. One was that immediately after the members were in the Tent a ritual was read, as follows:

We arise to do honor and pay homage to the absent guest. He is the beloved Circus Troupier of Yesterday—the genius under the Big Top who, in season and out, with zeal, high spirit and complete devotion to his profession, served his public and spent with unflinching hand of his energies and his years in order that we might be superbly entertained.

He needs us now, whereupon we hasten to his side to steady his faltering step, provide his modest needs and so return in some measure the happiness and joy he has always given us. We set for ourselves the task of providing for him a Home and days of Peace and Contentment as the Sunset of Life steals over him and finally lights his path beyond the Last Hill.

We who dine well, who enjoy good health and a fair share of the world's goods, stand to admit our fealty to the faithful Circus Troupier of Yesterday, and as members of the Dexter Fellows Tent we shall see the old trouper thru. If that is your sincere determination, please so bind yourself by declaring, "We shall!"

There were many guests, among them being Bill Ferguson, Phil De Angeles, E. B. Middlekauf, G. D. White II, Carl Lawson, Russell Brock, Chandee Oudlipp, James McCutcheon, James P. Guinane, Don Mitchell, A. J. Math, Royal Miller, George L. Broffe, George O'Connell, Everett Weil, John Schindler, Tom Edwards, Harry Casey, Nick Carter, Dr. Ralph Harby, J. E. Coker, Frank Larry, Cal Whidder, Arthur Kay, Henry Gros, Martin N. Weinstein; Mr. Christy, vice-president Bankers' Trust Company; Claude De Vitalls, Wallace E. Jordan, John C. Vedder, Rudy Buckert, Myron Kinzey, Anderson Hewitt and Ed Bodin, as well as Roy Lyons, of WOR; Bernard Sobol, Wheeler Sammons, Bryon Wade, M. N. Weinstein, Julius Schenbaum; Dr. Clement, inventor of poison gas; Ely Kahn, Bill Pedrick, Mike Raynes and Stanley Quinn.

A pleasant note was the fact that Brother Sinner John F. Schindler had a birthday anniversary, his 70th, so the entire tent stood up and sang Happy Birthday to You. . . . Another high spot was the presence of James Reynolds, elephant man from the Cole-Beatty Circus and who is now in charge of a trio of bulls at the Luna Park show.

The initiation of Bert Lahr was sure-fire. Arthur Kay, who impersonates Bert Lahr on the stage, was made up just as Bert himself was made up and the crowd was entirely befuddled when both men appeared and lots of fun ensued getting the right man in his right place. In the absence of Tony Berg, Tex O'Rourke acted as Ringmaster and did a splendid job, keeping the crowd in stitches when describing the life of the Fall Guy. Then the Rajah of the Tent was called, and when Bert Lahr expressed a desire to join the organization he was told that he would have to kiss the Rajah's arm, but first a blindfold would have to be applied. The arm was bared, the culprit blindfolded and then a goat was brought in

to replace the Rajah, and when Bert saw what he had done he promised to give up oculation forever more.

The meeting was well handled by Bill Steinke, and Ollie Oliphant's instructions to the guests registered. Orson Kilborn did a swell job. There will be no further luncheons until next September.

## Tom Mix Show Set For Chi Engagement

AURORA, Ill., June 27.—The Tom Mix Circus will move from here to Chicago for a 10-day engagement at the Coliseum, sponsored by the Goldblatt stores. Details were arranged by Manager Dail Turney and General Agent P. N. Branson. The latter was in that city for last two weeks, supervising the billing. Edward L. Conroy, general press representative, handled the newspapers. The Chicago dailies, as well as foreign language papers, were used. The Hammond (Ind.) Times, The Joliet (Ill.) News-Herald and Spectator and The Gary (Ind.) Post-Tribune carried special advertising and publicity. The Goldblatt stores are decorated with circus posters, flags and banners. During the engagement Goldblatt's will play host to many under-privileged children, inmates of homes and institutions and to various newsboy groups.

The circus will be augmented by additional acts, including Kenneth Waite Troupe of clowns, Cliff McDougall, of press staff, and Grace Baker, personal press representative for Tom Mix, will attend to publicity details during the engagement. The north hall of the Coliseum will be used for the menagerie and Side Show, as well as an exhibition place for Goldblatt products.

## Notes From Europe

PARIS, June 23.—There being no big circus lot in Paris, important circuses are obliged to pitch their tops in the suburbs. Two big tent circuses, the Cirque Medrano and the Cirque Pinder, have already played the suburbs this season, and at present the Cirque Amar Freres is making a bid for Paris trade by circling around the city. Boulevard and Recorder, clowns, have joined the show.

The Cirque Poutier is presenting a new bill at Nancy with the Luganos, aerialists; Seven Maravillas, equilibristas; Poppescus, bar act; Two Brockways, comedy bike; Sarah Caryth's Hons; horse numbers by Andre Nancy, the Houckes and the Wilkes; Karmox and Princess Zama, Illusionists, and the clowns, Nes and Loyal and Baby, Lolo and Toti.

The big top of the Boulogne Bros' Circus is at Lyons and the Cirque Pinder is at Saint Brieuc. Peron's menagerie is at the street fair in Tulle. Arnoal's dog show is at Orleans. Tassen's menagerie is at Deizee and Tassen's sea lions are at Rochefort.

The Circo Price at Madrid has terminated its season and reopens September 28. Road show of the Circo Price is at the Coliseo dos Heroes in Lisbon. The Circo Mariano is at Colimbre, Portugal.

## DRESSING ROOMS

(Continued from opposite page)

raffle. Nick Carter won it. He already had six radios. The kids on the show had a big day. Harold Barnes recently had a birthday anniversary. They were lined upon one table nibbling on fried chicken, cake, etc. Quite a bit of talk going around about a rebel baseball team. Will let you know how it comes out.—EDMUND KELLY.

**FIRST ANNUAL CONTEST RODEO**  
EDGERTON PARK, Rochester, N. Y., July 21-25, Inclusive  
\$2,000 purses posted Genesee Valley Trust. Calf Roping, \$500; Bulldogging, \$500; Men's Bronk Riding, \$500; Girls' Bronk Riding, \$300; Steer Riding, \$200. Entrance fees \$5 and \$10 applied final money with trophies. Rodeo operated by ROCHESTER RODEO ASSOCIATION, Sagamore Hotel, JIM ESKEW, Arena Director. Applications accepted Until July 20.

**LIST YOUR ACTS WITH US**  
Those suitable for outdoors or stage. Have several outstanding circus acts to offer. Want at once—Several Chimpanzee acts.  
**DAN DIX and DAN CAMPBELL**  
Suite 212, 7904 Santa Monica Blvd., Hollywood, Calif.

# A. C. Piers Launching Most Pretentious Shows in Years

Full summer schedules of entertainment running continuously for many hours—Steel Pier prepared for one of biggest seasons—Royal British Midgets at Young's

ATLANTIC CITY, June 27.—Steel Pier went into full summer schedule this week with entertainment from early morning until 2 a. m. and to run later on holiday week-ends. President Frank P. Gravatt, who expects one of his biggest seasons, said opening lineup will be headed by Abe Lyman and his band in Marine Ballroom, Alex Bartha and his Steel Pier Orchestra as second music outfit and vaude headed by Unit No. 7 of Major Bowes Amateurs. Following Lyman will be Rudy Vallee, Guy Lombardo, Ted Weems, Isham Jones and Benny Goodman. Enlarged ballroom has dance space for 4,000 couples. Frank Elliott's Steel Pier Minstrels is the oldest minstrel organization on the boards today, having as its founder James Murphy in the '80s. Jules Falk will open his ninth consecutive season of Steel Pier opera.

### New Zoo by Buck

Burlington Jarrett has a novel array of exhibits, to be in shape on opening day, although carpenters and painters have been going on 24-hour-a-day sessions. An outdoor circus, several national exhibits, including Ford, mechanical displays, model home and new baby wild animal zoo, being completed by Warren Buck, are scheduled for opening tonight.

Young's Million-Dollar Pier got under way for summer today with internationally known dance orchestras, playing in one of the resort's largest ballrooms, all-star vaude, novelties, two feature pictures, European acts, old-time movies, national exhibits, net hauls, novelty bands, sports, aquariums, short-wave station, fishing and boating and a score of other attractions to be presented 18 hours daily until after Labor Day.

### Crews Work at Night

The big ballroom opens for the first time in years, with Joe Venuti and his NBC Orchestra broadcasting over the network direct from Pier and Eddy Morgan and his orchestra. An additional band stand has been built and continuous music will be on from 0:30 to 2 a. m. Among other name bands to follow are those of Reggie Childs and Frank and Milt Britton.

Block and Sully head a big stage show in the Hippodrome. Royal British Midgets, arriving on the Queen Mary, got to the Pier at the last minute but an all-night session was sufficient to get their Midget Wonderland set up and ready to go. Doc Irving and Princess Yvonne arrived a few days early and took it easy while supervising headquarters for summer. Town Hall will house old-time movies. Jimmy Caras, pocket billiard champ, will be on the Pier all summer in an exhibition setup. Two nights previous to opening carpenters and scenery men worked all night getting things in shape.

### Manager Will Visit Europe

RAYNES BEACH, N. B., June 27.—Management of Dominion Park here has been delegated to Harry McManus, Fairville, N. B., by Bud Tippett, who established the park five years ago at a cove on the St. John River. Mr. Tippett remains proprietor but plans to join a pilgrimage of veterans of the Canadian Expeditionary Force this summer to World War battlefields, which will mean an absence of six or seven weeks.

### Biz Bids in Indianapolis

INDIANAPOLIS, June 27.—For the first time in several years Broad Ripple Park has a free gate, said William B. Rubbs Jr., general manager. Picnic facilities have been enlarged. With coming of school vacation, Manager A. W. Colter, Riverside Park, said all rides and other attractions will be in operation each afternoon and night for remainder of the season. Popular-priced skating sessions will be held in the roller rink each afternoon.

BALTIMORE—Johnny Eck, the half-boy of this city, has been booked thru John T. McCaslin, his manager, on Garden Pier, Atlantic City, where Sam Gordon is in charge of amusements and concessions.

### Sylvan Beach at Houston Draws Hot-Weather Crowds

HOUSTON, June 27.—Attractions are bringing thousands to Sylvan Beach Park. All bayshore resorts have been crowded since hot weather hit. Freddy Bergen's Band plays in the amphitheater and in Sylvan dance pavilion. Kenny Baldwin, of the band, is entertaining his mother from San Francisco. Mary Tudor and Walt Schuster are doing the warbling with Jerry Shaver.

The park is again under management of C. A. Lindamood, who is continuing a program of landscaping, screening, painting and decorating. Manager Lindamood and Freddy Bergen were recent hosts to a party including Bart Copeland and E. Wadell. The Houston Press; Miss Billie Ayres, singer; Madge Ayres, cousin of Bob Burns, of the Big Crosby organization, who is principal comedienne with Chester Snowden's Pioneer Texas; Nancy Ruth, Pernell Simmons and B. C. McDonald. *The Billboard*.

### Lancaster Spot Opens Well

LANCASTER, Pa., June 27.—In Rocky Springs Park, which opened to good business on May 9, attractions have been booked and results are encouraging, said Manager J. A. (Jack) Miller, formerly of Long Branch, Syracuse, N. Y. Ballroom, redecorated, is under management of Joseph Weinbrom. Such bands as those of Jimmy Lunceford, Felix Ferdinand and Carl (Deacon) Moore have been drawing support. Beer is served in the redecorated restaurant. A new Chris Craft speed boat, launched on the river, has proved popular. A new fountain effect has been installed at the swimming pool. New games and amusements have been installed with good results. Entire park has been repainted and landscaped. Coaster, Whip, Merry-Go-Round, refreshment stands and some games are stationary.

### Radio Picnic in Lakeside, Denver, Sponsored by KLZ

DENVER, June 27.—Station KLZ was host to more than 5,000 on Sunday in Lakeside Amusement Park. Only balloons were brief announcements over the station that tickets were available at the studio and at several stores.

Tickets with free admission, free ice cream, Merry-Go-Round ride, three hours of dancing and half-fare on all other rides were given, with each person getting any number desired. In the park a 45-minute program, called "Meet the Artists," introduced several KLZ artists. Program was broadcast, announced by Wesley Battersea, KLZ announcer.

Called "America's First Radio Picnic," all plans and arrangements were handled by KLZ promotion and production departments.

### Norris Beach Opens in Pa.

WASHINGTON, Pa., June 27.—Norris Beach, originally scheduled to open on Decoration Day, starts its new season tomorrow under management of Rube Wassler and Art Kemp. Opening was delayed by cool weather. A number of improvements have been made.

MILWAUKEE.—Fifty rhesus monkeys were released on Monkey Island in Washington Park Zoo at the spot's first formal summer opening. Speakers at the ceremony included George Waetjen, president of Washington Park Zoological Society; Ernest Untermyer, zoo director, and Director John T. Millen, Detroit Zoo. More than 10,000 children and adults attended.



PRINCESS YVONNE, several seasons at Young's Million-Dollar Pier, Atlantic City, is back at that amusement center with her manager, Doc Irving, for the full summer run, during which will be presented the most elaborate entertainment program at the spot in many years.

### Altman Reports Increase Is Big for Williamsville

WILLIAMSVILLE, N. Y., June 27.—Harry Altman, president of Amherst Amusement Corporation and operator of Glen Park here, reports the biggest season to date the park has had in years. Many improvements include redecoration of the ballroom. Park gets a big play from Buffalo and is doing well with organization picnics.

Gene Robison, in charge of bingo, reports excellent business. L. Paddock has the flasher. Ball games, in charge of Harry Day, are doing the best in years. In the roller, newly painted and well equipped, Manager Patty Day reports near-capacity business. Rides, owned and operated by Mrs. Rhinehart, are doing fair. James L. McGrano is handling Arcadia.

As a free attraction Hilton Sisters opened for a week on June 26. Allen Brooks Orchestra is in the ballroom, with Larry Evans conducting and vocalizing, aired via WGR four times weekly. Admission is on social plan five nights weekly and park plan two nights. Mrs. Harry Altman is assistant park manager and James Phillips park director.

### Cincy Coney in Gala Bill

CINCINNATI, June 27.—Three gala days and fireworks will be Fourth of July fire in Coney Island here. Edward L. Schott, president and general manager, arranged with Arthur Rozzi, of Coney, to stage pyro displays on nights of July 3, 4 and 5, with sham battle on Lake Como as climax. Water carnival in fireworks will be feature on July 5. Coney's picnic facilities will be stressed during the celebration. Island Queen will be decorated in patriotic motif during 20-mile river rides. Maurice Spitalny and his orchestra open a week's engagement in Moonlite Gardens. Bob Sidell's Musical Navigators play on the Island Queen for free dancing, and Ross Pierce and his Island Troubadours entertain in Rose Garden.

### Pontchartrain Acts a Draw

NEW ORLEANS, June 27.—Harry Batt, manager of Pontchartrain Beach, estimates that more than 500,000 people have witnessed performances twice daily and three times on Sunday of Blondin-Rellins Troupe and Six Avalons. Crowds are breaking daily and week-end records. Miss New Orleans will be chosen for Atlantic City competition on July 14. More than 100 employees were guests of Manager Batt on June 24 at the wedding of C. E. (Red) McLean, Caterpillar operator, and Maria Noblett, cashier. George E. Jones, concession manager, was toastmaster.

### Heyn Boosting Summit Pool

UNIONTOWN, Pa., June 27.—One of the most attractive pools in this territory has been put into operation by Summit Hotel and business since Decoration Day has been encouraging. Many modern pool features in use here are stressed by Manager Leo Heyn in an advertising campaign.

# Start Is Good For Woodcliff

Daily free attractions are changed weekly with fireworks—excursions booked

POUGHKEEPSIE, N. Y., June 27.—Woodcliff Park, under management of Pierre Venner, opened to a good start on Memorial Day. Free attractions are being used daily, with weekly change. Opening week had Kurtz and Kurtzo and La Favor and Company. Fireworks are a weekly feature. Several best excursions from the metropolitan district are on the books and some have been held.

Roster: Pierre Venner, manager and lessee; Charles Boring, auditor; Florence Venner, office assistant; George F. Brown, public relations; Ray Schattle, picnic booking agent; T. Kerr, chief electrician; Frank Laffin, helper; Robert Millam, head gardener; William Burkardt, superintendent; Morris Roebeck, I. Selick, M. Galometz, William Angus, gardeners and ground men.

Blue Streak Coaster, W. R. Burkardt, operator; F. Royce, assistant; F. Venner, cashier. Merry-Go-Round, F. Cappel, operator; Marjorie Greenwood, cashier. Tumble Bug, Charles Benton, operator; Catherine Sherman, cashier. Whip, Al Norton, operator; Jay Croasiter, cashier. Skooter, Harry Masters, operator; Mary Benedict, cashier. Custer Cars, Ralph Lane, operator. Aeroplane Swings, W. J. Burkardt, operator; Gertrude Glass, cashier. Dangler, Philip Oslin, operator. Anna Carr, cashier. Miniature Railway, C. Laffin, operator. Kiddy Swings, M. Caddy, operator. Swimming pool, Henry Travers, engineer; Frank Waldorf, William Burke, life guards; Mrs. Ida Delaney, cashier; Ines Adams, assistant; Melvin Delaney, Mary Green, lockers.

Woodcliff Manor, Thomas Romanello and Premo Chies, proprietors, with two chefs, kitchen help and 10 waiters. Golden Olden Melody Boys, Atlantic City, furnish music. Floor shows are presented nightly.

Shooting gallery, Rene Welter, operator. Skoe Ball and Skes Roll, John Leonard, owner; L. Goldfin, Mike Seymour, operators. Sandwiches (four stands), L. Powell, owner. Ice cream, soda fountain and pool stands, Warren Homler, owner. Pop corn, carnal corn, peanuts and root beer, Mrs. Ed McKeen, owner. Fascination and Bingo, Square Amusement Company, Palmistry, William Gilt, Penny Arcade, M. Gershoff, Penny wheel, dart board, penny pitch, bottle game, balloon game, Robert Venner. Blanket wheel, coffee wheel, hoopla, shooting gallery, Leo Mulvey and Rene Welter. Cigaret shooting gallery, Ben Pemberton.

Gates, Edna Burkhart, Chris Cahill, cashiers; night watchman, Fred Muchenaupt; deputy officers, Frank Klimar, A. Veith. Yesterday 5,000 children of Dutchess County were guests, with a one-ring circus, free transportation, free souvenirs and all riding devices at three cents. More outings are booked this season than ever before, it is said.

### Walled Lake Registering Big Week-Ends in Michigan

DETROIT, June 27.—Warm weather last week-end brought capacity crowds to Walled Lake on Saturday, resulting in new record business, particularly at refreshment stands and restaurant. Of the two new beer gardens, one is operated by Charles A. Shepard in connection with the restaurant, which is employing 15 waiters outside and 10 inside steadily, in addition to extra help on week-ends. The other garden, outdoors at south park entrance, seating about 600, is under park management.

Improvements since the opening include increased picnic facilities and erection of four small buildings for picnicers, so the park is able to accommodate several picnics at one time without conflict. Parking field has been enlarged to accommodate 10,000 cars. A third speedboat has been added. A majority of big industrial plants in Detroit are said to be booked for outings. Tom Conery's Band returned to the ballroom Saturday night, with Dan Murphy's Orchestra continuing the two-band policy.

# The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

## Fair Pools

Spent a pleasant day last week as guest of George Hamid at opening of his trotting meet on Trenton (N. J.) Fair grounds. And an idea which concerns the aquatic fraternity struck me while I wandered about—a new field for the aquatic tank. Nearly all fairs were operated at first by State, counties or local townships, but now many individuals have taken fairs over as private enterprises, as did Mr. Hamid with the Skeeter State annual. Why wouldn't it be a drawing card to have mammoth outdoor or even indoor pools on these fair grounds? All fairs I have attended certainly have available space for aquadromes, and especially with those that operate in the middle of summer tanks would certainly help to draw 'em in. Even at fairs which run in early summer or late fall swim pools could be operated, which would keep the grounds or part of them open during the summer, all of which would not only draw a nice revenue but prove a big advertising attraction for the fair itself. It seems a shame that many spacious fairgrounds from Coast to Coast are utilized only two to three weeks at most each year. In some cases the tracks are employed for a few weeks' races, but there is no reason why some amusement can't be operated for a longer period. And to my way of thinking the swimming pool is a natural for fairs.

## Campaign Success

National Swim-for-Health Week, just concluded, proved a success and congratulations are in order to Martin Stern, its sponsor, whose untiring efforts put the campaign across. It's ironical, but swim-pool men did not co-operate with Mr. Stern as much as expected. Of course, he was enthusiastic thruout and now that the drive is over the truth can be told. Martin Stern ran the Swim-for-Health campaign on a shoestring and all the more glory is his for putting it over. Every time he mentioned that co-and-so pool operator said that he'd co-operate if the others would join in it started my blood boiling, for of such things failures are born. And it's surprising that Martin achieved the success he did with so little co-op. Next year maybe tank owners will realize that Swim-for-Health Week is for their interests and maybe they'll pitch in more than they did this season.

## Water, Water, Everywhere

In the six years that I have been connected with swimming-pool fraternity I've run across all species of pool men. All seem to be concerned with the particular water their particular aquadrome features. Of course, all tanks have filtered, chlorinated aqua pura and so, as I've written before, it seems so futile for them to play up this fact. Still you'll find Jack Rosenthal at Palisades (N. J.) Amusement Park pool always talking about the salt water there and you'll find Mack Rose at Twin Cascades tank, New York, and hundreds of other pool men bragging about the drinking water (water fit to drink, if you please) at their aquadromes. And now I understand Princeton outdoor tank, a few miles from Trenton, N. J., advertises pure artesian water used in its tank. No matter how you cut it it's still water, and pure water, for local health departments will not tolerate anything else. So why not concentrate on other phases of pool exploitation? Aquatic stunts will do so much more to entice patronage than all the salt water or pure drinking water, or even artesian water—or maybe I'm wrong.

## Men and Mentions

Son and daughter of George Hamid are quite some life-savers, or so they tell me. . . . Lee Starr, popular manager of Park Central indoor tank, New York, returned from his vacaah more popular than ever. . . . Captain Kenneth Blake, Chicago fire diver, who took second in high-diving champs, writes that he's knocking 'em dead at Dallas Exposition, and Frank Cushing, "The Flying Gob," is clown with the Blake act. . . . Manhattan Beach, New York, getting twice as much publicity as last year on the nationals, with George Goldberg's office

going to town in a big way. . . . Palm Springs (Calif.) Pool is back in the movie shorts for the 'teenth time, which makes one wonder why the picture moguls don't go in for a new tank location for swimming shots for a change. . . . Bon Cohen, formerly of The New York Evening Journal and now connected with the George Evans publicity concern, informs that he will soon publicize the Smallwood (N. Y.) beach proposition. . . . Thanks to Bill Rice for his plug on recent high-diving competition, in which he endorses Sol Solomon and Lucille Anderson, titleholders crowned, for Bill should know. . . . And Eastern pool owners are still crying about the bad break in weather and for once they're right.

## Wildwood, N. J.

By ORO

Basing estimates on great volume of week-end business already enjoyed, amusement enterprises are anticipating by far the greatest summer season since 1929 and have high hopes that even this peak year may be surpassed. Concessioners and game operators have taken advantage of the new boardwalk extending from Cedar avenue to 26th street and all were out for the summer opening on June 26. After two years the city ban on freak shows has been removed and S. B. Ramsgosa reopens Douglass Pavilion in Casino Arcade with a Mysteries of India show, G. L. Pinkhan in charge. House displayed wax figures last year. A walkathon is brought back by Zeke Youngblood in Hunt's Auditorium, Boardwalk. Hunt's Ocean Pier opened with new attractions, including Witch's Forest, Mickey Mouse theater and showing of feature pictures. For the first time in several years there will be dancing on Ocean Pier over week-ends with Rex Donnelly's Orchestra. Guy Hunt and George Coombs, operators of Marine Ballroom of Hunt's Plaza on the Boardwalk, announced a program of name bands. Beach Club on the strand at Schellenger avenue will begin operation this week. Paul Compare and his orchestra playing daily concerts. Roller skating is on in Convention Hall, where Joe Barnes supervises activities. Many hotels have planned to take over the rink for special skating guest parties. Casino Arcade, Cedar-Boardwalk Corporation and Cedar-Schellenger Corporation, all amusement centers, have added new rides and other amusement devices.

## Palisades, N. J.

By MARION CAHN

Swell week-end, with first day of summer actually bringing in warm, sunny weather. . . . Everybody walking around with terrific grins on their faces. . . . Captain Walker arrived back at the park from Peru, Ind., with an elephant and other animals just in time for the opening. . . . Zoo getting big crowds, with 20-cent tariff for oldsters and half of that for children on week-ends. . . . During week admish will probably be dropped to 15 cents. . . . Hot weather also brought first big day of season for swim pool, with every locker taken.

Joe Weissman and Harry Frankel report best business on automatic ball games. . . . Adolph Schwarz changes candy wheel to country store for better break in bis on this stand. . . . Jos Roth's dancing dolls out, with new hoop-la game in and bigger grosses. . . . Tony Ganim all well again and plenty strong to fight over light bills. . . . Red Fuber continuing with his grocery game as usual. . . . He figures people still want food and would rather offer them hams, etc., than tell them to eat cake. . . . Art Elliott swinging high with ball and net game.

Celebs this week included Charley (Loew's) Moskowitz, Marvin Schenck; Gladys Shelley, formerly of Moon Over Mulberry Street; Baby Rose Marie, who is hardly a baby any more. . . . Charley Roth still official park photographer. . . . Four American Eagles are five this year. . . . They've added a gal which makes act show up to even better advantage. . . . Kimria still here but leave this week for extended booking in Fort Worth, Tex. . . . New Water Skooter almost ready to go. . . . Will open this week-end. . . . Boats are all in already and with first coat of paint. . . . Everything looks very gala.

## Coney Island, N. Y.

By LEONARD TRAUBE

The week-end preceding the one just past (June 20-21) looked more like the old days than any other period this season, if not in many seasons. Most attractions did healthy business, but the real tipoff as to the kind of coin handled is furnished by Child's Restaurant on Surf and 12th street, which turned in the best Sunday in its history. Luna Park, Steeplechase, the side shows operated by Wagner & Newman and Dave Rosen, Billy Jackson's Midget Village, Mesamore & Damon's Barnum's Museum and Torture Chambers (Fred Sindell, who leased the property to M. & D., is in on the two shows on a p. c. basis) practically every one of the 50 rides and the countless game stores, the Eden Musee and World in Wax attractions and all the rest literally boomed from around noon to midnight.

Sam Wagner, manager of World Circus Side Show, thought he had a kidnap case on his hands when he discovered that a feature attraction, Alsora the Turtle Girl, was gone. He visited the local police after a report came in that Alsora was seen in the process of being carried away. This was spiked when he established the fact that a showman had taken her to another State and installed her as a midway attraction.

Prince Leon and Princess Antoinette, magician and dancer, respectively, of the Midget Village, are having the romance terrific. . . . The minnie people staged a birthday party for Jeannette Newman, who passed her 19th milestone, affair taking place in Armstrong's Restaurant. Jack Landrus, chief of police, served as head bouncer. . . . Tiny Pearson, Negro singer, has a swell band gadget which she shows to special customers.

On Luna's Funway. . . . Edwin S. Ohlson is managing Bernard Johnson's Ghost Train and Honeymoon Lane, replacing Johnny Sills, who had the same job many seasons. It's Ohlson's 14th year in Coney. . . . Mildred Arnold is alternating at the handwriting booths inside and outside the park. . . . Bob Kirshman's shooting gallery was packed with celebs the other day. . . . Tony Barg, operator of the Streets of Paris, left for Dallas in the interests of his organization. Catl Mount is superintendress of reception at the cabaret and peeperie. . . . Harry Kaplan, of the pop-in game, is still throwing out superlatives about daughter Doris, who is too young, as yet, to tell the kindergarten teacher what it is all about. . . . Al Garber, who is next door at the Seekin-Greenbaum cat game, prefers to be known as "Measles," probably because he had the mumps twice and the measles nary at all. . . . Bill Lombard, pool and picnic manager, is quite a swimmer. So is Charlie Miller, park's pilot.

On Other Funways. . . . Julius Tolces is readying ping-pong tables in Feltmans Gameland. . . . Jean Hallon lost her voice, but only temporarily, and the old lungs are as good as ever as she functions at her cat game. . . . Back on the Comet ride as ticket vender is Ameen Abbott, who has been in Coney for nearly 30 years. . . . Billy Doames is at the Birkin-Engelson coffee game. Latter duo, whose Skill Bingo, built by Dave Epstein, is

clicking, are awaiting an okeh from the license commission to branch out with a couple of more Bingos. . . . Justin Wagner and his wife, Litri Darling, aerialist, left to join Billy Rose's Jumbo in Fort Worth.

License Commissioner Paul Moss brought together operators of ball-throwing games for a hearing in his office last Thursday and he laid the law down to them. He issued an edict in which shills, buybacks and luring children to play are declared taboo.

LITTLE ROCK, Ark.—Municipal Zoo prevented Nero, its largest lion, to Colonel T. H. Barton, president of an oil company, as a mascot. The colonel, finding it difficult to take care of the big cat at his estate, turned it back to the zoo with a promise to finance the animal's keep.

## OAK BRAND HY-TEX BALLOONS STARS and STRIPES



There still is time to get these colorful balloons in time for the Fourth of July. Call upon, or wire your jobber immediately. These new Stars and Stripes deflators are extremely flashy. One is printed in three colors, the other in four colors, an assorted color balloons, or furnished in patriotic colors only if desired.

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# American Recreational Equipment Association

By R. S. UZZELL

BELMONT PARK, Montreal.—Timely and copious rains have brought a new note of optimism to Canada as well as to arid and suffering portions of the States. It can be too hot as well as too cold for park business while, at the same time, it can be too dry as well as too wet. When it is excessively dry, hot and dusty they often decide to wait for cooler and more favorable weather.

Someone said it's never hot in Canada. Not Arizona or Kansas heat, but for Montreal it has been hot and it does slow them down and make the crowds appear lifeless. Rain was needed by the park business to revive spirits as much as it was needed by farmers to revive drooping vegetation. It is gratifying to note receipts here increase proportionately with the rise in gate admissions. Nothing succeeds like success. The revival of this place is almost a byword with the man on the street. It is generally known thruout the city that beautiful Belmont Park is making the grade.

### Bargain Counter Going

Two years ago they told us on the street that the park business in Montreal was all over, a hazardous investment, and no longer worth consideration of successful business people. Now in this brief lapse of time they are seriously talking of a new park on an entirely new location in this, the greatest Canadian city. This is no boost for the new venture here but only to show how the revival in the States will gather momentum, just as a real estate revival does. For a time we could not sell our holdings at all and could only rent at ridiculously low rates. Now we are obtaining better rentals and are getting bona fide offers to purchase.

In two more years or less those who had to take property on foreclosure can get out whole and perhaps at a fair profit. Men will be kicking themselves for paying \$8,000 for a home they could easily have purchased at \$5,500. Parks are sure to be removed from the bargain counter within a short time. They will have to be, if they would move with the trend of the times. Not ballyhoo at all! Just a notation on the trend of the day.

### Another Show Hazard

The same Billingsly, a distant relative of Rex D. Billingsly, who had the Hopi Indians in Playland, Rye, N. Y., and who sponsored the making of Frank W. Darling an Indian chief by that tribe, with all due ceremony and tribal customs, is here to promote his show of Hopi Indians for this park. Mr. Billingsly does know his Indian lore. Observations of the customs and traditions have just cost him a nifty sum. One of his chiefs on the show was killed in New York by an auto. It became necessary to burn the chief's possessions, many of which were bought for him by the owner of the show. Expensive blankets, numerous feathers for headgear, costing \$2.50 each, and other items amounting in all to about \$900, had to go up in smoke. Then Chief Billingsly had to bear all costs of returning the body to its nativity in the Southwestern U. S. A. How they will fold that Indian to a sitting position for the last rites, in which it is to remain among the cliffs until it returns to ashes, is a problem. They will perhaps have to break the legs. At home he would have been put into the sitting position before he grew cold. Every business has its hazards. This is one of showing Indians. This show differs from all others in using live snakes for the snake dance. The Indians put the live snakes in their mouths.

The recent pugilistic contest has a lesson for us. The crowd was meager and bets were fewer because the press made it appear a foregone conclusion.

None expected it to go over four rounds, with an assured colored victory. The result is a reversal complete, including the comeback of a hasbeen. When Fred Ponty took Miami Pier last fall it was generally predicted that he would experience disaster. In the face of all contrary experience and dire prognostications, Fred put the crepe-hangers over the ropes and scored a victory.

## Playland, Rye, N. Y.

By THE VOICE

Current free attractions clicking. They are Demnati Arabs and Hip Raymond. . . . The Voice has been informed that the management has a new and novel form of free entertainment in view, of which more anon. . . . Bank Night at Gus' Chink Game every Saturday evening is attracting much attention and attendance at game increasing every week. . . . Following are members of Auditor O. O. Lindborg's office staff: Betty Murden, H. Kraft, Doris Thornton, Harry Ward, George Theodore Brackman, Arthur Wick and Gus Huddler.

In a recent issue a list of all performers at the park was given. We are very sorry to state that the name of one prominent actor was omitted, Col. Charley Werner, of the booking office, an ex-wire walker, ex-juggler and what have you. The Voice promises Charley that when and if the Playland CFA Tent is formed his name will be placed in nomination for the office of boss canvasman.

That was Bill West, the silent, indefatigable secretary of park. . . . Chief Electrician Dick Kouhner looks natty in his blue serge uniform. . . . Bud, son of Director H. F. O'Malley, is a lover of good music. . . . The irrepressible three—Frazier, Laise and Nelson—made another of their mysterious and hurried visits last week, this time to White Plains. There are many conjectures as to the reason for these secretive trips, but ye scribe will ferret it out some day. . . . Gus Rosasco has installed a nail game, or rather revived the one he had a few years ago.

Things are humming at the Dude Ranch, except that Jack Frazier insists on eating crackers in bed, which Margaret Cliffe says is not allowed, being unsanitary. . . . Gus Huddler, our genial cashier, can spot a bad \$20 bill at 50 paces, but his real specialty is detecting phony \$1 bills. . . . Superintendent George Baker has moved his family here and is now a full-fledged member of the big Playland family.

Award of a Chevrolet every Saturday night is attracting many visitors from adjoining States of Connecticut and New Jersey. . . . Chief Gardner Tiffany Lind has changed park wardrobe from the spring dress of pansies and tulips to a wonderful summer attire of petunias.

Roster of Westchester Refreshments, Inc.: Arthur Marros, president and general manager; William G. Chirgotts, manager; William Martin, Francis Pangallo, John Vito, Tony Mollico, Mary Massinello, Peter Manos, Genevieve Roncary, Julia DeBerti, Flora Fusci, Rocco Scilla. . . . Hasta manana.

### Playland Circus

Namy Salih continues here with a European style circus given in one large ring on a grind basis, averaging 10 shows daily during the week and one or two more on heavy turnstile days like Sunday or when mass picnics are conducted. Seating arrangement is perfect for viewing, being attractive to boot, with red-backed chairs for reserves and top stands representing the "blues." It's horseshoe shaped. General admish is 10 cents, with five coppers extra for reserved seats and a dime for the nifty floor boxes. Show runs about 40 minutes and the music is canned. Program: Peggy Dill, swinging ladder;

Abdullah, hand balancing and leaps; Josie LaFrance, tight wire; Charlotte Thompson, trick and fancy roping and whipl cracking; Jewel Jackson, with Dan, high-school horse; Peggy Dill, loop-the-loop; Johnny Cummings, clown juggler and ringmaster, who doubles on riding mechanic. Billed as feature and closing the show is Edna Price, sword and neon tube swallowing, performed on a well-propped stage just in front of the far side of the arena.

Front, which is handled by Frank Broderick and Frank Dill, is embellished with circus posters and a domestic menagerie of small stuff. Mona Broderick and Betty Maxwell are in charge of reserved seats and Gravins is the mechanical man out front.

Visitors noted were C. D. Bond, sales manager Dodgem Corporation, accompanied by Mr. and Mrs. Frank Specht, amusement realtors, of Revere Beach, Mass. L. T.

## Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, June 27.—Rotarians took over the town with one of the biggest spending sprees in many a season. Most of the concessioners were working so hard they pulled down the shades and slept in their places.

Major part of the Democratic convention spent time in Atlantic City, traveling to Philly by special train for the most important sessions. Steel Pier was taken over by the Rotarians' convention for a solid night. A big ice carnival was staged by them in the Auditorium. All night spots profited by the convention and resort business men have been flocking to the office of Al Skran, convention director, imploring he seek a return date for the convention next year.

There is more talent working in night spots, hotels, theaters and piers here than ever before, and the orchestra situation is acute. . . . all local bands are placed for the season and out-of-town outfits are coming in to fill holes. About 3,000 children from all parts of the country are here to attend Children's Week, with full program of events scheduled. Fishing and boating season is under way, with the Tuna Club and Inlet Yachting Center headquarters for sportsmen. . . . With the song contest over, the city is going strong on a camera contest, open to visitors only, and with \$1,000 first prize.

## Park Free Acts

A. E. SELDEN, "The Stratosphere Man, was leading attraction nightly in Eastwood Park, Detroit. His special rigging was designed and built by himself.

SO SUCCESSFUL were two free acts at Pontchartrain Beach, New Orleans, when all kinds of attendance records were broken, that Manager Harry Butt decided to continue the three-times-daily showing of both a stage and an aerial act. Blondin-Rellins Troupe went into its third consecutive week and Romanoff Troupe, tectorboard, was added.

VEENIE QUINCY, American high-diver, under management of T. Jay Quincy, is playing outdoor dates in Norway, opening in Oslo early this month.

EUGENE TROUPE is in West View Park, Pittsburgh, working twice daily.

TUDOR SISTERS and Avery, with Eddie Kech, were in Suburban Park, Syracuse, N. Y., for George A. Hamid, Inc., with Teddy clowning.

## With the Zoos

MADISON, Wis.—Vilas Park Zoo has secured the first pair of ostriches it has had in eight years, three months old, from an ostrich farm in Los Angeles.

NEW ORLEANS—Among first of the summer's crop of babies in Audubon Park Zoo are a couple of coat mundi and an axis deer. The baby chimpanzee, born a few weeks ago, looks like a sure bet to pull thru to establish what is believed to be a new record for any zoo south of Chicago, no record of another chimp being born in any Southern zoo being known, according to Frank Neils, superintendent.

HARRISBURG, Pa.—Governor Earle signed House Bill No. 83, requiring all (See WITH THE ZOOS on page 58).

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

AN ADDITION to the many sports and social features of Schroon Manor Country Club, Schroon Lake, N. Y., is the new outdoor roller-skating rink just completed at the Adirondack resort. Of smooth concrete, with terraces around the sides under the scented pines, the large roller rink has flood lamps which illuminate the area for evening skating. Competitions for young and old are being arranged. Eddie Ashman and his orchestra supply the musical interludes, playing also for the nightly "Skate Waltzes" which are a feature of the new roller-skating rink.

WHITE CITY PARK, Worcester, Mass., is stepping along briskly with its skating rink, owned and operated by Ernest Neale and managed by William Stewart, formerly of Chez Vous Rink, Philadelphia. During his five years at the Philly spot Stewart introduced numerous features for skaters, including the waltz and two-step. Rink opening drew 300 to the floor and biz is steadily on the increase, according to Maybelle Henderson, park manager.

CECIL AYRES, American roller skater, and Arvon Sisters, English skaters, are at the Mogador in Paris.

SKATING HAMILTONS, American duo, are at the Grand Theater in Rotterdam. Resau Sisters, roller-skating flash, are with the Cirque Penyes in Budapest.

H. D. RUHLMAN, manager of Lexington Roller Rink, Pittsburgh, said the rink will be in full operation all summer. A number of business-stimulating features have been instituted, with special promotion work to attract vacationing school pupils.

LEO DOYLE, reporting that business is fair in his Southwick (Mass.) Rink, writes that Arthur Launey, Brooklyn, is managing a small rink in Keene, N. H.

OLD PIONIC pavilion in Springfield Lake Park, near Akron, O., has been converted into a roller rink and is reported doing good business with sessions nightly and special events carded each week. New equipment has been added.

"WE GOT quite a kick out of Freddie Martin's article in *The Billboard* of June 13," writes E. M. Moore, Philadelphia, "altho we did not just approve of that 'horse and buggy days' reference, believing that some rink operators today could learn plenty by following ideas of managements instilled by many old-timers in the game and profit greatly by them. We rather think that Freddie is a victim of the old 'green-eyed monster' or, in other words, jealousy. He managed one of the oldest and best rinks in Chicago and he did the job well. He has probably gone into his new field in Detroit with some up-to-date ideas, been successful without taking advice from all comers, and now some of them are trying to get his goat. But after reading an interview with Manager Kutzen, Eastwood Park Roller Rink, in *The Billboard* of June 13, we must admit that there is something wrong in the city of motor cars, smacking of the livery stable. I contend that kids have the same right of protection on a rink floor as adults, whether they pay 25 cents or 15 cents. It might be well for the rink management to take into consideration that kids are future night customers and should be educated to rules and regulations the same as regular (See RINKS on page 59)

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# FORT WAYNE ANNUAL GOAL

## Frontier's Opening Deferred Till July 18 by Control Board

**Fort Worth Centennial Show managers move up time of inaugural so as to open complete in every detail—in fall Horse and Stock Shows will supplement program**

FORT WORTH, Tex., June 27.—July 18 instead of July 1 was set as opening day for Fort Worth Frontier Centennial at a meeting of the board of control of the show on June 22. Closing date will be November 20. Plans now are for the Horse and Stock shows, which open on October 2, and the rodeo, which opens on October 9, to supplement the attractions of the strictly frontier centennial. It had been rumored previously that the show would not be all ready for a July 1 opening. Buildings and grounds improvements probably will be completed by July 1. Directors said the show could have opened on that date, but that it is their desire to open complete in every detail.

The *Last Frontier* is the first show ready to give performances. However, rehearsals are being held daily until the opening. O. M. Plummer, Portland, Ore., manager of Pacific International Live-Stock Show, visited the grounds on June 28. Emil Vanhorn, featured in the movie *Inagani* as the gorilla, was a visitor to show headquarters this week in his gorilla costume.

### Cast on Special Train

Joe Venuti, orchestra leader, has been signed to lead the second orchestra in Casa Manana cafe-theater, his band to relieve Paul Whiteman's and to tune up with the principal orchestra for finales.

A special train with *Jumbo* performers, arriving on June 28, brought 16 Foster girls; Josie DeMotte Robinson, bareback rider; Robbins, clown; Poodles Hanneford and the Kimris, trapezists, Will Morrissey, company manager and producer's assistant, arrived before the cast, as did the *Jumbo* animals.

Other arrivals this week included Dennis Murray, stage manager for *Jumbo*; Ann Pennington, to have a part in cafe-theater show; Captain Irvin O'Hay, who is to give explanatory remarks for *The Last Frontier*; William McManus, in charge of *Jumbo* menagerie, and Clara Shuman, in charge of wardrobe. Murray, Cutter is here to work on the reorchestration of music for *Jumbo*.

### Hardeen for Midway

Jacques Gezell has taken up duties as director and supervisor of food and beverages for Casa Manana Cafe and Pioneer Palace. Applications have been filed for beer licenses for Casa Manana, Silver-Dollar Bar and Pioneer Palace by Hotel Management Company.

Other concessions will include a snake show, under direction of Walter K. Sibley, who also has the lion show, which features a woman dancing in a lion's cage; Graham Young, to exhibit a giant steer; John Marks, palmistry booth, and Mrs. Adkins, bottle game. Hardeen, magician, will have a free act on the midway.

### Setting Circuit in Georgia

MILLEDGEVILLE, Ga., June 27.—State American Legion fair committee announced holding of a circuit of Legion fairs in Athens, Milledgeville and Savannah. Another will be added within the area between Milledgeville and Savannah and another in Southeast Georgia. Marks Shows are booked for the circuit. Legion poets and fair associations are sponsoring the fairs, but circuit arrangements are being co-ordinated by the Legion fair committee. O. B. McCullar, Milledgeville, chairman; John P. Gilchrist, Thomason, secretary, and H. K. Wilkinson, Valdosta.

### Miller Again in Davenport

DAVENPORT, Ia.—Rodeo feature apparently has come to stay at Mississippi Valley Fair and Exposition here. Last year as a test the rodeo and horse show of Clyde S. Miller was booked, and the Miller show has been re-engaged for 1936. Auto races have been added to opening day's bill, having previously been held only on closing days. Henries Bros. Shows will be on the midway.



LINCOLN G. DICKEY, general manager of Great Lakes Exposition, Cleveland, which opened on June 27. With his staff he has been working many months in transforming a stretch of barren lake front into the imposing exposition grounds which are now greeting visitors.

## North Indiana Fair in Making

**Speedway is proposed site considered by Chamber of Commerce and boosters**

FORT WAYNE, Ind., June 27.—A committee of civic leaders to follow up a proposal to hold an annual Northern Indiana Fair in Fort Wayne will be appointed at a reorganization meeting. It was decided at a booster session of business and industrial workers in the Chamber of Commerce Monday night, with more than 200 attending. The proposal, outlined by a special Chamber committee, provides for purchase of the 60-acre Fort Wayne Speedway site, north of the city, for the contemplated fair and other civic enterprises.

Officers of the Speedway Association have offered to negotiate with a civic body wishing to acquire the property which, with improvement, is valued at \$38,000. Arthur J. Seibold, secretary of the Retail Merchants' Association, recently appointed to investigate the proposal, reported that the plan appears advisable and that estimated benefits would far exceed the investment. It is hoped that the first Northern Indiana Fair can be held next year. It was suggested that industries and mercantile firms join in exhibiting products.

Dr. C. A. Meigs served as chairman after Thomas J. Kelly, president of the Chamber, opened the meeting. G. Irving Lutz, C. B. Fitch, Theodore Frank, George Waldschmidt, Robert Enoch, Frank Blemer, W. W. Rogers, David Oransky, Frank Richey and J. Ray Schamp and others commented favorably on the proposal.

## Charles Duffield Loses Sight Thru Bullet Wound

LOS ANGELES, June 27.—Charles H. Duffield, widely known pyrotechnic engineer and producer of *The Last Days of Pompeii*, in a fit of despondency Monday night fired a bullet into his head in his suite at Hotel Biltmore. He was removed to Georgia Street Receiving Hospital, thence to California Lutheran Hospital, where his condition was reported as grave. While there was a chance of recovery, it was said he would be blind, as both eyes were injured beyond hope.

Mrs. Charles Duffield, contacted at the hospital, stated that her husband was very much depressed by the financial failure of *The Last Days of Pompeii*, which he staged here last week. This, she said, prevented paying off for first time in his career. She had just left him for a few moments when she heard a shot fired. The door of the room was locked and it was necessary for her to force entrance. Mr. Duffield is president of Charles H. Duffield Fireworks Corporation, Chicago.

## Year-Round Display for La.

SHREVEPORT, La., June 27.—Expressing his desire to erect a fine administration building, which will be open the year round where will be displayed exhibits from each department of government, Governor Leche included in his general appropriation bill provision for 200,000 for such a building on grounds of Louisiana State Fair here. This is double the amount originally appropriated, and according to Governor Leche, "is just the beginning of plans to maintain a year-round educational institution." A federal appropriation may also be sought.

## Ross Acting in Chippewa

CHIPPEWA FALLS, Wis., June 27.—L. G. Ross has been named temporary manager of Northern Wisconsin District Fair here because of illness of A. L. Putnam, secretary of the organization. Mr. Ross for 15 years was manager of Tri-State Fair, Superior, Wis.

## Big Stand, Big Boy

SEDALIA, Mo., June 27.—Robert Wadlow, who will be employed in a refreshment stand of his father, Harold F. Wadlow, Alton, Ill., at 1936 Missouri State Fair, is 8 feet 4 1/2 inches tall, weighs 425 pounds, is 18 years old, and a freshman at Shurtleff College, studying law. Wadlow Sr. contacted for space at the State Fair for a stand to be built on special dimensions to accommodate his giant son, who will work there every day and evening throughout the fair. Altho normal in every other way, Robert Wadlow's dimensions have recently been made a source of public wonder thru wide publicity in press and news reels.

## Grand Forks Marks Show Big Increase

GRAND FORKS, N. D., June 27.—D. F. McGowan, secretary-manager of North Dakota State Fair for Grand Forks, June 23-27, said last night that there had been a 50 per cent increase in outside gate attendance over last year during afternoons and 100 per cent increase over 1935 in the grand stand.

Grand-stand night show attendance has been about the same as last year. Royal American Shows on the midway, Ernie Young's *Passing Parade* before the grand stand, J. Alex Sloan's auto races, O. W. Hince's Thrill Day program and Max Goodman's concessions have all been big drawing cards. It was said.

## Detroit To Present Rodeo

DETROIT, June 27.—Thru Barney Carruthers the fair board and amusement committee have booked a rodeo for 1936 Michigan State Fair here, numerous of the events to be contests.

## Pompeiiian Spec Closes Abruptly; Big Sum Is Claimed Due Duffield

LOS ANGELES, June 27.—Charles H. Duffield's fireworks production, *The Last Days of Pompeii*, under sponsorship of the Federated Brotherhood of Churches of California, closed abruptly after the third of 10 scheduled performances at the Coliseum, which seats more than 100,000. The show opened June 15 and was to run to the 25th, with Sunday out.

One person, apparently in a position to know, stated that Duffield was to receive \$27,500 for producing the show, with a cut if the show went but seven of the ten performances, but that a clause in the contract provided for a minimum of \$23,000.

In all fairness, let it be said there was a lack of showmanship in those handling the business of the affair. Several claimed that many members of the Brotherhood committee thought all that was necessary for success was to announce the show.

The opening night drew a very small crowd; ditto Tuesday and Wednesday. However, last-minute efforts to stimulate interest of the public was made and

## Layout in N. Y. Studied in Fall

**Midway and other attractions for '39 World's Fair are to be considered then**

NEW YORK, June 27.—Midway and other attractions for New York World's Fair of 1939 will be considered some time in the fall, when a report of the board of design will be submitted for study and approval, according to a statement by Bernard P. E. Wolbarst, head of the public relations division of the expo, which occupies the entire 24th floor of the Empire State Building.

Exhibit and attraction bookings, as well as all other contracts involving buildings, which will be campaigned for beginning in September or thereabouts, will be subject to the architectural motif.

Mr. Wolbarst has been doubling press releases and routine publicity, but this will be in charge of a publicity director, who will be named momentarily. When the press bureau is established Mr. Wolbarst will confine himself to public relations and information division, but both divisions will work closely and both will be on the same floor next to each other.

Thursday night at 6:30 there was indication of much-increased business. But it was necessary to raise at once \$685 to pay musicians and other union help, and it is stated that, despite Duffield's desperate efforts to have the committee raise that sum, the amount was not forthcoming and the show came to a finish.

Duffield staged a wonderful production. Ray Anderson, his assistant, emphatically stated that, according to the contract, Duffield was to receive \$27,500 for producing the show, the sum to be paid as follows: \$5,000 June 1, this prior to Duffield, Anderson and others leaving Chicago; June 15, \$5,000; June 16, \$5,000; June 17, \$5,000, and on or before June 25, \$7,500. Of this sum there was \$5,000 paid June 2, and since June 2, according to Anderson, there has been received by Duffield but \$60. The contract, it is stated, was signed by Bernard Brennan as secretary of Federated Brotherhood of Churches of California. Anderson also stated that he has in his

(See POMPEIIAN SPEC on page 58)

CENTENNIAL YEAR  
**MICHIGAN STATE FAIR**

OLDEST STATE FAIR IN THE NATION  
SEPTEMBER 4 TO 13

UNITED SHOWS OF AMERICA ON MIDWAY  
Refreshment Stands Open for Independent Booking  
July 1, 1936

HIGH-CLASS RESTAURANTS WANTED

Write **GEORGE A. PRESCOTT, JR.**, Secretary and Manager  
MICHIGAN STATE FAIR — DETROIT, MICHIGAN



**Texas Centennial Exposition**

DALLAS

By GREGG WELLINGHOFF, 401 Southland Life Bldg., Dallas.

**Week-Day Gate Shows Increase**

*Hot weather holds down attendance on week-ends—figures reach million mark*

**Attendances**

Previously Reported	596,073
Tuesday, June 16	47,966
Wednesday, June 17	34,974
Thursday, June 18	39,045
Friday, June 19	46,116
Saturday, June 20	57,703
Sunday, June 21	53,789
Monday, June 22	28,725
Tuesday, June 23	38,712
<b>Total</b>	<b>943,306</b>

DALLAS, June 27.—Third week showed increased attendance on week days but a decrease for week-end business. Extremely hot weather had much to do with holding down figures. Features the past week, sponsored by the special events department, included Fathers' Day program, track meets, amateur boxing contests and finale of National Folk Festival. Cab Calloway came in for June 10, Negro Freedom Day, and followed on several days in Streets of Paris. Day drew about 40,000 Negroes, and Calloway judged the Negroes' beauty show and truckin' contest.

Attendance figures reached the million mark Thursday night, an average of 52,406 for the first 18 days. Two Kids' Days, June 16 and 23, drew 47,966 and 38,712.

Cavalcade of Texas opened on June 20 after a two-week postponement. Finished product is a stupendous, costly production dramatizing Texas History over 100 years. Blanding Sloan, formerly of Ziegfeld Follies and recently of Hollywood, was engaged a week before opening as director of final rehearsals, replacing Mark Hamilton. Dialog is by Jan Isabelle Fortune and narration by Clinton Bolton. Production is supervised for the centennial by A. L. Vollman, director of special events, with 300 in the pantomime cast and 15 in the speaking cast. Show is presented twice nightly at 25 cents to \$1, on a 300-foot outdoor stage of several levels against a background of cliffs and plains. A water curtain lighted with colored floods separates stage from patrons for scene changes, 28 changes of scenery being made during the hour and a half running time.

**Showboat To Have Run**

At the Black Forest, owned and built by R. J. Sipchen, and similar to the Chicago village, outer walks are lined with shops of linen, lace, Santa Claus workshop, woodcrafts, jewelry, bars and palmistry. Edward J. Steinberg operates some of the shops and has some subleased. There is a large clock in the tower of the entrance building and architectural lines are of a quaint German mountain village. On a balcony overlooking the village the Black Forest 10-piece orchestra, directed by Ernie Kratzinger, plays for the ice show and also for dance crowds. W. Rowley is manager for Owner Sipchen. Acts in the ice show are McGowan and Mack, LeMaire and Reynolds, Laverne Busher, Douglas Duffy, Ray Rice, Ukela and Vida and Evelyn Chandler, pro champion skater, who came here from College Inn, Chicago.

John Sirigo's Hollywood Studios, a village with a movie production set, shows "movies in the making" under typical Hollywood direction, and operated by David Smith. Other attractions in the studio include Capt. William Fox, with Prince and Princess, two lions from the Our Gang pictures; E. L. Franks with three police dogs, E. R. Hatfield and his trained birds, Monty Beehler's Dogs; Harvey Stewart with Tarzan and King, two lions from pix; Prince and Mallibou deer from Squoia; Buddy Sackett's Hollywood ponies, featuring a 27-inch horse, and Setan, a movie lion. Peter Howe, "Hollywood Hermit," from Santa Monica hills, is in the village with his mule and dogs. Village also has linen shop, restaurant and miniature showboat used in a picture.

Texas Queen Showboat, a Stanley Graham attraction, is presenting two performances nightly of *The Drunkard* to

full houses and has evidence of running thru the entire summer without change in the bill.

Old Globe Theater, under Major Keating's direction, which is presenting Shakespeare's works at eight performances daily, with the English Village adjoining, is sponsored by the Shakespearean Club of Dallas and has proved a popular spot.

**Big Floor for Vallee**

Dance floor being constructed in the Cotton Bowl for the Rudy Vallee dance on July 4 will be one of the largest ever laid, with more than 38,000 feet of dance space, using 68,000 board feet of lumber, and to accommodate 4,000 couples. Bowl has 46,000 seating capacity, but only holders of \$3.30 box seats and \$2.20 ring-side seats will be permitted to enter the dance floor. Holders of 40 cent, 75 cent and \$1.10 seats will be spectators only. Vallee dance is opening of Queen's Night Festivities, including selection of the queen amidst a setting of floats, special fireworks and coronation finale by Ginger Rogers. Queen contest is climax of a State-wide contest sponsored by Chrysler Motors. Queen is (See Texas Centennial on page 58)

**Grand-Stand Shows**

AMONG acts booked for Mississippi Valley Fair and Exposition, Davenport, Ia., are the Atenos, Petroff's Russian Bears, Four Siegfrieds and Mann Brothers.

OLEM SOHN, "batman" from Lansing, Mich., reported to relatives there that he is recovering from injuries received in London, Eng., when his apparatus failed during an exhibition. He suffered a fractured arm and dislocated shoulder.

EVERYTHING'S TOPS, Barnes-Carruthers show, will be before the grand stand nightly at North Dakota State Fair for Fargo. Thearle-Duffell fireworks will climax night entertainment. The Brians, Three Emerald Sisters and Four Night Hawks will work afternoon and evening.

BADGER STATE Barn Dance, piloted by "Happy Hank" Quartermont, Milwaukee, for the past three years, has been signed for Gibson County Fair, Princeton, Ind.; Winnebago County Fair, Oshkosh, Wis.; Elroy (Wis.) Fair, and Sheboygan County Fair, Plymouth, Wis. At Oshkosh "Happy Hank" has been engaged to announce for three days. *Barnyard Follies* also is being produced for a tour thru the New England States, beginning on July 1, and agented by William Brown, Syracuse.

GERTRUDE AVERY'S *Diamond Revue*, contracted for 10 weeks of fairs by Barnes-Carruthers, will open in Platteville, Wis., on August 1. Last season while playing for George Hamid revue presented at Eastern fairs a revolving band stand originated by Randolph Avery, Jr. Miss Avery was with Barnes-Carruthers in 1933-34, when she also used a movable stand. She recently closed a vaudeville tour with the fourth edition *Diamond Revue* in Peoria, Ill. Line girls have been working cafes in Chicago.

**G**  
**A**  
**H**

PROGRESSIVE Fairs and Parks are on the march to make 1936 a glorious season. Are you in step? Keep pace with progress by booking "House of Hamid Hits" and "The Acme in Acts."

**GEORGE A. HAMID, Inc.**  
America's Leading Booking-Producing Bureau  
Parks, Fairs, Celebrations, Circuses, Pageants, Units

1560 B'WAY  
NEW YORK,  
N. Y.

a **BIG** one

**6**

DAYS

EVERY NIGHT  
America's Outstanding Revue and Acts

MON.—Fun and Children's Day  
TUES.—Thrill Day  
WED.—Fraternal and Farmers' Day  
THURS.—The Big One  
FRI.—Derby Day  
SAT.—A. A. Auto Race Day

THREE DAYS

★ Harness Horse Races ★

**6**

NIGHTS

WEDNESDAY  
All Fraternal Organizations Invited  
With Special Ticket Campaign

**LARGE AGRICULTURAL SHOW**

B. WARD BEAM'S GREAT THRILLERS—Always Sure-Fire Crowd-Pullers

WANTED

**SHOWS • RIDES • CONCESSIONS  
CLEARFIELD COUNTY FAIR**

CLEARFIELD, PA., SEPT. 14 TO 19, INCLUSIVE

address: **B. WARD BEAM**, care of Fair

**STATE FAIR OF RHODE ISLAND**

TERCENTENARY AGRICULTURAL CELEBRATION,

300th Anniversary Settlement of Rhode Island by Roger Williams.

Dates Sept. 2-7 Inclusive, Kingston, R. I.

Within a Radius of 100 Miles We Have Drawing Population of More Than 3,500,000. Directly Across the Bay From Newport, the Nation's Summer Capital; 60 Miles From Boston; 25 Miles From Providence. We Are Doing Intensive Advertising.

**BOOKING CONCESSIONS, RIDES,  
HIGH-TYPE SHOWS**

WANT—Merry-Co-Round, Ferris Wheel, Kiddie Rides, Loop-o-Planes, or any new Rides. Legitimate Concessions of all kinds, Corn Game, Grind Stoves, Ball Games, Crab Joints, Juice, Novelities, etc. Will book clean, Meritorious Shows. Give full particulars in your first letter.

Address **A. N. PECKHAM**, General Manager, Tercentenary State Fair, Kingston, R. I.

**ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS**

# Day for Kids Big at S. D.

Special programs on Mondays successful — Byrd's show is new on midway

By FELIX BLEY

SAN DIEGO, June 27.—Starting of Monday Children's Days proved a success at California Pacific International Exposition. Children participated in a contest for the best Spanish costume. Jose Arins and his Exposition Troubadours played for the dances. Rosita Royce, dove dancer, scored as a free attraction. Spanish Fiesta week celebrations continue and Mardi Gras atmosphere prevails, with Carmenita as a feature attraction. At the Plaza a program is presented by Jay Warde Hutton and his orchestra, the Exposition Novelers, Chiquita, Spanish singer, and Cassell and Rand, dancers. The 1936 commemorative coins arrived and are in charge of

J. S. Claire, who reports that more than \$70,000 worth were sold last year.

On Thursday tents rose and CCC boys prepared to receive 1,500 fellow conservationists to participate in Civilian Conservation Corps Day. The 30th Infantry Band, under direction of Warrant Officer Arthur Jason, gave a concert. Elwood T. Balley, executive vice-president, welcomed the boys. Guerdon Ellis, supervisor of Cleveland National Forest, delivered the main address. Clarence F. Desmond was emcee. Program included Reo Reese, singer; Larry Westman, accordionist; George Howell, guitar, and Franklin Smith, pianist. Wilfred Culver, organist, gave a program and a sunset organ recital by Royal A. Brown.

The week-end had many attractions, with Army, Navy and Marine week starting on Saturday, with a street dance in Spanish Village nightly and distribution of 50,000 noisemakers and serpentines. Eddie Wakelin is chairman of festivities, co-operating with Harold Hodge, director of special events. Larry Belger is in charge of boxing and wrestling; Harry Foster, donkey baseball; Ernie Hulick, street dances and queen contest, and Larry Polka, awards for all events.

On Sunday, Fathers' Day, the youngest and oldest father to enter the gates were presented with season tickets. Grandfathers, fathers and sons were admitted free if in a group. A reception in the House of Hospitality, with special entertainment by Connie Fraser's singers and dancers, featured Alpha Iota Day.

A new show opened in the old Hollywood Secrets Building, to be known as Byrd's Antarctic Exhibit and Lecture-Exclusive Motion Pictures of Byrd Expedition. Lieutenant-Commander George O. Noville, executive officer and personal aid to Admiral Byrd, made final arrangements, and tells of his experiences with the expedition. San Diego Symphony Orchestra, 86 pieces, under direction of Nino Marcelli, will open the concert season in Ford Bowl, sponsored by the Ford Motor Company, on July 10, closing its engagement of 32 concerts on August 9. San Francisco Orchestra, 70 pieces, under direction of Alfred Hertz, will begin 14 concerts on August 11.

Special events for July include Canadian Dominion Day, July 1; Grand Army of the Republic Day, July 4; United Commercial Travelers' Day, July 5; Bungalow Literary Hostess Society Day, July 12; Braille Club Day, July 15; American Legionnaires, July 18 and 19; Dixie Day, Exposition Pacific Coast Star Yacht Regatta Day, July 27 and 28.

## FAIR SECRETARIES MY 1936 REVUE

(30 PEOPLE)

IS THE BEST BUY IN AMERICA  
Carrying Full Scenic and Lighting Equipment.

ALL NEW

Write for Details and Prices

ONLY A FEW OPEN DATES LEFT

MY LIST OF GRAND STAND ATTRACTIONS IS OUTSTANDING

SIDNEY BELMONT

FULLERTON BUILDING, ST. LOUIS, MO.

## OWNERS PORTABLE SKATING RINKS

Communicate IMMEDIATELY

L. B. HERRING, JR., Secretary

South Texas State Fair

Box 1648, Beaumont, Texas

Attractive Proposition Good for All Winter

## WESTERN MICHIGAN FAIR ASS'N, INC.

AT LUDINGTON, MICH., JULY 27-28-29-30-31-AUGUST 1, 1936.

WANTED—Shows, Demonstrators, Fireworks, Manufacturing Displays. All Concessions open. Rates reasonable. Rodeo, Auto Races, Free Acts doing two or more. Clowns, Willibilly Bands, good Amateur Acts. Three Days' Harness Races. 185-acre Airport and Fair Grounds. Advertised 30 days in advance, 100 miles around. 100,000 Summer visitors in district. Wonderful opportunity for Manufacturers and Salesmen to contact visitors from all parts of U. S. Address all mail to FRED O. LECESEN, Secretary; J. B. HENDERSHOT, Fair Manager.

## WANTED CARNIVAL MONROE COUNTY FAIR

Paris, Mo., August 11, 12, 13

Day and Night

GEO. M. RAGSDALE, Secretary.

## Shean Is Aid At Great Lakes

Showman named assistant to Shaffer on midway—police, guards end training

CLEVELAND, June 27.—Lincoln G. Dickey, general manager of Great Lakes Exposition, reported all in readiness for opening at noon today. Albert N. Gonsior, chief of construction, announced completion of general construction work. Almon R. Shaffer, associate director in charge of amusements and concessions, said the amusement zone would be in full swing at the opening bell. Frank (Doc) Shean has been appointed assistant to Mr. Shaffer and will have charge of midway show attractions. He arrived from New York and immediately took up the task of getting everything in shipshape for the opening.

General offices and entire staff have practically vacated Terminal Tower headquarters and are now established on the lake-front grounds. Mr. Dickey will have his office aboard the steamer S. S. Moses Cleveland. The past week witnessed a multitude of activities by exhibitors and showmen, installation of exhibits and setting up of attractions. Col. John Hughes, director of public safety, reported that his police and fire

## PIKE COUNTY FAIR

Griffinville, Ill., August 11, 12, 13, 14, 1936  
Wants  
CARNIVAL—RIDES  
Write O. W. TAYLOR, Supt. Privileges.  
(Everybody made money at Griffinville in '35)

## DARE DEVIL OLIVER

WORLD'S PREMIER HIGH OLIVER,  
Has Some Open Time in 1936.  
Permanent Address, Tonawanda, N. Y.

## NOTICE!

WANT MIDWAY SHOWS AUGUST 17-21  
Good proposition for 7 or 8 rides and 10 shows.  
Must be good, clean shows. Special truck permits into Iowa.

## SOUTHERN IOWA FAIR

ROY E. ROWLAND, Secy., Ottumwa, Ia.

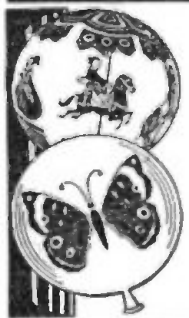
## WANTED A CARNIVAL

Show, Rides and Concessions,  
OCTOBER 20-24, 1936.

GREENFIELD COUNTY COLORED FAIR ASS'N  
J. P. CHAPPELL, Secretary, Greenfield, O. O.  
2 Nichol Street.

department staff and 500 guards completed the training period and were fully uniformed to appear in the huge parade in the downtown section today. Many of the midway showmen have expressed themselves as being delighted with the lake-front setting.

## OAK BRAND HY-TEX BALLOONS



Brilliant  
Multi-Color  
Prints

Some exceptionally  
flashy new balloons are  
offered in the Oak line  
this season. Outstanding  
among them are Merry-  
Go-Round, in 8-color  
effect, and Butterfly, in  
3-color effect. Both, of  
course, in a variety of  
color combinations on  
assorted color balloons.

At Leading Jobbers.

The OAK RUBBER CO.  
RAVENNA, OHIO.  
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## STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.  
Finishing With a 500 Ft. Slide for Life.  
Available for Fairs, Parks and Celebrations.  
Address care of The Billboard, Cincinnati, O.

## WANTED FOR Trumbull County Fair

AT WARREN, O., AUG. 11-12-13-14, 1936.  
Shows, Concessions, Attractions, Carnival Companies. 75,000 people expected. Three Automobiles to be given away.  
NOMER O. MADKEY, Secretary.

## WANTED!

Carnival with 4 or 5 Rides to play  
OCONEE COLORED FAIR  
SEPTEMBER 28 TO OCTOBER 3, 1936.  
H. T. JONES, M. D., Mer., Dublin, Gs.

## INDEPENDENT SHOWS WANTED

We need a few more good shows of merit that don't conflict in the Biggest Free Gate Carnival and Night Fair in Pennsylvania. Over 50,000 people attending. Rides, Wreath and Ring booths.  
A Real Money Spot for Shows.  
Write ROLAND E. FISHER, Chairman.

## WANTED EATON CO. 4-H FAIR

Bigger and Better Every Year  
SEPTEMBER 2-3-4  
Concessions and Shows. No Gift.  
HARR KAROEL, Secy., Charlotte, Mich.

## CARNIVAL WANTED THURSTON COUNTY FAIR

SEPTEMBER 14-17, INCLUSIVE.  
Will make very satisfactory terms. Also want Concessions. Exceptional rates. Write  
ALFRED O. HAUR, Secretary, Watville, Neb.

## Some Dates Are Rearranged In String in North Carolina

RALEIGH, N. C., June 27.—Norman Y. Chambliss, manager of North Carolina State Fair here and operator of fairs in Greensboro, Salisbury, Rocky Mount, Clinton and Williamston, N. C., said that dates for Williamston and Rocky Mount fairs have been exchanged.

World of Mirth Shows will play the State fair; Rubin & Cherry Exposition, Greensboro, and Cotlin & Wilson Shows, Rocky Mount, Williamston and Clinton. M. S. Younts has been appointed resident manager in Greensboro. J. A. Stewart continues as manager in Clinton. E. J. Gordon will again be Rocky Mount manager. Harvey Walker will again be in Williamston, and Mr. Chambliss will manage Salisbury Fair with assistance of Chamber of Commerce.

## Fair Grounds

DETROIT—Advertising and publicity for 1936 Michigan State Fair will be handled by Bass-Luckoff, Inc., Detroit, using newspapers, radio and outdoor shots.

WEST ALLIS, Wis.—Premium list for the 86th annual Wisconsin State Fair in State Fair Park here reached \$55,805 on June 20 after Manager Ralph E. Ammon announced addition of \$10,000.

SHINER, Tex.—Shiner Fair Association has been chartered as a non-stock corporation, principals including Peck Welhausen, H. H. Striesbeck and A. H. Kaspar.

TIPTON, Ia.—Cedar County Fair will commemorate the county's centennial with a pageant of 13 episodes presented nightly and a special department for antiques. Several races have been added (See FAIR GROUNDS on page 58)

# Sioux Falls Gives Big Week To United Shows of America

SIoux FALLS, S. D., June 27.—United Shows of America had their best week of the season so far when they exhibited here last week, according to announcement of a member of the show's staff. The show was located on what is known as the East Side showgrounds. Favorable weather prevailed.

According to reports, more than 50,000 people passed thru the large marquee entrance to the midway during the six matinees and nights. Special troupes with local business establishments were highly productive, both afternoons and nights.

Local newspapers were generous with story and art space. Radio Station KSOO allotted much time for special broadcasts. George Hahn, program manager, wrote five scripts dealing with his trips around the midway. Bill Warner and Merl Thompson acted as "Mr. Hot Dog" and "Mr. Hamburger," while operators of the show furnished the background. Ted Ramsey, Walter Simmons and Roger Brown, of *The Argus-Leader*, headed a party of newspaper folks who took in the excitement of the midway Wednesday night. The new electrical illumination of the show was subject for a feature story by Walter Simmons.

Max Goodman, widely known concessioner, left on Friday with a crew of agents for the Grand Forks (N. D.)

Fair, leaving Max Klepper in charge of the Goodman concessions unit with the show.

Tom Mix Circus was also here on Saturday and visits were exchanged. Among the circus folks on the United's midway were Tom Mix, J. H. Baker, Max Gruber and Rhoda Royal. From here the Castle-Hirsch-Lohmar amusement organization went to Brainerd, Minn., to fill a week's celebration engagement.

## Krause Preparing For Fairs Season

PITTSBURGH, June 27.—Krause Greater Shows at Ambridge, Pa., this week, are the first carnival there this season and enjoyed the biggest two opening days since they took to the road some months ago. A \$300,000 local pay roll was expected to give them a banner week. Manager Ben Krause told a representative of *The Billboard* that most of the dates played had netted only fair returns. He was looking forward to a big date in Clairton, Pa., next week, where his carnival will be the first to play in almost 15 years. He stated that the outfit is gradually being enlarged for the approaching fair season. Current attractions list 7 rides, 7 shows and 26 concessions.

Krause opens his fair season in Virginia in August and continues thru Thanksgiving week.

The staff, in addition to Manager Krause, includes: George F. Dorman, secretary; George Conater, chief electrician and transportation manager; Mrs. Ben Krause, treasurer; Sidney Strait, assistant ticket seller; Sam Burdorf and Joe Rowan, promotions and advertising, and Harry Morris, lot superintendent. Jack Briggs operates ballyhoo truck. The free act features Orville LaRose on high trapeze.

Morris Michaels is manager of the cook-house—Mrs. Morris Michaels, cashier; J. Leelle, chef, and six assistants. The midway also has Krause's Ferris Wheel and Chairplane; Clyde Howey's Kiddie Auto Ride, managed by Elwood Osborn; G. E. Haverstick's Arcade, Bob Coleman's corn game, Clyde Howey's Girl Show and Captain Luse's Side Show.

A number of visitors were entertained at Ambridge, among them the Legion chief from Beaver Falls; M. R. Levy and his father, from Pittsburgh, and *The Billboard* correspondent from Pittsburgh.

CANTON, O.—The Charles Siegrist troupe of aerialists has been booked as free act with Johnny J. Jones Exposition. Act is still headed by the veteran flyer, Charles Siegrist, whose home was formerly here. The troupe moves on a special motor truck which carries all the rigging, props and baggage.



O. N. CRAFTS (front), of Crafts amusement interests, and Roy E. Ludington, manager Crafts 20 Big Shows, snapped as they were about to enter the new plane recently purchased by Crafts for business and pleasure hops.

## Harrisburg, Pa., Good for Marks

HARRISBURG, Pa., June 27.—The Marks Shows had a good week's business here last week, auspices Pleasant View Fire Company and located at 21st and State streets, with a 10-cent gate.

The organization, of which John H. Marks is manager, had an excellent start on Monday, when, despite a day-and-date with Cole Bros.—Clyde Beatty Circus, the gate admissions were reported as being more than 3,000.

Tuesday and Wednesday were very good days, but Thursday brought heavy rains and thunderstorms. Friday's business was not materially hurt by broadcasts of the Schmeling-Louis fight. Saturday brought the engagement to a good close.

Carlton Collins, press agent, was in Philadelphia collecting his soldier bonus. William Breese, general representative, was back with the show for a few days over the week-end. Manager Marks purchased a beautiful custom-built house trailer here.

The crowds showed much interest in Jack Ritenhart's Wild West Show and were attracted by the well-lighted panels front of Kelly's Side Show. The twin Eli Wheels added to the attracting power of the 10 rides and 12 shows. Joe Payne, superintendent of concessions, prides himself in exhibition of 26 heavily stocked concessions. The featured free act was the Four Aerial Devils.

From here the show went to Lock Haven, Pa. Will then go to Kittanning, near Pittsburgh, and then double back into New Jersey.

# W. H. Hames Busy Operator

Besides traveling show has rides at Frontier Centennial and park, Ft. Worth

FT. WORTH, Tex., June 27.—W. H. (Bill) Hames, who has the rides concession at the Ft. Worth Frontier Centennial, will have the following devices on the midway on opening day, July 18: Miniature Railroad, Twin Eli Wheels, a four-abreast Merry-Go-Round, one Parker Pleasure Wheel, Heyday, Lindy Loop-pony trucks, an old-fashioned Merry-Go-Round (said to be about 50 years old), a new Butterfly ride, Loop-a-Plano and a "Kiddie Land," consisting of numerous kiddie rides. These will be placed in the circular plot around the Monkey Mountain at the end of "Sunset Trail," the main "street" at the showgrounds.

In addition to these rides Hames also has his Bill H. Hames Shows, which are now in Central Texas.

Hames also operates Merry-Go-Round, Ferris Wheel and other rides at Forest Park here.

## Elane Shows Open At Bridgeville, Pa.

BRIDGEVILLE, Pa., June 27.—The Elane Shows concluded their opening engagement here last Saturday and had an average of fair business.

The roster included: Rinehart's Chairplane, operated by Carl Barnett; Peg Harris' Kiddie Ride; Lewis Lehner's Gosh Ride; Illusion Show, operated by Heracholl Penry; Girl Show, operated by Arthur Babie; "Life," operated by Bonnie Johnson. George Cotter has the cook-house; Morris, pop corn; Cliff Lehner, penny pitch; Koford and Ramsey's corn game. A high-diving dog the free attraction. Joe Sanders is electrician. While here a party was given in honor of Bonnie Johnson's birthday.

## Along the Expo Midway at Dallas

DALLAS, June 27.—Two big national conventions in town, with the majority of the delegates from the North and Northeast, and Dallas had to have a record heat wave! As a result, the visitors neglected their amusements and contented themselves with a bit of entertainment in the air-cooled drinking establishments.

Mr. and Mrs. W. L. Britton returned from their home in Hot Springs over last week-end to visit the Centennial. Within the next week they will move to San Antonio, where Britton will be connected with a sporting enterprise.

Whitey Rodenburg, who arrived here three weeks ago to join the front of the Gorilla Village, left early this week to join a Cauble unit playing the Southwest.

Mr. and Mrs. T. J. Tidwell motored from Ada, Okla., last Saturday to visit the exposition, returning to the show at Seminole, Okla., Tuesday.

A. Obadal is back in town for another trek along the exposition highways and byways. Since the exposition opening Obadal has averaged two days a week in the city, coming from his headquarters in San Antonio.

Tom Sheehan left Wednesday night for Cleveland, where he will connect with an attraction at the Great Lakes Exposition.

The one millionth visitor to the centennial was awarded a "date" with Mile Corinne, the apple dancer in Streets of All Nations.

Florescu, high-pole artist, one of the features at the centennial's two free shows, has been drawing heavy crowds with his acrobatics on top the 60-foot pole.

Nate Miller, manager of Lusse Bros.' Auto Scooter ride, makes the best "shill" for the ride. He rides the autos and makes the ride interesting for the patrons as well as the spectators.

Billy Edwards left Monday for a four days' trip to Kansas City to get additional equipment and talent for his Athletics Arena.

Teddy Goldstein, of Humstone note, has been getting practically as much newspaper publicity as the major revues and events.

## Backer and Douglas Make Trip to Cincy

CINCINNATI, June 27.—Earl D. Backer, co-owner with E. S. Winsted in Famous Georgia Minstrels, playing week stands, made a motor trip to this city this week from Bristol, Va., accompanied by Garfield Douglas, one of show's comedians, who received his bonus bonds.

The show is using a 60-foot roundtop with two 30s and one 20, transports on five motor trucks and two buses and carries 36 people. Backer informed that the routing has been in Virginia lately, now leading into Tennessee. Reported business as quite satisfactory.

## Morris Miller on Biz Trip

CINCINNATI, June 27.—Morris Miller, owner-manager Miller Bros.' Shows, made a short stay here early this week while en route from a business trip to his organization, playing Pikeville, Ky. Incidentally, he had planned to stop only between trains, but a sudden attack of illness caused him to remain longer. While here he spent a few minutes at *The Billboard*, also visited Hugh McPhillips, who for years has had riding devices with various carnivals. A wire from Miller Thursday informed that he had arrived at Pikeville and was feeling much better.

## Henry's Magic Attraction With Greater American

MOLINE, Ill., June 27.—Greater American Shows have added a feature attraction in S. S. Henry, noted magician, and his troupe. Henry, who is vice-president of the International Brotherhood of Magicians, said the results of the first two weeks' carnival showing in his long career have been gratifying.

Henry carries a troupe of seven people, which included his wife, Vera Lee, Jackie Herndon, Alzoda and three other assistants. Sand pictures by Henry lend variety and color to his show.

### "Harkening Back"

BRAINERD, Minn., June 27.—Whiskers seem to be prevalent on the midway of United Shows of America which are exhibiting at the Paul Bunyan Celebration here.

Bill Hirsch has a flaming mustache, while Irving Ray, treasurer, has a semblance of a weeping willow beard.

Everyone attending this nationally known celebration was requested to have a beard or mustache or pay a fine. Beards of all colors of the rainbow and all shapes are to be seen adorning the chins of the show-folks.

Johnny Castle and Bob Lohmar both left town to escape the "hardship." An old-time showman remarked: "It brings back memories of the old days of the Gaskill-Mundy regime."

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

By STARR DeBELLE

TRIPLE CREEK, Que.  
Week ended June 27, 1936.

Dear Charlie:  
Canada and Quebec at last. We promised our people that we would play it, and here we are. The fact that the show would play the provinces kept the show organized. Now we will start the out-all-winter propaganda. Ballyhoo Bros.' Shows booked to furnish the midway for the French-Canadian Annual Fair and Exhibition. Being booked for it was about all. The show arrived four days late. The proverbial "Better late than never" didn't pacify the fair board. After 10 hours of wrangling the office finally gave in and forfeited the \$10 appearance bond put up last winter at the meeting.

Monday, get-ready day, wouldn't have meant much, but we also lost Tuesday. Kiddies' Day, and Wednesday, Triple Creek Day, Thursday, the big day, found the grounds packed and jammed with people, watching the show set up. If it hadn't rained that night we would

have broken all peak records. The only thing to open was the penny pitch and it lost the first and best hour because the operator had to run around to get change for the first nickel that showed up.

The bosses proud of the midway that they brought to Canada this year. Many new attractions, some unheard of in carnival circles. Sailor Jump arrived with 10 different tribes of Cannibals and Ubangis in his suitcase. Will open Darkest Jungles as soon as he can pick up some people. The St. Frits Ice Skaters were to be featured on this tour but the office closed the show the first night. The performance okay but they burned too many lights on the front.

Each show used local interpreters. But we couldn't tell if they were knocking or bragging. From the results shown it must have been knocking. Their gestures and prancing around reminded us of shadow boxers. The cook-house did away with its griddles and  
(See BALLYHOO on page 51)



# Midway Confab

By THE MIXER

**THIS WEEK** Royal American Shows start their Class A fair dates in Canada.

**JOHN R. CASTLE**, of United Shows of America, spent a day in Chicago recently while on his way to Cleveland.

**L. S. (LARRY) HOGAN**, general agent Beckmann & Oerety Shows, paid a visit to Chicago early last week.

Many ex-service men since getting their bonus bonds have been building and buying show outfits—shows, rides and concessions.

**BOB VANCE**, glass eater, is a recent addition to John Robertson's Circus Side Show with the Joyland Shows, having joined at Grand Rapids, Mich.

Despite a "campaign year," the season looks good for outdoor shows.

**FRANKIE SHAFFER** and his brother, Jack, have 10 concessions with West Coast shows, also have a string of fairs booked in the West.

**POLEY & BURK SHOWS** were accorded a wonderful praise story, evidently by a newspaper staff man, in *The San Raphael* (Calif.) *Independent*.

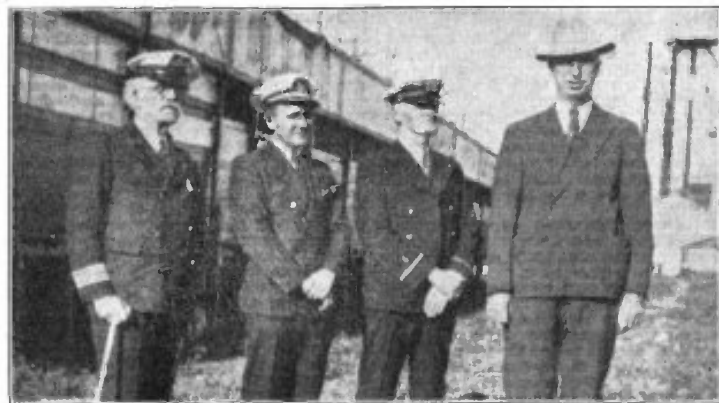
**CARL C. CHAPLIN**, cookhouse manager, formerly with Strayer Amusement Company, Royal Palm Shows and other carnivals, was in Cincinnati early last week to get his bonus bonds.

**RUBIN GRUBERG** stopped off in Chicago last week while on his way from New York, where he saw his daughter, Edith, off for Europe, to rejoin his show in Wisconsin.

**W. R. SNAPP** and Curly Reynolds, of Snapp Greater Shows, were Chicago visitors while the show was playing St. Charles, Ill. While in Windy City they took in a ball game at Wrigley Field.

**THE SON OF** Mr. and Mrs. G. H. McSparron, Clyde, was scheduled to sail last Saturday for an eight weeks' trip to London. McSparron is still with Dodson's World's Fair Shows and Clyde's mother has been taking care of their business interests at Miami.

**EDWARD A. SABATH**, after a long siege of illness, is again in show harness. Recently took over the office for Majestic Exposition Shows (E. G. Hendrix, owner-manager), while Douglas Roland, secretary of the show, is absent, visiting his wife at Lynchburg, Va.



**SOME OF THE** staff members of Whale Exhibit unit which has been playing cities in Canada. Photo taken beside the special-built railroad car. Left to right: Capt. David Barnett; Mark Verdon, first mate; James Dunn, chief engineer; Col. M. A. Goudy, manager and Director.

**GUS KANN**, Pittsburgh novelty man, joined Gooding's No. 2 unit in Pittsburgh with his balloon stand for a week. Had a prominent spot on the midway.

**BEN BENO**, free attraction with Happy Days Shows, is an active Showman's League worker and says he expects to turn in a number of new memberships soon.

**J. ALLEN DUFFIELD**, over Pennsylvania way, has visited a number of shows in his State this year, among them Bantley's Greater, Sam E. Spencer and Johnny J. Jones.

**G. E. GRIFFITH**, who for years has been with train crews of both circuses and carnivals, lately with Beckmann & Oerety Shows, arrived in Cincinnati last week for a few days' stay.

**BONUS VETERANS:** On one of the "Outdoor" pages of this issue appears the names of ex-service men whose bonus bonds are now at the Cincinnati post office.

**WORD OAME** last week that Lou-Louette had left the Side Show of Pan-American Shows and framed an individual attraction on the same outfit with R. B. Wlee as manager and talker.

**GOLDEN GATE SHOWS** recently played a split-week at Los Gatos and Santa Clara, Calif. Mr. and Mrs. O. N. Crafts visited them at Los Gatos, and Ed Smithson, special agent, was back to the show at Santa Clara.

**MRS. JOHNNY J. JONES** and Johnny Jr. were recent visitors at the home of Mrs. Grant B. Smith (Sister Sue) at Crooked Creek, Pa. While there, a Jones reunion was held, and a letter from "Sister Sue" states that all present enjoyed the occasion.

**DOC HOWELL** in addition to doing press for Dixie Model Shows in holding the guiding reins of three attractions. His Congress of Living Wonders, Alligator Show and Hawaiian Show occupy 3,800 square feet of ground space behind a total of 210 feet of panel and pictorial banner-line fronts.

**M. B. (DOC) RUTHERFORD**, who has tramped with many amusement organizations—among them Rubin & Cherry;

Crafts Shows, Hilderbrand's United Shows, DeKreko Bros.' Shows and John T. Wortham—is now residing with his wife and family at Somerville, Mass., and is on the publicity staff of the Federal Theaters Project with offices in Boston.

**THE MIXER** has a photo of a group of folks with Big Slate Shows, but it's too "dark" for reproduction in print. Anyway, the group consisted of (right to left) Roy Gray, director general; Doc Waddell, publicist; Hank Robbins and Edward and Roy Valentin, of the Flying Valentins; Louis Bright, secretary-treasurer, and Captain Farnsworth, general announcer.

How many can remember when a frequent occurrence was a general agent returning to his show and announcing "Well, we have a maiden spot next week!" F. E. Kelley, g. a. R. M. Work Shows, advises that he booked the show into Westminster Boro (near Johnstown), Pa., for last week, the only carnival to play it since it became a boro 40 years ago.

**DALLAS PICKUPS**—Jack and Betty Gibson are here, connected with a suburban night club. . . . Harry Broughton, a recent arrival from South Texas. . . . Danny Odum returned to the city early this week from a business trip thru South Texas. . . . Loveta Linkof, who has been traveling with her mother, Mrs. Ivy C. Rice, left for Los Angeles to attend the funeral for her grandfather. . . . She will remain indefinitely on the West Coast with her grandmother. . . . J. George Loos, who has been ill since early last spring, reports his condition as improved considerably. . . . Mr. and Mrs. Jack Lindsey and family left early this week for Iowa, where they will open the fair season with their own game and other concessions. . . . Ralph (Kentucky) Ray made a trip to Oklahoma City last week in his own interest and also a trip thru that territory for the Southern Premium Manufacturing Company.

From St. Olaf Hospital, Austin, Minn., Billy (Sheik) Claire wrote, in part, early last week: "Have been here over a week, since being shot, and am coming along fairly well. Joe Streibich, of the Showman's League of America (of which I am a member), visited me last Friday, and I understand that arrangements have been made to move me to the American Hospital, Chicago, within about 15 days. . . . Tell all the boys for me that I think Mr. Streibich and the Showman's League are the tops. Would like letters from people in the outdoor show business who know me."

**"PICKUPS"** from Hilderbrand's United Shows at Eugene, Ore.—Elaborate tie-up with local papers and radio station by Lucille King. . . . Major John Jacobin and his family, featuring "Prog Boy," returned from Los Angeles. . . . Lawrence LaLonde joined Jane Godfrey's Ten-in-One, taking over the front. . . . Mrs. K. Quivilla and daughter, Kay, visiting their daughter and sister, Verna Seeborg. . . . Harry Suoker Jr. arrived from

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Park Special  
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Send for our new 1936 Catalogue, full of new Games, Banners, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confections, Artificial Flowers, Novelties.  
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**WANTED WANTED**  
Have New \$95.20, also 12x18, Tops and Banners. Please. Want real attractions to use this equipment. Will book stock concessions. Playing Augusta, Ky., week June 29-July 4, ampeda Fire Department. Good spots to follow. Paul Drake, write me.  
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ABNER M. KLINE, Distributor.

Military School to join his parents for the summer. . . . Mrs. Johnnie Gibson selling tickets at the W. G. Foss Mixup during convalescence from her recent accident. . . . Bessie Bessett was robbed during her performance at the Ten-in-One of \$100 and her clothes. The alleged thief apprehended later. . . . Tommie Lee doing nicely with his Snake Show and Hillbilly Show. . . . Mrs. Herman Van Dee's "Lady Elyna" show had a very good week with Will Robinson on the front. . . . Ben H. Martin added two new concessions. . . . Mr. and Mrs. Miles Nelson added another concession. . . . Harry and Charles Hillman doing nicely with the Ben Martin concession.

**ASHTABULA, O.**—Broken in body, but not in spirit, O. K. Stuart, high-wire walker, spent some days in Ashtabula General Hospital as result of an accident while he was appearing here with a carnival sponsored by the Veterans of Foreign Wars. His wife, 40 feet above the ground, suddenly slackened, causing him to fall. He landed face downward on a band stand with such force that three of his front teeth of his upper jaw were imbedded their entire length in the wood. His right arm was fractured and left arm broken in two places. There was a deep confusion over one eye and it was thought for a time that his skull was fractured. During his fall the 61-year-old performer held on to his 80-pound balancing pole till he hit bottom, which greatly increased the force of the fall. When his manager, Edward M. Wyles, asked why he did not drop the pole, Stuart said he was afraid it would hurt some of the bystanders. Stuart has been following his profession 47 years. He was removed from the hospital Monday to his home city, Indianapolis.

**Happy Days Shows**

**Jasonville, Ind.** Week ended June 13. Auspices, American Legion. Downtown location. Pay gate. Weather, fair. Business, good. **Martinsville, Ind.** Week ended June 20. Auspices Uniformed Rank K of P. Pay gate. Location, Esslinger Park. Weather, fair — two cool nights. Business, highly satisfactory.

At Jasonville: Zida Zane with several attractions joined the Circus Side Show. Mrs. Arthur (Bugs) Wayne and Devota joined from Wisconsin. Leonard McLemore in Cincinnati on business. McLemore's kiddie rides and the writer's Loop and kiddie railroad handcars doing okoh. The new Tilt-a-Whirl topped the rides. Mrs. Nona Snodgrass, "Dutch" and the boys have Twin Eli Wheels and Merry-Go-Round in fine condition, and working to cash—no ride coupons. James Phillion's midway cafe doing fine. Lot Superintendent Reno Lewis lays out a well-balanced midway each week. Jos J. Fontana, vice-president and general agent, capably handling the office during illness of Mrs. T. L. Dedrick. Minstrel Show, with additions to roster, ciekling, Jackie and Vivian's Girlie Revue topping the shows. L. E. (Dutch) Heth and George Spaulding doing fine with banners and second-agent work. Mrs. Albert Heth's corn game has a new top, framework and stock. Happy Boultlinghouse conducting same. At Martinsville: This the first pay gate ever used here and many were of the opinion that it would chill the spot. But it did not, and a letter handed Col. Dedrick on Sunday stated that the committee realized more clear money from the engagement than since the Nat Reias Shows played around the Courthouse square many years ago. This a return engagement for this show, with same auspices and same location. Mrs. Dedrick, in the National Sanitarium here, is improving but it will be quite a while ere she resumes her duties at the show's office. **FLOYD R. HETH.**

**Big State Shows**

**Gonzales, Tex.** Week ended June 20: Auspices, American Legion. Location, Davis Park. Pay gate. Weather, perfect. Business, poor.

Another perfect move. Lulling to Gonzales. Trucks in supersharp—praise feathers for headgear of chief mechanic, William Norman, and assistant, Phil Van Dorn. Wrigley's "Crime" show given new touch. Expose of "white slavery." Its new front an idea of "Dad" Gambien and son, William, official painters. The Gonzales Daily Inquirer front-paged with stories and pictures. Jack Blackwell, an "ace" feature writer, of Southwest, turned pen loose in affirmative, helpful style. Gonzales teeming with roundabout night-club dances, featuring crack orchestras, proves opposition with a sting. Writer made Baptist Church, Eastern Star and county jail. Jack

Robinson acclaimed champion ballyhoo orator. Captain Farnsworth scoring as long-distance "non-megaphone" principal announcer. Flying Valentines increasing popularity. Manager Jesse Wrigley adding "Unborn" show. Bob Paulson and wife, Louise, with silver guitar, gone elsewhere. Virgil Turner hospitalized with broken jaw. Loyd Nance and bitlers doing great posting in advance. Joe Stout back from visit to Lake Charles relatives. Chester McClure and Joe Norman, Oklahoma Broadcasting Hillbillies, joined. Visitors: Happy and Lella Sprad, Leo R. Clore, John R. Hays, Grady Little, Asa E. Stroud and J. L. Maynard, Burgess Robinson, Glen Burgess, R. A. Rainschel and George Cheney. "Sir Edward" Rife back from his Dallas winter quarters with new dining tent. S. J. Saylor new manager. Ruth Gray Young's photo studio. Blackie and Jane Emmiller to Burdick Shows. Red Rogers' children, Bessie and Ruth, given surprise party. His wife, Blanche, contracted to train horses for polo at San Antonio next winter. Art Dorner has front of Oddities Show. Dan Hamilton tickets at Tilt-a-Whirl, taking place of J. F. Carr, who departed.

**DOC WADDELL.**

**Wallace Bros.' Shows, Canada**

**Ottawa, Plouffe Park.** Week ended June 6. Weather, fair. Business, good. Auspices, Orange Lodge.

This stand a relief from the bad weather of the last few weeks. Daily gate attendance topped the 3,500 mark and everyone seemed to have the spirit to spend. Capt. Duncan Fairlie did two dives daily. Abundance of electrical illumination, rides and shows decorated with flags. On Friday the management host to hundreds of orphan children; Saturday, the newsboys. City was well pappered two weeks in advance. Caterpillar management Joe McClusky, took top money, the Big Eli Wheel running a close second. Side Show, with its new manager, Jimmy Vick, topped the shows. Visitors included Mr. and Mrs. Muldie and son, personal friends of J. P. Sullivan, owner; Mr. and Mrs. H. Proulx, parents of Harry Proulx, assistant general agent; J. C. Harris, of Sims Shows. Mrs. Walter McClusky, wife of the writer, left for a few weeks' visit home. Show had recently purchased a new International truck, also new callopes, mounted on semi-trailer. Professor Baldwin, artist, completed a new paint job on the "Popoys's Cabin." The office is rebuilt and repainted, with paneled front. All equipment overhauled in preparation for the trip north. At North Bay business was fair, the location a mile from town. J. P. Sullivan returned from a business trip to Timmins. Mr. and Mrs. Bill Stone paid the show a short visit. Mrs. Stone will remain to assist Walter Reidy in the management of the frozen custard and the Arcade. Cris Paralo, cookhouse, has purchased a new Hudson. Bill Groff, general agent, back to the show at North Bay. **WALTER MCCLUSKY.**

**F. & M. Amusement Co.**

**Renova, Pa.** Week ended June 13. Auspices, Renova Hospital. Location, ball park. Weather, fair. Business, good.

Sixth week on the road. Jumped from Lock Haven thru a hard rain, but found the lot in very good condition. Everybody was up and ready for business by noon Monday. Tuesday was very hot and business improving, while Thursday we had a hard cloudburst, but at night business was still very good. John Whitaker added a new concession to his lineup, William Charles Allen making a new penny pitch. The Saturday matinee was great. Children came from miles around and everybody kept very busy. About 3 o'clock it started to rain but the rides kept running with full loads. C. W. Ayer employed a new man to operate his frozen custard while he takes another one out himself.

**Rubin & Cherry Exposition**

**Green Bay, Wis.** Seven days ended June 21. Auspices, American Legion. Location, South Broadway show grounds. Weather, variable. Business, very good.

Green Bay came thru with one of the best grosses of the spring tour, despite heavy rain on Monday and cold weather early in week. Arrived 9 a.m. Monday from Appleton (a Sunday closing there) and everything ready by 7 p.m. for the opening. "Bonus Nights," Friday and Saturday, registered heavy receipts, and the Saturday and Sunday kids' matinee, sponsored by the largest department store in town, pulled youngsters in

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 Don't delay sending for your samples of GOLD MEDAL CONCENTRATES. They make drinks that have the real, fresh fruit taste, drinks that really sell. The price is reasonable, \$2.00 per quart, makes 48 gallons of drink. Samples sufficient to make 6 gallons, 35c each; any three for \$1.00, post-paid. All standard flavors. All the big drink stand and Ice-Ball operators are lining up with GOLD MEDAL this year. They know that they are the best. **HOUSE-TO-HOUSE MEN.** WE have a new 3 oz., makes 3 gallons for the home. Write for details.  
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 Can place Talkers, Grinders and Ticket Sellers. Have outfit for high-class Musical Comedy or Variety Show. Have outfit for strong Grind Show. Show people, come on. Larry Zern can place Hula and Oriental dancers. Can also place Performers and Musicians for Echoes of Harlem. Feature Acts and Freaks for Side Show. Can place Scenic Artist and Sign Writer that can stay sober. Ride Help, come on. Can also use legitimate Concessions that work for stock. Wheel and Grind Store Agents, Cook House and Corn Game Help at once, also Ball Game Workers and Workingmen that Drive Trucks.  
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 Special Agent and Promoter to join at once. One more major Ride, Hey-Dey, Rideco, or any other Novel Ride. Can place good Mechanic and Builder. Five-Picco Uniformed Band to join at once, white or colored. Painter who can do pictorial work. Can place legitimate Concessions at all times. Address **JOHN H. MARKS, Kittanning, Pa.,** this week; Cumberland, Md., week of July 6.

**L. J. HETH SHOWS**  
 WANTED FOR THE FOLLOWING BONA-FIDE EVENTS AND FAIRS:  
 Loop-or-Plane, High-Class Side Show Acts, Illusion Show, Unborn Show, Mechanical City, or any other money-getting Shows. Will furnish outfits for same. **CHORUS GIRLS** for Musical Revue that do Specialties. All legitimate Concessions open. **NOVELTIES. FOURTH OF JULY CELEBRATION,** Taylorville, Ill., week of June 29; **BILLEVILLE, ILL.,** week of July 6; **WASHINGTON COUNTY FAIR,** Ashley, Ill., week of July 13; **POPE COUNTY FAIR,** Colconda, Ill., week of July 20; **SALINE COUNTY FAIR,** Harrisburg, Ill., week of July 27; **PERRY COUNTY FAIR,** Pinckneyville, Ill., week of August 10; **JOHNSON COUNTY FAIR,** Vienna, Ill., week of August 17; **FAIRFIELD, ILL., FREE FAIR,** week of August 24; **VIGO COUNTY FAIR,** Terre Haute, Ind., week of August 31, and 12 outstanding Southern Fairs to follow, including **ATHENS, ALA., FAIR.**

**IF YOU ARE AN OUTSTANDING FEATURE**  
 Suitable for the highest type of side show and can appreciate good treatment, good food and comfortable quarters, where your money is paid weekly at the office, we want to hear from you. The following people get in touch with us: Egan Twist, Edward Roden, Smokey, Grace McDaniels, Hoesy Ester, Wheeler and Shuster, Wilbur Plunhoff, Franklin Lutenri; Betty Williams, Bob Wallace. Bly, rice writer; Paul Herold, midgets that do acts; any real novelty, can use you. You work the year round. Also want girls for Gay Parade that are capable Singers and Dancers; girls for high-class Posing Show. Want reliable Billposter that can and will get paper out.  
**DODSON'S WORLD'S FAIR SHOWS**  
 Charlot, Pa., week June 29; Washington, Pa., week July 6.

**AL G. HODGE SHOWS, INC.**  
 WANT Shows that do not conflict. CAN USE Ten-in-One or Five-in-One, 75/25. Also Snake and Illusion. CAN PLACE legitimate Concessions, reasonable rates. Cunningham wants sober Waiters for Cook House. Fair Secretaries and Celebration Committees, we have a few open dates. We invite your inspection. Plymouth, Ind., this week; Dowagiac, Mich., next week.  
**W. M. TUCKER, Owner; CECIL C. RICE, Business Manager.**

**BERGER & ZEIGLER SHOWS**  
 CAN PLACE FOR DETROIT GREATER GRATIOT CELEBRATION.  
 Auspices Oratav Ave. Business Men's Celebrating Widening of Street, Week July 19, and Balance of Season. Playing Best Michigan Spots.  
 Ten-in-One Show, or any other good Show with new Top, Buzo, Pitch-Tilt Top-Win, or other Grind Concessions. Also Loop-in-Plane. This week Keno Harbor, next week, Myrtle and Lawton Sta. (Detroit) All Michigan. Address  
**LOUIS J. BERGER**  
 708 Fox Building, Detroit, Mich.  
**WANTED**  
 For South Kentucky's Biggest Fourth of July, and Balance of Season, Photo Gallery and Corn Game, Cook House (exclusive). Other legitimate Concessions. Good proposition to Furry Wheel, Eddie's Rides wire, Nine Falls and Celebrations in Missouri and Arkansas. Russell Springs, Ky., June 20-July 4. Jose Recco wire or come on. **SAFAL CITY SHOWS.**  
 folks in on the Godino Twins. Eddie Hagan is the talker, sharing with Samuel O. (Determination) Eddie the task on the Congress of Frank Oddities. Eddie Lowe, mail man, purchasing agent and salesman The Billboard, has added **(See RUBIN & CHERRY on page 54)**





# American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 27.—Inquiry has been made as to the legality of the distribution of attendance prizes where no additional fee is paid for participation in the drawing, but a usual fee is charged for admittance. There is a wide discrepancy of judicial opinion on the subject and some courts have held the same legal, while others have held exactly the reverse.

A recent decision in New Hampshire which arose from a so-called "Bank Night" conducted by a motion picture theater holds that inasmuch as no fee is charged and participation in the drawing is free, that the State's anti-lottery law was not violated, since the drawing was not restricted to those in attendance at the performance. The court indicated in its opinion that inasmuch as free participation was a reality, it made no difference what the defendant's motive was, there was no violation of law since the public did not part with anything of "value" in so participating.

On the other hand, a court in New York State has ruled upon the same set of facts and has held that the facts are a violation of the State's lottery laws. The court in this State reasons that the necessity for being present at the time of the drawing is sufficient consideration and would constitute sufficient "value" to bring the statute into effect.

It is our suggestion that if the interested parties will submit the name of the State or States concerned, we shall be glad to furnish them with the information applicable to the State or States referred to.

A strange development has recently taken place in the general railroad transportation matter which we have discussed in this column from time to time.

The office of Federal Transportation Co-ordinator, held by Joseph B. Eastman since its creation in 1933, passed out of existence with the adjournment of Congress and its failure to extend the life of that position. However, Mr. Eastman continues as a member of the Interstate Commerce Commission, which position he has held since 1918.

The practical effect of this situation is apt to be that the railroads will have less regulation by the government.

## Beckmann & Gerety Shows

Jonestville, Wis. Week ended June 20. Auspices, Jonestville Central Labor Union. Location, fairgrounds. Weather, cool. Business, fair.

With a short run from Rockford, show train arrived early Sunday morning and, altho it was nearly a two-mile haul to the lot, all wagons were on location soon after noon. The cookhouse crew set up a new speed record, received its wagon at the grounds at 10 o'clock and had a hot dinner for the boys promptly at noon. George Davis, steward of the circus style cookhouse, has a mighty good crew of boys with him this season, all apparently taking real interest in their work. After several weeks of preparation Karl J. Walker opened his new show here. It is called "Art of All Nations," being a combination posing show featuring one of the most beautiful illusions ever built—the "Fountain of Youth," with eight girls in a series of artistic and charming transformations. A. M. (Jake) Brouer has taken over the management of the Humpty Dumpty (funhouse) and is putting some real pep behind it. Visitors during the week included Whitey Dixon, general agent Greater American Shows; Bob Hutchinson, a former member of a committee sponsoring this show for a number of years in Menominee, Mich.; Mr. and Mrs. Sverre C. Braathen, ardent show fans from Madison, Wis.; Raymond E. Dean, press agent in advance of Lewis Bros.' Circus; Jimmy Morrissey, of the U. S. Tent and Awning Company, and Ned Torti, of the Wisconsin De Luxe Company. KENT HOSMER.

## Wallace Bros.' Shows

Danville, Ill. Week ended June 20. Location, Seminary street show lot. Auspices, Drum and Bugle Corps, American Legion. Pay gates. Weather, cool nights. Business, good.

In spite of the cool nights, but with warm days, business at this stand held up surprisingly well. Bingo Randolph left with his concessions string for Michigan and Joe Chiebus joined with

frozen delight, and several others, the names of whom were not ascertained at this time by the writer. Thru error it was mentioned in last issue that "Ace Note" Murphy had assumed management of the Minstrel Show. The name should have been "Gold Tooth" Murphy. Pleasant surprise and luncheon parties given the writer and wife by Mr. and Mrs. Vern Salter, ex-troupers, now residing at Danville, and Vern employed as salesman by a hardware specialties firm. A. R. (Rube) Wadley has added a hall game to concession row. MARTIN A. WIRTH.

## Majestic Exposition Shows

Saltville, Va. Week ended June 20. Location, ball park. No auspices. Weather, very warm. Business, very bad.

Had a three-mile haul from the cars to the lot. Silm Davis' Nito in Paris was top for the week, followed closely by Jess Huggins' Midnight Frolics, featuring Daisy and Leonora Abernathy, better known as the "Girls From Missouri." Last week Hobe Cole got action with his little booth, but very few subscriptions from the town folks. C. E. Moorfoot had his demonstration of salad knives to fair business. Ruth and Clarence Sarge, of corn-game note, had a good week. At this writing Ruth and Clarence are visiting home folks at Greenville, S. C., for a few days. This show's Fourth of July spot is Richlands, Va. Herbert Pass was taken sick last week and was removed to hospital at Bristol, where he underwent an operation. He is reported resting easily and expects to be out in a few weeks. Mr. and Mrs. McHendrix have spent several days in Roanoke buying several new additions for the "home on wheels" they bought last month. At Saltville the folks on the show had a dance at Mr. and Mrs. Saul Dickson's night club, adjoining the showgrounds. The Dicksons were formerly with the Page Shows. Wannetta Webster and Libby Stebler were popular dancers, also Vera Stebler and Mrs. Joe Stebler. Mrs. McHendrix, Mrs. Gilly, Mrs. Joe Stebler, Mrs. H. Pass and "Mother" Stebler entertained with songs of the "old days." EDWARD A. SABATH.

## Smith's Greater Atlantic

Bowell, Pa. Week ended June 20. Auspices, Firemen. Location, lot on Main street, one block from Post Office. Weather, rain and wind storm Friday. Business fair.

Show had a good week at Meyersdale, Pa., week of June 6, located one block off the main street. On Thursday night 18 fire companies from surrounding towns held full away and had one of the largest parades ever held in Meyersdale and finished up on the showgrounds. Rain and wind at Bowwell on Friday did about \$600 damage to tents. Mr. Smith received a new unit for the Eli Wheel, which is now in operation. Everyone on the show is painting and repairing their outfits for the fairs. About 20 of the ex-service men have gone to their homes to receive their bonus bonds. GEORGE BALDWIN.

## Hilderbrand's United Shows

Astoria, Ore. Seven days, ended June 21. Location, Centennial Field. Auspices, American Legion Drum Corps. Weather, rain.

Wading in muddy waters that spread above sheetops, people of Astoria and vicinity frolicked over the midway nightly. Rain caused the show to open Tuesday night instead of Monday as scheduled. General Manager E. W. Coe encountered difficulty in outlining the midway, and tons of sawdust were used to fill in the many mud holes. This the first carnival within the city limits in years. Co-operation given by the committee, which spared no efforts in making the event a success. The Legion Drum Corps gave nightly parades and concerts. The usual radio broadcasts were made by Lillian La Franco, the Four Jacks and Charles Soderberg. About 3,500 National Guards, from all parts of the State, together with 1,500 CCC boys, arrived for summer training at the local camps, adding greatly to the attendance. John Burke, owner the River Theater, held a special matinee for the members of the show, due to the showing of the motion picture Counterfeit on Saturday. This picture, under the tentative title of *Queen Money*, made in San Pedro last April using the facilities and members of the show during the shooting of the scenes. Charles McCarty greeted by friends in his home town.

# BECKMANN & GERETY SHOWS

World's Largest Carnival Attractions

CAN USE FOR THEIR LONG ROUTE OF CELEBRATIONS AND FAIRS, Two or More Worth-While SHOWS, Also Any New NOVELTY RIDE. STARTING JULY 19, THE MILWAUKEE CENTENNIAL ON LAKE FRONT.

"The Wonder Spot," and Following Fairs:

SHEBOYGAN, WIS.—Celebration.  
CHIPPEWA FALLS, WIS.—Fair.  
SPRINGFIELD, ILL.—Illinois State Fair.  
DES MOINES, IA.—Iowa State Fair.  
LINCOLN, NEB.—Nebraska State Fair.  
TOPEKA, KAN.—Kansas Free Fair.

HUTCHINSON, KAN.—Kansas State Fair.  
OKLAHOMA CITY, OKLA.—Okla. State Fair.  
MUSKOGEE, OKLA.—Oklahoma Free Fair.  
BEAUMONT, TEX.—South Texas Fair.  
WACO, TEX.—Fair.

HAVE FOR SALE—12-Car Dodgum. This Ride in good condition and can be seen in operation as per route.

Write or Wire

## BECKMANN & GERETY SHOWS

Week June 29, Iron Mountain, Mich.; Week July 6, Menominee, Mich.

# POLLIE & LATTO SHOWS

CAN PLACE CHAIRPLANE, LOOP-THE-LOOP or LOOP-O-PLANE, and KIDDIE AUTO RIDE; also Ten-in-One Show and one more Bally Show, Motordrome or any Attraction of merit not conflicting. CONCESSIONS—WANT FROZEN CUSTARD, CIGARETTE GALLERY, LONG RANGE GALLERY AND OTHER LEGITIMATE GRIND STORES. Week of June 29, four the Streets—billed in a radius of 50 miles; Ticket Sellers, Buses for Streets, Glass Blowers, Troupe of Hawaiians, Mechanical Man, Cook that can cook for about 30 people, and any Act suitable for a first-class Ride Show and Museum. No advance unless I know you. Pay your own wires. I pay mine. Show opens in Iowa July 13. Address all mail to HENRY J. POLLIE.

# WANTS UNIVERSAL MYSTERY SHOW WANTS

An Agent that can get into the papers and keep a first-class Ride Show and Museum booked the year around in store rooms and halls, under auspices. Magician with illusion, rapid-fire Mentalist, Ignoble Lecturer, Freaks, Half-and-Half. Must be real. Bruner Ammi, Ticket Sellers, Buses for Streets, Glass Blowers, Troupe of Hawaiians, Mechanical Man, Cook that can cook for about 30 people, and any Act suitable for a first-class Ride Show and Museum. No advance unless I know you. Pay your own wires. I pay mine. Show opens in Iowa July 13. Address all mail to

OEO, BARTOW, General Delivery, Jefferson City, Mo.

## Make \$50.00 a Day on Candy Floss



Men and more people are buying our Candy Floss Machines—these **LET** to a reason—we make the ONLY Original Guaranteed Machines, \$5.00 worth of candy makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

## 4 MINIATURE RACE CARS

Gasoline motored. Ticket Office, 14-Ft. Trailer, Window Cards—Mats, Everything newly painted, Excellent condition. Inquire LUDY BROS., Portland, Indiana.

## Strates' Shows

Cohoes, N. Y. Week ended June 20. Auspices, VFW. Weather, rainy; three days lost. Business, good when able to open.

An uneventful run from Oneonta, making good time, and all shows, rides and concessions ready to do business at 5 p.m. Monday, when the weather man turned loose showers and killed the night's business. Friday and Saturday were lost by the same cause. Numerous well-known showmen were visitors. Among them, Art Lewis, of the shows by his name; William Glick, Milt Morris, Charles Cohen, Doc Garfield and others from the Glick Shows, and many others whose names the writer could not obtain. The Motordromes received its new wagon and now transports upon three wagons. Other building has also been done. The front of the Hawaiian Show received its new panel paintings and electrical effects, and is indeed a work of art. FLORENCE DICKENS.

## Latlip Shows

Whitesville, W. Va. Week ended June 14. Business, profitable.

This spot played last year by the show. Truck move from Seth. Now to rail until the season ends. The Latlip Twins, Rosalind and Madelin, were tendered a party at a local cafe on Friday, their 15th birthday, and were the recipients of many gifts. Loren Hall has charge of the "Crime" show, which has a 30 by 60 top and made its debut at this stand. JAMES WILCHER.

# WANTED

Freak, Novelty Act, Accordion Player for Ten-in-One. State lowest. Wire or write JANE GODFREY, Care Hilderbrand's United Shows, Raymond, Wash.

## WANTED

### For Famous Georgia Minstrels

Stage Manager (Colored), capable of handling 30-twelve shows. Work stands under canvas. Wire, don't write. BAKER & WINSTEO, Johnson City, Tenn., this week.

## Frisk Greater Shows

Madell, Minn. Week ended June 15. Auspices, Baseball Club. Location, Kitten ball field. Weather, rainy and cool. Business, fair.

Rained out Monday night by a heavy downpour, which had started at noon and hampered the setting up of nearly everything. Opened Tuesday night with a nice crowd on the midway, but business was just fair and continued so thruout the week till Saturday night, when another heavy rain came at 10:30 and the best crowd of the week left the midway. James Davis made a trip into Minneapolis and bought a new Trotwood house trailer, fully equipped. Mr. and Mrs. Neil Dolbec were called to Minneapolis Thursday on account of the illness of their little granddaughter, but returned Friday, leaving her in a much-improved condition. B. C. Frisk, manager of the show, made a successful booking trip, nearly completing the route for the season. E. B. THOMPSON.

**4TH JULY CELEBRATIONS**  
**EVENTS**  
 Wire, Phone or Write.  
 SENSATIONAL HIGH ACTS, PLATFORM ACTS.  
 For Any Occasion or Event.  
**GUS SUN**  
**BOOKING AGENCY**  
 SPRINGFIELD, OHIO

**Sponsored Events**  
*Veteran, Lodge and Other Organization Festivities*  
 Conducted by CLAUDE R. ELLIS  
 (Communications to 25-27 Opera Place, Cincinnati, O.)

# Fiesta in Los Greatest Ever

**Sheriffs' Association event in all-time attendance mark —Biscailuz gives medals**

LOS ANGELES, June 27.—There was an all-time attendance record at the 13th annual Barbecue and Fiesta of Los Angeles County Sheriffs' Association, an outstanding event. About 65,000 were at Valley Park Country Club on June 21, attending the showmanship of Sheriff Gene Biscailuz, Capt. William Bright and Clem Peoples.

The barbecue measured up to those of the past, and Captain Bright, in charge, said there were 22,000 pounds of steer beef, 15,000 dozen rolls, 1,500 pounds of beans, 800 gallons of special Spanish sauce and 2,100 pounds of coffee. Charles W. Ellison was chef, with George Stites assistant and 60 men at eight large pits. Pasa was entertained in a special tent and there were special tents for the performers. Dave King, Dave King-Mae Murray Studios, was emcee. Bands were Drum Jones Ranger Band, Boy Scouts' Drum and Bugle Corps and Southgate Boys and Girls' Band, Samuel O. Porter, director; Merroll Molvin, assistant.

## Program Is Extensive

Program included Raul de Ramirez, 18, troupe of Spanish artists; Mintz and Dinus Studios, presenting 40 persons in dance revue; Edward Delgado and Company, Spanish Fantasy; sheriffs' pistol team, fancy and trick shooting; King Murray Studios, dance numbers by 50, with practically every type of dance introduced; Candrea Brothers, Trumpet Sextet; Angie Ward and his Sheriffs' Union Orchestra; Murielle Zabelle's Radio and Screen Starlets; S. W. Sweeney and his piano-playing and singing dog; Leon Rattner's Starlets, juvenile entertainers; KPWB station's 35 notables; Blanton and Brown; Vaudeville Circuit Players of the PWA, diversified program, with Harry Sepulveda in charge; L. O. Gunn, magician; Torre and Pima; Mithilde Oivers, concert contralto; Billy McClain, "last of the Old Black Joes"; introduction of Sheriff Gene Biscailuz and presentation of medals of honor and citations to members of his force for outstanding accomplishments.

An interesting feature was the Indian Village, with Buffalo Bill Burkhardt, Dusty Williams, Harry Wendling, Pete Searcy, Buck Kearney and Indian contingent, directed by Big Tree and Cynthia Big Tree, in tribal ceremonies.

## Rides and Concessions

J. R. Stephon, Culver City, Merry-Go-Round, Ferris Wheel, kiddie rides and Chairlaine, with Harry Riggs, Ben Cook, Sam Conaire, E. T. Fretz, Mrs. Harry Riggs, Ada Thurza and Terry Tate assistants. Ray Rolling Amusement Company had a Merry Mixup, with Bert Kennedy in charge, and T. Baley, assistant; Pony Rides, John Kemsley, owner; Leo Howe, J. Beck, assistants. Among concessions Mill Runkle had eight stands, with Bert McIntire, Chet Webb, Lawrence Rover, John Laughorn and Roy Burnett, checkers. Balboa Breweries and Eastdale split the refreshment con- (See FIESTA IN LOS on opposite page)

## Shorts

GREAT CALVERT, who is playing at Vandergift (Pa.) Old Home Week, has several celebrations to follow.

AFTER a successful week for Odd Fellows' Charity Fund in Framingham, Mass., Diving Gordons are at a church doings in Occum, Conn.

DON WIRTH, aerialist, was at the Volunteer Firemen's convention in Greensburg, Pa., last week, performing his flaming jump act nightly.

MIDWAY features and some free acts for Wheeling (W. Va.) Centennial Celebration, sponsored by the Chamber of Commerce, will be furnished by Dodson's World's Fair Shows.

CENTRAL CITY Volunteer Firemen's convention in Somerset, Pa., booked Corey's Greater Shows for the midway. (See SHORTS on opposite page)

**WANTED ACTS -- RIDES**  
 For Week of AUGUST 2nd  
 HEART OF THE LAKES  
**EXPOSITION**  
**RHINELANDER, WIS.**  
 Wisconsin's Greatest Event.

**WANTED CONCESSIONS AND SHOWS.**  
 August 10 to 16, 1936.  
 Fortieth Anniversary  
**MT. SAVAGE FIRE CO., No. 2.**  
 Mt. Savage, Md.  
**JOHN NEDER, Chairman of Committee.**

**PAOLI, IND. AMERICAN LEGION CELEBRATION**  
**JULY 13-18, 1936**  
**SHOWS AND CONCESSIONS WANTED**  
 Note Changes in Dates.  
**ARTHUR L. OILLARD, Chairman, Paoli, Ind.**

**MARDI GRAS**  
 Tenth Annual Mardi Gras, given by the Sherman Emerson Civic League at East Tenth Street and Lipwood Avenue.  
**INDIANAPOLIS, IND.**  
 Nights of July 21, 22, 23, 24, 25.  
 Large crowds. A real big live-fire Celebration.  
 Goodies and Rides and Shows.  
**ALBERT NEUERBURG,**  
 Chairman Arrangements and Concessions, 4401 East Tenth Street, Indianapolis, Ind.

**ANNUAL WILL COUNTY REPUBLICAN PICNIC**  
**AT RIVALDS PARK, JOLIET, ILL., ON SUNDAY, AUGUST 2, 1936.**  
**WANTED—Rides, Concessions of all kinds, Shows, Novelty Stands, etc. Picnic and Sports Program all day and site. Floodlights covering Park. Had over 18,000 people last year; expect 20,000 to 25,000 this year. Write at once to**  
**JOSEPH M. HARTLEY, Secretary,**  
 923 E. Jefferson Street, Joliet, Ill.

**CARNIVAL WANTED**  
 FOR BIG HOMECOMING AT PUEBLO, MO., AUGUST 10 to 15, inclusive.  
 Must have at least 5 Rides. Six-day program attracted 20,000 last year. Send full details and contract to G. R. DERBY, Pueblo, Mo.

**Circus Acts Wanted**  
**MOOSE CIRCUS FROM JULY 11 TO 28.**  
 Ground Acts that can do two or more distinct Acts and work in building with 12-ft. ceilings. Make your lowest salary.  
**MOOSE LODGE No. 108, So. Brownville, Pa.**

**WANTED Shows and Concessions, for BIG ANNUAL PICNIC AND HOME COMING**  
**AT LIVONIA, MO., AUGUST 5, 6, 7, 8.**  
 Good Minirel Wanted.  
**R. L. SPAROUR, Secretary.**

**THREE BIG DAYS**  
**ANNUAL CARNIVAL, AUGUST 6, 7 AND 8.**  
**STOCKTON, ILL.,**  
 On U. S. Highway No. 20.  
 Sponsored by Business Men's Club.  
**CONCESSIONS WANTED.**  
 Wire O. E. KIEFER, Stockton, Ill.

**36th ANNUAL OLD SOLDIERS' REUNION**  
**HYMERA, IND., JULY 16-17-18.**  
 For Concessions Call or Write  
**O. E. REYNOLDS.**

**WANTED RIDES**  
**THE OHIO OIL COMPANY PICNIC,**  
 August 20.  
 Straight rental basis contract. Make all first letter.  
 Write L. W. IRWIN, Hinton, Ill.

# Showmen See New Low in Price For Jubilee Circus Acts' Array

PITTSBURGH, June 27. — Despite threatening weather the Jubilee Circus at Forbes Field this week played to growing crowds and Wednesday night attendance figures almost doubled those of opening night. Showmen here consider the 35-cent admission charge a new low for size of the show.

Attractions, as caught Wednesday night, were concert band, conducted by Izzy Corvone; grand entry; Palmer's Dog and Pony Circus; Will Morris and Bobby, musical clowns; Aunt Jemima and her Three Pancake Bakers, acrobatics; Two D'Arcy Sisters, perch act;

Pallenberg's Wonder Bears; Kenneth Waite troupe of clowns; Laddie LaMont, funny Scot; clowns; Four Freddies, teeterboard; Jumbo and Company, featuring Rose's exploited elephant, camel, pony and dog; clowns; Merrill Brothers and Sister; Six Flying Melzoras; Emilio's Royal Doberman Pinschers; Laddie LaMont, dummy dance; Will Morris and Bobby, bicycle act; Four Laddies, aerial act; fireworks spectacle.

Show was produced by James N. McGrath Jr., local promoter. A majority of acts were booked thru Frank Corvone, George Hamid's local representative.

# Festival a Click In Wallace, N. C.

WALLACE, N. C., June 27.—Strawberry Festival here was one of the best held in the past 10 years and clicked every night. Acts, all going over with a bang, were Millie Long, tap dancer; Mile, Liline and Mae, wire and comedy act; McClaren, bagpiper; Julia and Tiney, dancers; Si Stone and his Famous Mule, Ebner; Hal Thurston and his Gang, Herald Wilson was emcee. William Taylor had his sound system, and Harry Cox was chief electrician. Jack O. Roberts Producing Company handled the entire festival, with Mayor Harraid, Wallace, chairman, and Howard Dunn, secretary and treasurer.

The festival sold every inch of the big warehouse space and dancing, with Thurston and his band, was a great draw. Over 125 North Carolina notables were introduced from the stage during the week. Crowning of the queen and Style Show were features. Contracts for 1937-'38 were presented to Mr. Roberts from the stage Saturday night before 5,000 people.

Entire main street was lighted with thousands of colored bulbs and every booth in the show was beautifully decorated by local and national exhibitors. Free prizes was awarded each night and a Chevrolet coach was grand prize Saturday night.

# Picking 'Em

BROWNSVILLE, Pa., June 27.—Entertainment committee of the Moose Circus to be held here picked acts at a meeting on June 24 from applications by orchestras and professional vaude and circus performers. Due to a 12-foot ceiling in Moose Auditorium, about 10 acts working without aerial rigging were picked. Aerial acts with rigging selected will be used as free attractions nightly on streets.

An outside dance platform, 22 by 65 feet, will be erected, and in event of rain the Auditorium will be used for dancing after the circus program. Frederick De Courcy is circus director.

# Minn. Affair To Be Annual

MINNEAPOLIS, June 27. — All-East Side Community Picnic in Columbia Park on Sunday drew an estimated 50,000. A program in which ads were sold and sale of concessions brought in more than enough to pay expenses of the affair, sponsored by the East Side Progressive Club. Robert Fitzsimmons, president, said it will be made an annual. Vaude was free and booked thru Mary Zupny, Minneapolis. Minnesota Fireworks Company, Minneapolis, handled pyrotechnics. Among concessioners were Ole Neas, pop corn and ice cream; G. A. Anderson, Minnesota Novelty Company, cones, hats, etc., and Arthur C. Perkins, hot dogs and root beer. Donald Dame was general chairman and Clyde Stewart, secretary.

# Davis Books Michigan Spot

OSCODA, Mich., July 27.—Oscoda-Au Sable Silver Jubilee is the 25th anniversary of the big fire that nearly destroyed both towns. A four-day program will include turtle races, floral parade, coronation of the Goddess of the Flame, Indian Pageants, midway of K. G. Barkoot Shows, independent shows and concessions and fireworks. Plans have been worked on thruout the winter. Jack Davis, Bay City, Mich., was given the contract for decorations, street parade, fireworks, coronation ceremony and also acted as concession agent for the celebration.

# Utah Events on Same Dates

SALT LAKE CITY, June 27.—Salt Lake is going ahead with Covered Wagon Days and Ogden with its Pioneer Days on same dates. Stephen Maloney is again publicity manager here; Harry J. Halton, office manager; Stanley J. Tingey, treasurer; Nephi L. Morris, director general; Bruce Reynolds, in charge of rodeo. In Ogden all money and obligations formerly held by Ogden Pioneer Days committee and administered by special fund by city officials has been transferred to a new Ogden Pioneer Days, Inc., and cash on hand, about \$2,500, was ordered turned over to the new corporation. Contracts for Pioneer Days' entertainers and concessions were ordered transferred to the new organization by Mayor Harman W. Peery.

**HELP** This Department by Telling Committees About It.

### Roy LaPearl Is To Stage Circus in Chicago Stadium

CHICAGO, June 27.—Roy LaPearl, who has been working on an indoor circus promotion for some time, has completed plans for use of the Chicago Stadium. Details as to length of engagement, individual sponsors and talent have not yet been announced, but it is known a number of local merchants are interested. LaPearl is working with Stadium management in the venture. In connection with the circus, there will be a number of exhibits by the merchants and other firms interested.

### Altoona Merchants Donate

ALTOONA, Pa., June 27.—Mayor J. Harry Moser and Bill Decker, city treasurer, in co-operation with leading merchants who are sponsoring a celebration here, booked a number of acts thru Frank Ceryone, Pittsburgh, who represents George A. Hamid, Inc., including fireworks, band concert, police rodeo and Cortello's Hollywood Dogs, Laddie La-Mont, clown, and Aerial Martins. Show, to be staged on Cricket Field, will have 25-cent admission tickets good for afternoon and evening show. Merchants contributed generous sums to insure success of the celebration.

### To Swell Fed Fund in Ark.

LITTLE ROCK, Ark., June 27.—The first plans were for government appropriation of \$300,000 for Arkansas Centennial Celebration, the State's congressional delegation was forced to approve a federal donation of only a quarter of that amount. Included in the deficiency appropriation bill, the measure is to be signed by the President. The money will be available to the centennial commission for expenditure as it deems fit. Plans are already under way here to raise at least \$150,000 to add to the federal funds.

### New York Firms Chartered

ALBANY, N. Y., June 27.—Allied Charities, Inc., New York City, has also been chartered by the State to operate carnivals, bazaars and other amusement features. Directors are given as Frank L. Miller, Patrick M. Kelly and Benjamin T. Dannenberg, New York City. Hall's Concession Company, Inc., Buffalo, has been authorized by the State to conduct indoor and outdoor amusement projects. George C. Hall, Fillmore F. Hall and Edward G. Hall, Buffalo, directors and incorporators.

### Plans Houston's Celebration

HOUSTON, June 27.—A varied program, details of which are not complete, is being worked out by San Jacinto Centennial Association for Houston's Centennial Celebration. It is likely the battleship Texas and a cruiser will be here on the 100th birthday of Houston, the committee said. In Galveston Hal Worth successfully directed and produced a pageant, depicting its history, in connection with the Olander Celebration.

### Port Arthur Doings on Pier

PORT ARTHUR, Tex., June 27.—Young men's division, Chamber of Commerce, set aside several thousand dollars for Port Arthur's Centennial Celebration at Pleasure Pier. Entertainment is headed by Greater World Shows. Todd Decorating Company, Houston, is canvassing business houses for parade floats. Bathing beauty revue, concessions and Speck's Melody Cruisers for dances on the pier are carded. Over 1,000 sheets of advertising went over a wide area. Pier will be lavishly decorated.

### Celebration in Irwin, Pa., Is Pleasing to Committee

IRWIN, Pa., June 27.—Westmoreland County Firemen's convention, which closed a week's celebration on Saturday, was termed a huge success by the committee of arrangements. Good attractions, aided by splendid weather, contributed. Krause Greater Shows were on the midway. Sam Burgdorf was general director.

### Centen Tied Up With Fair

LEWISBURG, Pa., June 27.—A Sesqui-centennial Celebration is being planned in connection with Lewisburg Fair. The committee will engage a directing company to coach a cast of 1,000 for a pageant.

### Taylor Has Firemen's Show

MT. OLIVER, Pa., June 27.—Seven days of attractions have been planned for entertainment of Allegheny County Volunteer Firemen's convention here. Rides, shows and concessions will be on the midway, with free acts on the fairgrounds nightly. John T. Taylor is directing.

### Chi Celebration Is Success

CHICAGO, June 27.—Lawndale Celebration on South Side of Chicago, which was in charge of John McGrail, was quite successful. An estimated 100,000 people were present on opening night, and daily attendance during the week was given as between 30,000 and 40,000.

### FIESTA IN LOS

(Continued from opposite page)  
cession, with this personnel: J. T. Skinner, William Adloff, George Poulos, Rex Warren, Charles Kidewood, Leo Kauffman, B. Whitsinger, Henry Rodenbeck, John Lanner, Bob Wilson, John Alberty, Wade Burton, Ed McNeil, J. Duggan, O. C. Davis, R. Cole, D. Bentley, S. Penny, W. Waiber, Jim Raub, J. A. Moore, K. M. High, C. W. Kelly, Jack Sharp, W. M. Schmidt, Will Rout, Bill Thompson, Robert Ray, R. Fitz, Bill Stedman and Preston Seymour.  
George Silver had exclusive on novelties, with 14 assistants; cigaret stores, Harry Lyons, Buck Moulton; lunch stand, Neal Eastman, Harriet Eastman, A. J. Peck; lunch stand No. 2, Bud Hostreit, Howard Frey; stand No. 3, Mr. and Mrs. Harry Youden; stand No. 4, Wert Engstrom, H. E. Rhau; cigaret stores, Mike Silva, S. Harvey; ham and bacon, George Palmer, George Kamp, Charles Frank; fruit stand, H. J. Ingraham, manager, and Betty Tiemann, Myrtle Truby, Dolly Ingraham, J. B. Ingraham; athletic goods, toys, Inspector Henry in charge, and Harry Tucker, Thomas W. Goiding, J. K. Reed, Herman Bossel; assistants to George Silver on novelties, Whitey Benson, George Simms; photo gallery, Marguerite and Nellie Williams; pop corn, peanuts, Mrs. L. A. Tucher, Bab Miller, Ralph Blevins, Harry McCrea, Sherwood Sutton, assistants; orangeade, No. 1, L. M. Leonard, and Maude Smith, assistant; No. 2, Kid Duffy, and Esther Hearn, assistant. The good-natured crowd and huge success indicated the popularity of Sheriff Biscalluz.  
Vernon Van Allen and Elmer Terrell did publicity and Bob Fox had charge of concessions. Elmer Lingo, former trouper and now chief of detectives in Santa Monica, with Curly Strong former trouper, had the lunch stands.

### SHORTS

(Continued from opposite page)  
Aerial acts were booked as free attractions nightly.

FOR a second Centennial Celebration to be sponsored by Byron Center (Mich.) Commercial Association, B. G. Townner is general chairman and J. J. Ver Beek publicity chairman.

CLIMAX of a fund-raising program by No. 6 Hose Company in Kittanning, Pa., was reached with presentation of an entertainment bill featuring Sandra LaMar.

AN ELABORATE souvenir program was issued for Bismarck (N. D.) Pioneer Days Festival, scheduling an air circus, Professor Winteringer and other balloonists, Golden Glove amateur boxing tournament and fireworks.

J. R. BARKER, 40-year-old motorcycle stunt man, injured on June 21 after crashing thru a flaming board during an American Legion exhibition in Vivian, La., was treated at a sanitarium for a broken right ankle and bruises.

ARTICLES of incorporation filed with Indiana secretary of state by Calumet Exposition Company, Inc., Hammond, give incorporators as William B. Parker, Jacob Kazen, R. M. Quigley, John M. Vincent and A. L. Spindler.

L. T. AMMERMAN is chairman of publicity committee for Liberty (Ind.) Centennial Celebration, sponsored by Liberty Commercial Club, and to include parades, pageants, contests, exhibits and band festival.

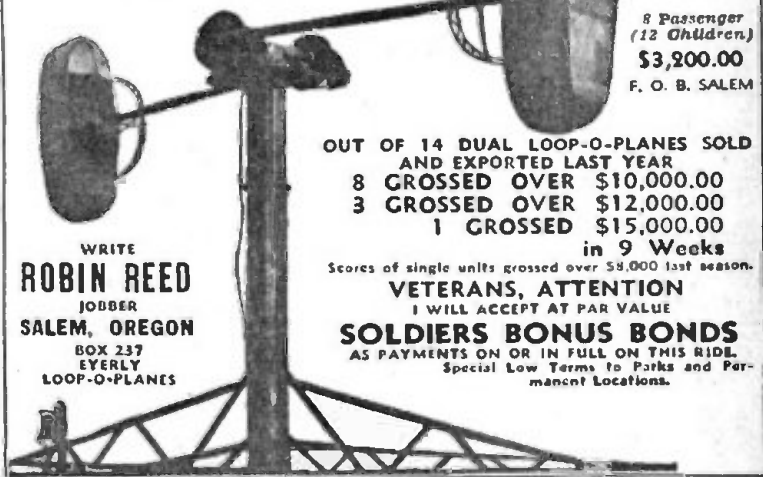
### BALLYHOO

(Continued from page 44)  
mopped up with pea soup. This was sold out of the juice bowls. You could have it iced or hot.  
Friday, the last day for passes, found

## LOOP-O-PLANE

A SURE FAST MONEY MAKER  
For PARKS—CARNIVALS—FAIRS

PARK OWNERS—We have one or two Concessionaires that will book Dual Units with the larger Parks. Wire terms.



4 Passenger with Cables \$1,800.00  
4 Passenger without Cables \$2,000.00  
8 Passenger (12 Children) \$3,200.00  
F. O. B. SALEM

OUT OF 14 DUAL LOOP-O-PLANES SOLD AND EXPORTED LAST YEAR  
8 GROSSED OVER \$10,000.00  
3 GROSSED OVER \$12,000.00  
1 GROSSED \$15,000.00 in 9 Weeks

Scores of single units grossed over \$3,000 last season.  
**VETERANS, ATTENTION**  
I WILL ACCEPT AT PAR VALUE  
**SOLDIERS BONUS BONDS**  
AS PAYMENTS ON OR IN FULL ON THIS RIDE.  
Special Low Terms to Parks and Permanent Locations.

WRITE  
**ROBIN REED**  
JOBBER  
SALEM, OREGON  
BOX 237  
EYERLY  
LOOP-O-PLANES

3 DAYS—SEPT. 7-8-9—3 NIGHTS  
**15th ANNUAL JOHN'S and BILL'S DAY**  
MAIN STREET, FT. RECOVERY, O.  
WANTED—Rides, Shows and Concessions. We are giving \$500.00 Cash Prices. We are spending \$200.00 Advertising.  
The Biggest Local Event Since Harvest Jubilee.  
FT. RECOVERY PHEASANT CLUB SPONSORS. Address: J. S. BAKER.

all shows packed to the doors. They came in the Side Show so fast the manager had to take the four-armed man off of his platform and put him on the door.  
Saturday would have been all right if the fair hadn't been over. Show has been rebooked for next year. It will only be a two-day event. The Ballyhoo brothers have guaranteed to make it provided they set Friday and Saturday as the days. MAJOR PRIVILEGE.

### O. J. Bach Shows

Watertown, N. Y. Week ended June 20. Business, good.  
In moving from Carthage a truck of the Merry-Go-Round was sideswiped by an auto and it landed upside down in a ditch. John Pavelock was injured and was taken to hospital, suffering from shock, bruises and ribs and shoulder injuries. Carl Miller joined with his new Side Show. Harry Ague, of corn game note, purchased a new "sedan."  
Mrs. O. J. Bach is driving a new "coupe."  
George Bach recently joined with an elaborate Pennsylvania. LEO GRANDY.

### Gold Medal Shows, Canada

Nanaimo, B. C. Auspices, Victoria Day Committee. Location, center of city. No gate. Weather, good. Business, good.  
Equipment all overhauled and repainted. Gold leaf being freely used. Complete new electrical installation. Considerable new canvas. Attractively decorated banners and standards. Staff includes: Robert J. Boyd, manager; K. Kapel, legal adjuster; Scotty Bradin, electrician; J. Morris, mechanic; Harry Mason, publicity. Shows: Ten-in-One—Freddie Farnell, featuring the "Beal Boy"; Madame Le Gare, annex; Walter Reynolds, tickets. Snake Show—Pat Manzo, manager; Pete Munnizza, Joe Bush. "City of Paris"—Faddy McGill, manager; Sillm Gullina, tickets. Reta Wilson, Reta Bentley, Ethel McCullough, Mary Rhodes, Micky Mouse—Frank Wilson, manager; Tom Burk, tickets. Hoffman Crime Show, presented by W. Gerstner; Fred Smith, tickets. Athletic Show—Pat O'Brien, manager; George Edwards, tickets; Bert Tate, Monkey Drome—Walter Gibson, manager; Bill Forum, tickets. Rides: Ferris Wheel—K. Kapel, manager; Dutch Delfos, Curley Gibson, Merry-Go-Round—George Crawshaw, manager; Shorty Evans, W. Ross, B. Smith, Kiddy Rides—W. Baddley, manager; Frank Cole,

**WANTED**  
Good legitimate Concessions and Shows for 4th of JULY CELEBRATION  
Absolutely no graft wanted.  
LIVINGSTON MANOR CHAMBER OF COMMERCE.  
T. G. ALLEN Chairman, Livingston Manor, N. Y.

56th Annual  
**OLD SETTLERS' MEETING**  
LEXINGTON, IND., AUGUST 7 AND 8.  
Clean Concessions wanted. No Co. By American Legion Post 382, Lexington, Ind.  
LEO RONRETT, Commander.

**RIDES WANTED**  
MONROEVILLE FIRE COMPANY.  
AUGUST 26, 27, 28, 29  
L. E. RHODES, Monroeville, Ind.

**WANTED ASHLAND, ILL.**  
AMERICAN LEGION CELEBRATION.  
Hot Spot. Shows, Rides, Concessions.  
July 18-19.  
Free Acts booked. 25,000 estimated attendance.  
Write or wire at once.  
J. H. DOUGLAS.

**WANTED A CARNIVAL**  
To Play at the  
**HITCHCOCK COUNTY AGR. SOCIETY**  
AUGUST 18-21, 1936, OULBERTSON, NEB.

**WANTED - CARNIVAL**  
HOMECOMING, JULY 23-24  
Privilege 3d Day—Flat Rate.  
GROVER J. GIVON, Chairman, Hunnewell, Mo.

John Dale, Harry Calhoun, Charles Claman, Merry Mixup—C. Jones, manager; E. Walkem, Stan Fortner, Dave Richards. Auto Rides—W. Baddley, manager; Joe Smith; J. Moon, operator. Concessioners: Cookhouse—J. Stephens and wife, managers; Bert Thomas, Joe Thomas, Ethel Thomas. Grab—Harry Ross and wife, managers. Jack Anderson, corn game. Other concessioners and agents, Tip Castle, Pete Spaner, Scrib Ross, Eddie Pyle, George Curtis, Mrs. E. Brown, D. Brown, Smith Brothers, Jack Ambrose, Carl Carnell, George Nash, Roy Buckley, Eddie Fish, Joe Travis, Bill Arnold, Frank Mason, Freddie Ash, Norm Zimmerman, Jimmy Torrance, Scotty Henderson, Louis Walters, Charles Willis, J. Ross, E. Magon, J. Buve, Red Richardson. All of which is from an executive of the show.









# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by WM. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O.

## Amusement Merchandise Sales Continue Early Season Pace

The general increase in merchandise sales with the opening of the outdoor spots has proved more stable than usual and instead of nosediving after the first spurge had passed, sales have continued to increase at a rapid rate.

This report, coming from both New York and Chicago wholesalers and jobbers, jacks up the early season indication that concessioners were beginning to feel more and more the necessity of passing out merchandise. Instead of merely stacking up their display stands behind the counter and holding on to the most part of it for the whole season,

they are passing the stuff out and re-ordering.

Indications are right now that the increase felt by wholesalers will continue for many months to come and that the big fall and winter season will even outdo the present remarkable summer season with volume merchandise sales.

Of course, quite a bit of the increased volume is credited to the unusually good outdoor season so far, and to the great number of carnival companies on the road. However, the salesboard men are again going as good as during this past winter season and are using merchandise plenty. Some of the orders from this field have been record breakers.

Also, the novelty retail concessions along the beaches and boardwalks are experiencing the best biz in many years. New York reports further that the number of these concessions has increased tremendously over last year.

## High Business Levels Carried Into Summer

The Associated Press business review for the past week reveals a boost in retail activity upon the approach of summer, altho in some sections it was slightly off by reason of heat and drought.

Upturns, indicating better than seasonal performances, were scored by steel mill activity, automobile output, cotton manufacturing and electric power.

The weekly Department of Commerce survey of 36 cities said, in part: "Wholesale lines fared better under a fair run of reorders, while interest was also being manifested in fall goods, and the volume ran well ahead of last year. Employment levels improved in many sections, and heavy gains in travel were reported quite generally."

While trade reports said merchants were well prepared to meet buying resulting from the \$2,000,000,000 soldiers' bonus distribution, consensus was the effect on business cannot be immediately determined.

## Mdse. Packages Going Modern

It is pleasant to note that manufacturers are paying more and more attention to the style and design of their packages. By doing so they are certainly helping the concessioners and merchandise game operators.

Retail stores demanded more attractive packages some time ago, but for some reason the premium and concession business failed to realize the advantages to be gained.

But once manufacturers experienced the stimulant which fancy packages gave to the sale of their products, they did not hesitate to inaugurate similar package styles in the premium business.

Displays of merchandise in these beautiful and modern boxes are greatly enhancing value over the former cardboard and tissue paper box. In fact, it is generally believed that before long, if the present trend keeps up, every manufacturer of either quality merchandise or cheap will have to include fancy boxes in his merchandising program. It has been proved time and time again that cheap merchandise displayed in fancy boxes often holds greater appeal to the customer, especially across the counter, than quality merchandise in old style "clothing."

## Advertising Premiums Affect Trend of Amusement Prizes

Never before has there been as much comment from the public on the many fine premiums which have been presented within the past six months. National advertisers report daily the tremendous mail they receive on premium offers. Almost every outstanding nationally known manufacturer of a popular product is featuring a premium advertising campaign. And the letters roll in by the hundreds of thousands in answer to the usual requests of a box top, or labels, and cash.

These same appeals from the national advertisers have affected the taste and desire of the public. So the men connected with the amusement end of the merchandise industry have immediately taken advantage of the situation and have met the demand with similar items, and have therefore been able to gain greater volume sales in many classifications of the present merchandise stock.

Leading purchasers of premiums in the amusement merchandise industry have been carefully watching the results of the larger firms and many of them are following in their footsteps in various ways.

Some are getting the best returns of all time. Some are doing a fair job of it. But the average is much higher today than it has been for many years past.

## Merchandise Concession Operators and Helpers

Here is an opportunity to break into print in a column all your own. "ACROSS THE COUNTER" will be the name of it, and it will be inaugurated in the Wholesale Merchandise Department of the July 18 issue of The Billboard. And we want you to be represented.

Are you on? Then all you have to do is drop us a card telling where you are, what kind of merchandise game you are operating and what type of merchandise you are handing out. Also changes made in staffs of helpers and any brief accounts of humorous or other interesting incidents will be appreciated.

But don't let your first be your last contribution. Keep them coming. Your friends all over the country will be doing the same thing. They want to know where you are and what you are doing just as much as you want to know where they are and what they are doing.

REMEMBER JULY 18 IS THE DATE OF THE FIRST ISSUE.

BETTER DROP US A POST-CARD TODAY BEFORE YOU FORGET IT.

## Are Your Displays Up-to-Date?

Perhaps better than to attempt to know all about it yourself is to know who else knows how and who else knows best.

To aid you in producing the most attractive and successful prize display, hundreds of wholesalers and jobbers stand ready to serve you with some of the most complete and comprehensive catalogs and sales data in the entire merchandise industry.

The question is, are you taking advantage of this unusually fine service, or are you still stocking your stands with the same merchandise that you know for sure pulled the crowds back in 1928?

Are you forgetting that the small town public is no longer "in the dark," but thru the means of radio and newspaper and magazine advertising is now as cognizant of new and original items and style changes as only the public near the great buying centers of New York and Chicago used to be?

If you do not think this is the genuine truth just walk into any small town gift or specialty shop and ask the proprietor how much time he can allow before his customers are aware of the new merchandise just placed on the New York and Chicago markets. His answer will be, "As much time as an identical store in New York or Chicago can allow."

What does this mean to you? It means that you no longer can use "ancient" merchandise, and expect it to look like a Fifth Avenue Gift Store to the people in the sticks. It means that you will have to pay more attention to the services already being offered to you by The Billboard advertisers. It means that periodically you should request all sales information offered by every advertiser. And finally you should watch carefully both the editorial and advertising columns of this department for the new items, new models and new catalogs.

## Preference for Major Premiums Grows

The success with which higher priced, high-grade premium merchandise is being greeted this summer is one of the most encouraging notes in the season's trend for the wholesale merchandise industry. Sales are already greater than they have been for the past five years, a poll of leading firms reveals. And included among the high quality items getting a big play in the various premium fields are a number of sporting equipment items not heretofore promoted in this manner to any great extent. Probably the outstanding piece of such merchandise is the outboard motor. The light weight, moderate sized and medium-priced unit in a half dozen makes is most popular at the present time.

Some good-sized orders have been placed recently too for repeating rifles for sports use. The 22-caliber size, bolt action and equipped with telescope sight seems to be a favorite. Matched sets of golf clubs are also getting rapid play as major premium awards.

While fishing lures and reels have been very popular all season, particularly as digger and salesboard items, there is a definite trend toward featuring for premium purposes tackle boxes, complete with a varied assortment of quality fishing tackle. The mid-June opening of the fishing season in many States has served to stimulate noticeably the demand, and wholesale houses are doing a nice business in boxed units.

A good deal of the activity in this type of merchandise is attributed to promotion as premiums by many of the large manufacturers of the country. Table model radios, for instance, for use as a second set or as a going-away receiver, are experiencing none of the usual summer letup this year. On the contrary, sales this season have been higher than in the several preceding months, and during the past week one firm alone, Gold Medal Foods, Inc., announced a contest in which \$29,500 worth of table model radio sets would be distributed as awards. The merchandise will be featured in newspaper advertising, broadcasts over 35 stations and in 125,000 grocery store displays. This instance is cited as another outstanding example of manufacturer recognition of the growing public demand for major premiums. It is further pointed out that such campaigns are of great value to the en-

(See MAJOR PREMIUMS on page 58)



**Sensational Deals**

**DEAL No. 1000—**  
 Giant 75c Size Shaving Cream—15 Well-Known Double-Edge Blue Steel Blades; and Styptic Pencils, Colophoned Together. Dozen Deals ..... **\$1.20**

**DEAL No. 2000—**  
 Giant 75c Size Shaving Cream 10 D. E. Blades and Razor. None Colophoned Together. Dozen Deals ..... **\$1.20**

**WHITE SHOE POLISH—**  
 4 Oz. Bottles. Dozen ..... **\$5.00**

**FLY SWATTERS—** With Long Handles. Gross ..... **1.25**

**FLY RIBBON—** Best Quality. Dozen 100 ..... **.69c**

SEND FOR FREE CATALOG. 3,800 Items. 25% Deposit With Orders.

**BENGO PRODUCTS CO.**  
 10 E. 17th St., Dept. K, New York City

**ELGIN WATCHES, \$1.65 EACH**

7-Jewel, 18 Size, White or Yellow Cases. 1-JEWEL, 18 SIZE ELGIN WATCHES, \$2.35. ELGIN WATCHES, 500 Each. Send for Price List. Your Money Back if Not Satisfied. CRESWENT OYSTER SMELTING CO., Old Gold and Silver Buyers and Refiners, 118 N. Broadway, St. Louis, Mo.

**WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!**

Let me send you this fine all wool tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience—no canvassing necessary. Send for Samples—Free of Cost. Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money getting plans. Send no money. R. J. Goffin, PROGRESS TAILORING CO., Dept. C-417, 500 S. Third St., Chicago, Ill.

**NEW ITEMS**

**New Gas Saver**

The Ecogas Company has developed an appliance which achieves a saving of from 5 to 25 per cent, on the average, in auto fuel consumption. It is set upon the principle that an excess ratio of gasoline to air is commonly used in cars, and that, when the car is coasting, or driving at medium speeds, roughly 25 miles to 45 miles per hour, the amount of air can be increased, thereby increasing engine efficiency. It is now ready for national distribution and is adaptable for a wide range of potential methods of distribution. The new product has been named the Gasaver.

**New Crystal Jewelry**

A new crystal line of jewelry is being introduced by the LaMotte Bead and Novelty Company, of New York. This line includes necklaces, earrings, crosses, etc., in a big variety of new colors—rainbow, two-tone and solids. The necklaces have unusually large drops. The LaMotte line should prove especially good for demonstrators and fair workers.

**Flashy Doll**

The Blossom Doll Company is introducing another flashy doll, Miss Belle of the West. She is an eye-appealing devil-may-care cowgirl and is dressed in full Western regalia, including handkerchiefs, colorful shirt jacket and oshaps. She also carries a holster around her

wrist with a six-shooter ready for action. Miss Belle of the West looks like another Blossom winner and should go over big with concessioners throughout the country and especially in Texas.

**Extension Bridge Table**

The "Foldinette" is the name of a new combined bridge and dinette table that folds. The product makes an unusually welcome high-quality premium and was introduced by Louis Ruestler & Sons Company. The Foldinette takes the place of the usual bridge table and may be extended from its normal size of 31x31 inches to a length of 48 inches. When extended it is ideal for serving luncheons after the bridge party or as a permanent furnishing for the breakfast room. Even when extended it is strong and rigid and locked into one solid unit. There is no folding leaf or other mechanism visible to mar the beauty of the table. The table is finished in walnut and the top is covered with durable, attractive leatherette. The same company has a line of folding chairs designed to match the table.

**New Concentrated Cleaner**

The Borlab Products Company is placing on the market a new concentrated cleaner, called "Cleno." The new product is intended as a substitute for soap and washing powders as it serves the same purposes as either of the latter two items and has several additional important features as well. "Cleno," which comes in cake form, acts as a water softener, a cleaner and a germicide, all in one. Early reports indicate that the new concentrated cleaner will be a great item for agents, demonstrators, pitchmen, canvassers, etc.

**New Low-Priced Radio**

The "44" is the intriguing name given a new four-tube radio set placed on the market by the Freely Corporation. Each of the four tubes are licensed RCA tubes and there are no dummy tubes in the set. The cabinet is a smart, modern walnut finish and the set has the new illuminated airplane dial. Dynamic speaker gives it plenty of volume and a fine tone. The low price is another of the outstanding features of this new set.

**New Catalog**

Radio Circular Company, Inc., has just brought out the press its new Bargain Bulletin, containing hundreds of specials in radio sets and replacement parts, sporting goods, watches, clocks, typewriters, optical goods, cameras, novelties, electrical appliances and the like. The firm does a world-wide business and offers all its merchandise at attractive cash prices. The catalog may be had upon request.

**Sponge Rubber Novelties**

A new and colorful line of stuffed sponge rubber novelties has just been introduced by Mason Bath Toys. The novelties are stuffed with shredded rubber thru specially provided holes, which are inconspicuously concealed. Dogs, elephants, bunnies, soldiers, Indians and other figures are included in the line, which is getting a hearty initial acceptance from concessioners.

**Here's The Greatest 25 Cent SUN GLASS VALUE**

**Ever Offered**  
 Per Gross 10.50  
 Per Dozen .90

B201499—Heavy Shell Colored Celluloid Frames and Temples with Large Glass Lenses, in Assorted Colors, Each in Glassing Envelope, 1 Dozen in Box.

**It's New! 6 1/2 in. Celluloid Carnival Doll**

**Per Gross 9.25**  
**Per Dozen .80**

B34N141—Hot Daily Colored Rosetta Face, Complete with Feather Dress. The Upward and Downward Movement of Doll on Spring Operated Discs Part, Making It an Outstanding Number.

**THE HAT**

of the SEASON

**PER GROSS 8.00** **PER DOZEN 70c**

B45N013—Mixture Straw Hat, 6" Overall, Hot Two-Color Band. Here is the Hat That Will Go to Town This Year.

**FULL LINE OF BEACON BLANKETS and SHAWLS on Hand for Immediate Delivery**

**OUR New Catalog B126**  
 Containing 1100 Pages of the Biggest Values Today Is Ready for Mailing

**Don't Wait!—**  
**Send That Request Now!**  
 State Business You Are In, As We Do Not Sell Consumers

**N. SHURE CO.**  
 200 W. Adams St. CHICAGO

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS

**PRICES THAT CAN'T BE BEAT**

**SHAVING VALUES**

**D. E. RAZOR BLADES—** Packed 5 to Packages. All Precision Ground. Blue Steel Uniform Quality Blades. Absolutely no Seconds. Every Pkg. Colophoned. **\$2.50** Per 1,000.

**STYPTIC PENCILS—** All Pencils Labeled. Packed 1 Dozen to Carton. Per Gross ..... **.54**

**SHAVING SOAP—** Large Bar—Packed Bulk, 1 Dozen to Carton. Per Gross ..... **1.75**

**BAKELITE RAZORS—** Full All D. E. Blades. Doz. **.75** Per Gross \$8.00.

**SUMMER SPECIALS**

**WHITE SHOE POLISH—** 15c. Large Size. **\$4.75** 15c. Gross.

**SUN GLASSES—** Adult Size. Ass. Colors. 1 Oz. to Card. **.65** Per Doz.

**FLY SWATTERS—** Extra Long Handles, Wire Mesh. **.23** Per Dozen.

**FLY RIBBON—** Packed 100 to Carton. Per Dozen. **\$2.50**

**FLY SPRAY BUNS—** 1 1/2" Long. Pk. **1.80** Dozen.

**FLY JELLY—** 1/2 Oz. Ozen. Per **.84**

**MOTH TABS—** Jumbo Size. Per Dozen ..... **.54**

**SPECIAL PERFUME AND POWDER COM.**

**MINATION, Per Gross..... \$6.30**

**SPECIAL MEN'S ROSE—** All Sizes. Fancy Patterns. Very Special, Limited Stock. Per Dozen ..... **.58**

Please include 25% deposit on All O. O. D. Orders. All Shipments F. O. B. Branches.

Order from This Ad or Write for Our Big Free Catalog.

**B & N SALES—Same Day Service**

CLEVELAND, O.—1444 West 3d St.  
 CHICAGO, ILL.—115 South Wells St.  
 DETROIT, MICH.—527 Woodward Ave.  
 CINCINNATI, O.—1095 Vine St.  
 ST. LOUIS, MO.—112 North Broadway.  
 MILWAUKEE, WIS.—1006 No. 3d St.  
 PITTSBURGH, PA.—887 Liberty Ave.  
 DALLAS, TEX.—1816 Main St.  
 Order From Your Nearest Branch.

**FRENCH FLAPPER DOLLS**

The year's biggest sensation. Brilliant colors and elaborate costumes draw the crowds. Line up with this item that will double your business.



No. 16—MISS HOLLYWOOD **\$24. dozen**  
 32 inches high, dressed in fine satin and lace. It outclasses anything ever offered at this price.

No. 110—MISS MOVIE STAR. **\$36. dozen**  
 3 1/2 feet diameter. Built 5 1/2 yards all around. A Very Elaborate, Flashy Doll.

No. 78. MISS BROADWAY. **\$18. dozen**  
 29 inches high, dressed in fine satin, ruffles and lace. A "Knockout" value.

**JOBBER AND DISTRIBUTORS WANTED—** Rush your order today. Keep in line with the times. Display these most outstanding and extraordinary array of **BOUDOIR DOLLS** on market today. Dolls are individually boxed. 25% Deposit With Orders. **IMMEDIATE SHIPMENTS.**

**STANDARD DOLL CO., Inc.** 39 East 22 St., New York City.

**COOLIE HATS "HOLLYWOOD BUBBLE"**

The REAL NOVELTY SELLER—CASH IN WHILE THIS ITEM IS HOT  
 Packed in cartons 250 • Shipping Weight 30 lbs.  
**PAWS • CARNIVALS • KODOLDS • PICNICS**  
 Samples 10c each. \$35 per M., C.O.D. 25% Deposit.

**R.C. ABBOTT PRODUCTS CO.** 747 Warehouse St. LOS ANGELES CAL.

**Another PLAYLAND SCOOP**



**\$7.00 ea.** IN LOTS OF SIX

**\$7.75 ea.** SAMPLES

25% With Order. Bal. O. O. D. F. O. B. N. Y.

- Smallest Portable Radio Made.
- Dynamic Breaker—Flush Mounted.
- Rightly Engineered TRF Circuit.
- Built-in Aerial—No Ground.
- Works on A.C. or D.C.
- R. O. A. Licensed Tubes.
- Total for Travelers, Picnics, Etc.
- Completely Enclosed.
- Neat, Small, Compact, Lightweight.
- Lite Wound Coil—Super Selection.
- Outstanding Tone, Tremendous Volume.
- Send for Catalog Showing Other Models.

**PLAYLAND SUPPLY CO.**  
 118 E. 28th St. NEW YORK

**SPECIAL 39c A Gross**  
No. J66—Bird Warbler, known as a warbler, but is. Imitates the calls, cry and song of birds. Regular price, 75c a gross.

C208—Rayon Silk Tie	Dos.	Gross
084—Men's Cotton Hose	.58	\$7.40
M243—Octagon Shaped Lighters		3.85
J207—Playball, 7 in. D.	.72	8.50
Reproduction Pearl Necklaces		2.85
M297—Clip Combs	.45	5.25
M232—Toothpick Kites	ent. quantity	1.00
Season Field Blankets, 4 1/2 x 6 1/2		1.00
N378—10 Sewing Needles to Package		.29
100 Packages		
N369—20 Sewing Needles to Package		.58
100 Packages		
Double-Edge Razor Blades, Per 1,000		2.49
8187—22 Year Calendar		.25

Send for a copy today.  
**SPORS CO., 7-36 Erie St. LeCenter, Minn.**

**NOTES from SUPPLY HOUSES**

The Natural Health Products Company has renewed its leases for a two-year period at both its Miami (Fla.) and Asbury Park stores. The latter, elaborately and beautifully decorated, is one of the show places of the Boardwalk. The company has also opened a store at the Great Lakes Exposition in Cleveland.

electric fans, kitchen clocks, revolving tables, globe lamps, aluminum sauce sets. In addition this concern carries a complete line of merchandise for concessioners which is proving popular throughout the East.

Philip Labe has just received a new shipment of flash articles for concessioners at parks, fairs and carnivals. The shipment includes hand-embroidered pillow cases, pajamas, linens and bodyspreads. Philip Labe is also exclusive licensee for Mickey Mouse plush cushions.

What is reputed to be an innovation in coin-operated amusement machine circles is the introduction of men's suits as awards on various coin machine deals. Jersey Trading Company, which has been a pioneer in the use of radios, fishing tackle and other items as premiums, now comes forward with a complete line of men's linen, crash and Palm Beach style suits for high score and salesboard prizes. The Jersey Company, of which Sam Broudy is president, made a quantity purchase of so many suits that they are being offered at very low prices. It is stated that operators highly favor this innovation and are using the suit display cartons in which the suits are packed as attractions for their games. In addition to the mail order service which the Jersey company renders on its complete line of premium merchandise, it has a Philadelphia branch equipped to render rapid service on business from that territory.

The Manhattan Electrical Bargain House is offering 500-watt weatherproof Pittsburgh Floodlights to the concession and outdoor show field at less than one-half of the original price of these high-powered floodlights.

An outstanding feature of these floodlights is that they are easily adjustable and can be placed in any position and changed at any time to suit the user.

Manhattan has only a limited amount of these floodlights and is closing them out at the low price mentioned above to the first buyers. The company specializes in everything electrical and invites inquiries on anything in that category from concessioners, tent and show men, pitchmen and outdoor showmen of all types.

**TEXAS CENTENNIAL**

(Continued from page 42)  
to be awarded a trip to Hollywood for a screen test.

Exposition grounds are policed by varied law enforcement officers, including special centennial police, also serving as guides and in cowboy attire and numbering 125. Texas Rangers, National Guard and soldiers, sailors and marines. Next month Canada will send a troop of Mounties for a week.

Centennial Housing Bureau announced it had placed 65,000 persons in rooms during the first 10 days at an average cost of \$1.75 per day. Rumored shortage of rooms is unfounded. Hotels are doing good business but have not been in a position yet where they couldn't take care of demands. Parking lot owners in vicinity of the grounds dropped prices from 50 to 25 cents and in some cases as low as 10 cents.

First attraction to rate a newsreel release was the Marionette Fashion Show, presented in honor of visiting fashion writers, and was filmed by Hearst Metro-tone News.

Attendance on Saturday, June 13, was given as 46,301. A recheck produced 40,000 more, making a total of 86,301. Error came about when 40,000 school children entered on a special school group ticket.

**Figures on Spending**

Estimates coming unofficially from centennial offices show concessions passed the \$1,000,000 mark at the end of the first two weeks. Visitors have paid \$300,000 for admissions and \$300,-

000 to midway and rodeo. Eats and drinks have received \$200,000.

Joe Rogers, of Dufour & Rogers, who has been tagged "Mayor of the Midway," has been accused of issuing orders to all employees connected with Dufour-Rogers attractions that they must wear coats regardless of weather.

Streets of Paris has inaugurated Amateur Night on Mondays, award to winners being a week's work in the stage presentation of the French Revue on the stage at the Lido in Streets of Paris. Billy Zeck, emcee of the show, will handle the program.

**POMPEIIAN SPEC**

(Continued from page 41)  
possession a letter from one John De Moulin, who signed as general manager of the Brotherhood committee, written and received by Duffield prior to June 1 (before Duffield had left Chicago) to the effect 100,000 tickets had been sold at that time, each ticket representing 33 1/3 cents after allowing commissions. Duffield's papers, all carefully arranged, state the Brotherhood owes him \$21,894.

**WITH THE ZOOS**

(Continued from page 40)  
roadside zoos exhibiting animals for commercial purposes to obtain permits from the State. New law was originally written to include birds, but this provision was stricken out. Act does not apply to animals exhibited by educational institutions, zoological gardens or in connection with theatrical exhibitions or circuses. An initial fee of \$5 is charged, with annual renewal fee of \$2. Purpose of the act, according to its sponsor, Representative Shaw, is to prevent cruelty to animals in captivity and applies only to animals that are wild by nature. Law is effective immediately.

**FAIR GROUNDS**

(Continued from page 43)  
to the speed program, with S. C. Ekins, Davenport, as starter.

FORT DODGE, Ia.—Free acts, concessions and races will be arranged for by the Chamber of Commerce in conjunction with First Fort Dodge National Beef Cattle Show to be held here in the fall.

IONIA, Mich.—The golden wedding program staged at Ionia Free Fair last year for the first time will be repeated this year, said Secretary Fred A. Chapman.

DONALDSONVILLE, La.—Officials of South Louisiana State Fair said an electrical show will be an added 1936 fair attraction, to be held in the big auto exhibit building and backed by a dozen of the State's largest electrical firms.

**SELL NAP-TA-KING CLEANING CRYSTALS**  
Makes Cleaning Fluid, 2 1/2 G. Gallon. New Starling Detergent, NAP-TA-KING COMPOUND, Clean Nits, Wools and other fabrics by dipping same as with Naphtha. G.O.P. less, non-explosive. 2 1/2 Packages makes 10 Gallons Fluid. First selling. Wonderful repeller. Attractive. No Stain Required. Sample, 15c. Private Label—\$1.00 per Dozen, postpaid. **BN-7. NAP-TA-KING, 1500 W. Madison, Chicago.**

**Whips... Loud Crackers-Plenty Flash**  
MADE IN U.S.A.  
Alox Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo.  
JOBBERS - WRITE FOR PRICES

**LIVE WIRES! ACT QUICK! CLEAN UP!**  
WITH **PALM-WITE** (Powdered)  
WATERPROOF SHOE DRESSING.  
Attractive Package. **\$4.00** Gross Boxes.  
Easy Demonstration. Sample, 15c.  
Private Label—\$1.00 per Dozen, postpaid.  
**BORLAB PRODUCTS**  
Manufacturing Chemists,  
428 Broome Street, New York, N. Y.

**NEW BASEBALL LIFT BOOK**  
120 Tickets to Each Book. A New Baseball Book That Will Sell. Books may be run off at any established price from 50 up, giving high and low price.  
The cost of these books is the lowest ever known.  
Send \$9.00 for 4 Books, prepaid, and Quantity Prices. Full instructions with every shipment. Get started today and enjoy this extra profit which is awaiting you in your territory. Send Cash or Stamp with order. Use Air Mail.

BB22 - NOV. 8, 1935  
**ST. V. OIG. RUTTE EXTIN. QUISHER ASH TRAY.** Blaque dog standing on ash tray made of bright colored bisque. Dog has p u b b e r tail. When squeezed, the dog performs. A very clever new item. Price, \$12.00 per Gross, \$12.00.  
Sample, Prepaid, 25c in Stamp.  
**WE ARE DIRECT IMPORTERS OF FIREWORKS. SEND FOR LIST.**  
**MIDWEST MERCHANDISE CO.**  
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

**SAVE MONEY-TIME FREIGHT-ORDER**  
from the most centrally located novelty house in the country

**PULLEY LINES - LOWEST PRICES**  
● Wagon-House Cans, Valves, Aprints.  
● Wagon Salesmen, Pitchmen-Streetmen.  
● Slide-Line Merchandise.  
● Extra Special 60c Special Gross.  
● Free Catalog, WtKa.

**BLADES**  
Double-Edge, 20 Pack 4, 5 in. on Display Card.  
**40c per card** include postage.

**CHAMPION SPECIALTY CO.**  
814-N Central St. Kansas City, Mo.

**ORDER NOW! YOU CAN'T GO WRONG**

Guitar & Tie Slide Sets, Dos.	17c
Auto Key Cases, Leather, Dos.	40c
Leather Ball Key Hooks, Dos.	35c
Strip Pipe, Garden, 30c Sellers, Dos.	\$1.35
Men's Silk Kestio Garters, Board, Dos.	1.20
Gold & Nickel Plate Chain 7c Slides, Dos.	35c
Enamelled Bltar Compacts, Dos.	75c
Pearl Necklaces, with Silver Clasp and Box, Dos.	60c
6-Pc. Manicure Set, in Leatherette Case, Dos.	60c
Fine Quality Shaving Kit, Dos.	75c
Genuine Leather Zipper Wallets, Dos.	1.50
Gold Filling Pen & Pencil Sets, Bored, Dos.	4.20

Save these weekly ads for complete price list and guide.

25% Deposit, Balance C. O. D.  
**Imperial Merchandise Co., Inc.**  
893 Broadway, Dept. M, N. Y. C.

**SPECIAL CLOSEOUTS**

Needle Books, Army & Navy, 25c value, Or.	8	.79
Shoe Laces, pearl mac, banded, Gr.	19 1/2	.19
Shaving Cream, each in box, 25c value, Gr.	2	.88
Men's Silk Tie, 4-in-hand, 25c value, Gr.	4	.75
Boy's Silk Tie, 4-in-hand, special, Gr.	1	.65
House Slippers, no backs, Gr.	1	.95
Pocket Knives, 1 blade, Gr.	1	3.95
Pocket Mirrors, with chain, Gr.	1	8.50
Shaving Cream, 100 value, Gr.	1	9.50
Beck Rock, 1 1/2" wood, 25c value, Gr.	1	6.50
Talcum Powder, metal can, 10c value, Gr.	1	3.50
Fate Ranges, all shades, 10c value, Gr.	1	2.75
Perfume, in cellophane, 10c value, Gr.	1	1.00
Perfume, each in box, 25c value, Gr.	1	3.75
Ladies' Handbag, popular styles, 10c value, Gr.	1	1.95
Ladies' Belts, ass't styles, 10c-15c values, Gr.	1	1.95
Neckties, 15" w/ beads with clasp, 10c val, Gr.	2	2.00
Ladies' Finger Rings, Castein, assorted colors, 10c value, Gr.	1	2.90
Garment Bag, cedarized, ex. top, size, 25c val, Gr.	1	4.50
Ladies' Earrings, but. style, ass't, 10c val, Gr.	1	2.65
Sailor Hats, white duck cloth, 10c value, Gr.	1	4.75
White Rice Polish, 10c bottle, 10c value, Gr.	1	3.95
Scraball, hand, leather cover, Gr.	1	0.75
Celluloid Ping Pong Balls, reg. size, Gr.	1	1.95
Celloidin Rattler, ass't. colors, 10c value, Gr.	1	4.10
Rubber Erasers, oval shape, ass't. colors, Gr.	1	.35
Fountain Pen & Pencil Set in case, 50c val, Gr.	1	17.90
Loose Leaf Note Book, with rings and sheets, large, Gr.	1	0.90
Children's Bill Parasols, assorted colors and patterns, 25c value, Gr.	1	17.50
Men's Umbrellas, reg. size, good value, Dos.	1	6.10
Mechanical Pencil & Cigar Lighter Com. Gr.	1	7.20

**INTERNATIONAL MFG. & DISTRIB. CO.**  
ENT 15th Street, New York, N. Y.

**RADIOS DIRECT FACTORY PRICES**  
**30 DAY TRIAL YOU SAVE 50%**

**"PILGRIM" R. C. A. MIDGET**  
Licensed R.C.A. Bulb-in  
Now Illuminated  
Whist Watch Tuning  
Dial Matched  
Speaker & RCA  
Tubet. Built-in  
Serial, Estimated  
small \$15.95  
In. Sibs. Amazon  
Tone, Powerful &  
Selectable. U.S.  
breakable Burled  
Walnut Finish Steel Cabinet.  
Standard Broadcast Band,  
170-555 Meters. 30-Day Trial, Send \$2.00  
Deposit for immediate shipment, bal. C. O. D.  
P. O. B. Factory. One year parts guarantee.  
**PILGRIM ELECTRIC CORPORATION,**  
2-53 West 77th St., New York City  
(Agents Wanted)

**FREE FACTORY CATALOG**

Try-Mo Radio Company, Inc., pioneer in the manufacturing of public address systems, reports that it has sold considerably more systems this year than any other.

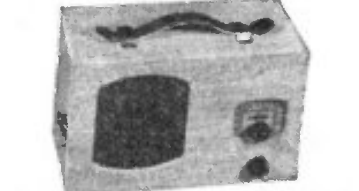
Mr. Louis Lager, of the Try-Mo firm, states: "It seems to be the ambition of many performers to own a public address system, particularly those of the free act variety. Very recently we shipped a large volume of speaker systems to Valencia, well-known high diver."

Morris Struhl announces that this coming August will see his firm housed in a four-story building on West 23d street, New York City. A program in the foot which will expand the business considerably, many more lines of premium merchandise will be added. An elaborate advertising department will be installed and headed by Archie Struhl.

Their new location will contain 30,000 square feet more than their present site. It is situated in midtown and will be convenient not only for the concession trade but for the general premium field as well.

The firm of Morris Struhl is long established and has grown gradually and steadily until today it is recognized as one of the leading merchandise supply houses in the trades allied with the amusement business.

General Wireless Laboratories, Inc., reports that the five-tube Genuine General portable radio it introduced recently is going over big. This set is ideal for picnics, the beach, the mountains, etc.,



and can be operated wherever there is electric current. It has a high quality luggage case in three smart styles and has a removable cover that protects the front of the set while travelling. It is popularly priced.

L. Lowy, New York sign manufacturer, with a special department devoted to the attention of agents specializing in signs, has a very elaborate set of catalogs which explain every detail of the business.

His line covers many types of descriptive signs, including illuminated displays and another which is styled, "Neon-Like Electric Sign"—also he supplies price tickets and changeable pricing sets. Many agents specialize in signs only and many have thereby established a permanent and profitable business.

Four years ago the people behind the De Luxe Sales Company, Inc., had a sales promotion premium idea which they put into practice by opening a small store in Philadelphia. That the idea was sound and good has been proved many times over since then. For today from that small beginning they have 30 branches conveniently located throughout the nation, with executive offices in New York City. It is one of the largest chains for carnival concession merchandise in the United States. De Luxe Sales Company's basic policy is to attract volume business by offering sensational premium values. They have never deviated from that plan. The merchandise is timely and appealing. Each branch is fully stocked for quick delivery.

Oscar Kaufman & Bro., Inc., is introducing a special line of items which are meeting with big success as prizes for Bingo games. These numbers include

**GREAT NEWS**

**MILLS SALES COMPANY OF CHICAGO** announces the appointment of an Eastern Distributor at **76 Washington St., Boston, Mass.**

We are now in position more than ever to give you better service. We guarantee to match or beat all advertised prices on Valises, Bureaus, Razor Blades, Shaving and Dental Creams, Household Goods, Etc.

Below we list several of our outstanding values:

Quantity	Description	Amount
Men's Hosiery, Biggest Scoop	Yet in Bulk, Oozen	\$0.18
Pocket Combs, 1st Quality	Gross	3.90
Men's G. Combs, 1st Quality	Gross	4.50
Shoe Laces, 2 1/2" Black	Gross	.31
Shoe Laces, 2 1/2" Black and Green	Gross	.38
White Shoe Polish, 4 Oz.	Gross	4.80
Elastic Hosiery (V.L.)	Merchized, Dozen Hanks	.28
Men's Handkerchiefs, Fine	Qual., Each in Box, Dozen	.30
Army & Navy Needle Doos.	Gross	1.10
Pat. Cleaners, Copier, No. 45	Size, Dozen	.40
Self-Threading Needles, THE VERY BEST, 100 Papers	Orange Embroidery Needles, 100 Papers	1.75
100 Papers		1.35
Sewing Needles, 25 to Paper Cloth Sizes, 1,000		.30
Sewing Thread, Black and White, 60 in. Cdn. Dozen		.12
Quilting Pencils, Eagle Brand	Gross	.64
Gauze Bandage, 1 1/2" Width	Oozen	.20
Gauze Bandage, 2" Width	Oozen	.40
Adhesive Tape, 1/2" x 3/4" x 100 Yds.	(1/2" x 3/4" and 1 1/2" x 3/4") Oozen	.45
Aspirin, 12 in Tin, Pure G. Grain	Gross Tin	1.75
Chocolate Laxative, 8 Tablets in Tin	Gross Tin	2.75
Perfume and Face Combinations	Oozen Sets	.45
Mother's Pride Baking Powder, 9 1/2-Oz. Size, Dozen		.84
Youth Brushes, Made in U. S. A. Extra Quality, Dozen		.57
Razor Blades, Spec. Gleason	Dot. Edge, Carbo., 1,000	2.30
Time Blades, Double Edge, 1st Quality, 1,000		2.90
Pocket Blades, Double Edge, 1st Quality, 1,000		3.50
Mills Blades, Double Edge, 1st Quality, 1,000		4.50
Shaving Cream, 1 1/2 Ounces, Stryptic, Calif. Together, Doz.		.10
Men's Hair, Aft. Fancy Patterns and Sizes, Dozen		.78
Sun Glasses, Each in Case, 100, Dozen		.48
Sun Glasses, Aft. Pated Frames, Each in Case, 100, Dozen		.84
Fly Swatters, Mesh Type, Long Handles, Gross		2.25
Fly Ribbon, Full Length, 100, Dozen		.69
Mother's Pride Oozen's, Assorted, 7-Oz. Size, Dozen		.84

ORDER FROM NEAREST POINT

**MILLS SALES CO.**

76 WASHINGTON ST. Boston, Mass.  
EASTERN DISTRIBUTOR

New Catalog Just off the Press—FREE. 25¢ Deposit With Order. Balance C. O. D.

**MILLS SALES CO.**

77 S. WELLS ST. CHICAGO, ILL.

**Factory Bargain Lot PHOTO HANDLE POCKET KNIVES**

Assorted Models, Regular Size, Polished Steel, 2 Blades, Brass Bolsters and Lined.

A New Deal — Big Buy Per Dozen, \$2.25  
Five Dozen for \$10.00

Send for New Catalog.  
**ROHDE-SPENCER CO.**  
Wholesale House,  
223-26 W. Madison St., Chicago.

**ASPIRIN TABLETS** 5 Gr. Ties at 11 Gross \$1.49

ASPIRIN, Coated, 24 Gr. Cnd... 100  
BLADES, Double Edge, 1,000... \$3.00  
ADHESIVE TAPE, 1/2" x 3/4" x 100 Yds... \$5.90  
SALT GRASS, 2 1/2" x 3/4" x 100 Yds... \$5.90  
LLOYD'S, Best Quality, 2 1/2" x 3/4" x 100 Yds... \$5.90

13 East Seneca St., Buffalo, N. Y.  
F. O. B. O. O. Buffalo, N. Y. 25¢ Deposit With Order. Send for Complete Catalog.

**WALTHAM**

10 Size, R. B. movements, 7 Jewels, in new chrom. engraved case... \$2.35

25¢ Deposit, Balance C. O. D. 100 Extra for Hamilton. SEND FOR NEW 1936 CATALOG.

**PILGRIM WATCH COMPANY,**  
161 Canal St., New York City.

**MAJOR PREMIUMS**

(Continued from page 56)

tire industry, for they stimulate interest in and create a wider desire for all types of premium merchandise.

There are several new lines of low and medium-priced auto radio receivers on the market, in addition to the established leaders, which are finding a ready acceptance from premium men everywhere in the land.

Bearing out the trend to higher quality premiums, the demand for Mix-masters for the home has greatly increased in recent weeks. Premium men are capitalizing on the demand created by manufacturer education of the public in its many summer and home uses and are offering the units, complete with automatic power control, 10 speeds, beaters, bowls and juice extractor, with good success.

While the trend toward larger and more costly units for premium use may mean the use of fewer items, it is pointed out that the margin of profit per unit is much greater and affords the industry not only a broader chance for revenue but the opportunity to develop other markets and advance the interests of the wholesale merchandise industry on many fronts.

**RINKS**

(Continued from page 40)

night patrons. We will admit that with a large crowd of grown-up patrons on the floor it is a rather trying proposition. During the week about the only skating kids get is on sidewalks, which, at its best, is very dangerous. However, this condition works to a great advantage to rinks as an advertising proposition and a feeder for adult skating. One rink with which I was connected had the following on its advertising cards: 'Street skating is dangerous. Let your children skate at the rink under our protection.' A rink properly conducted should not allow fast skaters to annoy or jeopardize other skaters, whether young or old; also most well-conducted rinks do not allow children on the skating surface at night sessions unless accompanied by and under the protection of parents or relatives. For one, I have always made it a point when possible to call attention to the danger of children skating during adult sessions, and that while we would gladly give them all the protection possible during the evening we thought it would be more enjoyable to the kiddies if they attend Saturday matinees. In other words I used what is called diplomacy and very often it resulted in the child or children being more desirous of attending the matinee and leaving the older patron with a better impression of the management. Also I was very particular to impress on the parent or guardian that so far as possible, we would use every effort to see that if they did skate that night they would be protected. I'll admit it is a hard proposition to keep kids off on Sunday matinees, also it is equally hard to keep adults from attending afternoon sessions, which are really intended for youngsters. Also when adults did attend these sessions it was sometimes very hard to keep them from running the kids down and really had more trouble with the grownups than the kids as a whole. When youngsters are allowed on the floors they have the same right to be protected as grownups and every precaution should be taken to see that they are given attention.'

**BRIGHTMOOR ROLLER RINK.** Fenkell avenue, Redford, northwestern suburb of Detroit, was opened last week to good business by Karl Couyoumjian. Rink has been refurnished, with a new floor and almost new equipment installed. It is housed in the former Virginia Theater. Couyoumjian was formerly with the Chandler Rink, Kalamazoo, Mich. A special ladies' night policy is being followed and there are door prizes nightly.

**BUILDING** under construction in Greater Cincinnati by Norwood Roller Rink, Inc., on Sherman avenue near Victory boulevard, Norwood, will have the most modern rink facilities when it is opened about September 1. Edward J. Von Hagen, treasurer and manager, is quoted as saying that construction will be as near sound-proof as possible, with cushioned floor, five-piece orchestra instead of mechanical music, parking lot adjacent for autos and all skating will stop at 11 p.m., according to present plans.

**ANNEX Roller Rink,** Rhoades street, Dorchester, Mass., was closed for the summer on June 18. Beano will occupy the rink until the fall opening. Nantasket Rollerway, Paragon Park, Hull. (See RINKS on page 61)

**A RECORD BREAKER! OCTAGON SHAPED SUN GOGGLES**

**LOWEST PRICE IN HISTORY FOR THE SENSATIONAL JUMBO FOUNTAIN PEN**



**\$1.10 PER DOZ.**

**\$3.00 PER DOZ.**

WRITE FOR NEW FREE CATALOG!

**MORRIS STRUHL 114 PARK ROW NEW YORK, N. Y.**

**COMPLETE LINE PREMIUM GOODS**

TEXAS CENTENNIAL SOUVENIRS  
CARNIVAL SUPPLIES  
NOVELTY ITEMS

A PREMIUM FOR EVERY PURPOSE  
IF IT'S NEW WE HAVE IT

WRITE FOR PRICE LIST TODAY

**SOUTHERN PREMIUM MFG. CO., DALLAS, TEXAS**

**FREE 5 DAY TRIAL**

**5 TUBE GENERAL RADIO**

**\$6.95** LOTS OF SIX  
**\$7.45** SAMPLE SET

25% with order, balance C. O. D. Return—Refundation or Money Returned.

**GENERAL WIRELESS LABORATORIES, Inc.**  
240 W. 23rd St. (Dept. 1-0) New York, N. Y.

You Bet We Have Them—And The Best Buys In The Country Too

**LEVIN'S HELP YOU MAKE MONEY**

HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

N9432B—Whistling Flying Birds ..... Gr. \$1.95	N 636B—Imported Jap. Cameras ..... Dz. \$0.75
N9099B—54 In. Lash Whips, Dz. .60 Gr. 6.50	X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped K4's e.s. 250 Pkgs. in Case. Per Case ..... 2.75 Per 1000 Pkgs. 11.00
N9315B—8 In. Air Balloons ..... Gr. 1.90	
W 536B—Pocket Watches ..... Ea. .69	
F2967B—"Univex" Cameras ..... Es. .69	

This year marks our 50th Anniversary. We have prepared a host of VALUES for our customers in celebration of this event. Order the specials listed above, also ask for our new catalog.

**NOW 50 YEARS IN BUSINESS LEVIN BROTHERS TERRE HAUTE, INDIANA**

**Your New MONEY SAVING GUIDE**

**IS NOW! READY!**

Send for it Today.

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of imported and Domestic Merchandise we have ever offered.

**OUR PRICES DEFY COMPETITION!**

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

**GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.**

OAK BRAND: HY-TEX BALLOONS

Gay! Gaudy! Gorgeous!

DE LUXE ASSORTMENT

Each box of one gross contains an assortment made up from seven extra fancy pellets in three, four and five-color effects. Spectacular Nashi-Semirational selection!

At Leading Jobbers.



The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only



HERE'S A PERFECT IMITATION DIAMOND

In a New, Exclusive Design. Has just the right size (1 1/2 Ct.), three small stones on each side, fill-free work around top and sides and engraved stalk. KING No. 93. In 14-Kt. Gold Plate, and No. 92 in Rhodium.

OLD CUSTOMERS - NEW CUSTOMERS We not only have the most complete stock of rings in the country but we also carry every kind of jewelry piece and demonstration merchandise. Our new line is more complete than ever. You can get what you want from us. Write for our sample line No. 93, consisting of 18 new White Stone Rings for \$2.00. Send for our catalogue today so you will have it when you need it.

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PITCHMEN by BILL BAKER

(Cincinnati Office)

A CLOSED TOWN... greeted Jud W. King after he motored over 100 miles to make the big field day sponsored by merchants of Fowler, Mich., on June 24.

WARREN LEWIS... is still putting over auction deals in and around Ypsilanti, Mich.

AND HERE IS SOME NEWS... Myrtle Huth, well known in the pitch game, has opened up a sandwich shop directly across from Riverview Park, Chicago. She has a special room for pipe shooting. Mary Ragan, from whom this news comes, further states that her sister, Madaline, is in Cleveland.

"TEN CENTS PER NAME... free stock, all collections and an auto should be furnished by publishers to all sheeties," opines Harry H. McGee from way down Texas way. And what is more, Harry is headed toward Topeka to see that Mr. Landon does it. If he gets in the White House. While you're at it, Harry, why don't you have Mr. Landon (if and when) make it a crime for anyone to refuse buying subscriptions to at least three mags? Seriously, tho, Harry says that things are pretty good in Southern Texas. He spent the winter in the Rio Grande Valley and this summer is working in and around San Antonio.

"MY FIRST PIPE"... says Leonard Rosen, "but have been reading The Billboard for the last five years. I believe I am one of the youngest of pitchmen. Only 20 years old, but six of those have been on the road, so I'm by no means a greener. Saw Doc Reed and Tom Kennedy in Youngstown, O. Also, when passing thru Fort Wayne, Ind., I saw Roy Dunlop getting his with corn punk. Would like to read pipes from Red O'Brien, Ben Morehouse and Floyd Hulm."

B. O. (BOB) PUNTNEY... has found Iowa to be a mighty tough and unfriendly State. Bob said that he had just came thru Oklahoma, Kansas and Nebraska, and was headed for Albert Lea, Minn., then west thru North Dakota and Montana, on Highway No. 10.

JAMES R. MILLER... after being with the Dan Rice Show for almost two months, has now switched to Tom Mix. Miller saw Sid Sidenburg while in East St. Louis, Ill., and also shot a few pipes in Fort Dodge with Eddie Thompson and his wife.

RELIABLE INFO COMES... that the Common Council of Detroit has passed an ordinance designed to eliminate the operations of all pitchmen in public places. Under the terms even the a pitchman is on private property, if he addresses a crowd on a public sidewalk he is open to arrest.

THINGS AREN'T QUITE UP... to expectation down in Dallas, according to Iq Harry L. Jones, who piped in last week for the first time in three years. Says he may go north if things don't pick up before long.

THANKS, JOHN E. BEACON... for telling the mayor of Salem, O., a few things about the pitchmen's game and the amusement biz in general. Perhaps now he will change his mind about the famous "keep money at home fallacy." John is now working the coal mines in Western Pennsylvania to great business. Says he enjoys reading pipes from Doc George Reed and is in hearty accord with Doc's statements to the effect that it is impossible for your editor to keep all the left-handers out of these columns. (Thanks again, John.)

"IT'S MY LAST YEAR... in the pitch game," pipes Jack Echarhing from Fort Wayne, Ind. "Next year will see

me back with a show again, which biz I was in several years before becoming a pitchman." Jack is looking forward to the fair season as he says it is getting a little too tough for the high pitchmen in too many towns. He is going to take in, first, fairs in Indiana and then to Michigan. Would like to have a pipe from L. N. Bottinger.

REAL TRIBUTE... to Ross M. Thomson, who died June 6 at Veterans Hospital, Columbia, S. C., comes from Billy Brown, now working sales around Jersey and Pennsylvania. Brown says: "Ross was a real trouper and will be missed by hundreds of med show people as well as members of the Downie Bros.' Circus. I was south last winter and on my way back spent a few days around the section where Ross was showing. He had a swell show and gave a square deal to everyone. His wife and family sure have my deepest sympathy." Word comes from Carlton V. LaMont that the Thomson & LaMont Show will reopen again under the management of Beatrix S. Thomson.

CINCINNATI AND ALL OF KENTUCKY... just aren't on the map as far as John H. Jones is concerned. However, he found Tennessee okeh. Jones wants to know if W. Griffin, Jim Ross, Bill Cody and Doc Broad are still in Chicago. Pipe in, boys.

GLAD TO HEAR FROM... Arthur Cox up there in Maybury Sanatorium, Northville, Mich. Here's what he says: "Sorry to hear about Jimmy Watson's illness and hope he has a speedy recovery." I was moved from the hospital unit to the sanatorium. This san is 30 miles from Detroit and in the wide open spaces. There are 500 patients and, fortunately, in my ward there is a trouper, Abe Bernstein, from the Big Show. Glad to see where Morris Kahatroff will soon hit the road again. Of all the pitchmen I have ever met Morris was the ace for getting the long green. The doctors tell me that maybe by Christmas I will be behind the joint again. Had a pleasant visit today with Bill Wessaly, Louis Smith and Eddie Gillopie. My wife is still in the hospital waiting for a minor t. b. operation.

IT'S ABOUT TIME... Madaline Ragan! Haven't heard from you for quite a while. Heard from your sister, Mary, this week, as you will note in these columns. To other readers, Madaline is now in Cleveland to take a fling at the exposition. She says: "Have not seen any of the boys and girls here, but on my way from Texas ran into lots of the oldtimers. Anyone wanting two good spots in Arkansas go to El Dorado, no reader, and Magnolia, small reader. Enjoyed the pipes from Doc Lynd and Jim Ferdon. Keep them coming, boys; it's good stuff."

Pitchdom Five Years Ago

Doc Newnan, Charles (Doc) Miller and Professor Seward were down at Atlantic City. Billie Mack opened with Happy's Medicine Show at Greensburg, Ind. Jim Kelly, out in Los Angeles, claimed he wasn't on business but just "scattering seeds of kindness." Calculator Howie had a real open-air spot down on Nassau street in the biggest city. Joe Goldstein was beginning to enjoy himself hopping around Europe. Toby Johnson had a job changing crossties on a railway out in Fort Madison, Ia. L. M. (Pinkie) Hamilton was doing a little advertising work on the slide up in Flat City, Mich. W. D. Cooper, out in Bay City, Mo., was trying to decide whether or not he should offer his five puppies as a premium on the dog sheet and save a food bill. W. D. Cooper advised the boys in the ottie to quit crying and get out in the hills. Pete Nixon and Earl Ryan left the leaf to join

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Schell Bros. Circus . . . Biz was bad on the Coast for J. C. Early . . . Doc H. W. Medbury, over from London, England, dropped into The Billboard office. . . Jerry Russell was out in Long Beach, Calif., settling a few real estate deals. . . "Ten-dollar gold pieces can't be sold for 85 in Wynona, Minn." piped Gene Golin. . . Harry Levitt was laying off in Trinidad, Colo., waiting for biz to get better. (Getting tired by now, Harry?) . . . Jack Halstead and Jack Kay doubled up to work the fairs in the Midwest.

WORD COMES FROM

Cedar Point, at Sandusky, O., that quite a few of the gang are up there. The Martinellis are working horoscopes; Frye and Brady, prelers; Curley Bratcock and wife, medicine; Harold Lloyd, wheel and Buddha, and Jerry Gottfried, guessing their weights. All are doing good biz and the future looks even better, according to Gottfried.

NINE WEEKS IN TENNESSEE

and everyone of them okeh for Ricton. Says Ricton: "Saw Captain Price, the DeForest Players and James Coll last week. Also followed the Paul Show at Venore and the Nero Players at Tellico. Both seemed to be doing good biz."

COLE-BEATTY SHOW

(Continued from page 34)

Picnic as opposition. New Brighton came thru with two splendid houses. Wooster, O., also produced two gratifying houses. Bernard N. Mills, connected with Mills Circus in England, spent several days with Messrs. Adkins and Terrell. He is engaging acts for the circus next winter in London and discussed with Clyde Beatty about bringing a wild animal act to London. At Greensburg Louis Dorn and Doc Null had a party for a number of showfolk and luncheon was served in taproom at Greensburg Brewery. Errol Derby, managing editor of the Greensburg papers, acted as emcee.

The commissary department, under John Seawell, assisted by Johnny Schenk, is enjoying a banner season. Two more lions were born at Harrisburg. A special cage is being prepared for them and will be given special attention by Eugene Scott.

Edward Allen's elephants are now stepping so quickly that their acts require but three minutes. Jean Allen, Wanda Wentz and Betty Stephens work the bulls under Allen's direction.

Jack Ryan promises to outdo himself at the July 4 show in Bloomington. Special show will be given in big top between performances and the money will be turned over to Billy Lorette and Dick Pinckney, former clowns, who are ill. Ryan will substitute for Ray Dean as emcee, as Dean said July 4 was his birthday anniversary and he will put on his own show. Otto Griebling is the impresario for the July 4 doings. The program promises to bring in a good sum, which also goes to sick performers.

MINNESOTA GOOD

(Continued from page 34)

first time in seven years a wagon lost a wheel. This occurred in Duluth at night on way to runs when the wheel became entangled in street car tracks.

At Minneapolis unloading took place right on the lot. For first time to the knowledge of anyone around here since Parade Grounds have been used as a circus lot, show train was switched out to it. This meant a deal with the M. & St. L.

but with streets torn up and saving of a two-mile haul it proved to be the proper thing. With ideal weather the two-day engagement here proved very successful. Arthur Hopper, general agent, and Harry Atwell, the "old photog." came from Chicago and remained for Minneapolis engagement. Atwell snapped a few pictures.

UNDER THE MARQUEE

(Continued from page 36)

received from Warren Buck and is being featured in the Kid Show. The show has had an excellent break in weather and business as a whole is reported satisfactory.

WHEN AL G. BARNES CIRCUS was in Devils Lake, N. D., June 14, Doctor George W. T. Boyd, of the show, discovered one whom he had known a year ago on the circus as Arthur Brown, very sick of pneumonia. On June 16 the man, known as Arthur Brown, died in the hospital and was then found to be Arthur La Touches, World War veteran, having enlisted July 24, 1916, at Concord, N. H., being honorably discharged January 27, 1919. He was formerly with Hagenbeck-Wallace and Sells-Floto circuses in property department and was known by nickname of "Jig-Saw." It is thought he may have a sister somewhere in Indiana.

FLASHES From Cole-Beatty Circus—Doc Roberts is offering a reward for his lost cane. . . Harlan Burkhardt is looking forward to playing Hammond—expects to see some of the nurses from hospital. . . He was there four weeks last summer. . . Edna Sullivan is happy—is now 18. . . Harold Barnes can do the forward somersault any time he wishes. . . Horace Laird had his family at Lancaster. . . Jimmy McCoy bought two pairs of new shoes. . . Post offices are getting to be a long distance from the lot. . . Lou Delmore continues to be one of the best dressed side-show managers. . . Ora Parks happy because he made Marion (home town) and had a chance to see what makes the tall corn talk. . . Clara Knecht will divide her time between Danville and Preopert—was born in the latter town, but spent many years in Danville. . . Mr. and Mrs. Zack Terrell went to New York to see the fight, then gave their tickets to a real fight fan and heard it over the radio. . . Jack Mills looking at automobile salesroom.

AROUND THE LOT

(Continued from page 35)

weather, they returned without seeing it. Johnny Carson, formerly chief usher, is now in Jim Whalen's department. Betty Green, the original koo-koo girl, visited her home in Springfield June 20. The Meinhart brothers, Bill and Jack, with Ralph Wagner, are looking forward to Pittsburgh, where they expect to spend Sunday with relatives and friends. The patrons in Hartford night of June 19 received a special treat as the fight results were announced over the loud-speaker. A tremendous cheer went up from patrons and employees alike as Schmeling was declared the winner. It might be added that the Big Top gang seemed a very glum group that night. Evelyn Joyce Cook has been visiting her parents, Mr. and Mrs. Frank Cook, on the lot the last few days. Townsend Walsh, formerly press agent for this show, was a visitor in Albany at both performances.

GOOD BIZ IS REPORTED FROM

Tacoma Park Rink, Dayton, Ky., managed by Frank Bacon, by Armand J. Schaub, Cincinnati, former rink manager and operator, who was a recent visitor there. Mr. Bacon also has a rink in Rosedale, Ky., managed by his brother, Bert, both rinks said to be drawing big business. Skaters from Cincy Ernest Steep has the skateroom; his wife, Mrs. Anna Steep, is in charge of the concession, and Mrs. B. Middendorf is cashier in Tacoma Rink. Stand in Rosedale is in charge of Mrs. Bert Bacon and Miss Betty is cashier.

MORE than 500 skaters were on hand for the final session of the fall and winter season in Chez Vous Rink, Philadelphia, on night of June 13. Many changes will be made in the rink during the summer, including new lighting effects and decorations. Mr. and Mrs. Joseph Kelley, owners, will spend several weeks touring South America. Fall opening is scheduled for September 13.

Dee Lang's Famous Shows

Iowa City, Ia., Week ended June 20. Location, Kelly Field. Auspices, American Legion. Weather, variable. Business, averaged fair.

The first show in this city in over two years. The engagement was behind a 10-cent gate, with special attendance prizes on Saturday. Rain at 8 p.m. ruined Tuesday's business, and the radio

Killer Elephant Formerly With Circus and in Movie

SAN FRANCISCO, June 27.—Wally, 26-year-old, six-ton bull elephant, killer of Edward Brown, 43, former circus man, employed as assistant keeper in Fleishacker Zoo, on June 16, going wild with rage when called out of water beyond he was ready while taking a swim, was formerly with the Al G. Barnes Circus where he was known as Charlie Ed and he had been in the zoo only three months. After he had been used in a movie his name was changed to Wally.

His shooting by two police inspectors followed the declaration of Edmund Heller, director of Fleishacker Zoo, that "once a killer, always a killer," who warned that if Wally were not executed a tragedy would happen again.

Keeper Brown's body was taken to Chico, Calif., by his widow, for burial, following services here. Mrs. Brown is said to be entitled to about \$1,000 death benefit from the city, and was told to file her claim with the State Industrial Accident Commission.

CORRAL

(Continued from page 37)

ting (Tuesday, Wednesday and Thursday nights). Gene Ross, Red Thompson, Andy Curtis, Dick Anderton, Cowgirl Bronk Riding (Sunday and Monday nights), Alice Greenough, Grace White, Fannie Nielson, Claire Thompson, Bronk Riding (Sunday and Monday nights), Eddie Curtis, Frank Martz, Vick Schwartz and Burel Mulkey split third and fourth; Nick Knight, Jackie Cooper, Calf Roping (Tuesday, Wednesday and Thursday nights), Everett Bowman, Clyde Burk, Dick Truitt, Tom Taylor, Steer Riding (Sunday and Monday nights), Junior Caldwell, Shorty Hill, Slats Jacobs; Jim Whiteham and Walter Craven split fourth.

RINKS

(Continued from page 59)

Mass., remains open every day, including Sundays, and excursion busses are being run to the spot. Lyonhurst Rollaway, also under Winter Garden management of Dorchester, will be opened on August 1, with sessions every night and Saturday and Sunday afternoons. It was formerly Lyonhurst Ballroom.

GOOD biz is reported from Tacoma Park Rink, Dayton, Ky., managed by Frank Bacon, by Armand J. Schaub, Cincinnati, former rink manager and operator, who was a recent visitor there. Mr. Bacon also has a rink in Rosedale, Ky., managed by his brother, Bert, both rinks said to be drawing big business. Skaters from Cincy Ernest Steep has the skateroom; his wife, Mrs. Anna Steep, is in charge of the concession, and Mrs. B. Middendorf is cashier in Tacoma Rink. Stand in Rosedale is in charge of Mrs. Bert Bacon and Miss Betty is cashier.

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broadcast of the Louis-Schmeling fight on Friday night undoubtedly kept many at home. A good week, however, was recorded for nearly all attractions. Van Ault's flashy Arcade presents plenty of proof of Van's ability with a paint brush. Earl Riebb's pop corn at head of the midway each week. Chief Redwing ordering more big snakes for his attraction. John Sweeney's corn game going over big. Clarence Guilmont's photo gallery reports good business. Lew Finch's long-range gallery is shooting into profit right along. Recent midway visitors included Ted Reed, Charles Cross and Luella Parkins. MARK WILLIAMS.

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LETTER LIST

(Continued from page 33) Farmer, Jay A. Mae Taylor, Raymond C. Rollins, W. T. Tector, Lucky Thompson, B. E. Van Orman, Ray Vilnius, Frank Wagner, Robert L. Woodcock. Richard B. Webb's Concessionaires Small, George Stuebel, Paul Standford, "Duke" Stanley, Phil Stuart, Bobbie

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McClanshan, Golia Rogers, Joyce Ribenbark. Marguerite Gentlemen's List Acieta, George Calkins, Fred Allen, John G. Burke, C. H. Atkins, George & Ethel Harzath, Emmett Brantley, Morgan D. Ryan, Charles Reyer, R. L. Kelly, J. C. Cartell, Harro Carter, J. B. Casper, Lin Cato, Henry Casble, Robt. Clopton, Skinny Culver, Gus L. Dale, D. A. Terry Davis, Baron E. Davis, Franklin P. Dennis, Buddy Don, Doris Drunat, Bill Ferlic, Art Fields, Snow Hall Gabe, Henry Friend, Don Gauthier, Woodie Goff, R. M. Globe, Henry Gold, Earl E. Walters, Jennie White, Mrs. Fred Lee Wilson, Mrs. Betty Zachery, Jennie Grant, Jack Gray, LaPoint Huley, H. D. Hart, M. E. Hart, Arthur Hart, Capt. John Hart, E. J. Hayes, D. F. Hill, Jimmie Hard, James M. Kirby, G. H. Inley, Willard S. Karr, Olan J. Kelly, James B. Kennerling, Skinny Kilmoor, Ole King, Riley Knight, Felix Kullbush, Joseph Lindsay, Ray Leaman, Walter Looman, Platen Ludwig, C. B. Mabry, Jack Manley, Dick Meyer, Hartford Miller, Mr. & Mrs. Moore, Claude R. Monett, Frankie O'Malley, J. F. Parrish, Dale Paulson, Bob Pepper, Abe Perry, Joe Piker, Mr. & Mrs. Billy Pitts, Billy Phillips, Orefile H. Pritchman, W. L. (Billy) Potel, Reamer Powell, Major Ted Rice, G. L. Riah, John Roberts, D. C. Rogers, Jack Ryan, Howard R. Sanders, Clifford Seomay, Robert Scott, Fred Seabourm, J. F. Shamp, Bert Silver Tongue, Sims, Eli Spahr, Paul Starr, Tarry Stone, Oscar L. Tatum, Lloyd Taylor, Ted Terrell, Billy Twine, Hobart Walker, Dick Wallace, H. B. Walldroff, Harry Webb, Teddy Whitehill, J. C. Zogel, Prince

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Preface

YOUR correspondent has asked Fred Pitzer, newly elected vice-president of the Dexter Fellows Tent, Circus Saints and Sinners Club of America, to tell breathless readers all about himself. The following will therefore serve to introduce Mr. Pitzer before he pinch-hits for us next week, when our vacation chukkers start.

I hand you herewith an unmanicured sketch of my life. It's not complete, because 20 years ago I was held up by a highwayman (the dirty rat!) who shouted, 'Your money or your life!' Unthinkingly I gave him my life, and I've regretted it. I miss it terribly.

But to start at the beginning. I was born at a very tender age. The chef who brought me into the world (hair mail) often stuck a fork into me to show my father how really tender I was. When 12 months old I was good looking, and mother thought she would rush me to the photographer's before I changed. The photo man was at the top of a long flight of stairs, and just as she crawled to the top panting like an outboard motor, I managed to wriggle out of her arms and fell all the way downstairs, landing on my head. It raised a lump as big as a honeydew melon, and what today folks mistake for baldness is merely that bump. The hair is underneath.

MY BIRTHPLACE was at 841 Rivington street, New York, N. Y., and a clothing store marks the spot. At the age of two I led my parents by the hand and took them over to Jersey City, N. J., where I have resided ever since. My mother visited our former New York home about six months later. It seems that she suddenly remembered she had moved without taking in a line full of wash. She found the wash just as she had left it, with the exception of father's shirt. He had lost that in a stock deal.

I attended School No. 20 in Jersey City and was next to the highest in my class when we stood in a circle. I went to high school and participated in all the sports on the athletic field. I was forward on the basketball team and backward in geography. I played first base on the ball team, second base on the glee club and off my base as far as arithmetic was concerned. However, I got thru (or should I say thrown?) and then went to college.

At the age of 20 I took up law; at the age of 21 I laid it down again, so the courts and judges could breathe more freely. My college had turned out some of the best men. It turned me out in my sophomore year, and despite my father's heavy political influence (he was on attesting terms with a Justice of the Peace in Saugerties, N. Y.), I could not get back. Then I decided on a career.

I WANTED to be an actor. A super-salesman for Gobel's hams got me a place with a traveling stock company. We did travel, too — fast. It seemed funny to be the pacemakers for sheriffs and creditors. The name of the play for which I was cast was The Ruins of Pompeii. I was the ruins. When we reached Indianapolis our treasurer informed the troupe that there was pomp left but no pell, so I had to write home

for funds. Writing home for funds got so habitual that my sister, always efficient, got up a fine form letter for me to use.

I shall never forget my homecoming after being away from the fireside eight days. Mother welcomed me with open arms, tears streaming down her cheeks. Father didn't even know I was away. 'See, Dad,' mother shouted, 'the prodigal son has returned.' Looks to me more like the fatted calf, grumbled father.

I wrapped up my theatrical ability and stowed it away in camphor balls. Then I became a reporter and later started a paper of my own called The Greenville Times. It ran for three months. The collection agency wouldn't catch up with me. Mother, with her usual liberality, settled again. Then I began writing humor for the Sunday editions of The Morning Telegraph and New York American. Being successful at it, I freelanced and landed in every worth-while comic journal in the country, having written and sold 10,000 gags. Then one day father waxed serious, asking me if it wasn't time for me to go to work. The rest of the family agreed with him.

I applied to the greatest insurance company in the world for a job and they employed me temporarily. That was 40 years ago. I am still carried as a temporary clerk. I wish they'd make up their mind. I am the father of two boys and 15 acres in a typical up-State prairie county. My sense of humor I get on my mother's side, my appendicitis on my father's side.

I NEVER did any wrong in my life, except once, and that put a stigma on the family escutcheon. (I found out only recently what an escutcheon is.) What I did sullied the crest of my forefathers. My family bowed their heads in shame for weeks. I was afraid to go anywhere for fear people would point the finger of scorn at me. Often I saw neighbors with their heads together and quickly separate as I approached, all this because, in an unguarded moment, I kept out a library book for two days over the allotted time and was fined 4 cents. Time alone will eradicate this stain of iniquity on an otherwise pure life.

There are two things I have a hankering to do before I go into retirement. One is to get a circus to adopt an elliptical ring bank I have invented to fool resinbacks and the other is to apply a lighted match to the hair of Lennie Traube after shampooing him with gasoline.

Despite Mr. Pitzer's frivolity, especially as pertains to your correspondent's hair, which has always been the object of criminal libel cracks on the part of the man who failed to become the world's greatest jurist, he is more or less of a serious-minded cuss. He is one of the old and indigent trouper and the executive position he holds calls for serious thought and judgment. He is concerned with anything that makes for better human relations (including mothers-in-law and dyspeptic nuns) and conditions and has many friends thruout the country. One feels better for knowing him.

Next week Mr. Pitzer will sketch the life of Orson Kilborn, president of the Dexter Fellows Tent.

R. H. Work Shows

Spangler, Pa. Week ended June 20. Auspices, Firemen. Weather, rain one night. Business, good.

Saturday midnight the lights had to be turned out for a few minutes to clear the midway of the amusement seekers. Everyone sorry of the local midnight closing law. This the home town of Cecil Westover, of the Chairplane, who enjoyed the visit with his folks. Gertrude McNaughton framing a concoction. Mr. and Mrs. Harry Baker happy over

the arrival of Mrs. Baker's daughter, Grace Ruth, who will spend the summer with the show. All new wardrobe finished for the revue—a beautiful flash, Barney Harrison now has charge of the front of the revue. Fern Costick, who is producing and managing the show, knows her business. George Shearer with his Hibillies packing them in Saturday night. The Shearer baby, Mary, seven months old, is the 'darling of the show.' Mr. and Mrs. H. C. Hopkins added another concession. Harry Baker the agent. Mr. and Mrs. Kenny Weaver, who were formerly with the show, visited from their home in Bradford, Pa. Harry Miller making many improvements in the cookhouse, building something every day.

HAZEL REDMOND.

Endy Bros.' Shows

Reading, Pa. Week ended June 13. Auspices, Tall Cedars of Lebanon. Location, center of city, Fourth and Buttenwood streets. Weather, good first three days, rain last of week. Business, good when clear.

With better weather would have been one of the best weeks this show has had in many weeks, as the first three days were big. The last three days rained out completely. The committee furnished wonderful co-operation, securing the excellent location, this being the first show on the grounds in quite a few years. Many visitors here, among them Charles W. Swoyer, secretary Great Reading Fair; Anna and Mildred Endy, sisters of the Endy Brothers, who reside here, and Mrs. Edna Gerard, wife of Jerry Gerard, concessioner, who now has a large hotel in Atlantic City, spent a few days on the show reviewing friendships and making new ones. Motordrome continues to do good business, as does John Hutchin's Modern Museum. The show painter, Neeland, has just completed the Merry-Go-Round and it is a thing of beauty. Newsboys of the city were guests of the management on Wednesday afternoon. Reading being the home of many noted performers, there was much visiting in the backyard with the Edythe Siegrist Company and visiting performers, among them being the Aerial Leons, Billy Faust and partners, Irvin Straussberger, Bob Styer and many whom the writer did not know. J. J. (IRISH) KELLY.

Available for Fairs, Carnivals, Circuses, Parks, Etc. JOHN G. ANDREWS "The Variety Entertainer" COMEDY CHARACTERIZATIONS! ALL NOVEL and ORIGINAL! (Both Male and Female) Perm. Address: 527 West 51st Street, New York, N. Y.

FOR SALE

Automobile Whip, "The Motor Chare's" 45-foot circle; iron plates on floor like Whip, with 120 reins. Iron frame 3 feet high all around, 180 lights. In A-1 condition. Good as new. Made to last. (Made by Wm. F. Manetti.) Can be seen at 6th Street and Surf Avenue, Cony Island, N. Y. Original cost \$5,000. \$2,000 cash takes it complete. (Making space for a new ride.)

I. KRAUZ

CANTON, OHIO STARK COUNTY HOME COMING JULY 4 AND 5

65,000 people expected. Mammoth fireworks display, band concert, free acts, automobile given away, admission free. WANTED Shows, Bides and Legitimate Concessions. Voncken, William Graff and Dutch Hildebrand contact me immediately. DICK DILLON, Barnett Hotel, Canton, O.

WANTED

For Caroy, O. First Show in 10 Years July 8 to 11, and Upper Sandusky, O., On Main Street under American Laundry, July 13 to 16. WANTED—Concessions and Shows—WANTED J. R. EDWARDS SHOWS, Leipsic, O.

WANT

For Downtown Dubuque, Ia., July 6 to 11, and Centerville, July 13 to 18. Mechanical Life or Wax Show, String Game, One-Act, Candy Floss, Ice Cream, Pitch-Tilt-U-Win, Fish Pond, Bumper Joint and any other Legitimate Concession. Address SUNSET AMUSEMENT CO., Elkader, Ia.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

Bonus Bonds at Cincinnati P. O.

Bonus bonds for the following World War veterans who gave The Billboard (Cincinnati office) as their address when making application for the bonus are still at the Post Office in Cincinnati, according to a checkup by a representative of The Billboard June 27:

- Brydon, Ray M. Kitterman, Henry C. Schleichner, Millard G. K. Eger, Edwin L. Landes, Orrin Snidow, Carl D. Glendon, Donald McK. Marr, James A. Tilner, Harry

The 30 days for holding the bonds will terminate July 15. Those not delivered by that date will be returned to the Federal Reserve Banks or other sources from which they were sent.

Many veterans who gave The Billboard as their address have made trips to Cincinnati, and with the needed identification received their bonds during the last two weeks.

Some have given new addresses. In such cases, the bonds are returned to their original mailing points to be re-sent to the new addresses provided.

# Hartmann's Broadcast

**T**HE Texas Centennial Exposition at Dallas has been a big surprise to showmen as to attendance. The first two weeks close to a million people passed thru the turnstiles. When this is taken into consideration and also the fact that the Texas fair is about one-third the size of a Century of Progress in Chicago, Dallas is doing a better business than Chicago did the first two weeks in 1933.

All of the shows are getting money, some not so much, but there are a few that are faring exceptionally big. Paris, for instance, is clicking like nobody's business, and the Streets of All Nations is getting a lion's share. The latter show is getting about 20 per cent of the gate attendance.

The fair has been in need of rain badly, and some of the days lately have been scorched, the thermometer registering between 108 and 112. On account of the excessive heat the fair has developed into a night affair.

The Streets of All Nations, and especially the star of the show, Mlle. Corrina, blond apple dancer, received a big publicity break in The Dallas Morning News of June 22—a two-column story by John Rosenfeld Jr., accompanied by a double-column cut of the star.

It is the aim of the management of this show to enlarge the place to accommodate 400 more people by putting in a balcony and a press box. Plans are also under way for a big dance hall within the village known as Night on the Yukon, which it is hoped to have in operation by July 4. E. W. McConnell is president of Streets of All Nations, Inc.; Henry W. Chadwick, secretary-treasurer, and Nat Rodgers, managing director.

It must be tough—tough for the circus press agent, too mean—to be restricted to 10 passes for each newspaper when playing cities. Oh, yes, such a condition exists, and it's not doing the circus business any good by creating, thru this skimping, the ill will of the newspapers.

IF YOU are a thousand miles away from this show, it will pay you to visit it—it is simply beyond words of description. That's the opinion of Harry F. (Ah! Ha!) Gilliam of the Royal American Shows, which he visited on the fairgrounds at Grand Forks, N. D., last week.

"This magnificent show," he continues, "will live for generations in the minds of showmen as well as American amusement lovers. Show properties and show fronts far excellence. The talented artists, staging and scenic effects and the meritorious performance given in either the white or colored revue would be a real show for any Broadway house. This may sound fanciful, but it is positively a fact. Conveniences and accommodations furnished the showfolks themselves by the management are of the highest type. It certainly must be a pleasure to be a 'trouper' with this organization. Too much praise cannot be given the three master showmen responsible for it."

How would you like to sleep on hard boards of lockers—no pads or mattress? That's what the advance crews of some motorized circuses have to put up with. Wages run \$25 for car managers, \$20 for billposters and lithographers and \$15 other men—all paying for their own meals.

J. ALLEN DUFFLEY thinks his home town, St. Marys, Pa., would be a good stand for a circus of the right size late in the summer. "Everything working here," he says.

The town has had Barnett Bros.' Circus and Sam Spencer's Exposition Shows (carnival) this year.

"Where the hospitality of the South meets the generosity of the West," reads a piece of literature sent out about the Hotel President, Kansas City, Mo., by Percy Tyrrell, its managing director, whose friends in the show business are legion. Percy for years was with the Hotel Gunter, San Antonio, Tex. He re-

cently had as a guest Clint Finney, former general agent of the 101 Ranch Wild West.

## Volunteer State Exposition

Chesapeake, O. Week ended June 13. Location, on the banks of the Ohio. Weather, fair. Business, fair.

Made long jump from Kentucky by train and trucks. Opened Monday night. Roy Blake left on a business trip to Cincinnati and other points. Quite a few showfolks now making their homes in Huntington, across the river, nightly visitors. W. Brown and Raymond Taylor added new concessions to those they already had booked on the show. Women of the show daily visitors to the shops and movies in Huntington. After being in the hills and mountains of Kentucky so long they welcomed the change. H. Adams, Ferris Wheel foreman, had a pleasant surprise on Saturday. His father, sisters and cousins drove 100 miles to pay him a visit. Quite a large party to visit just one person. Loftstrom and St. Elce all smiles at the arrival of a baby monkey in their already large family of monkeys. **THOMAS PHYLLIS.**

## Dixie Exposition Shows

Central City, Ky. Week ended June 6. Pay gate, auspicious, American Legion. Weather, fair. Business, best of the season.

Managers Scott and Hampton returned from Kansas City, driving a new V-8, bringing with them Mrs. Tony Marton with an Kil Wheel and a cigar shooting gallery. Felix Scott, lot man, has finished a new paint job on all trucks and rides, and making the panel fronts artistic. Buck McCalahan has his Ten-in-One looking good. Buddy Braden, legal adjuster, keeps on the job. Cherokee Bill and his troupe furnishing the free act and getting big hands. The "Squeakers' Club" was organized. All "squawks" and "bees" registered on Thursday nights. Mrs. Babe Scott re-elected president. Complete roster will be given in a later issue. **BOB MACKERIAL.**

MACON, Ga.—Downtown offices of Georgia State Fair and Exposition have been opened by E. Ross Jordan, secretary-manager, work on the fair having been under way several weeks. A George A. Hamid grand-stand show, Renzo of Reuzes, with six acts and band, has been booked. Johnny J. Jones Exposition will be on the midway. Mr. Jordan and Ed G. Jacobs, president, said premiums will be substantially increased and that budget for operating expenses has been increased about \$3,000 over last year's to take care of expansion.

## COMING MARRIAGES

(Continued from page 29)

rirt E. Tomkins, president of the Associated Music Publishers, Inc., of Manhattan, soon.

Jean Chaburn, actress, to Frank Orattl, agency executive, in July on the Pacific Coast.

Louis Prima, band leader, to Alma Ross, film actress, in Los Angeles soon.

Irene Hervey, film actress, and Allan Jones, singing screen star, on the Matson liner Lurline August 1.

Barbara Stone, daughter of Lewis Stone, screen actor, and William Arnold Ion, Los Angeles, at Santa Barbara, Calif., June 28.

Harry Frederick Wilcoxon, English screen actor, and Sheila Browning, non-professional, soon.

Edith Goodman, radio actress on Philadelphia stations, and Herbert L. Naurison, of Springfield, Mass., soon.

## Births

To Mr. and Mrs. Lew Schrieber, a daughter in Los Angeles June 17. Father is a casting director; mother is Joan Gale, actress.

A 7½-pound daughter to Mr. and Mrs. Alfred Santol in Los Angeles June 22. Father is film director for RKO.

A son, William Thomas, to Mr. and Mrs. Woods Moore at Cook Memorial Hospital, Fort Worth, Tex., June 20. The father formerly was a member of the Worth Theater orchestra and night club orchestras.

To Mr. and Mrs. Ralph Ince a son June 20 in London. Father is a film director.

To Mr. and Mrs. J. A. Tanney an eight-pound girl June 13 in New York. Father

## KRAUSE GREATER SHOWS WANT

TO JOIN IN CONNELLSVILLE, PA., NEXT WEEK, FIRST CARNIVAL IN THIS YEAR, FOLLOWING WEEK BARNESBORO, PA., HOME WEEK CELEBRATION, AND SOON 15 FAIRS TO FOLLOW, AND 11 THIS WINTER IN FLORIDA.

WANT Ten-in-One or Circus Ride Show, organized Girl Rescue, Miscellaneous, Animal or Dog and Pony Show, Life Show, Mechanical Show (Electric Pullman, etc.), Carriage Show, Fat Girl Show, Sideshow, Monkey Gymnast or Monkey Circus, Big Snake Show, or Small Snake Show, Mickey Mouse, Fun House, Single Platform or 1½ Shows, or any other Show not conflicting. WANT Legitimate Concessions and Miscellaneous Wares. Will give exclusive to Showmen who show themselves. Fair starting week August 7, Marion, Va.; Harriman, Tenn.; Shortsville, Tenn.; Murfreesboro, Tenn.; Lebanon, Tenn.; Pulaski, Tenn.; Decatur, Ala.; Jasper, Ala.; Alexander City, Ala.; LaCrosse, Ala.; Hawkinsville, Ga.; Marianna, Fla.; Tallahassee, Fla.; Bradwick, Ga.; Ocala, Fla.; Tallahassee, Fla. All good Fairs, and 11 Fairs in Florida this winter. No other Carnival can offer to many Fairs, shows and legitimate Concessions get busy. We carry a hundred foot High Trapeze Act for Free Act. Will book Loop-o-Plane Rides. WANT TO BUY good second-hand 50 or 60 to 100 to 150 Feet. Address this week, Clifton, Pa.; next week, Conestoga, Pa.; week July 13, Barnesboro, Pa., Old Home Week.

## New York State Firemen's Convention

ON THE STREETS OF TONAWANOA, N. Y., WEEK OF AUGUST 17.

All Parades and Games will be held in front of entrance of Show, with full co-operation from Firemen and City. STRATES' SHOWS CORP. looking exclusive contracts and will furnish all Attractions. CAN PLACE Concessions of all kinds (no exclusives). Rides and Shows, will place you at reasonable terms. WANT Free Acts and Promoter that can handle Concessions for this event. Write

**JAMES E. STRATES,  
STRATES SHOWS CORPORATION**

Week June 29, Plattsburg, N. Y.; week July 5, Massena, N. Y.

## GRUBERG'S WORLD'S EXPOSITION SHOWS WANT

ASSISTANT MANAGER, one with wide experience who can lay out lot. Must be sober and able. WILL BOOK MOTORHOME. Must be fully equipped with Riders. WANTED THREE MIDGET ENTERTAINERS. Salary paid out of office. WANTED MUSICIANS for Plant Show. We guarantee salaries. WILL BOOK for balance of season, Loop-the-Loop, Tilt-a-Whirl and Kiddie Rides. CAN PLACE a few Grind Shows of merit. CONCESSIONS—All Wheels and Grind Stores open, no exclusive. Write

**MAX GRUBERG, Herkimer, N. Y., this week; Schenectady, N. Y., next week.**

## ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE

**THE JOHN ROBBINS COMPANY**

340-42 THIRD AVE. PITTSBURGH, PA.  
LOWEST PRICES  
Largest Line of Fair — Carnival — Bazaar — and Bingo Merchandise

## POLICE DEPARTMENT BENEFIT FUND

NEW LEXINGTON, O., NEXT WEEK, FIRST SHOW IN SEVEN YEARS, FOLLOWING WITH SIXTEEN FAIRS AND CELEBRATIONS.

WANT any Rides that don't conflict. Special proposition to Loop-o-Plane and Kiddie Ride. WILL BOOK Side Show at owner's terms. Legitimate Concessions come on. Have openings for useful people, especially Performers and Musicians for the best treated Musical Shows on road. Salary and board.

**VOLUNTEER STATE SHOWS, Wellston, Ohio**

## GOODING GREATER SHOWS

Berwick, Pa., July 1 to 4. Biggest Celebration in Eastern Pennsylvania. WANT Frozen Custard, two Working Acts for Ten-in-One. Will book Shows. Nice line of Fairs. WILL BOOK ALL KINDS LEGITIMATE CONCESSIONS. Can use few Concessions Agents.

is treasurer and general manager of Sales on Sound Corporation.

To Mr. and Mrs. D. B. Austell a son June 20. Father is manager of the Paramount Theater, Concord, N. C.

To Pierre Brasseur and Odette Joyeux (Mme. Brasseur), French comedians, a son, Claude, in Paris June 14.

A son, Michael Andre, June 21 to Mr. and Mrs. Claude Sweeten in San Francisco. Father is musical director at KFRC, San Francisco.

To Mr. and Mrs. Stephen G. Wilmans in San Francisco June 20 a boy. Mother is the daughter of Dr. William Van Wyck, KFRC, San Francisco, commentator.

To Mr. and Mrs. Hal Silvers a new Orleans a boy. Silvers is with the Al G. Barnes Circus.

## CARNIVAL BOOTHS—RIDES

FOR RENT. Complete Units—12 Concession Booths, enclosed, size 6x14, including Radio and Ball Games, Refreshment Stand, Electrical Equipment, Decorations. Will set up, take down and haul. Carnival Wares and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

## CLEVELAND BAZAAR CO.

Have complete Bazaar Equipment, including Booths, Card Games, Ferris Wheel, Kiddie Rides, also other Rides. Will rent or contract on percentage basis. V. F. W., American Legion Units, Churches and other Committees get in touch with us. Best references. 3807 Prospect St., Cleveland, O. Phone: Edincoit 9488.

## WANTED

Would consider Ride-o or Double Loop-o-Plane. **J. M. SHEESLEY, Mighty Sheesley Midway, Inc.** Battle Creek, Mich., this week Malazoo to follow. Will purchase 20 Specimens for Duborn Show if price is right.

## WANTED

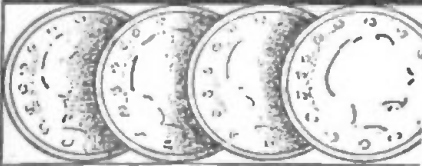
**TO JOIN AT ONCE**  
One Fresh, one good Side-Show Act Bobby the Dog-girl answer.  
**JOHN T. HUTCHENS**  
Stroudsburg, Pa., this week.

## LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

(See DIVORCES on page 63)

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

## PINBALL PERILS Toledo Licenses Pinball Machines

"Ridiculous," a lawyer friend of mine said, throwing down his evening paper and emitting a snort of disgust. "There's a story in this paper about a misguided and misinformed lady crusader who's demanding that pinball games be put out of business in this country."

This lawyer happens to be a full-fledged pinball fan, so I said: "Your remark is ruled out on the ground that it's prejudiced by your personal feelings in regard to the marble games. You like them so well that you won't look at her side of the argument."

"Prejudiced, nothing," he protested. "How any judge could possibly rule against the legality of pinball games is beyond my comprehension."

"Suppose you play a game of golf. You wouldn't, because you'd rather come along with me and play pinball, but just suppose. You pay a definite fee for a specified number of holes. In the event that you're fortunate enough to make a hole in one you receive a scud of skill awards. You get golf balls and subscriptions to magazines and a lot of other things."

"You go into a bowling alley and you pay a definite fee for a line of bowling. In case you roll a perfect score you collect numerous prizes offered by local and national concerns. Most progressive pool halls have prizes for high runs. Rifle ranges offer prizes for good shooting."

"Of course, the prizes offered in the sports I've mentioned are virtually impossible to win."

"Now consider the pinball games. You play one of them. You pay the modest sum of 5 cents for a specified number of balls—one, five or even 10, according to the machine. At any rate, you know in advance what you're buying. You shoot with the utmost possible skill, trying to win a prize or maybe shooting simply for the fun you get out of playing. The average player can develop enough skill so that he can win quite often."

"Any judge who rules against the games is saying, in effect: 'It is illegal to play pinball games because the skill awards can be won too often. If the public finds amusement in games, let them indulge in those pastimes where it is so difficult as to be practically impossible to win the prizes.'"

"There's not much sense in that, is there? And yet, when you bawl the legal phrases down into everyday language, that's the substance of what must be the argument in every case against the games. I know of one judge who ruled that games without payouts would be considered legal in his county and that games with payouts would be considered illegal. His decision, analyzed, was that skill awards paid out over a counter are perfectly all right and that prizes awarded by a mechanical payout device are taboo. If he can justify his decision by any logic I'll buy him the best game route in his territory."

"That pinball games are games of skill must be admitted by anybody who plays them or who will even listen to reason. Bagatelle games were popular as a form of amusement years before pinball became the public's favorite form of inexpensive relaxation and entertainment. No court in the world would have ruled that there was anything illegal about bagatelle games. They were played in the family circle and resulted in hours of clean, wholesome enjoyment. Families in the last century and the early part of this one had bagatelle parties, to which their friends came and spent the evening in trying to outdo each other at the show of skill. Prizes were awarded to the best players at the close of the evening, just as prizes are awarded to the boy or girl who does the best job of pinning the tail on the donkey at the Sunday school party and just as prizes are awarded to the best bridge players at a bridge party."

"There was a sameness about the games and their popularity waned. Along came the depression and some genius decided that the world would welcome a return to such a wholesome and exciting form of amusement as bagatelle games, provided that the idea were brought up to date."

"The new games were made on a grand scale, built along modern lines with all kinds of innovations in scoring ideas. They were so far superior to the early bagatelle games in every respect that the only comparable feature was the basic idea."

"These big, smooth-working, expertly constructed games could not be marketed at a price which would make them available as a source of amusement in the average home. But they offered such grand entertainment possibilities that manufacturers were convinced people would pay to play them, just as people pay to bowl or golf."

"The logical way to market this new form of amusement was to put a coin chute on each machine, and that's exactly the way the problem was handled. Prizes were offered for high scores, and that was a perfectly sane angle, too. There's a reward of some kind, tangible or intangible, for skill in everything we do."

"The machines were gigantic successes. They solved the depression for thousands of small independent retailers. Scores of factories sprang into being to produce the games and hundreds of thousands of people benefited from the revenue derived from the games. Still more families were indirectly benefited thru the increased sales of raw products and parts necessary for the manufacture of the amazingly popular device."

"Naturally, the coin machine industry was put in the spotlight. Any industry that springs up into a heartily prosperous, full-grown business at such a trying time was bound to get plenty of attention."

"Unfortunately, there were people who didn't appreciate the merits of the games and didn't want coin machines to be successful. Coin machines were putting the small independent retailer on his feet and there were huge organizations which were anything but pleased at the prospect of the small independent retailer regaining his place in the world. Then there were those unreasonable, unreasoning souls who are always with us and who can find evil in anything."

"The enemies of the coin machine business have been raising a fuss ever since the industry began booming. The amazing thing is that anyone has paid the slightest bit of attention to the protestations of the knockers, for their arguments are weaker than was Joe Louis in the 12th round of the Schmeling fight."

"On numerous occasions I have taken a lawsuit on a contingent basis. If I was skillful enough to win the case I received a fee which was a percentage of the amount of moneys my skill had brought to my client. This fee was in payment for the services I had invested. If pinball games are illegal, then by the same reasoning it was illegal for me to accept any fee for my services in those cases."

"If there's any question about the skill involved in the games, I'll wager that I can find a sharpshooter in any community who beats the prize scores consistently. Even the average dub player is consistent."

"Anyway," my lawyer friend chuckled. "I'll have some fun if this lady crusader stirs up any fuss. She sings in the church choir and there are two pinball games in the church recreation parlor. I'm going to demand that those games be the first ones pinched."

SILVER SAM.

## Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Operator John MacGongling, of Four Corners, wrote to Jack Nelson, who works at the Rock-Ola company up in the big city, to ask him about a new game. Even tho it wasn't a Rock-Ola game Joe thought Mr. Nelson would tell him about it. He's showing Jack's letter, which reads: "The game you mention is absolutely lousy. It isn't ever good enough to be advertised as 'The Greatest Sensation in the Industry.'"

Operator Wilbur Wheeney over at Lazy Corners experimented by putting in a couple of six-ball games last week, but the boys in his territory refuse to play anything but one-shots. "My customers want entertainment, not exertion," Mr. Wheeney explains.

Location Owner Lem Scroggs, the popular Scroggs Cafe and sewing machine agency proprietor, has nicknamed his girl friend Alamo. Everybody around Gaff Junction thought it was kind of silly until they read the ad in last week's *Billboard*: "You can get going with Alamo."

Operator Oscar Wurfle was mighty mad one day last week when MacGregor McPherson, the only Scotch hillbilly in this territory, went into Location Owner Elmer Plotz's place and began playing the Bell machine. He took out a package of peppermints every time he pulled the lever and Operator Wurfle had to reorder on mints for the first time in four years.

Some young cutups from a near-by village went into Location Owner Zeke Smyth's place last week all set to put some nickels in the phonograph.

"Do you have any new records?" one of the young blades asked.

"I've got *Melody From the Sky*," Zeke replied.

"I didn't ask you about radio music," the young smart-alec came back. "I asked if you had any new records."

Cy Higgins over at Clem Lading says he'll never put molasses kisses in his digger machine again. During the recent hot spell the candy melted and the digger claws got gummed up from it so badly that the boys were able to pull out all the stock—even the pieces that were too big for the digger claws to go around.

Location Owner HI Weatherbottom says he's noticed a change in pinball players in the last few months. "The trend is more to pounders than jigglers these days," he opines.

Operator Nate Stein, the only kosher hillbilly in the State, nearly went out of business last week when he got a shipment of the More Bugs one-shot payout machines. They had made a mistake at the factory and had connected the contact that should have gone on the "100" hole to the "out" hole.

## Moose Lakers Okeh Pinball

MOOSE LAKE, Minn., June 27.—The city fathers in the town of Moose Lake, at their regular election on June 15, presented a special ballot to the voters to decide whether they wanted pin games or not.

The voters decided almost two to one in favor of licensing pin games. An interesting sidelight was brought out when it came to the attention of one of the operators that those who voted not to license pin games labored under the impression they were voting to relieve the operator of buying a license.

It is believed that this is the first time pin games have ever been put to a public vote.

TOLEDO, O., June 27.—Under the terms of legislation which will be approved and become effective within 30 days, operators of pinball machines and other amusement devices considered legal will be required to pay annual license fees of \$10 for 5-cent machines and \$3 for penny machines. Council has delayed final approval of the ordinance pending settlement of questions raised by defending attorneys as to the transfer of licenses.

Reduction of tax on the penny machine was made at the request of a small operator who declared a \$10 tax on a penny machine would bring a return of racketeers, of whom this city has had more than its share. The ordinance provides a 60-day jail sentence and \$50 fine for violators. It has been suggested that council revamp that clause calling for the jail sentence on the ground that it has been inserted merely to conform with State law.

All pinball games are prohibited from within the 400-foot area of any schoolhouse.

## Judges Say Pin Games Are Amusement Devices

PHILADELPHIA, June 27.—Police seizure of pinball machines was halted June 19 by Judges Finletter, Brown and Helligman pending decision on injunction procedure instituted before them to restrain the police from further confiscation of the games.

The action, filed by Frank P. Engel, named Mayor Wilson, Director of Public Safety Emanuel and Superintendent of Police Malone as respondents. Three machines owned by Engel had been seized recently.

A possible indication of an ultimately favorable decision of the three judges was given by Judge Finletter, who commented at one stage of the proceedings that the evidence did not establish the fact that the pinball machines, as exhibited and demonstrated in the court, are gambling devices.

The jurist added that: "They merely furnish amusement, and gambling is something that might be added by the players themselves." He cited the universal use of playing cards for the purpose of innocent diversion, altho some players use them for gambling purposes. Engel told the court that the various types of pinball machines had been operated in cigar and drug stores, apartments, railroad stations and bus terminals and hotels, being leased to these places.

Engel's attorneys cited his payment of \$1 a year for license for each machine and 4 per cent of the gross receipts for a permanent amusement permit in contending the machines are legal.

## Houston Meters Successful; Detroit Plans Same System

HOUSTON, June 27.—One thousand Park-Right parking meters recently installed here have met with the approval of vehicle operators and car owners, who have declared the parking-meter system has already proved itself successful.

Revenue from these 5-cent parking meters averages around \$500 a day, with enforcement officers from the police department assigned to patrol the meter district, with others from the department making the collections.

A representative from the Detroit municipal offices has been looking over the situation to gather information for the city fathers of Detroit for proposed plans to install some 20,000 meters in the Motor City.

## Superior May Cut License

SUPERIOR, Wis., June 27.—An amendment to reduce the city license fee on pinball games was given first reading June 20 at a special session of the city council. Next meeting of the council will be held July 7.



Rock-Ola Totalite and Alamo Win Approval Everywhere

CHICAGO, June 27.—The recent prediction made by The Billboard that there would be no summer slump in the coin machine business is being emphatically verified by reports from the executive officers of the Rock-Ola Manufacturing Corporation.

Given a rousing sendoff by being approved ahead of several other games in Detroit, Los Angeles and other cities, Rock-Ola's Totalite is getting a warm welcome from operators in all territories.

Totalite, besides winning the okeh of organizations and boards of review, has also won the approval of the playing public, judging from sales figures given out by Rock-Ola officials. The public has definitely taken to the idea of Totalite's magic score-increasing switches—the score-totalling light-up panel—and the exciting action of the special ball as it shoots over the elevated runway and steps up the score three times.

Operators generally are also commenting most favorably on Rock-Ola's fool-proof score-keeping register in Totalite. This is a feature that operators have wanted for a long time. At all times it shows the exact number of winners and the amounts.

Rock-Ola's one-shot, Alamo, is another table that has won the definite approval of the operators. Here again there are obvious reasons for the table's success. There is, for instance, the fact that players are welcomed by a big 98 Lono Star pocket and a top award of \$10.

Besides, players naturally get a thrill out of seeing their odds increase as the big one-and-one-quarter-inch Catalina ball rolls over the magic score-increasing switches. The operators' unanimous approval of these two Rock-Ola games is responsible for the tremendous rush of production at the Rock-Ola plant these days.



JEROME J. KAHN, president of the Standard Transformer Corporation, now supplying electrical units to the pin-game industry.

Electropak Opens Branches In New York and Chicago

DETROIT, June 27.—A. B. Chereton, president of the Electrical Products Company, Inc., here, reports that the firm had just completed its first two branch offices for coin machine operators.

The first new office has been opened at 152 West 42d street, New York, where Leon Berman, representative of the firm, will be in charge and will carry a complete stock of the entire line. Not only will the operators thruout the East be able to obtain Electropaks and Electroloks in a hurry, but they will also be able to obtain more than 25 different electrical items in constant daily use by all operators in the coin-machine industry.

The second office has been opened at 628 West Jackson boulevard, Chicago, where Harold E. Johnson is in charge. Mr. Johnson has already been supplying the demand there for the Electropaks, Electroloks and other equipment of the firm to the manufacturers and others. He carries a very large stock of the merchandise on hand at all times and is creating new customers for the firm daily.

Mr. Chereton reports that the offices have become absolutely necessary, due to the demand from the various territories for immediate shipment of Electropaks and Electroloks and other electrical specialties of the firm. It was therefore necessary to arrange for stock warehouses of the products with representatives in charge who fully understood the merchandise and who could help the operators arrange for constant operation of their games.

Bally's Ace a Year Old

CHICAGO, June 27.—More firecrackers than usual around the Bally Manufacturing plant this week. The boys were celebrating the anniversary of Ace, announced just a year ago and the first of Bally's one-shot games.

"Ace is a great game in itself," says Ray Moloney, Bally's president, "but its real importance is in the fact that it has led the parade of what has unquestionably been a most unusual series of pingame hits. Ace was followed during the year by Prospector, Jumbo, Bally Derby, Peerless, Pari-Mutuel, Bally Bonus, Multiple, Hialeah and All-Stars, each of which was an outstanding hit."

"It's no wonder that our operators call this period the 'big ball year' and I want to assure the trade that we are heading into another and even greater year. Multiple earnings continue on the high level originally set by this machine. Natural, our one-shot payout dice game, is establishing some real profit records for itself. And our latest, Challenger, has developed overnight into a hit comparable in popularity to Jumbo. Day and night shifts will be the rule at Bally for an indefinite period now, as it is our job to get these money makers out to the boys in the field as fast as possible."

Gottlieb Abolishes Extra Charge for Check Separator

CHICAGO, June 27.—D. Gottlieb & Company have announced that hereafter Daily Races, Sunshine Baseball and Fence Buster will be equipped, upon request, with check separators at no extra charge. The elimination of this extra cost to the operator is another instance of the Gottlieb company reducing costs to the operator.

"We have been crying," said Dave, "to find ways in which we can help the operators. When we introduced Daily Races we gave the operators the low-priced one-ball payout with a multiple coin slot and player-changing odds. Next we offered Daily Races, Fence Buster and Sunshine Baseball with the new Gottlieb Mystery Single Coin Slot. Then followed the new Gottlieb Motor-Driven Payout Unit as standard equipment. The automatic fuse was another feature that saved operators both time and money. Now we eliminate the extra charge on the check separator so that every operator can take advantage of this remarkable feature."

United Amusement Company Building New K. C. Plant

KANSAS CITY, Mo., June 27.—United Amusement Company is erecting a new plant, which will be ready for occupancy in two months.

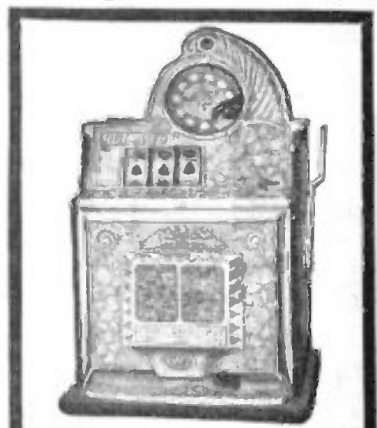
The firm, owned and managed by Carl Hoelzel, has made tremendous strides in the jobbing and operating of coin-operated machines. According to Hoelzel, his business has doubled for the first six months of this year over the corresponding months of 1935.

United Amusement Company is distributor for the Bally Manufacturing Company, Pacific Amusement Manufacturing Company, Mills Novelty Company, Western Equipment and Supply Company and Paces Races for Western Missouri and Kansas. Hoelzel had popularized the slogan "Deal With Carl—Always a Square Deal."

Abel Buys Machines

NEW YORK, June 27.—Al Abel, of the Connecticut Amusement Machine Company, Waterbury, Conn., was seen in New York this week buying up many types of used machines. Abel had two trucks with him and when seen at Budin's Specialties, Brooklyn, these had been almost completely filled.

Abel celebrates his 10th wedding anniversary today at Hartford, Conn. A large party will be held and all of Abel's friends have been invited. A bus is being sent into New York to pick up his friends in the metropolitan section.



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. 1880—Tel. 1 COLumbus 2770. Cable address "WATLINGITE" Chicago

Rothstein Gaffs 69-Pounder

PHILADELPHIA, June 27.—I. H. Rothstein, of the Banner Specialty Company, distributor here, snared a black drum-fish weighing 69 pounds and a rare specimen in Eastern waters. It took 43 minutes for Rothstein to land the fish and the assistance of two fellow fishermen to land it safely on the deck of his boat.

It seems that if Mr. Rothstein continues his present pace during the fishing season, the operators here declare they won't have to worry about any food for the rest of the summer. They claim he is a cinch to supply all of his customers with fresh fish every Monday morning after a week-end of his usual record catches.

Mr. Rothstein is mounting his prize catch in his office. He claims that making records in fishing is really nothing compared with making records in coin machine sales and that he is trying to perfect an equal skill in both achievements.

Abe Fish Reports Demand For Reconditioned Games

HARTFORD, Conn., June 27. — Abe Fish, of General Amusement Game Company here, reports that his firm is very much in need of used games at this time.

The firm is sold out of used games, due to a heavy rush in the last few months. Fish says that the demand from customers becomes greater each day, making it necessary for them to scour the market for used machines.

Fish attributes the rush to the manner in which his firm reconditions used games. He claims his men are foremost in the field of making old games look like new and retaining mechanical perfection and player appeal.

Oriole Coin Corp. Acquires New Property in Baltimore

BALTIMORE, June 27.—According to the local newspapers, the Oriole Coin Machine Corporation has acquired properties from 136 to 148 on West Round Royal avenue, which is in the busiest section of the city.

Details concerning the purpose of taking over this property have not as yet been revealed by E. V. Ross, of the Oriole organization. A large staff of painters, electricians, carpenters and workmen under the supervision of Harold Baldwin, architect, are busily engaged in renovating and remodeling the entire premises.

LOOK !! At Our Used Machine Bargains:

Table listing machine models and prices: PAMCO SPEEDWAYS \$40.00, PAMCO PARLAY 40.00, IVORY GOLF 18.00, REPEATER 38.00, RED SAILS 45.00, BIO FIVE 20.00, PROSPECTOR 27.50, GRAND PRIZE 38.00, KINGFISH 30.00, S. S. OERRY 40.00, BIO RICHARD (improved Model) \$40.00, AGE 20.00, JENNINGS Daily Limit 38.00

COX VENDING MACHINE CO., 115-117 E. Fisher St., Salisbury, N. C.

"We are Distributors for leading manufacturers—Write us for prices on new machines."

SKILL BALL DELIVERIES NOW BEING MADE TO ALL TERRITORIES

See your local distributor or jobber—or send your order direct, \$100 Deposit. Balance C. O. D.

Distributors protected in all territories! A few franchises still open... Write or wire for details.



STIRLING NOVELTY COMPANY INCORPORATED General Offices: 54 ELIZABETH AVE., NEWARK, N. J.

# Weekly MUSIC Notes

## Decca Disc Patents Now Belong to Rock-Ola Corp.

CHICAGO, June 27.—Since the Rock-Ola Manufacturing Corporation acquired patents, trade marks, trade names, patents pending, as well as foreign patents of the Decca Disc Phonograph Company, of Waynesboro, Pa., last week, it has been reported that the importance of the transaction is the fact that the phonograph built by the Holcombe & Hoke Company, of Indianapolis, was licensed from the Decca Disc Phonograph Company.

It is also reported that for one of the groups of patents the Decca Disc Phonograph Company paid a sum of \$75,000 and these patents are now the property of the Rock-Ola Manufacturing Corporation.

The Rock-Ola Multi-Selector Phonograph, which has become so popular, contains several outstanding features. One is a lightweight crystal pickup which increases the life of phonograph records and needles. The apparatus weighs only three ounces, has no moving parts and is hermetically sealed in Bakelite case which eliminates any part of it being affected by dampness, dust, salt air or any other bad weather conditions. It is said this feature is recognized by experts and veterans in the coin-operated music business as one of the greatest improvements in pickups for phonographs.

Another feature of the Rock-Ola Multi-Selector Phonograph is the dual motor. The control motor is designed for changing of records only, while the

turntable motor is specially designed to give 100 per cent noiseless, smooth and even-running turntable. The turntable runs continuously at the same even speed regardless of voltage variations.

The Rock-Ola Multi-Selector dual motors eliminate the use of clutches and other parts.

## Sommers and Cohn Set Records With Wurlitzer

NEW YORK, June 27.—Nat Cohn and Irving S. Sommers, of Modern Vending Company, announce what they consider to be another record for the coin-machine industry.

They report that during the last week they received four carloads of the new 1936 model Wurlitzer phonos.

The distributors believe that they will even outdo the tremendous number of phonographs used in one week and are already making arrangements with the Wurlitzer factory to ship them five carloads during one of the following weeks when the factory catches up.

It is also Nat and Irving's plan to arrange for the shipment of the five cars in one trainload. In this manner, they state, they would not only be assured of better delivery but this in itself could be considered a great record in the coin-machine world.

Arrangements for this record week and for the anticipated record-breaker of the firm were made by the pair in North Tonawanda, N. Y., where they went to attend a dinner given by the Wurlitzer organization. At the dinner, Nat and Irving report, they made arrange-



OPERATOR TOOD, of Okemette, Mo., is shown here with a J. P. Seeburg machine that he has been operating in his location for 10 years. The machine still operates with initial amplifier, has a good tone, and Tood expects to get several more years of service from it.

ments with Ernie Petering, Homer E. Capohart and Joe Darwin for the five-car delivery to their offices in this city.

The boys claim they had a great time at the Wurlitzer banquet and that some of the speeches that were made at the table would long be remembered by every one of those present. Nat claims that Irving made the best speech of the night and Irving claims that Nat did.

Both boys are going so fast with their music machines that they are in constant communication with the Wurlitzer factory and state that they are preparing to install a direct wire from the factory to their offices.

## New Music Firm in St. Louis

ST. LOUIS, June 27.—Automatic Phonograph Corporation, recently formed, has moved from its temporary location at 100 North Broadway to more commodious quarters at 3426 Cherokee street, this city.

The officers of the company are F. F. Pollnow, president; Delbert Veatch, vice-president; John H. Beckman, secretary and treasurer. The new firm will operate Wurlitzer Simplex Phonographs exclusively in the State of Missouri.

The Central Novelty Company, which has been located at 3124 California avenue for more than 12 years, and of which Pollnow and Beckman are the officers, also moved to 3426 Cherokee street.

The Missouri Amusement Machine Association and the National Council of Coin Machine Operators' Association, of which John H. Beckman is secretary-treasurer, also conduct its business from the above address.

## New Orleans

NEW ORLEANS, June 27.—Fishing parties, vacation trips, particularly to the Dallas and Fort Worth centennials, and wedding and birthday parties find many ops getting their minds off business for a while at this writing. The heat wave is enough to take any man's mind off his business and coin-machine ops are no exceptions. Why should they be?

At least one coin-machine playland in New Orleans is doing great business. Harry Blatt says that he has been forced to add more equipment to his Pontchartrain Beach resort to satisfy the steady play, as close to a half million patrons visited the beach in the last two weeks to enjoy the fun and cool lake breezes. Yes, this patronage sets a new high record for the beach. And you'd be surprised to see the large number who are having their pictures "taken" by the International Photomatic.

With completion of his second month operation of the Sport Center on St. Charles street, Louis Boasberg reports that he has now placed into service near-

ly a half dozen Bally Derbya. These machines are giving great results. Warm weather has been defeated at the Sport Center by two large circulating fans that remind you of Atlantic City in the spring.

Burt Trammell, territorial sales manager for Electro Ball Company, spent only a few days at his headquarters in New Orleans this week and then left to take over management of the Memphis branch of the firm. With former Manager Durland returning to Dallas, due to the ill health of Mrs. Durland, Burt will probably find his job cut out for him for the next few weeks at least in the Tennessee metropolises.

Much more of P. H. Holmes, popular young Franklinton, La., op, was seen on a downtown street of New Orleans this week than there was the last time we saw P. H. If P. H. is not doing a world-beating business in the coin-machine game he must at least be able to get enough out of his locations to partake regularly of good food.

N. K. Owen is the addition to the Louisiana and South Mississippi territory for the Dixie Coin Machine Company, working the area for Bally products. Julius Pace, head of the Dixie Company, says that he will soon take on one or two more road men who are now being schooled for the job.

Julius Pace, genial president of the

## Sheet-Music Leaders

(Week Ending June 27)

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

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

1. It's a Sin to Tell a Lie (21)
2. Is It True What They Say About Dixie? (11)
3. Glory of Love (3)
4. Robins and Roses (4)
5. Would You? (6)
6. There's a Small Hotel (8)
7. She Shall Have Music (7)
8. You Can't Pull the Wool Over My Eyes (11)
9. On the Beach at Ball Ball
10. Melody from the Sky (5)
11. These Foolish Things Remind Me of You (13)
12. All My Life (9)
13. Take My Heart
14. There Isn't Any Limit to My Love
15. Twilight on the Trail (15)

## Radio Song Census

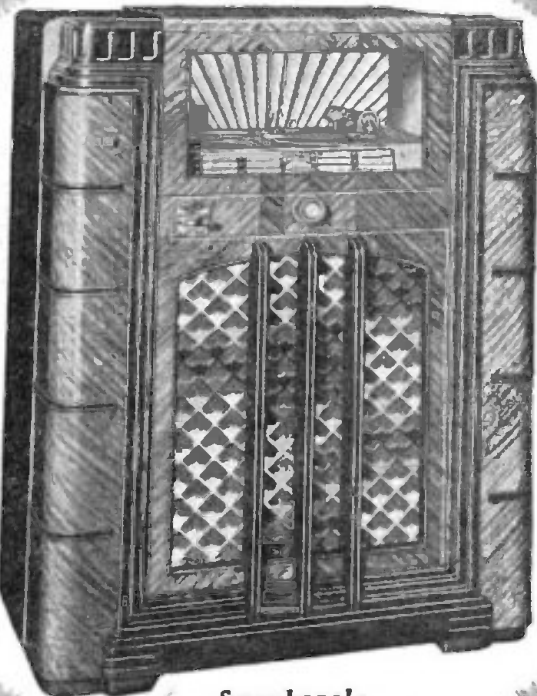
Selections listed represent The Billboard's accurate check on three networks, WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross scores. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, June 12, to Thursday, June 18, both dates inclusive.

Period covered is from Friday, June 19, to Thursday, June 25, both dates inclusive.

- |                                |    |
|--------------------------------|----|
| These Foolish Things (28)      | 81 |
| Take My Heart (32)             | 28 |
| Glory of Love (27)             | 26 |
| There's a Small Hotel (25)     | 25 |
| Let's Sing Again (19)          | 24 |
| Robins and Roses (17)          | 21 |
| It's a Sin to Tell a Lie (20)  | 20 |
| On the Beach at Ball Ball (28) | 20 |
| Would You? (31)                | 20 |
| She Shall Have Music (31)      | 17 |
| Rendezvous With a Dream (15)   | 13 |
| I'm Grateful to You (15)       | 12 |
| Where There's You There's Me   | 9  |

THE SEEBURG FRANCHISE IS MORE VALUABLE



Symphonola SUPER DELUXE MODEL "F"

The Instrument without Service Headaches.

J. P. SEEBURG CORPORATION

1502 DAYTON STREET CHICAGO ILLINOIS

New Orleans ops. returned this week from an extensive business trip thru Louisiana territory in the interest of the Bally line. He reports that business is good everywhere and he wants *The Billboard* to help him extend his gratitude to his guests for the good time shown him. Julius is high in his praise of Bally's Sky High, Air Lane and Natural. He predicts that Air Lane will prove to be a second Rocket. "And there are few operators who will not remember Rocket's great showing," Julius adds.

Mr. Darling, of the NACOMM, Chicago, spent a few days in New Orleans recently, renewing old acquaintances.

J. Fred Barber, local manager for Electro Ball, is proudly displaying his first shipment of Watliug's new Treacury. Fred smiles from ear to ear as he predicts another big money maker for Watliug.

### Fort Worth

FORT WORTH, June 27.—A new outlet for coin machines here is in private homes for the use of guests at parties, dinners, etc. A machine in one home here is said to be paying for the food and drink tariff for parties with the money it takes in from guests.

The latest addition to the staff of the Panther Novelty Company, 1010 Monroe street, here, is Sunny Maloney, young son of Jack Maloney, who is earning extra money working around his father's office during school vacation time.

The AAA Novelty Company has moved

from 610 West 10th street to 1010 Jennings avenue. Clayton M. Senter operates the company.

### London

LONDON, June 11.—Official British delegation sent by British Automatic Machine Operators' Society had a good time at French coin-machine exposition. Phil Sheffras, chairman of Manufacturers and Distributors' Section, sponsor of London machine shows, presided and was supported by Secretary Edward Graves and members of committee. Only direct representative of American trade was L. V. Hodgson, of Buckley, who accompanied British party. M. Godin states that French trade will send official party to third British show in London next February.

Stork has visited homes of Mr. and Mrs. Les Burgess and Mr. and Mrs. Maric Kraft, making a gift of a daughter in each case. Mrs. Burgess is Maggie, second daughter of Arthur Burrows and not so long ago visited Chicago with pop and her elder sister, Carrie. Mark Kraft is director of Hollingsworths, Inc., prominent London jobber.

L. V. Hodgson, who has made many friends for Buckley products, celebrates his birthday anniversary in London June 13.

First machines from America to cross Atlantic on Queen Mary were Top Hats, a shipment of which traveled on great liner for Goddard Novelty.

Novelty in Belle Vue Zoo, Manchester, is coin-operated machine in elephant house. Placed between bars of Nellie, favorite elephant, and visitors' walk, it vendors biscuits for the animal. Nellie collects pennies from visitors and places them in slot. When biscuit is delivered at bottom the elephant picks it up with trunk and places it in mouth. This machine is on a par with one in London Zoo, which, upon insertion of coin in slot, throws fish into sea-lion pool.

New non-electric kicking device has been invented and produced in Britain. It is being used on new lines of British pin tables.

### Marriage Jinx Still on At Besser Novelty Company

ST. LOUIS, June 27.—Dorothy Litzinger, for the last three years secretary to Herbert Besser, of the Besser Novelty Company, this city, was married June 20 to George Roth, service man and mechanic at Besser's for the last two years.

This makes the third secretary in Besser's employ to be married within the last two years, the others being Mrs. Lilian Gelfand Schwartz and Mrs. Gertrude Berstein Gelfand.

The new bride and groom are both well known to operators in St. Louis and vicinity. When asked about the "jinx," Besser said he felt as if he might be running a matrimonial agency the way all of his secretaries get married after entering his employ.

### Iowa AMA To Install

DES MOINES, Ia., June 27.—Automatic Merchandisers' Association of Iowa, with headquarters here, will install its newly elected officers at the next monthly meeting to be held at the Kirkwood Hotel, this city, June 30. Officers-elect are: President, C. P. Harrison, Ft. Madison; secretary, Robert W. Merriam, Des Moines; treasurer, W. I. Collings, Des Moines; first vice-president, Max Langer, Dubuque; second vice-president, Ted Welch, Centerville; third vice-president, Jack Levensky, Des Moines; directors, H. A. Harden, Sioux City, and P. Joe Robbins, Shenandoah.

### Auto-Punch Daval's Latest

CHICAGO, June 27.—The latest game made by Daval Manufacturing Company is that of Auto-Punch and which, Daval says, is the first automatic payout game with punching odds, light-up and other striking features.

All numbers ending in 8 and 0 and in 50 on the Auto-Punch are winners, while number 300 or three red lights entitles player to punch in jackpot compartments.

Willie Blatt, Eastern distributor for Daval, recently made a trip to Chicago to look the game over and reports that he believes it to be one of the greatest games of its kind ever produced.



## WINGY MANNONE

The New Orleans Swing King

One of the exclusive BlueBird artists who's socking home higher profits for coin machine operators

EVERY ONE OF THESE BLUEBIRD AND VICTOR ARTISTS IS A MONEY-MAKER

BLUEBIRD VICTOR

Willie Bryant Mezz Mezzrow King Garcia Duke Ellington Jan Garber Louis Armstrong "Fats" Waller Guy Lombardo Benny Goodman Tommy Dorsey Eddy Duchin Ray Noble

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Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

No. Machines Operated \_\_\_\_\_

**Demand**

**PERMO-POINT  
PHONO NEEDLES**

FOR  
**YOUR AUTOMATICS!**

**2000 PERFECT PLAYS**

## Ten Best Records for Week Ended June 29

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	86359—"You Started Me Dreaming" and "Tormented," Wingy Mannone and orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love," Hal Kemp and orchestra.	802—"Small-Town Girl" and "Every Once in a While," Jan Garber and orchestra.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes," Benny Goodman and orchestra.	3110—"Sweet Violets" and "Put on Your Old Grey Bonnet," The Sweet Violent Boys.
2	86362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands," Willie Bryant and orchestra.	7640—"Christopher Columbus" and "All My Life," Teddy Wilson and orchestra.	809—"Until the Real Thing Comes Along" and "Walkin' and Singin'," Andy Kirk and his 12 Clouds of Joy.	25320—"Star Dust," Benny Goodman and orchestra, and "Star Out," Tommy Dorsey and orchestra.	3245—"Tormented" and "Nothing's Blue But the Sky," Henry Allen and orchestra.
3	86417—"Do You or Don't You Love Me?" and "On the Beach at Ball Ball," Shep Fields and orchestra.	7676—"These Foolish Things" and "Take My Heart," Nat Brandwynne and Stork Club Orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25333—"Lancome China Boy" and "Oh, Lady, Be Good," Benny Goodman and orchestra.	3244—"You" and "Would You?" Henry Allen and orchestra.
4	86378—"Would You?" and "It's a Sin to Tell a Lie," George Hall and orchestra.	7633—"On Your Toes" and "Quiet Night," Ruby Newman and orchestra.	805—"The Melody Man" and "I'll Take the South," Jimmie Lunceford and orchestra.	25340—"These Foolish Things Remind Me of You," Roy Fox and band, and "Sing Me a Swing Song," Benny Goodman and orchestra.	3246—"Stompin' at the Savoy" and "On the Sunny Side of the Street," Chick Webb and orchestra.
5	86416—"The State of My Heart" and "You're Toots to Me," Shep Fields and orchestra.	7554—"If You Were Mine" and "Eeny Meeny Miney Mo," Teddy Wilson and orchestra.	810—"The Martins and the Coys" and "Jolly Ban," Ted Weems and orchestra.	25338—"Numb Fumblin'" and "Smashing Thids," Fats Waller and orchestra.	3224—"A Melody From the Sky" and "A Little Bit Later On," Bunny Berigan and his boys.
6	86353—"Let's Get Drunk and Truck" and "Maybe It's Someone Else You Love," Tampa Red and Chicago Five.	7656—"Organ Grinder's Swing" and "You're Not the Kind," Hudson-DeLange Orchestra.	803—"Rhythm Saved the World" and "Basin Street Blues," Jan Garber and orchestra.	25315—"Cross Patch" and "Cabin in the Sky," Fats Waller and orchestra.	3211—"Christopher Columbus" and "Blue Lou," Fletcher Henderson and orchestra.
7	86400—"She Shall Have Music" and "There Isn't Any Limit to My Love," Chicago Rhythm Kings.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut," Ozzie Nelson and orchestra.	806—"It Ain't Necessarily So" and "I Got Plenty of Nuffin'," Ring Crosby with Victor Young Orchestra.	25270—"It's Got to Be Love" and "There's a Small Hotel," Paul Whiteman and orchestra.	3214—"Lost" and "I'll Bet You Tell That to All the Girls," Henry Allen and orchestra.
8	86381—"Robins and Roses" and "I'll Stand By," Dolly Dawn and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea," Orville Knapp and orchestra.	793—"The Glory of Love" and "Cabin in the Sky," Ted Fior-Rito and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses," Tommy Dorsey and orchestra.	3200—"I Don't Want to Make History" and "Tain't No Use," Stuff Smith and his Onyx Club Boys.
9	86418—"A Rendezvous With a Dream" and "Up on a Bus," Shep Fields and orchestra.	7660—"The Glory of Love" and "Lazy Weather," Nat Brandwynne and Stork Club Orchestra.	809—"I Love to Sing" and "Tain't No Use," Jimmy Dorsey and orchestra.	25247—"Stompin' at the Savoy" and "Breakin' in a New Pair of Shoes," Benny Goodman and orchestra.	3191—"Coody, Coody!" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.
10	86396—"Jazz Lips" and "Slippy Joe," Duke Ellington and orchestra.	7669—"Let's Sing Again" and "You Can't Pull the Wool Over My Eyes," Music in the Rust Morgan Manner.	800—"Harlem Speaks" and "Chicago," Duke Ellington and orchestra.	25295—"Up on a Bus" and "Christopher Columbus," Fats Waller and orchestra.	3169—"I've a-Muggin'" and "I've a-Muggin'" Musical Numbers Game, Stuff Smith and his Onyx Club Boys.

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

Personal Service

THIS WEEK'S SPECIAL PEARL HARBORS. (Brand New) \$27.50 BIG RICHARDS. (Rebuilt)...\$62.50

REBUILT PAYOUT GAMES table with columns for game names and prices.

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These packages contain Assorted Caramel Kisses, guaranteed to stand up in all kinds of weather. Send for FREE illustrated Catalogue of Our Complete Line.

25% Deposit with Order, Balance O. O. D. DELIGHT SWEETS, Inc., 50 East 11th St., New York City.

LANE & BOWEN SHOWS

A NEW ORGANIZATION HAS JOINED THE CARNIVAL FIELD, WITH NO PAY DATE. OPENING WEEK JUNE 26 TO JULY 5, AT MANDEVILLE, LA., ON THE GULF COAST. WHERE THOUSANDS ATTEND THIS CELEBRATION, WITH TWO MORE CELEBRATIONS TO FOLLOW; THEN TO NORTH MISSISSIPPI, WHERE WE START OUR FAIR DATES, WHICH INCLUDE FAIRS IN MISSISSIPPI, TENNESSEE, ARKANSAS AND LOUISIANA. SHOW WILL BE OUT ALL WINTER.

WANT Grand Shows with own outfits. Act for Ten-in-One. Will furnish complete outfits for any money-making show. WANT Girl Show Manager who can and will do just what he is told. WANT Whip Foreman, also Foreman for Leadline Leads. Offer Ride Help. CONCESSIONS—Good opening for Cook House, Bingo and Photos. Will give exclusive on those. All other Concessions open. No Rinks or Live-up Shows. CAN USE several good Concession Agents. Address this week, Mandeville, La. C. E. LANE W. E. (BILLY) BOWEN

Wanted Wanted Wanted CONCESSIONS OF ALL KINDS. CAN PLACE Frozen Custard for business at season. WANTED—Colored Performers for Minstrel Shows. Will furnish sleeping quarters and show trails for Minstrel People. All address TED REED, Bonne Terre, Mo., this week; as per route to follow. Curley Forrest wants People for Ride Show in all lines. WANTED—Talker for Leadline Leads. WANTED—Experienced Man to manage Penny Arcade in first-class condition. CAN PLACE Shows and cardinals with what we have. WANT TO BOOK Loop-o-Plane, with or without transportation. WANT TO BOOK auto Riddle Ride. MAJESTIC MIGHTY MIDWAY SHOWS L. M. BROPHY, Manager, Bonne Terre, Mo., this week.

BARFIELD'S COSMOPOLITAN SHOWS WANT

To join at once, one or two more Shows. Good opening for first-class Girl Show or Revue. WANT Kid Rides, also any Novelty or Flat Ride. CAN PLACE a few more legitimate Grand Stock Concessions. Worth while getting here for big July 4 Celebration if possible. WANT good Combination Electrical and Truck Man. Address C. E. BARFIELD, Stearns, Ky., this week; Monticello, Ky., next week. P. S.—WANT Man capable operating and repairing little Pay-U-Drive-It Cars.

COREY GREATER SHOWS

CENTRAL CITY, PA., CELEBRATION, THIS WEEK; ROCKWOOD, PA., OLD HOME WEEK, ON THE STREETS, NEXT WEEK. WANTED—Loop-o-Plane, Ten-in-One, Dog and Pony, Fat Girl, Half-and-Half, Snake or any worthwhile Shows not conflicting. Edward Kessler, Junius Young come on. FROZEN CUSTARD, Scales, Long Range Gallery, Fishpond, Knife Rack, Hoop-La, Stock Wholes, Flying Game, Country Show and legitimate Grand Shows of all kinds. Now playing all Celebrations. Reasonable rates. Address E. S. COREY, 25 per Route.

KIDDIE RIDES WANTED

to join at once. Must be in first-class condition. Want Lot Man. One with Concessions preferred. Also want Shows. Will place good 10-in-1 for our Fairs, starting Crayson, Ky., July 20. Want to sell exclusive Frozen Custard for Fairs, \$25.00 per week to \$50.00 cash deposit required. Address F. H. BEE SHOWS, INC., Greenup, Ky., this week.

Nate Gottlieb Is Feted Royally by Western Ops

CHICAGO, June 27.—Reports reaching the offices of D. Gottlieb & Company disclose that Nate Gottlieb is having a grand time on his tour of the Southwest and Pacific Coast. His letters reveal the extent to which the distributors go to entertain him. He says his vacation is speeding by much too fast to suit him and wishes he didn't have to get back to Chicago so soon. "The operators in the Southwest and Pacific Coast," says Nate, "are really doing a bang-up business this year. The California Exposition in San Diego and the Texas Centennial in Dallas have enticed thousands of people from all over the country. These people come imbued with the spirit of joy... they want to have a good time. And pin games are profiting by their desire."

ROUTES

(Continued from page 55)

- Tylerley, Bobbie: (Oakdale Park) Madisonville, Ky.
Van Duser, Roger: (Larchmont Casino) Larchmont, N. Y.
Wald, Jean: (To Jo Farms) Detroit, Mich.
Wallace, Roy: (Avenue Tavern) Indianapolis, Ind.
Waller, Fats: (Lyric) Indianapolis, Ind.
Wagner, Billy: (Twilight Inn) East Paterson, N. J.
Warren, Arthur: (Hollywood) NYC, N. Y.
Waterhouse, Frank: (400 Club) Wichita, Kan.
Watts, Kenny: (Dicky Wells) Haslem, New York, N. Y.
Webster, Ralph: (Puritas Springs) Cleveland, N. Y.
Weeks, Anson: (Rice) Houston, Tex.
Weeks, Ranny: (Coconut Grove) Boston, re.
Welky, Wee Willy: (Columbia) Columbia, N. C.
Weiser, Leo: (Michigan Tavern) Niles, Mich.
West, Neil: (Pavilion) Bear Lake, Mich.
White, Dave: (Ocean Grill) New York City, re.
White, Ed: (Club Gemini) Cleveland, re.
Wilmer, Bus: (Oladstone) Casper, Wyo.
Wilcox, Howdy: (Flint Amusement Park) Flint, Mich.
Williams, Rod: (Wagon Wheel) Nashville, Tenn.
Williams, Joe: (Mark Twain) Hannibal, Mo.
Williams, Ray: (Blue Lantern) Island Lake, Mich.
Winegar, Frank: (Ramona Gardens) Ann Arbor, Mich.
Winston, Jack: (Heidelberg) Baton Rouge, La.
Wintz, Julie: (Top Hat) Union City, N. J.
Wooda, Howard: (Robert Treat) Newark, N. J.
Yates, Billy: (Oretto) Pittsburgh, Pa.
Zarin, Michael: (Waldorf-Astoria) New York, N. Y.
Zatour, Joseph: (Biltmore) New York, N. Y.
Zelmas, Rubin: (Carnvon) NYC, N. Y.
Zeick, Charlie: (Silver Grill) Ann Arbor, Mich.
Zwilling, Sid: (Bellevue) Belleaire, Fla.
Zwolin, Ted: (Moulin Rouge) Detroit, Mich.

MISCELLANEOUS

- Dekker's, M. L., Side Show: Galax, Va., 29-July 4.
Becker, Magician: Minneapolis, Minn., 29-July 4; Austin 6-11.
Christman's, Mildred, Goats: (Centennial) Dallas, Tex., 29-July 6.
DeClou, Magician: Adrian, Mich., 29-July 8.
Erma-Von-Dott Miles of Smiles: Wheaton, Mo., 29-July 4.
Fred's Middle Circus: Fresho, S. D., 4.
Happy Days Minstrels: Silvertown, Ore., 2; Molalla 3-5; Portland 6-7; Kelso, Wash., 8; Tacoma 9-10; Seattle 11-15.
Lewis, N. Kay, Hollywood Varieties: Okonogon, Wash., 11 Republic 2; Wenatchee 3-5.
Meyers, Mrs. O. C., Brady, Tex., 29-July 4.
Mel-Roy, Magician: Conrad, Mont., 1; Glacier Park 2-3; Great Falls 4; Townsend 6; Three Forks 7; Livingston 8-9; Billings 10-11.
O'Neill Circus Unit: (Fair) Ada, Minn., 2-4.
Ricketts Show: Ravenport, Tenn., 29-July 1; Evans, 2.
Silvers Fun Show: Clarion, Pa., 29-July 4.
Swits, Herbert, Vaude Circus: Royal, Ill., 29-July 4.
Wizards Circus Unit: Lyndon, Kan., 4.

DRAMATIC AND MUSICAL

- Cornell, Katharine: (Biltmore) Los Angeles 29-July 4.
White's, George, Scandals: (Grand) Chi 29-July 4.

REPERTORY

- Bilroy Comedians, Billy Wehle's: Poughkeepsie, N. Y., 1; Hudson 2; Great Harrington, Mass., 3; New Milford, Conn., 4; Danbury 6; Ansonia 7.
Burb-Hyrie Players: Richford, N. Y., 29-July 4.
DeForest Dramatic Co.: Sneedville, Tenn., 29-July 1.
Forsythe Players: Chisman, Ill., 29-July 4.
Glasville, Francis: Dramatic Co.: Manchester, Mich., 29-July 4.
Ginslven, Norma, Dramatic Co.: Wauseon, O., 29-July 4.
Princess Stock Co.: New Franklin, Mo., 29-July 4.
Sader's Own Co.: Canadian, Tex., 29-July 4.

KELNER'S SPECIALS REAL STRAW MATS WITH LARGE FEATHERS... \$3.50 CHAIRS, Emphatic, Degr., etc. Gr. 5.75 MICKY MOUSE SLIM JIM, Gr. 3.25

NEW CATALOG NOW READY Write for your copy today. Start Fairs right, New Plaster Novelties at low prices, and Merchandise for Corn Game, Country Store, Fishpond, Pitch-Till-You-Win, Ball Game, Snake Men—Cans, Binkies, Tea Sets, Water Bots, Imported 1/2 m. Vases, Only Carnival Supplies in Louisville. O. C. J. MATTEI & CO., 927 E. Madison Street, Louisville, Ky.

Concessionaires NOVELTY SUPPLY FOR FAIRS CARNIVALS, CIRCUSES, GRAND STORES, WHODDS, BEANS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIDEPLACANOW CITY, OHIO

SHAME ON YOU, Our Newest, Fastest Seller The Funniest of Them All, 25c Dealer, Dopey, TAIL BEHIND, DOR, 65c; Leaping Lena (A Girl That Jumps 3 ft. in Air), DOL, 50c, DIRTY DOG Folders, DOR, 25c, BOY MEETS GIRL, DOR, 30c, COMIC CLASSES (Big Street Seller), 54.25 Gross, SNAKE CHOCOLATES (New and Funny), 80c, DOR, BOYS, RUBBER GENUINE CHOCOLATES, 80c, DOR, NEW COMIC MEYER (Blandinger 30s), 48c, DOR, THE MORSE'S LABOON (Gross Cheer Dealer), 80c, DOR, COMIC SPINNERS (Election Job Novelty), 35c, DOR, SPECIAL Combination Bulletin is ready. Send for it. Or 10c for Catalogue of 2,000 Items. MAGNATRON NOV. CORP., 138 Park Row, N.Y.C. SAMPLES? Yes 50 for \$2.00.

WANTED - - - WANTED HILLSDALE, MICH. BIG FOURTH OF JULY CELEBRATION Largest Celebration in Southern Michigan 30,000 Attendance Shows of all kinds, low percentage, Rides that do not conflict. The Hinricks wants Coupon and Wheel Agents. We can use a few more Concessionaires at Napoleon, O., for Big Fourth Celebration. Wire only to MABEL R. WEER, Napoleon, O.

W. S. MALARKEY CAN PLACE SHOWS AND CONCESSIONS FOR ATHLETIC ASSOCIATION CARNIVAL WALTON, N. Y., JULY 6-11. Address W. S. MALARKEY, Acgerman Building, Binghamton, N. Y.

Scottie's Comedians: Arthur, Ia., 29-July 4. Stone, Hal, Show: Exira, Ia., 29-July 4. Tolbert, Mitt, Players: Punksattawney, Pa., 1; Curwensville 2; Phillipsburg 3; Tyrone 4. CARNIVAL COMPANIES (Routes are for current week when no dates are given. In some instances possibility mailing points are listed.)

Aer-Hi: Rome, Ga., 29-July 11. Alamo: Gainesville, Ga. All-American Expo: Bismarck, N. D.; Garrison 6-8; (Fair) Maxton 9-11. Anderson-Strader: Clarksburg, Mo., Kan. B. A. C. Am. Co.: Orange City, Fla. Bach, O. J.: Clayton, N. Y.; Canton 6-11. Banty Greaser: Brookville, Pa. Barfield's Cosmopolitan: Stearns, Ky.; Non-ticello 6-11. Barker Bushnell, III. Barkout Bros.: Onrods, Mich. Beckmann & Gerety: Iron Mountain, Mich.; Menominee 6-11. Bee, F. H.: Greenup, Ky. Big State: Cameron, Tex. Blue Ribbon: Linton, Ind. Bremer Midway Attr.: (Lester Park) Duinsh, Minn.; Virginia 6-11. Brodbeck Am. Co.: Marquette, Kan. Brown Novelty: Milford, O. Bruce: Evans, Ky. Buck, O. C.: Keone, N. H. Burdick's All-Texas: Belton, Tex. Byers Bros.: Eagle Grove, Ia. Capital City: Russell Springs, Ky. Central State: Rockport, Mo. Griffin & Wilson: Clearfield, Pa. Christ United: Greenville, O. Coleman Bros.: New Britain, Conn. Colley, J. J.: Sand Springs, Okla. Conklin's All-Canadian: Estevan, Sask., Can., 29-July 1; Weyburn 2-4; Porridge, Man., 6-8; Dauphin 9-11. Corby Greaser: Central City, Pa.; Rockwood 6-11. (See ROUTES on page 70)

**Milwaukee Coin Made Sole Gottlieb Distrib in State**

CHICAGO, June 27.—In conjunction with Sam London's trip to Chicago and the offices of D. Gottlieb & Company, it was announced that the exclusive distribution of Gottlieb games in the Wisconsin territory has been given to the Milwaukee Coin Machine Company.

Dave Gottlieb paid tribute to Sam London as one of the finest jobbers in the Middle West. "Sam London," said Dave, "is one of the finest jobbers I've had occasion to do business with. He is well liked by all the operators in his territory because he is always trying to find new ways and means of helping them. He comes to Chicago very often to find out what's new so he can pass on his information to the Wisconsin operators. He always gets his orders in early on new games and he is one of the first to offer these games to the locations. He is constantly questioning the operators in order to learn which games and which features are most popular. He then uses this information in the guidance of his buying. It is with real pleasure that we announce the appointment of the Milwaukee Coin Machine Company as exclusive Wisconsin distributor of Gottlieb games."

Sam London then went on to say: "I appreciate the appointment and will continue giving the operators the best of service. I know that when I offer Daily Races, Fence Buster, Sunshing Baseball and other Gottlieb games I am offering the top-notchers."

**DIVORCES**

(Continued from page 63)

with Bantly's Greater Shows, from May Thompson June 8 at Boobe, Ark.

**Late Deaths**

(The following items were received at press time. More details in the next issue.)

**BERNARD**—Michael, 57, "Rag Time King," June 27 at Franch Hospital, New York, of a complication of diseases.

**LINCOLN, NEB.**

(Continued from page 3)

was on the grounds last night, the fire did not break out until after gates had been closed and all visitors had departed, so no one was injured.

Damage is partly covered by insurance. Mr. Ferguson said, and as there were two Funhouses in the park, operation will be continued without serious handicap until moves can be made to rebuild. The blaze, of undetermined origin, started in the rear of the burned Funhouse.

**SMALL & BULLOCK WANTS**

Merry-Co-Round Foreman and other Ride Help, to join on w/c. Must be sober and reliable and drive truck. Show completely motorized on Ell Trailers. We issue no brass or meal tickets. Salary sure. Crantsville, W. Va., this week.

**JOYLAND SHOWS 2--Fourth Spots--2**

**WHITE CLOUD AND SAND LAKE, MICH.**  
Want Shows and Concessions of all kinds. Man-istee, Mich., to follow. Come on. Plenty of Celebrations to follow.

**GREENLAND SHOWS**  
CAN PLACE Stock Concessions, Fish Pond, Bowling Alley, Candy Apples, Photographic Galleries, Seaside Cook House or Grab Joint. CAN PLACE several more Shows, Working World, Pot Show, Snake Show, or any that don't conflict. Willi BUCK, Ferris Wheel, Chess-o-Plane for balance of season. Have Challenge for sale. Fairs start at Louisa, Va., July 4 to 11. Write, give or come on. Mineral, Va., this week; Louisa, Va., next.

**BROWN NOVELTY SHOWS**

WANT Legitimate Stock Concessions. WANT 10 or 5-in-1, Snake and Illusion Shows. WANT U-Drive-It Cars and Kiddie Ride. Red Lunford wants Bronc and Steer Riders for Wild West. This week Milford, O., American Legion 4th of July Celebration. Chevrolet Car given away Piqua, O., next week. LOVELAND, O. Firemen's Celebration, July 20. Chevrolet Car as Grand Prize. Address inquiries to F. V. VASCHÉ, Mgr., Brown Novelty Shows, 1006 Central Avenue, Cincinnati, O.

**GREAT LAKE EXPO**

(Continued from page 3)

(turnstile count, paid) passed thru the gates by closing time of the first day.

Highlights of the exhibit sector were the opening performance of *Parade of the Years*, and dedication of the Marine Theater, which presented a huge fashion show review, swimming and diving exhibition and other water-sports events.

The Moses Cleveland Showboat and the Byrd Ship drew heavy crowds afternoon and evening.

Midway shows found Cliff Wilson's Snake Show in lead position for first day top biz. Following were Stanley Graham's Midget Circus, 13 Spook Street, World a Million Years Ago, Christensen's Submarine, Motordrome, Speed and Paddle-About Boats, Blitz Rides, World War Exhibit, Front Page and Kiddie Rides.

Creations, Hollywood Secrets, Gulliverland, Bouquet of Life, Television, all opened late. Many other failed to open due to inability to secure lighting in time. Peter Macauley, Mao Doc Zelflein, Louis Costa, Duke Spalla and Louis Hersch, operators; Murray Goldberg's Guess-Weight Scales, all registered pleasing biz.

Twenty-two hundred employees of Plymouth Motors, Detroit, were the first group unit to attend.

Attendance for Sunday was 54,407. Fire department made its first run Sunday evening to Streets of the World, but it was a false alarm.

Ines Delrio, 17-year-old midget, member of Stanley Graham's Midget Circus, suffered a fractured skull following a fall on the stage last evening. Miss Delrio, who is 21 inches tall, was given medical aid at the exposition hospital and later removed to Charity Hospital.

George Voico, veteran circus clown, fell from the high stilts while advertising a moving picture here yesterday. After receiving medical treatment he was permitted to go home, having suffered minor injuries only.

**Gooding's No. 1 Scores at Toledo**

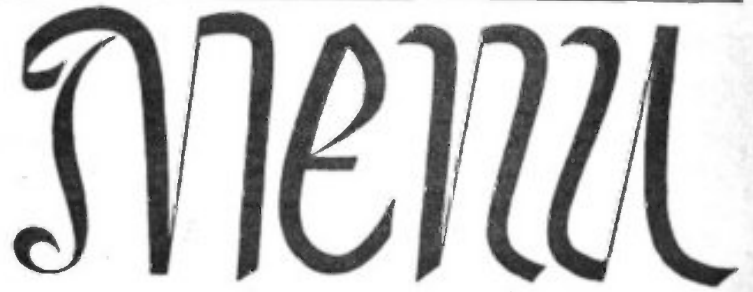
TOLEDO, June 27.—Located at Front, near Main streets, East Toledo, auspices Veterans of Foreign Wars and favorable weather, Gooding Greater Shows No. 1 have had good business this week.

The attractions include 9 shows and 9 rides and 28 concessions. E. O. Drum is in charge, Mrs. E. O. Drum in the office and J. F. Murphy superintendent of concessions. Ben H. Voorhees is press agenting and did a good job with his 110th public-wedding promotion in four years. Mae Collier, high dive into a tank of water, is the featured free act. Sammy, trained chimp of Ed Strassburger, is a great attraction. Rides include both single and double Loop-o-Planes, Ridee-O, Ferris Wheel, Whip and Mixup. Barney Lamb has a nifty Circus Side Show. Dewey Stein, just out of St. Joseph's Hospital, Parkersburg, W. Va., after three weeks with pneumonia, has the Streets of Paris. Eddie Brown and Johnny Chapman are running corn games. Clarence Taylor, 13 years with Gooding, has the Merry-Go-Round, and R. J. Rogers the country store and frozen custard. Mr. and Mrs. O. V. Mallory have the cookhouse. Ray Riffle the Ridee-O and Harold Ford the Ferris Wheel.

Pay gate averaged close to 5,000 for the first three nights here, with children uncounted. Gooding's is the first stable carnival to hit Toledo in four years, and public is "eating it up." City officials have been co-operative, and a Municipal Court judge performed the public wedding Thursday.

**Edith Hill Gruberg Wedding on Steamer**

NEGAUNEE, Mich., June 29.—Edith Hill Gruberg, daughter of Mr. and Mrs. Rubin Gruberg, of Rubin & Cherry Exposition, will be married today on the steamship Rotterdam, Holland at Hoboken, N. J., to Dr. Alexander Margolies, according to announcement Saturday night prior to Gruberg leaving here by airplane to join his wife to attend the wedding. After the ceremony the bride and groom will depart on the steamer for Europe on a six weeks' honeymoon trip.



Your Machine is on call at the "BIG STORE" Make your selection

from this list and place your order now

- Futurity Side Vender, 5c, 10c, 25c play
- Futurity Golden Vender, 5c, 10c, 25c play
- Extraordinary Front Vender, 5c, 10c, 25c play
- Mystery Extraordinary Front Vender, 5c, 10c, 25c play
- Extraordinary Colden Vender, 5c, 10c, 25c play
- Mystery Extraordinary Colden Vender, 5c, 10c, 25c play
- Mystery Silent Jackpot Front Vender, 5c, 10c, 25c play
- Mystery Silent Jackpot Side Vender, 5c, 10c, 25c play
- Mystery Golden Vender, 5c, 10c, 25c play
- Silent Jackpot Front Vender, 5c play
- Q.T. Vender, 1c, 5c, 10c play
- Futurity Bell, 5c, 10c, 25c play
- Futurity Golden Bell, 5c, 10c, 25c play
- Extraordinary Bell, 5c, 10c, 25c, 50c play
- Mystery Extraordinary Bell, 5c, 10c, 25c, 50c play
- Extraordinary Golden Bell, 5c, 10c, 25c, 50c play
- Mystery Extraordinary Golden Bell, 5c, 10c, 25c, 50c play
- Mystery Silent Jackpot Bell, 5c, 10c, 25c, 50c play
- Mystery Golden Bell, 5c, 10c, 25c, 50c play
- Silent Jackpot Bell, 5c, 10c, 25c, 50c play
- Q.T. Bell, 1c, 5c, 10c play
- Tycoon
- Ten Grand
- Double Header
- The McCoy
- Neighbors
- Position
- Dice Machine
- Scale
- Numbers
- Blackjack
- Selection
- Dial Bell, 1c, 5c play
- Dial Vender, 1c, 5c play
- Do Re Mi Phonograph
- De Luxe Dance Master
- Radio Wall Box
- Auxiliary Speakers

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AUTO - PUNCH

The Mechanical Salesboard. Automatic Pay-out. Changing Odds, Light-Up. A sensation. \$69.50 Tax Paid.

RITHMATIC

Adds, Subtracts, Divides, Multiplies. No score card necessary. A big favorite, \$21.50 tax paid.

CENT - A - SMOKE

Another great Cigarette Game, \$13.75.

ELECTRO BALL CO., Inc.,

Fort Worth, Waco, San Antonio, New Orleans, Memphis.

REEL "21"

"Black Jack" or the old army game of "According to Hoyle." Odds 2 to 1 to 100 to 1. A long life game of merit. \$23.75 tax paid.

PENNY PACK

The sensational Penny Cigarette Game. Strong, sturdy and a big profit maker. \$19.25 tax paid.

1200 Camp, Dallas

Concessionaires! CARNIVAL-PARKMEN! LINE UP WITH THE LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES. CONTINENTAL PREMIUM MART 3RD & WELLS STS., MILWAUKEE, WIS.

PAN-AMERICAN SHOWS WANT

Free Act, join on wire for Fourth and balance of season. Want High Olive Patch or Aerial Act. Want Concessions and Concession Agents for Wheels and Grand Stoves. Want Man for Crab and Griddle. Address Seamore, Ill.

RIDES WANTED

Can use one or two rides other than Merry-Go-Round or Ferris Wheel for balance of park season. Get in touch with R. L. FERGUSON 1504 Sharp Blvd., Lincoln, Neb., immediately.

WANTED

Good Fireman for Little Beauty Merry-Go-Round. Good, reliable Ferris Wheel Operator. CHAS. OLIVER 1417 Grattan St., St. Louis, Mo.

WANTED CONCESSIONS

Candy, Popcorn, Popcorn, Fish Pond, Dash Pond, Candy Floss, Dinners and others. Ride Help, Merry-Go-Round, Ferris Wheel, Chairperson. JERRY SHAW, Linwood, N. J., this week, July 6, Glasboro, N. J.

PHONE MEN WANTED

STATE GROTO CONVENTION. AT ALBANY, N. Y. Standard commission paid. Wire EMORY JONES, Menarch, Gettysburg, Pa. Or Will Clinton Hotel, Albany, N. Y.

WANTED

Musicians on all instruments, Side Show, Pit Show, Chorus, Novelty and Wild West People for Concert with own transportation. See lowest in first letter. Address OARD BROS., CIRCUS, Waynard, Mass.

ELANE'S EXPOSITION SHOWS

Can place Shows, Rides and Concessions of all kinds. No gifts. One more free. Act. Week July 6, Areola, Pa. First show in 14 years; week July 13, Lancaster, Pa. First show in 11 years. Write, wire Cantonburg, Pa., this week.

MECHANICAL MEN WANTED

Front-Page Exhibits Great Lake Exposition, Cleveland, O. MRS. J. CASTLE

BIG PROFITS—FAST SELLERS

Cartoon Booklets, Novelties, Etc. Send 25c for 10 samples of our numbers. They bring home the money or double a buck for a SAMPLE ORDER and our Catalogue. Y. R. PAVNE, 25 Grandline Place, New York. End your correspondence to advertisers by mentioning The Billboard.

Jennings Reports Upturn In June Coin Machine Sales

CHICAGO, June 27.—A decided upturn in coin-machine sales is attributed by O. D. Jennings & Company to three factors: 1—Payment of the soldiers' bonus. 2—Return of part-time operators to former occupations. 3—Introduction of new games and jackpot machines.

The second factor particularly is worthy of note to the trade in general. With the improvement of business conditions in general the Jennings Company finds that many of its former customers are returning to the vacations they gave up during the depression. This leaves much territory open for the expansion of the operators whose sole means of support are the machines they operate. They expect the operator who takes over this new territory to replace worn-out games with new ones.

Thus encouraged, Mr. Jennings has instructed his shop superintendents to run two shifts of eight hours each to hasten production on the new games. In a recent interview Mr. Jennings declined to make a statement of actual figures, but mentioned that he expects the year of 1936 to show a substantial gain over previous years.

ROUTES

(Continued from page 68) Crafts 20 Big; Stockton, Calif.; Sacramento 7-12. Crowley United; Ft. Dodge, Ia. Crystal Exp.: Galax, Va. Cunningham's; Arizona, Ok. Curl Greaser: West Union, O.; Xenia 6-11. De Luxe Shows of Amer. No. 1; Little Falls, N. Y. DeLuxe Shows of America, No. 2; Southampton, L. I., N. Y. Dennett & Knapp Exp.: Annapolis, Md. Dixie Belle Attrs.: Augusta, Ky. Dixie Expo.: Cloverport, Ky. Dixie Model; Bluefield, W. Va. Dodson's World's Fair; Chastrol, Pa.; Washington 6-11. Dudley, D. S.; Lubbock, Tex.; Newcastle 6-11. Edwards, J. R.; Leipzig, O.; Carey 6-11. Elane; Cannonburg, Pa.; Avelia 6-11. Endy Bros.; Stroudsburg, Pa. Enterprise; Seymour, Ia. Evangeline; Warner, Okla. F. & M. Am. Co.; Rimersburg, Pa. Fairway; Scobey, Mont. Ellman; Marinette, Wis. Frederick Am. Co.; Armour, S. D. Fresh Greaser; (Fair) Mahanomen, Minn., 2-4. Great Coney Island; Bogalusa, La. Gibbs, W. A.; Mapleton, Ia. Glick, Wm.; Rome, N. Y. Gold Medal; Salt St. Marie, Mich. Golden State; Roseville, Calif.; Vacaville 7-9; Golden Valley; Tuscumbia, Ala. Golden West; Walker, Minn., 2-5; Park Rapids 8-13. Gooding Greaser; Vincennes, Ind., 29-July 4. Graham; Hat; Rockford, Ia. Great Coney Island; Bogalusa, La. Great Olympic; Birmingham, Ill. Great Sutton; Centralia, Ill. Greaser Expo.; Kenosha, Wis. Greaser United; Alva, Okla. Greenland; (Fair) Louisa, Va. Greenleaf; (Fair) Louisa, Va. Herkimer, N. Y.; Schenectady 6-11. Hames, Bill; Brady, Tex. Hansen, Al O.; Humboldt, Ia.; Algona 6-11. Happy Days; Crawfordville, Ind. Huppert; (Fair) Miami, Mich. Happy Attrs.; Elmer, S. C. Heller's Amc.; Olen Rock, N. J.

Harris Am. Co.; Friendsville, Tenn., 29-July 4. Henke's Attrs.; Peshigo, Wis. Henries Bros.; Janestown, N. D. Keith, L. J.; Taylorville, Ill.; Belleville 6-11. Kilbride United; Raymond, Wash.; Olympia 7-11. Kodge, Al O.; Plymouth, Ind.; Dowagiac, Mich., 6-11. Howard Bros.; Spencer, W. Va. Hughes Bros.; Gastonville, Ill. Hurst Bob; Dixville, Tex.; Whitewright 7-11. Imperial; (Fair) Pertle, Minn., 29-July 1; (Fair) Ada 2-4; Detroit Lakes 6-11. Intermountain; Postville, Ia. Joe's Playland; Osceola, Neb. Johnson, John W.; Expo; Springfield, O.; Anderson, Ind., 6-11. Joyland; Sparta, Mich., 29-July 2; White Cloud 3; Sand Lake 4. Kaus; Binghamton, N. Y. Keastner; Sheffield, Pa. Krause Greaser; Clairton, Pa.; Conneville 6-11. Lagasse Am. Co.; Arlington Heights, Mass.; Lawrence 6-11. Landis, J. L.; Red Oak, Ia.; Hamburg 6-10. Lane & Bowen; Mandeville, La. Lang, Dec.; Famous; Memphis, Mo.; Monmouth, Ill., 6-11. Lewis, Art.; Norwalk, Mass. Liberty National; Tompkinsville, Ky. M. & B. Am. Co.; Leawood, Mo. McGregor, Donald; Manchester, Ia., 2-4. McMahon; Onawa, Ia., 2-4. Majestic Midway; Bonne Terre, Mo.; Mt. Vernon, Ill., 6-11. Majestic Expo.; Richlands, Va. Markley, W. S.; Attrs.; Delhi, N. Y.; Walton 6-11. Marks; Kittanning, Pa.; Cumberland, Md., 6-11. Metropolitan; Hawkinsville, Ga. Middleton, Karl; Wellsville, N. Y.; Friendship 6-11. Miller Bros.; Paintsville, Ky. Miller, Harry; Nowata, Okla. Milner Model Expo.; Glenside, Pa. Mohawk Variety; Shawnee, W. Va. Northwestern; Adrian, Mich. Original Midwest; Oberlin, Kan. Page, J. J.; Keystone, W. Va.; War 6-11. Pan-American; Speanore, Ill. Pearson; Whitehall, Ill. Peeler; Latta Branch, Mich., 29-July 2; Coleman 4-5; Bay City 6-11. Reading's Attr.; Glasgow, Ky. Regal United Am. Co.; Windsor, Mo. Reid Greaser; Jacksonville Beach, Fla. Rogers Greaser; Tazewell, Tenn. Rogers & Powell; Hardy, Ark. Royal Amusement Co.; Union City, Tenn. Royal American; Brandon, Manx, Can.; Calgary, Alta., 6-11. Royal Inn; Okfuska, Ala. Rubin & Cherry; Expo.; Calumet, Mich.; Winona, Minn., 6-7. S. S. Am. Co.; Osceola, Mo. Santa Fe Expo.; La Veta, Colo. Shealey Midway; Dallas Creek, Mich. Silver Planet & Golden Odds; Livermore, Ky. Silver State; Red Lodge, Mont., 3-3. Sim's Greaser; Riviere du Loup, Que., Can. Six J. Harry; Atvers; Hartford, Ky. Small & Bullock; Grantsville, W. Va., 29-July 4. Smith Great Atlantic; Moorefield, W. Va. Snapp Greaser; De Pere, Wis. Sol's Liberty; Menominee, Mich.; Rhinclander, Wis., 6-11. Southern Attrs.; Ballina, Okla. Spencer, O. L.; (Fair) Boswell, Ind., 3-5. Speroni, P. J.; Hampshire, Ill.; Galva 6-11. State Fair; (Rodeo) North Platte, Neb. States Shows Corp.; Plattsburg, N. Y.; Mesena 6-11. Sunna Am. Co.; Elkader, Ia.; Dubuque 5-11. Tidwell, T. J.; Ponca City, Okla.; Blackwell 6-11. Tiley; La Salle, Ill. United Shows of Amer.; Minot, N. D. Valley; Great Falls, Tex., 2-4. Cross Plains 6-11. Volunteer State; Wellston, O.; New Lexington 6-11. Wade, W. O.; Owosso, Mich. Wallace Bros.; Kapuskasing, Ont., Can. Wallace Bros.; Sullivan, Ill. Ward, John; Trenton, Mo. Weer, Mabel R.; Napoleon, O.; Jackson, Mich., 6-11. West Bros.; Am. Co.; York, N. D., 1-2; Cando 3-5; Devils Lake 6-11. West Coast; Everett, Wash. West Coast Am. Co.; Klamath Falls, Ore.; Grants Pass 7-12. West, W. E.; Motorized; Rich Hill, Mo. Western State; Lander, Wyo. West's World; Wender; Tarentum, Pa. Wilson Am. Co.; Elmer City, Ill. Wilson's; Caro, Mich. Winters Expo.; Knox, Pa.; Grove City 6-11. Wolf Greaser; Benld, Minn. Wonderland; Oshatote, Mich. Work, R. H.; Johnston (Loran Borough), N. Y. World of Mirrh; Kenmore, N. Y., 1-11. Yankee Expo.; Van Buren, Me. Yellowstone; (Rodeo) Livingston, Mont.; (Rodeo) Butte 6-11. Zeller, O. F.; Miles City, Mont. Zimdar Greaser; New Ulm, Minn.; Winona 6-11.

MANHATTAN CHOCOLATES A High-Class Chocolate... 70c Doz. \$4.20 Carton... Marvel Candy Co., INC. 101-403 Woolaie St., NEW YORK CITY

Sea] Bros.; Chewelah, Wash., 3. Sells-Sterling; Escanaba, Mich., 30; Iron Mountain July 1; Iron River 2; Wakefield 3; Ashland, Wis., 4. Tier Hill; Clinton, Mich., 30; Addison July 1; Dundoo 2; Milan 3; Pinketty 4. Venderburg Bros.; Laurens, Ia., 1; Lake City 2; Seranton 3; Story City 4. Webb, Joe B.; Ashton, Ida., 30; Ennis, Mont., July 1; Whithall 2.

Additional Routes

(Received too late for classification)

Blossoms of Dixie Minstrels; Taylorville, Ill., 1-3. Brown's Family Rides; Wrightsville, Oa., 29-July 4. Craig Tent Show; Rathburn, N. Y., 29-July 4. Dandy Dixie Shows; Oilsboonville, N. C., 29-July 4. Del Ardo, Walter; W. DePer, Wis., 2-5. Fulton King, Magician; Anamosa, Ia., 29-July 4. Male Comedy Show; Rohrertown, Pa., 29-July 4. Harlan Med. Show; Brownsville, Pa., 29-July 4. Harris Road Show; Lake Park, Minn., 29-July 4. Hunsinger, Harry, Magician; Flat Rock, Mich., 29-July 11. Lang & Lee; (Celebration) Zumbrota, Minn., 4-5. Levant Show; Harrisville, Mich., 29-July 4. McCall Bros.; Dog & Pony Show; Triumph, Minn., 1; Odin 2; Sherburn 3-5. McNally's Variety Show; Hydeville, Vt., 29-July 4. Miller, Al H.; Show; Byron, Oa., 29-July 4. Neal Show; Brush, Colo., 29-July 4. O'Neill Circus Unit; Detroit Lakes, Minn., 6-11. Original Floating Theater; Tappannahock, Va., 29-July 4; Fredericksburg 6-11. Pavan Show; Schulenburg, Tex., 29-July 4. Princess Edna Show; Belton, Tex., 29-July 4. Ray's Am. Co.; Cook, Minn., 2-4. Sharpsteen Show; Fla.; Rock, Mich., 29-July 4. Ta-Co Med. Show; Temple, Tex., 29-July 4. Taylor, Wm. P.; Show; Portsmouth, O., 29-July 4. Weidt, Harry D.; Show; Thorp, Wis., 3-5.

NOTRE DAME

(Continued from page 5) the season's prize frolic, a rip-roaring melodrama entitled Hitler, by Paul Calliet and Alain de Berri. The melo, purporting to reveal the inside secrets of Hitler's life, was much too mellow, and the much-perturbed French authorities promptly clamped the lid on after one performance.

The Deux-Masques is pulling them in with a detective-gangster thriller, La Club des Gangsters (The Gangsters' Club), adapted by Marcel Dupuis from an American play. Usual gangster blah, but put across by a cast of capable players. The Capucines is offering a timely burlesque, La R. O. S. S., by Jean Bonmart and A. Melray. Dream of a marquis serves as excuse for the tale, tugging biting whacks at the "red" political tendencies of the day. Opening synchronized nicely with the general strike in Paris and the taking over of the reins of government by the radical "left" political parties.

The Nouvelle-Comedie presents L'Heretiere (The Heretic), by Armand Lomes. A mild comedy revolving around an inheritance and a muddled-up will.

The Mathurins has a French version of Margaret Kennedy's Escape Me Never, ably played by the Pitoeff company with Ludmilla Pitoeff in the leading role.

The ABC is packing them in with a sparkling revue, La Revue de l'ABC, by Pierre Varenne, Maurice and an unnamed collaborator. Full of funny skits and well played by Marie Dubas, Michel Simon, Maurice and excellent supporting cast. Typical French humor, but really of the witty type, not relying on smut. Marie Dubas scores in song numbers and comedy bits and Michel Simon and Maurice are clever comedians. Dance bits by Zigna and Rachel and the Wroinska Ballet.

The Nouveautes is also presenting a witty revue, by Rip and Willemet, Tout va tres bien (Everything is Very Well). A fun fest with excellent cast headed by Jeanne Aubert and the comedian, Tramel.

CIRCUS AND WILD WEST

Dames, Al O.; Olivandis, Mont., 30; Billings July 1; Orebyull, Wyo., 2; Thermopola 3; Casper 4; Douglas 5; Scottsbuff, Neb., 6; Wheeland; Wyo., 7; Ceyenne 8; Greeley, Colo., 9; Denver, 10-11. Cole Bros.; Clyde Beatty; Crawfordville, Ind., 30; Danville, Ill., July 1; Springfield 2; Champaign 3; Bloomington 4; Freeport 5; Dubuque, Ia., 6; Celwyn 7; Marshalltown 8; Boone 9; Trenton, Mo., 11. Cooper Bros.; Gilbert Plains, Manx, Can., 30; Robin July 1; Kamsack, Sask., 2; Sturgis 3; Kelvington 4; Pelly 5; Swan River, Manx, 5; Hudson Bay 6; Sask., 8; Flinton, Manx, 9-10; The Pas 11. M. Tom; (Coliseum) Chicago, Ill., June 29-July 8. Polack Bros.; Ironwood, Mich., 6-11. Ringling Bros. and Barnum & Bailey; Erie, Pa., 30; Ashtabula, O., July 1; Youngstown 2; Oil City, Pa., 3; Bradford 4; Pittsburgh 6-7; Columbus, O., 8; Dayton 9; Cincinnati 10; Lexington, Ky., 11.

**AMERICAN SALES CORPORATION**  
 CHICAGO, ILL.  
 936 WRIGHTWOOD AVE.

That famous "corner" has been turned and prosperity is here . . . get your full share of it with our quality, location tested games . . . we have no other kind . . . and it's no trick at all to get going on our extended payment plan.

**WRITE TODAY . . . CREDIT? SURE!!**

*Lee S. Jones*

P. S.—Hop to it while the hopping's good.

### Men and Machines in Chicago

By CHARLIE RILEY

Hot weather just getting under way here, but no cooling off in production, with each place visited this week going at top speed, and most of the boys and girls readying themselves for the fireworks holiday.

Had a safe and sane visit with W. W. Woolen, better known to the trade as Bill, and charted of activities at the Buckley plant. Pat Buckley is doing one of his tours and last heard of in Ohio. Pat is really one of the nomads of the coin game.

Jack Nelson confides that Totalto, the Rock-Ola new novelty five-ball game, has recently met the approval of both Detroit and Los Angeles officials and associations. Jack goes on record to say that it was a sound idea of the operators in these two instances to have the game sanctioned before its being placed on location.

Wisconsin and Michigan resorts flash to this column a real heavy traffic in pinball games. Rittenberg Brothers, who operate in Wisconsin and Illinois, declare it the greatest season since they have been in business, and Bill Schmidt, of Fond du Lac, reveals that business has been better than all right.

Spent a little time with Joe Huber one afternoon to learn that plans for the next coin-machine convention to be held in Chicago in January are quite elaborate ones. Joe insists that the next coin convention will be a hard one to surpass.

Out to H. C. Evans Company in the hope of catching Dick Hood between his Dallas and Chicago trips. No luck, however, as Dick had breezed in and breezed out of the plant, according to Rex Schreiber, who is kept plenty busy while Dick is spending his time at the centennial with his "Paris" exhibit.

The result of a visit to Walter Trausch at the A. B. T. plant revealed that the Big Game Hunter is staging a remarkable comeback. A flood of more than 1,000 orders in the last few months has kept George Lewis going at high speed at the Carroll avenue manufacturing plant.

The following facts in the way of coin-operated machines in foreign ports seem too good to keep a secret: The combine authorized to import coin-operated machines in Russia is Tekhnopromintrot; Proezd Khudozhestvonnogo Fgatra 2 Moscow. Cute, eh?

To the best of anyone's knowledge there are only two coin-operated machines on the Island of Curacao and those purvey chewing gum at a night club, and we have it right from a West Indies smarty that both are badly neglected and perform no valuable service even to gum-chewing night clubby natives, if any.

Coin-operated machines in Yugoslavia are controlled exclusively by the Yugoslav Red Cross and a patriotic organization known as "Narodna Odborna." Wonder if Mr. Winghell knows that.

There are no coin machines in Teheran, Iran, mainly due to the fact that Iranians in general would not understand the use of a machine and the majority would never consider purchasing any article without devoting considerable time to traditional haggling over the price—and we hope that makes sense.

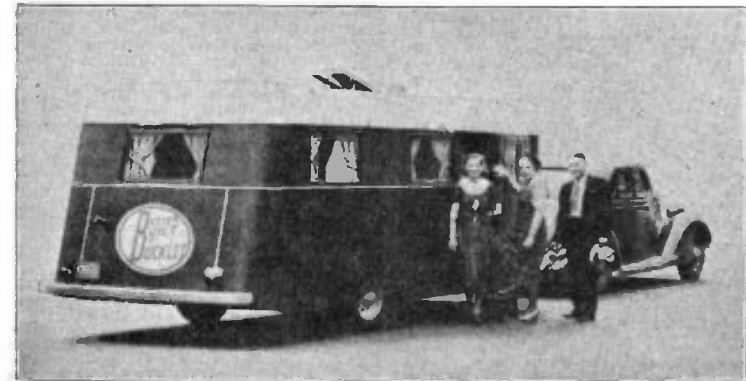
In the town of Valetta, Malta, the use of machines is prohibited in all shops, restaurants and refreshment shops, but may be placed in groceries, clubs and private houses.

In Guayaquil, Ecuador, the numerous and different sizes of nickel coins in circulation at present limit the field machine. What Ecuador seems to need is a good 5-cent nickel.

Johnny Watling, of the Watling Manufacturing Company, took several coin-machine boys in camp on the recent Schmeling-Louis bout. One of the bets he won was from Jack Nelson, sales manager of Rock-Ola, and as a receipt for the check sent to him by Jack, he returned a miniature rubber statue of Louis with a card attached which read as follows: "Old black Joe—He had to go. Joe Louis out gunning for Schmeling. This is the way he should have entered the ring, with a red shield to stop Schmeling's right and he should have been made of rubber so when he hit the floor he could bounce up again. Well, \$5 is a lot of money to pay for a black bottom. Thanks, Johnny Watling."

Goetz and Kressberg, of the Capitol Automatic Amusement Company, have 23 years behind them in the business, which certainly makes them pioneers. Sam Kressberg negotiated a really huge deal last week at Rock-Ola when he sold an Eastern concern 500 Multi-Selectors.

Pinns and plunges. . . Lou Wolcher, Advance Automatic Sales Company, San Francisco, in Chicago this week calling on various manufacturers. Discloses his firm has just opened another branch office in Salt Lake City, where they will handle a complete line of pin games. Lou is driving back to the Coast in a brand-new automobile. . . Mr. Sam Ward, press agent de luxe with the A. B. Marcus Shows, writes from Mexico that he spends his spare time in shady nooks playing pinball. . . Carl Klein, of Groetchen, kept busy these days producing a new machine. . . Walter Watling also has a new game which is about to make its debut. . . J. W. Wertheimer, of Ad-Lee Company, is motoring west on a combined business and pleasure trip. J. W. took his family along and reports that he will take time out between his many calls on the trade to show them the wonders of the West. Jerry also announces that Mr. Stanley Meyers is now connected with the firm, in charge of sales and advertising. Note to E. J. H.—thanks for the "coiny" tribute. . . Well, this winds the column up, boys, with your observer off to have trouble with the fish.



MRS. "BILL" GULLETTE; Mabel Smith, circus and carnival op of Buckley machines, and the popular "Bill" Gullette inspect the de luxe Buckley "traveling salesroom" trailer that is to make a tour of the principal machine centers in the United States. The interior is outfitted with all conveniences and a complete line of Buckley machines will be displayed from it in its nationwide sojourn.

## PLAYER CONTROLLED CHANGING ODDS SUNSHINE BASEBALL

SUNSHINE BASEBALL is a one ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting "Change Odds" pocket. Leading Major and Minor League teams are represented. Pays 2-1 for Cellar position and up to 40-1 for League Championship, Pennant Winner and Series Winner. Mystery Payout Holes provide additional thrills. Order now!



The game with in one action than Dixie Dean's fast ball . . . the most generous value in the baseball payout field.

Out behind a real game pitch your location right into big money with Sunshine Baseball!

LOW PRICED I \$99.50

Check Separator, no extra cost; 2 ball play, \$2.50 extra; 5 ball play, \$10 extra; Ticket Game, \$10 extra; battery equipped; Electric ball, \$5 extra; D. G. Adaptok, \$10 extra.

**D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago**

sold an Eastern concern 500 Multi-Selectors.

Pinns and plunges. . . Lou Wolcher, Advance Automatic Sales Company, San Francisco, in Chicago this week calling on various manufacturers. Discloses his firm has just opened another branch office in Salt Lake City, where they will handle a complete line of pin games. Lou is driving back to the Coast in a brand-new automobile. . . Mr. Sam Ward, press agent de luxe with the A. B. Marcus Shows, writes from Mexico that he spends his spare time in shady nooks playing pinball. . . Carl Klein, of Groetchen, kept busy these days producing a new machine. . . Walter Watling also has a new game which is about to make its debut. . . J. W. Wertheimer, of Ad-Lee Company, is motoring west on a combined business and pleasure trip. J. W. took his family along and reports that he will take time out between his many calls on the trade to show them the wonders of the West. Jerry also announces that Mr. Stanley Meyers is now connected with the firm, in charge of sales and advertising. Note to E. J. H.—thanks for the "coiny" tribute. . . Well, this winds the column up, boys, with your observer off to have trouble with the fish.

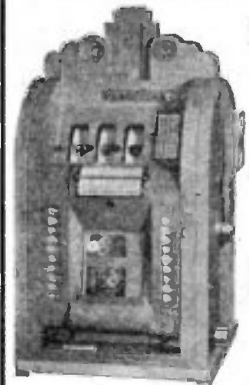
### Ops Clamor for New Games, Square Amusement Reports

POUGHKEEPSIE, N. Y., June 27—Now that the Poughkeepsie Regatta is over, Al Schlesinger, who has just come back from watching the shells race down the river, reports that his firm, Square Amusement Company, is seeking new games for its customers.

Al claims that the demand for the new games continues to grow every day. Operators are coming to firm's offices daily from miles and miles away, asking for new products. Schlesinger has been in constant communication with manufacturers to get their new games into the market as soon as possible.

Al predicts many changes for the business within the next six months. He believes that there will also be a decided change in the manufacture of games and that some of the products which will appeal are sure to create new play interest from the public and thereby increase the profits of the operators.

## SELLING OUT ALL PIN GAMES and SLOT MACHINES



MILLS FINEST SLOTS (Like Picture)

ALL FLOOR SAMPLES

\$72.50 NO TAX

Star Lite . . . . .	\$3.00	Chase Leaders . . . . .	\$ 9.95
Tin-for-Yat . . . . .	4.95	Gold Medals . . . . .	8.95
Angle-Lite . . . . .	4.95	Jungle Muris . . . . .	5.95
Army & Navy . . . . .	4.95	Manhattan . . . . .	9.95
Signal . . . . .	3.95	1-2-3's . . . . .	8.95
Cross Cross . . . . .	3.95	Officers . . . . .	10.95
Dealers . . . . .	3.95	Spelling Bee . . . . .	10.95
Rock-Ola's "21" . . . . .	5.95	Gingers . . . . .	12.95
Balance . . . . .	6.95	Torpedos . . . . .	14.95
Tri-A-Lites . . . . .	6.95		

Phonograph Records, Used, 50c Dozen.

Terms: 1/3 deposit with order, balance C. O. D.

**OHIO SPECIALTY COMPANY**  
129 W. Central Parkway Cincinnati, O.

## BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display, ideal for sports, anti-cancer centers, etc. Operated with or without an attendant. Income as much as \$100 per week. Now at \$39.50. Send for illustrated circular. LAURENCE METER CORP., 4532 Park Avenue, New York City.

It Helps You, the Paper and Advertiser to Mention The Billboard.

**IT'S NOT A SALE UNLESS YOU'RE SATISFIED!**

LOOK FOR OUR AD EVERY

- BAFFLE BALL \$37.50
- JUMBO TICKET. . . 57.50
- PEERLESS TICKET. . . 67.50
- RAMBLER. . . 45.00
- TEN GRAND. . 62.50
- TRAFFIC A. . 14.50
- BALLY BONUS 64.50
- PUNCHETTE. . 8.50

**BIG 5 JR. & SR. \$30.00**

WEEK FOR REAL SPECIALS!

- MILLS TYCOON. . \$89.50
- DOUBLE SCORE. . . 45.00
- RED SAILS. . . 59.50
- DAILY LIMIT. 50.00
- PROSPECTOR . 32.50
- DE LUXE 46.. 35.00
- WAGON WHEELS. . . 8.50
- 1/3 Down, Balance C. O. D.

**GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO, ILL.**

**REEL "21" IS BLACK JACK**

Or the popular old army game "strictly according to Hoyle." You actually draw cards against the dealer or house. The house hand or awards change with each play, the same as in the real Black Jack. 1c, 5c, 10c, 25c play. Odds range from 2 to 1 to 100 to 1. For bigger, better, steadier profits order your REEL "21" games from GERBER & GLASS Today!

At Corber & Glass you **\$23.75** get Immediate Delivery.

It's Not a Sale Until You Are Satisfied!



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914 DIVERSEY BLVD., CHICAGO

*The VENDING MACHINE Co.*

The South's Largest Distributors for the World's Leading Manufacturers of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST., FAYETTEVILLE, N. CAR.

DISTRIBUTORS OF **SUPERIOR SALESBOARDS**

GIFTS—NOVELTIES—PREMIUMS—PRIZES.

Write for Catalog.

**MARKEPP Co.** 3902 4-6-8 CARNEGIE AVE. CLEVELAND, O.

**AUTOMAT VENDOR**

For Profit! Beautiful mechanical operation and sanitation. Vends all kinds of bulk merchandise.

Its coin mechanism is simple and simple. Compact size, 8" by 8" by 12". Holds 5 lbs. of Confections. Can be adjusted to any portion desired.

See your jobber at once! Or order direct. Send \$1 cash deposit on each machine. Balance C. O. D. P. O. our factory. PRICE ONLY \$7.50 EACH. For further information, write

**AUTOMAT GAMES CO.**

8214 N. California Ave., CHICAGO, U. S. A.

**LITTLE NUT**

Type C is one they're all talking about. Will vend anything. All cast aluminum, highly polished. Distributors wanted.

**LITTLE NUT VENDOR CO.**  
Lansing, Mich

**INDEPENDENCE**

with **TOM THUMB**

Many have started with one Tom Thumb Vender, owned chains in a year, earned more than ever before. We show you how. Think of the people who eat Nuts, Gum, Candy. All of them your prospects—The 1936 Tom Thumb is the finest miniature vender you have ever seen—15 exciting features, including "Magic Coin Selector," Neatness and beauty opens many stores, suitable rooms, beer taverns, restaurants to Tom Thumb where nightly machines are favored. Exclusive features, daily for bulletin bring you the inside story.

Pat. App'd For.

precision manufacture, lasts years. Write immediately for bulletin bring you the inside story.

**FIELDING MANUFACTURING CO.**  
Dept. 628, Jackson, Mich.

**TINY PEANUT VENDORS**

Operate this modern troubleproof Vender for both Tables and Counters. High real profits. WRITE FOR LOW PRICES.

**TINY VENDORS,**  
501 E. Broadway, Toledo, O.

**MERCHANDISE MACHINES**

**Large Orders for Oriole Venders in South and West**

**BROOKLYN, June 27.**—D. Robbins & Company, manufacturers of the new two-in-one double-column bulk merchandise vending machine, announce that they have just received a large order for these machines from the Oriole Coin Machine Corporation, of Baltimore and Washington.

Oriole will distribute two-in-one venders to jobbers and operators in the South. According to reports from Dave Robbins, president of the firm, the West Coast is also becoming vending machine-conscious and the Irving Bromberg Company, of Los Angeles, has also placed a large order with the makers of two-in-one.

Operators of the vender report that the modernistic machine has an excellent earning power and has such outstanding features as slug protection and waterproofing and can vend 20 different nut and confection items.

**Pack-It Company Expanding**

**CHICAGO, June 27.**—Newly organized Chicago division of the Pack-It Company of America has recently appointed seven new distributors to its national chain vending system. Announcement was made by J. A. McCormick, district manager, and his associate, W. B. Wahl, who revealed that Walter Freiberg, Alfred Freiberg, A. Christensen, W. Thorpe, Harold Olsen, George Luther and W. Lundenberger have been selected by them

**Worm Vender!**

**NORTHAMPTON, Mass., June 27.**—A home-made vending machine has solved for Herman Douyard, a barber here, the problem of distributing bait to his fishermen customers.

River and lake-bound anglers drop a coin, turn a crank, and out falls a can of worms.

to act as distributors of their product. These men have placed initial orders for 100 Pack-It shops each for immediate delivery in 400 machine-protected territories and plan for a rapid expansion. The modernistic marble vending Pack-It shop is being given immediate acceptance by both location proprietors and the public. Distributors report that the ultramodern design of the attractive Pack-It shops gives them an excellent turnover of merchandise.

Branches for the concern have now been established in Louisville, Grand Rapids, Toledo, Chicago and Madison, Wis., and it is reported that available, protected territories in the Chicago area are being rapidly closed out.

**Jacques Has New Vender**

**NEW YORK, June 27.**—Jacques Products Company enters the coin-operated machine field with a Red Cross Sanitary Vending Machine. This machine is now being offered to operators, and J. Weitz, president of this company, claims there is a wide field in the United States for a machine of this type.

*Pittsburgh*

**PITTSBURGH, June 27.**—Dave Tennyson, manager of the Gooding Greater Shows, set up 20 penny pin games on the midway grounds of the second annual Pittsburgh Jubilee and Exposition at Schenley Park this week. Glenn Tennyson, manager of the Penny Arcade, reports that they have been given a swell play, even the no prizes were at stake.

G. E. Haverstick, a coin-operated amusement-machine operator since 1906, joined the Ben Krause Shows with his Penny Arcade in Ambridge, Pa., last week. Haverstick is operating 45 machines and has been doing very good business this week. He muses over the fact that his penny business has enabled him to put his three children thru college.

W. E. Hill is operating cigart machines in the Pittsburgh Press Building. Corner cigar stores have been proving good locations for pin games in this territory of late.

*Detroit*

**DETROIT, June 27.**—Cornelius Dornatt, who operates in the northeastern part of Detroit, is one of Detroit's newest operators. He is devoting his entire time to the business and specializing in the operation of Mills Novelty Company automatic phonographs.

Another Detroit operator who has re-established his business is Arnold R. Miller. He is now operating on the east side of the city, practically across the street from his former location, which was closed about a year ago. Miller is specializing in Mills phonographs as well, being one more witness to the popularity of the music machines in the Detroit territory at the present time.

Garfield Beattie, coin-machine operator, has moved his place of business to a new location.

C. H. Potter, well-known Detroit coin-machine operator, formerly a partner in the Freedland Specialty Company, has been spending the past week in Montreal with his son, who has been seriously ill.

Business in the coin-machine field has shown a steady improvement over last

year. A. P. Sauve, head of A. P. Sauve & Company, large Detroit jobbers, reports. This improvement has been maintained very evenly in all lines, according to Sauve.

*New Jersey*

**SEA ISLE CITY, June 27.**—Popular among visitors of all ages for several seasons, the huge outdoor orthophonic talking machine was placed on its daily afternoon and evening schedule, playing from the music pavilion on the Boardwalk. Next to the pavilion is an open-air dance floor where dancing is held each evening, the orthophonic supplying the music. It plays also for the afternoon sessions of concert music.

**ATLANTIC CITY**—In keeping with the jump in Boardwalk mercantile licenses, the city tax on all bagatelle machines has been increased. High fee hits the stores, hotels and Boardwalk amusement parlors, many of them using as many as 50 machines.

**TRENTON**—Harry W. Wiggin, of Newark, formerly vice-president of the General Vending Company, appointed acting State director, division of Finance and statistics, on the State WPA administrative force.

**Willie Blatt's "Tieup"**

**NEW YORK, June 27.**—Willie Blatt, president of Supreme Vending Company, reports that he has contracted with the Duval Manufacturing Company for 1,000 Tie-Up games.

Willie states that this was the most successful incident of his last trip to Chicago. He saw the Tie-Up game in its first stages of development and arranged for the immediate purchase.

Willie believes there is a definite demand from the operators in the East for new games. He believes, too, that there will be a great revival of pin-game interest since the announcement from the License Commissioner's office that the straight pin games are legal provided, of course, that no prizes are awarded with the play on the games.

There is also a demand for a high-score pin game at this time, Willie reports.



# DAILY RACES RACES • BUSTER

WITH MOTOR DRIVEN PAYOUT UNIT!

Either Game **\$125**

Check Separator no extra cost; 2 ball play, \$2.50 extra; 5 ball play, \$10 extra; Ticket Game, \$10 extra; Battery equipped, Electropak, \$5 extra; O. C. Adaptopak, \$10 extra.

### MYSTERY SINGLE COIN SLOT

available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

### DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutual Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot accepts as much as \$1.00 or more on each play. Get in on this "sure-thing" — place Daily Races today — the game that accomplishes more than products selling for as high as \$500.00.

### FENCE BUSTER

Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1. Multiple Coin Slot equipped. Just see what this remarkable baseball game does for you when you put it to bot in your toughest spots!

AWARDS MECHANICALLY ADJUSTABLE

**D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago**

### Gottlieb Games Have Many Added Features

CHICAGO, June 27.—"Many games have unique features, but very few games have all the latest features," says Dave Gottlieb, "Daily Races and Fence Buster are the two of the games on the market," continued Dave, "that offer multiple coin slot or mystery single coin slot as standard equipment, along with Gottlieb's motor-driven payout unit and check separator at no extra charge."

The multiple coin slot paved the way for increased earnings on each play by allowing the player to insert more coins before play. The mystery single coin slot gave all the thrills of a multiple slot to players in territories where multiples are not permissible. The Gottlieb motor-driven payout unit did away with inaccurate, jammed payouts. And now, a real boon for the operator, comes the announcement that the extra cost pre-

viously charged for check separators has been abolished.

In addition to the above, Daily Races and Fence Buster are also equipped with automatic fuse and are keyed alike.

Sunshine Baseball, the one-ball automatic payout with player-changing odds, is also equipped with automatic fuse and check separator at no additional charge.

### Home Run Reasonable Novelty

BROOKLYN, June 27.—Operators who have been looking for a pin game of the novelty type at a reasonable cost will be pleased to know that the Scientific Machine Corporation here has purchased what it claims to be just the thing to fill this demand in Home Run, 10-ball novelty game.

The game is proving to be a fine money getter, its makers state, combining action with suspense. They are ready to make immediate delivery on all orders for the game.

## WE HAVE BEEN APPOINTED

EXCLUSIVE WISCONSIN DISTRIBUTORS FOR THE COMPLETE LINE OF D. GOTTLIEB & CO.'S GAMES. WE ARE EQUIPPED TO RENDER IMMEDIATE DELIVERY ON:

DAILY RACES                      BROKERS TIP  
FENCE BUSTER                      SUNSHINE BASEBALL  
**MILWAUKEE COIN MACHINE CO.**

3725 W. CENTER ST. MILWAUKEE WIS.

## → AUCTION SALE ←

Here is your chance to buy at your own price Marble Machines in perfect condition. Must make room for new merchandise which is arriving daily. WHAT ARE WE BIDDING? Make us an offer on any of the following games:

- 0—LIBERTY BELL
- 1—MAYON PLAY
- 2—TREASURE SHIP
- 3—EQUITY
- 4—WAHOO
- 5—FAIRWAY
- 6—SPORTSMAN (Non Visible)
- 7—REO ARROW
- 8—DAILY LIMITS
- 9—ELECTRIC BAFFLE BALL
- 10—PLUS A MINUS
- 11—CHAMPION
- 12—TRAFFIC

**NAME YOUR OWN PRICE**

All the above games are subject to prior sales, of course. DEPOSIT MUST ACCOMPANY EACH BID. All Shipments F. O. B. Dallas, Tex.  
**NATIONAL SALES & DISTRIBUTING CO., 3136 San Jacinto St., DALLAS, TEXAS**



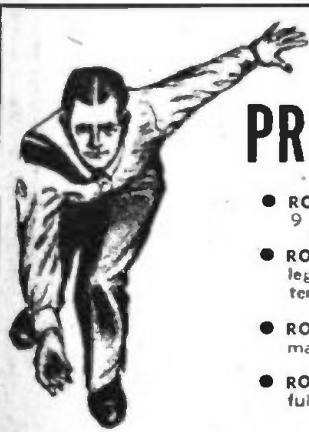
PICTURED HERE IS THE EFFICIENT A. S. L. SALES COMPANY FORCE, at Dayton, O., distributors of J. H. Keeney product. At the left are A. S. Levy and Ben Levy. At present the A. S. L. group claim they do nothing but "eat, sleep and drink" Velvet, Keeney's latest hit.

### Herman Budin Exporting

NEW YORK, June 27.—Herman Budin, of Budin's Specialties, Brooklyn, who has one of the largest mail-order businesses among coin-machine jobbers, has been concentrating lately on the export trade. Budin has been shipping coin machines to Europe, South America, Africa and other foreign countries.

In addition to the pin-game exports, Budin is a specialist in peanut and ball-gum vending machines. Large export shipments of this type of merchandise have long been a strong part of Budin's business, but with foreign countries getting more and more coin-machine-conscious he has been shipping large orders across the seas.

**INSIST ON-**  
**STANCOR**  
**UNIVERSAL**  
**IN ALL YOUR GAMES!**  
*They're BEST by TEST*



## PILING UP PROFITS ON LOCATION

- **ROLL-A-BALL** gives modern bowling action. 9 wood balls for 5c. A 100% skill game.
- **ROLL-A-BALL** is not a pin game. Absolutely legal. Can be operated in closed pin game territory.
- **ROLL-A-BALL** is already the greatest money maker in years ON LOCATION.
- **ROLL-A-BALL** is 100% electrically controlled; fully automatic and perfect.

## ROLL-A-BALL

AMERICA'S NEW BOWLING GAME SENSATION

### ★ CHECK THESE FEATURES:

1. Attractive score light arrangement.
2. Instantaneous positive scoring.
3. Special visible coin chute.
4. Registers number of coins played.
5. Registers record winning scores.
6. Two sizes; 12 ft. or 14 ft. long; 29 inches wide.
7. Portable; for indoor and outdoor locations.
8. Special Electric Time Clock.
9. No attendant necessary.

NOW READY FOR IMMEDIATE DELIVERY FOR OPERATORS, JOBBERS AND DISTRIBUTORS. EXCLUSIVE TERRITORIAL ARRANGEMENTS. A FEW CHOICE LOCATIONS STILL OPEN.

Rush Requests for Photo and Details

## ROLL-A-BALL SALES CO.

DIVISION OF GEORGE PONSER CO.

11-15 EAST RUNYON ST.,

NEWARK, N. J.

### Harmony Bell Proves Star For Western Equipment

CHICAGO, June 27.—At the 1936 coin-machine convention the Western Equipment and Supply Company included in its exhibit Harmony Bell, one of the outstanding machines of the show. At that time veteran operators, as well as the newer operators in the field, predicted that this new Western product would become a staple machine comparable to slots, phonographs, diggers and other permanent automatics. That this fine consensus of opinion was not amiss is best proved by the steadily increasing demand on the part of operators all over the world. In a recent statement Jimmy Johnson, owner of Western, said: "I have received more than 1,000 letters commenting on the ability of Harmony Bell to make big money. About 75 per cent of all orders received are from operators who have many phonographs on locations. The general theme of these letters is that Harmony Bell has added tremendously to the regular phonograph receipts."

The machine is very beautiful. Designed of matched walnut veneers, with a plain mirror in the front, a person would never guess that this machine is one of the most uncanny automatic payouts ever devised. The patron inserts a coin. With lightninglike speed beautifully illustrated figures flicker all over a magic mirror. If it stops on a winner Harmony Bell automatically pays out the award shown. The highest payout is \$1. This machine can be operated individually, can be operated by being placed on top of an automatic phonograph with a few simple wires making the necessary connections to the phonograph, or it

can be operated by remote control to a phonograph.

In other words you can place Harmony Bell on a bar or cigaret counter, and if the phonograph is located in another room all you have to do is run a couple of wires to the phonograph. Harmony Bell, when operated with a phonograph, is a dependable inducement to all players. They cannot lose. For every nickel inserted plays a selected record.

### New Baltimore Firm

BALTIMORE, June 27.—Latest addition to the local field of coin machine jobbers is the Hub Enterprises, which opened for business last week of Lombard and Liberty streets.

The new organization absorbed both the assets and the liabilities of the American Novelty Company, but has a new location and a very fine and flashy showroom.

The officers are Aaron Goldsmith, president; Ernest Waldrop, vice-president; George S. Andonides, secretary-treasurer. Mr. Goldsmith has been associated with the coin industry for many years and is credited with making one of the first pinball machines, as well as the first miniature pool table. The new company announces that it will handle any standard manufacturer's product which they think shows merit.

### Jersey Trading Readies Supplement for Catalog

NEWARK, N. J., June 27. — Jersey Trading Company, well-known premium merchandise distributor, will soon have ready a new supplement for the present holders of its catalog which will feature all the new merchandise the firm has received in the last four months.

The firm's catalog is a loose-leaf affair and as the company provides supplementary pages the operator can add these to the regular catalog and thus have a complete record of the firm's products and prices at all times.

Sam Broudy, of the firm, state that the operators look forward to each new supplement they mail. He believes that there is certain to be a great deal of interest in the new merchandise which

the firm is featuring currently. Some of the merchandise is proving unusually profitable to the operators and the demand is heavy.

### STEM BIZ

(Continued from page 5)  
White Angel at the Strand will not pull in proportion to its rave reviews.

The WPA federal circus project is doing turnaway business in Jackson Heights with admissions ranging from 10 cents to 40 cents and performances being given five nights a week with a Saturday matinee. At the Majestic Theater in Brooklyn last week's WPA minstrel show grossed over \$600, and the vaude unit administrators expect this figure to be exceeded by the second show. *Clap Hands*, which closes tonight.

Hotel dining and dancing spots, particularly the Hotel Astor, which recently booked Hal Kemp, are grossing very well for this time of the year. Showboats, of which there are six operating out of New York, are not affecting night life to the anticipated extent and are entering to a low admission crowd.

Legit loses two shows tonight, *End of Summer* at the Guild Theater and *Love on the Dole* at the Longacre. Kickback, which was the only commercial opening of the week, is a former WPA show recently tried out in Brooklyn and seems unlikely to stand up any length of time. The only other legit item is the Federal Negro Theater unit's production, *Turpentine*, which opened to good reviews at the Lafayette Theater in Harlem last night.

### BANK NIGHT

(Continued from page 15)  
\$30,000 and against the Boyd Theaters, Inc., totaling \$15,000.

In the decision of the Tennessee high court the jurists upheld the contention of theater operators that there was nothing illegal about Bank Nights, altho it expressed the opinion that such attractions were not in keeping with the primary function of a theater to supply amusement and entertainment.

The case is one of the most portentous for theater owners and operators that has even arisen in this State. Theaters over Kentucky almost to a unit have held such events for a rather extended period of time.

The Tennessee decision is expected to play a leading part in the theaters' defense against the suit.

DES MOINES, Ia., June 27.—The State attorney-general's office on Tuesday, June 16, ruled that Bank Night as now being conducted in Des Moines theaters is an illegal lottery. The decision was made in an opinion by Walter L. Maley, first assistant attorney-general, and concurred in by Attorney-General Edward L. O'Connor and the other members of his staff. An opinion had been requested by Carl Burkman, Polk County prosecuting attorney.

Without directly naming any Des Moines theaters, the opinion said that operation of Bank Night thru an attendance card system makes the plan "clearly fall within all the recognized legal rules for a lottery."

Bank Night has been subject to legal controversy in Des Moines and in Iowa for nearly two years. Last year the State Supreme Court ruled the general plan legal. In that ruling, however, the question of attendance cards was not raised, since the theaters had not adopted the card plan up to that time.

In the card plan as used by Tri-States theaters in Des Moines, a person may sign an attendance card in the lobby of the theater after purchasing a ticket, the day of the drawing, but need not be on hand when the winning name is drawn.

G. Ralph Branton, general manager of Tri-States Theater Corporation, informed of the attorney-general's opinion, said: "Our theaters will continue to observe Bank Night in strict accordance to the letter of the Iowa law, and as usual it is possible to participate in Bank Night without purchasing a ticket, by standing in front of the theater when the name is announced. If anyone wishes to register in the afternoon, that registration will be accepted."

PITTSBURGH, June 27.—The Theater Business Builders, Inc., of Corry, Pa., owners of a theater attendance promotion feature known as Extra Night, filed suit in Federal Court here against H. F. Brown and his son, Clifford, operators of the Temple Theater in Kane, Pa., charging them with the violation of the copyright law. Thru their attorney, Walter E. Scott, the prosecutors are

asking the court to determine the full damages which they claim are "greatly exceeding \$10,000," grant an injunction restraining further infringements and produce an accounting of profits as a result of the alleged violation.

Art England, local representative of the Bank Night operators, is eying this suit with great interest, as its result will determine the future of a number of copyright violation suits the firm plans to file against theater operators in this territory.

### CHORUS EQUITY

(Continued from page 5)  
Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

On July 6, 1936, all mail received at the Chorus Equity office for members prior to January 1, 1936, will be sent to the last address on file for the member or, failing such an address, will be returned to the post office.

A portion of the mail will be listed in this column alphabetically each week. Mail has already been listed from A to K, inclusive. If you do not see the list until your name has been passed alphabetically write and ask to have your mail forwarded to you.

We are holding mail for Renee Lisle, Jack Lester, Jack Little, Helene Louise, William Marsh, Vida Manuel, Phyllis Marren, Danney Medina, Ruth McGrath, Dorothy Mosby, Robert Milliken, Dolly Martinez, Jack Melford, Ruth Morgan, Marion McGrath, Freddie Nay, Dick Neely, Chester O'Brien, Paul Owen, Emmet O'Brien, Ethel O'Dell, Jack Peters, Jack Ross, Jack Richards, Carolyn Russ, Jack Ross, Dimples Reide, Jean Ryan, Nina Romano, Martin Rhile.

Members are reminded that they must apply for an honorable withdrawal card if they do not wish their dues to accumulate while absent from the profession. Even if you think you are never going to return to the theater you should apply for the card. A very large percentage of the members who have told us that they were leaving the theatrical world forever have returned.

Be sure that we have your correct address and telephone number on file. Your failure to keep us informed of your whereabouts may lose you a good engagement.

Members who are out of work should call at the Chorus Equity offices at least two or three times weekly. We are not always notified of calls in sufficient time to get in touch with all our members.

Don't hesitate to come in because you have not been able to pay your dues. If you are out of work and unable to pay you may get an extension. Anyone who remained in good standing while working is entitled to this courtesy. The extension card entitles you to the same use of the employment bureau as does a paid-up card.

DOROTHY BRYANT,  
Executive Secretary.

### HEADLINERS' CLUB

(Continued from page 5)  
liners and newreel men, was pronounced the most successful yet held.

The Headliners' entertainment committee, headed by W. H. McMahon, of *The Billboard*, bought bands, shows and names for the two nights. This is the first time the Headliners' Club over spent money on entertainment. On Friday night at the Shelburne Hotel Alex Bartha and his Steel Pier Orchestra furnished music all evening, with the show coming on at 10 o'clock. Show opened with the revues of the 500 Club, headed by Stanley Moohan, and of Babette's, headed by Miss Babette; Happy Harry Stevens and later Princess Wana and her revue from the French Casino. Ed Schaffer emceed the entire show.

The Saturday evening affair started with the entire *March of Time* cast doing the dramatization of the prize-winning awards. It was taken up from here with trick pictures by Pathe News and the show proper got under way at 10 o'clock, featuring Bob Hall, Mary Bowers, Chubby Kane, Buck and Bubbles among the games and a big surrounding bill emceed by Ed Rucker, guest star of Paul White-man's hour. The entire show of the final night was booked by Harry Bibon. Eddie Fogel and his popular orchestra, now headlining for a beach-front hotel, furnished the music for the occasion.

### SLOTS

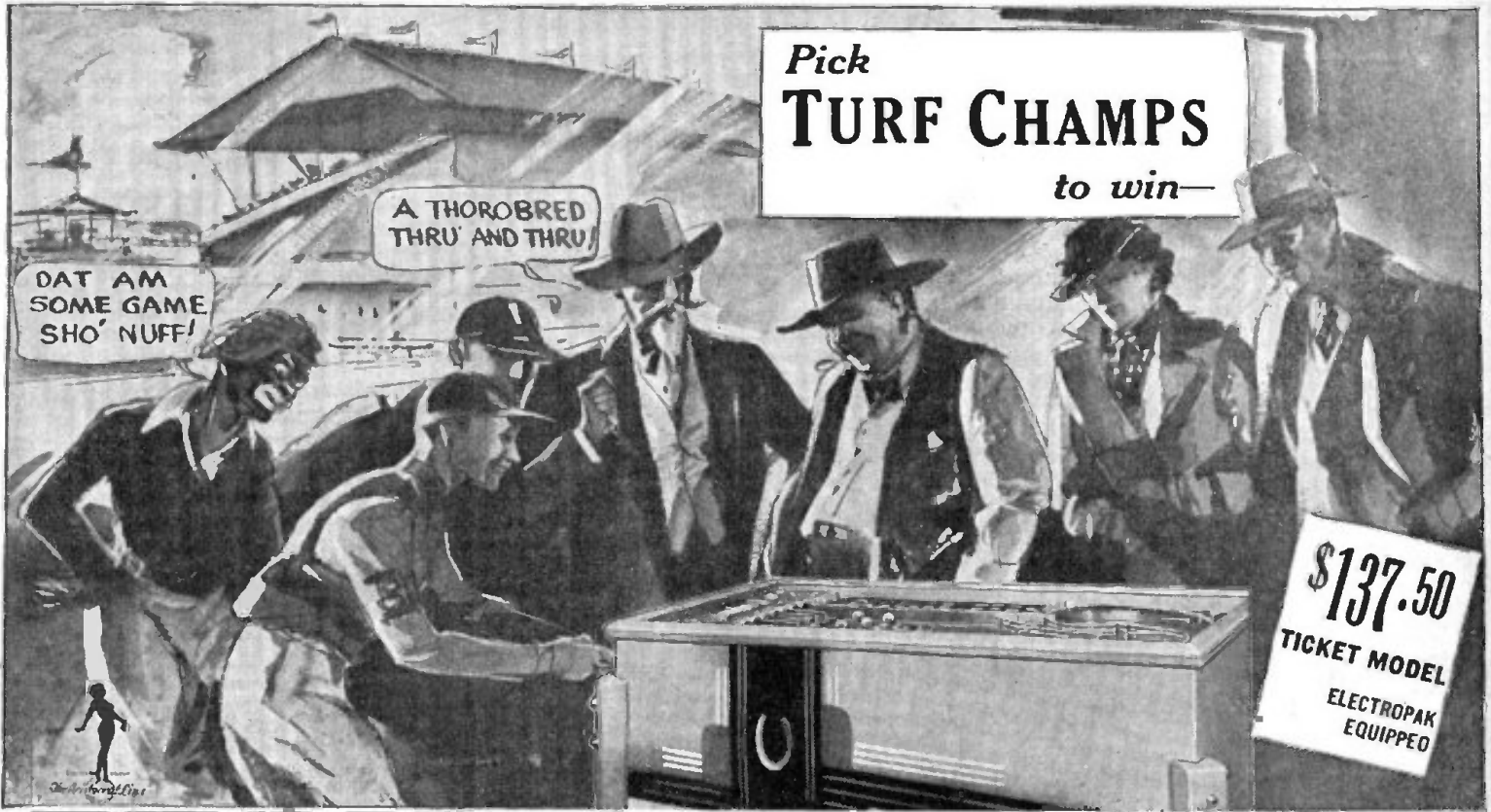
In Good Running Condition  
\$10.00 and Up  
Send for our Complete List Today.

NATIONAL PREMIUM CO.  
1316 Dodge Street, OMAHA, NEB.

### Wed a Year

NEW YORK, June 27.—Estelle Wexler Segal, well known to all the members of the coin machine industry here as the office manager of Modern Vending Company, celebrated her first wedding anniversary at the firm's offices.

Estelle entertained and served refreshments. Many of the coinmen who have known her for many years in connection with the industry were on hand to compliment her.



# STONER CORPORATION

Aurora, Illinois

**★ 2 STONER WINNERS ★**  
**SHORT SOX | TURF CHAMPS**  
 \$49.50 | TICKET MODEL \$137.50

Operate 10 & 15c Cigarette Machines, Gum and Peanut Machines, and Scales, in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

**D. ROBBINS & CO.** 1141-B DEKALB AVE. BROOKLYN, N.Y.

America's Most Practical Bulk Merchandise | Steady Money Maker

**GORGEOUS GIRLS ON GORGEOUS HARLICH CIGARETTE BOARDS**  
 1000 HOLES  
 (Large Holes, 25 Holes to Square Inch)  
**TAKES IN \$10.00**  
 Available with Payouts of from 80 to 50 Packages.

Get our latest circular describing these and other New Harlich Profit Makers! Write, stating your line or business, to

**HARLICH MFG. CO.** 1417 W. JACKSON CHICAGO, ILLINOIS

## A SQUARE DEAL TO ALL

IMMEDIATE DELIVERY ON THESE NEW MACHINES.

Velvet .....	\$159.00	Sunshine Baseball .....	\$ 99.50	Dolly Races .....	\$125.00
Pecca Bunter .....	125.00	Races .....	125.00	Coconut .....	69.50
Wheels of Fortune .....	125.00	Jitters .....	99.50	Alamo .....	149.50
Pamco Chase .....	130.00	Pamco Palomba, Jr. ....	159.00	Top Row .....	89.50
Rainbow .....	104.00	Totally .....	89.50	50 Grand .....	59.50
Bambino .....	125.00	Quizer .....	59.50		

1/2 Deposit With Order. Will Allow You the Highest Prices for Your Used Machine in Trade.  
 Get Your Name on Our Mailing List.

**VEECH SCALE CO., Decatur, Ill.**

**BABE KAUFMAN INC.**

NOW LOCATED **250 WEST 54th ST.**  
 AT **NEW YORK CITY**

● LARGE BEAUTIFUL OFFICES AND SHOWROOMS ●  
 PHONOGRAPHS—NOVELTY PIN TABLES—PAY TABLES  
 ALL COIN-OPERATED DEVICES

## PICKING WINNERS

It is no easy task. You are sure to get them from us because we ENDORSE NO OTHERS. Always first with large stock of the BEST Jackpot Balls—Counter Machines—Amusement Pin Games—Automatic and Ticket Tables of every description. THERE is an advantage buying machines from a firm selling ONLY machines. Enough said!

**BANNER SPECIALTY COMPANY, 1530-32 PARRISH ST., PHILADELPHIA, PA.**

**SENSATIONAL EXTRA PROFITS WITH NEW MERCHANDISING IDEA!**

Sell and operate TRADING POST, the 100% Legal Salesboard Deal that is a great repeater. Amusing, fascinating and a riot of fun. Sells out fast in Taverns, Clubs, Club Stores, Drug Stores, Restaurants, etc. 130 pulls and every pull is a winner. Consists of 130 packages, and each contains something worthwhile in Novelties, Trinks, Jewelry, Cigars, Hokey, Lingerie, etc. Height, 24" Width, 17". Approximate Weight, 18 Lbs. Takes in \$13.00. Can be resold at \$9.75. Packed two to the Carton. Order No. 824. Our Price on Lots of 2, Each \$6.84. In Single Lots, Each \$7.75.

Ask for Our Big New Catalog 393, containing 164 pages of Novelties and Jewelry.

**JOSEPH HAGN COMPANY**  
 "The World's Bargain House."  
 217-225 W. Madison St., Chicago

# "I'm SCOTTY"



meet  
me  
face  
to face  
IN NEXT WEEK'S  
BILLBOARD



BLUE RIBBON WINNER  
THAT MEANS A BIG  
BANKROLL FOR YOU

**A game so good a Scotchman can't resist it!**

## Colorful Story to Keeney's Automatic Payout, Velvet

CHICAGO, June 27.—A colorful story surrounds the inventing and development of J. H. Keeney & Company's new Velvet automatic pay-out table.

It is likened to one told of Thomas Edison. The Edison laboratories had been working for days on a difficult experiment. Over 3,000 experiments led to nowhere; not one of which had led to the solution sought for by the Electrical Wizard. Finally Edison locked the doors and told his whole force that they had to stay until the work was done, and they did.

Fred Steffen, chief engineer of J. H. Keeney & Company, had been working on an entirely different idea for an automatic pay table for quite some time. To each of his assistants he had delegated a certain portion of his experiments. After working for several weeks Fred and his crew had not solved the problem nor created the idea sought for. Finally Fred locked the doors of the laboratories and said that everyone was staying until the idea was completed. The new Keeney Velvet game with the award or replay buttons was the result, an idea entirely new and exclusive with Keeney.

With the new replay idea of Keeney's Velvet the player can take out his winnings on the first play by pushing the award button, or he may let the entire amount ride on the replay by merely pushing the replay button. Here's how it works for the player: The odds change with every hole on every play, running from 2 to 1 to 20 to 1, and with a

Velvet hole that pays \$2 on either the first or second play. If the player, let us say, hits a 50-cent payout on the first play and desires to let his winnings ride on the second play he pushes the replay button and then shoots the ball. If it drops into a winning hole the entire amount won on the first shot is parlayed on the second shot. Awards of 10 cents to \$2 are possible on the first play, and awards of 20 cents to \$20 are possible on the replay.

Another sparkling idea developed for the first time for Velvet is one that the operators will appreciate most. On each play awards of \$2 and over Velvet vendes tickets in denominations of 20 score points (\$1). These new tickets are non-counterfeitable and cannot be duplicated. By using this system of payouts on large amounts the pay-out tube cannot be drained.

In Velvet are embodied features that the operator looks for in order to protect his investment. It is equipped with a 12-coil oscillator, a dependable power pack and Keeney's "World's Best" payout and ticket-vending units. No extra charge is made for check separators. An all-ticket model is available at a slight additional cost.

## FED. THEATER

(Continued from page 5)

other year, which is hailed as indicating the project is all set to continue at least that long. Two new WPA dramas opened this week: *Lights of London* at the Palm Garden Tuesday and *Turpentine* at the Lafayette yesterday.

Second vaude revue of a series of 10 closes tonight at the Majestic, Brooklyn. Opening show, *All-American Minstrels*, is understood to have grossed more than \$400 for its six performances. Second show, *Clap Hands*, staged by Harry S. Miller, is expected to top that figure. Next variety show is a Negro musical called *Swing It*, by Eubie Blake and Cecil Mack.

Project supervisors met Monday night at the Hotel Delano to discuss advisability of demanding autonomy, as against the present centralized control. A list of demands is being drawn now and will be presented to Philip W. Barber, regional director. The supervisors, however, say this does not represent a

revolt against the present administration of the project.

ALBANY, June 27.—George M. Gatts, State director of the theater project, announced Thursday that an advisory committee for the project has been set up, with Mayor La Guardia of New York, Fannie Hurst, Daniel Frohman and Herbert Bayard Swope among the list of patrons.

NEW HAVEN, Conn., June 27.—The inception of WPA vaude in early March when Gertrude DonDero, State Director of Federal Theater, appointed Homer B. Mason as supervisor for this department, has resulted in an interesting promotion which has been successfully maneuvered. The success of the first vaude unit has resulted in another group being given WPA work. Preenet vaude itinerary includes 17 CCG Camps and three Work Camps, the New London Submarine Base and the Atlantic State Farm for Women. The second WPA vaude unit is touring over practically the same itinerary as was made by the first unit, and has Charles Gerard as company manager.

PITTSBURGH, June 27.—Local project officials estimated over 610,000 persons have attended free WPA musical and vaude performances in this district since last December. Last week the total attendance at the concerts went above the half-million mark. Director Joseph A. Rauterkus announced. There are eight musical and two vaude shows touring Allegheny County under the sponsorship of WPA. Some 300 musicians and performers are employed.

CHICAGO, June 27.—Plans to bring WPA vaude units, now playing in park field-house auditoriums, into the open air are under preparation by production managers of the vaude division of the project here. A complete reorganization of units is currently under way for their presentation in the outdoors this summer. Specially constructed portable stages will accompany each company.

WASHINGTON, June 27.—The deficiency appropriation bill, carrying appropriations for relief work, including the Federal Theater Project, went thru Congress in the closing days of the recent session. The Act authorizes the President to apportion the funds for relief to the different agencies handling this activity, the principal one, of course, being WPA.

Just to what extent it will be possible to provide funds for projects in behalf of writers, the drama and the arts generally, remains to be decided.

LITTLE ROCK, Ark., June 27.—With President Roosevelt included among the spectators, the joint pageant of the Federal Theater and music projects of Arkansas presented *America Sings* before about 20,000 at Fair Park last week. Handicap of showery weather, followed by a boiling sun by the time the play began, failed to keep down attendance. It was said more than \$12,000 was expended thru the WPA in labor and materials in preparation for the 45-minute show. Play was written by Frances Nimmo Greene and John McGee, the latter head of the local project. Approximately 1,000 whites and Negroes appeared in the show, most of them making up big choruses.

HOUSTON, Tex., June 27.—Starting last Thursday, Federal Theater's local unit became an outdoor show. A new portable stage with side wall and other complete equipment has been furnished by San Jacinto Centennial Association, which is co-operating with Houston Recreation Department in sponsoring the show. *Pioneer Texas*, current bill, is all set for the summer season with a string of parks, playgrounds, etc., dated up.

R. R. Baldwin, business manager; Cyril Dalevanti, production manager, and Henry Seaton, auditor, joined the party of Mrs. Hallie Flanagan, national director, and John McGee, her assistant, while they were in the President's party recently.

## LONG-DISTANCE

(Continued from page 5)

considerably shorter. Besides running up the time score, those productions were, many of them, pretty hard to take on their own account.

An exception was the amusing burlesque drama which opened the second half, enthusiastically received by your reporter and the handful of papas and mamas whose offspring had not yet appeared. It featured nice work by Bert

## - the best to-day EXHIBIT'S

### 'BAMBINO'

10-Ball Payout...\$125.00  
Ticket Combination...\$135.00

### 'TOP ROW'

1-Ball Payout...\$89.50  
Ticket Combination...\$99.50

### 'GUSHER'

5-Ball Novelty Game...\$59.50

### NEW COUNTER GAMES

'BASEBALL' .....\$12.50  
'TANGO' .....\$12.50  
'WIN' .....\$12.50  
'KEYHOLE' .....\$12.50

ORDER FROM YOUR JOBBER—or write  
**EXHIBIT SUPPLY CO.**  
4222-30 W. Lake St., Chicago

Parker, Charlotte Walsh and Harry Cohen. No exception, however, was the *Alice in Wonderland* extravaganza, which seemed at least as long as the two *Alice* books, and the tiny-tot condensed version of *The Mikado*, which drove the Gilbert-and-Sullivan-loving reporter for half an hour into the dark reaches of Central Park.

Individuals whose work had merit were legion and any attempt to list them must necessarily be incomplete. However, those making an especial impression included, in order of appearance: Alma Kaeser, a nice contortionist; Ann Blythe, a lovely and tiny youngster who can out-Temple Shirley; Elaine Burden, who scored with a stair tap; Joyce Perlman, another cute tot; Virginia Shuey, who did a nice ballet routine; Shirley Poirier, a youngster who had a small part in *Victoria Regina*, who came thru with a control dance almost as lovely as she is herself; Carol Jill, a good little performer who did a song and dance; Peter Hynes, who scored with an Irish jig; Billy Callahan, who tapped to *Poet and Peasant*; Miss Shuey again for nice work as the White Queen in the *Alice* session; Jackie Nelmes, one of the most assured and capable kid performers this reporter has ever seen; Paula Ecklin, who was lovely in a waltz routine; Althea Corwin, a born performer who can sell a song and throw her personality; Ruth Nolan, an older lass who's a knockout, who has a beautiful voice and whose charm puts her across with a bang; Leah Zinnis, an attractive gal who can sell a hotcha song; Otto and Rose Garcia, tiny kids who can do an apache dance with far more dramatic effect than many of their elders; Chic Blood, a 6-year-old who scored heavily; Betty Cavanaugh, who repeated the outstanding balancing routine which, if a failing memory still serves, she did last year; Lillian Rutherford and Karl Norton, a fresh young dance team who gave indications that they're ready for the pro ranks; Shirley Witt, who did a slave dance; Mary Gordon, whose acting of the Ruth Gordon role in a bit from *The Church Mouse* was good enough to stand out like an unburnt thumb in a handful of sore fingers, and Ariene Schultz, who impressed nicely in an impersonation of Gloria Young.

It was at this point that your reporter staggered from the Hall, muttering apologies to the 10 subsequent numbers.

Mr. Wayburn also had some of his former pupils around to give a lift to the proceedings and presumably to fill out the time. George Tapps, replete in his new schmozzola, made a brief speech but didn't dance. Virginia MacNaughton, a beautiful girl who, according to the announcement, once understudied Harriet Hoxter, did a splendid ballet routine. It was also announced that Miss MacNaughton is at liberty, tho why she should be so remains a mystery. She's as lovely and as talented as any.

If Mr. Wayburn has any sense of social fairness he's going to retire this reporter on a pension after the next recital.  
EUGENE BURR.

## Broddy's Baby

NEWARK, June 27.—Sam Broddy, president of the Jersey Trading Company here, premium merchandise distributor, has announced the arrival of a baby girl.

Sam claims that the new addition to the Jersey Trading Company's force will soon be at home to all callers.

"She is the greatest attraction the firm ever had," Sam declares, and intimates that he will continue to seek further attractions.

**Buckley Offers "Horses" In Gold-Type Finish**

CHICAGO, June 27.—Symbolical of the fine profits Buckeye's Horses, counter machine, is taking in, Bill Woollen, general sales manager of the Buckeye firm, announces a new and more beautiful model at no increased cost. In making the new offer Mr. Woollen states:

"In accordance with our established policy of constantly perfecting our products and giving our customers at all times the very best possible value at a minimum price, we are pleased to announce that all future shipments of our sensationably popular counter game Horses will be finished in a new and exclusive gold-type finish, adding greatly to the attractiveness of the machine and making it possible for you to keep them bright, shiny and like new without the use of polish of any kind.

"Under ordinary conditions we would make an additional charge of \$1 per machine for this special finish, but because of the fine reception given Horses by the trade we are arranging to fill all orders at the same price as the standard aluminum model."

In the opinion of those fortunate few who have seen this newly finished machine it is worth at least 25 per cent more than the original type, the makers state.

**Bally Rushing Challenger Production To Meet Demand**

CHICAGO, June 27.—Altho produced primarily to satisfy the demands of certain jobbers requiring a simple type of changing-odds one-shot, Bally Manufacturing Company's Challenger is rapidly becoming a nation-wide best seller, according to Jim Buckley, Bally sales manager.

"We knew there was a certain demand for this type of game," Jim stated, "and we thought we had the demand figured out to within a hundred or so machines. Production was planned on these calculations, but the first run was more than sold out within a few hours after we announced the game.

"We are rushing thru additional production on Challenger and hope by the time this is published that we will again be able to make immediate deliveries. It's a tough job, what with Natural, Multiple, Air Lane, Ray's Track, Reliance and Bally Baby all going strong, but we'll make it somehow, so the trade can continue to challenge the summer slump with Challenger."

**Electrical Names Berman Met Rep**

NEW YORK, June 27.—Leon Berman, who has been moving around metropolitan New York contacting jobbers and distributors for many months acquainting them with the advantages of an Electropak and Electrolok in all pin tables, has been appointed exclusive metropolitan representative for Electrical Products Company, Detroit.

Mr. Berman has his offices at 152 West 42d street, where he will always have a large and complete stock on hand.

**Ro-Wo-Bo Jack Pots**

5¢ PLAY **RO WO BO** 5¢ PLAY

Gold 5¢ 10¢ 20¢ 30¢ 40¢ 50¢ 60¢ 70¢ 80¢ 90¢ 100¢

Each Card \$25.00 Jack Pot Brings In . . . . . \$90.00 Average Payout . . . . . \$5.00 Profit . . . . . \$35.00 Complete Sample Deal \$6.00

**WERTS NOVELTY CO., Inc.**  
Muncie, Indiana

**McCall Novelty Appointed Distrib for Chicago Coin**

CHICAGO, June 27.—Chicago Coin Corporation announces that the McCall Novelty Company, St. Louis, has been appointed a distributor in that territory for the firm.

The McCall company will feature the complete line of Chicago Coin's games, including Monopolee, one-ball automatic payout game with the play-again feature; Multi-Play, a now de luxe one-ball automatic payout in an oversized cabinet that will take up to four coins per play, and Chicago Coin's new straight novelty game, Thriller.

Sam Wolberg, of the Chicago Coin firm, recently visited St. Louis, where he made arrangements for the new distributorship.



ABOVE PHOTO PICTURES THE PLANE THAT CARGOED ROCK-OLA MULTI-SELECTORS for a rush order of the Automatic Entertainer Company, Bedford Village, N. Y. The concern is headed by Charles H. Ladew, and includes two sons, Lloyd and Harold Ladew, both of whom are aviators, which naturally serves to make their firm air-minded.

**AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE-TIME SALES BOARD MACHINE**



**EARNS MORE MONEY Than a BELL and SALESBOARD COMBINED**

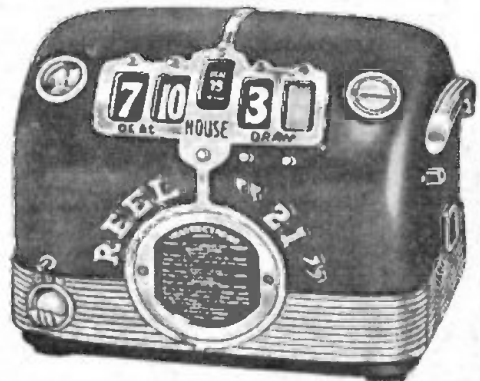
Odds as High as \$7.00 for 5¢! It's sensational! Numbers ending in 8 in 0 and in 50 are Winners! Number 200 or 3 Red Lights entitles player to punch in Jackpot compartments. Jackpots are 50¢ and \$1.00. \$2.00 Jackpot plus GOLD AWARD of \$5.00! The greatest payout come on in history WITH "REGULATED PERCENTAGE" FEATURE! A Better and Faster Money-Maker than a Bell and Salesboard COMBINED!



**GET BUSY—RUSH YOUR ORDER NOW!**

**DAVAL MFG. CO. 200 SO. PEORIA ST. CHICAGO**

**REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"**



In Reel "21" you DON'T play against a FIXED AWARD CARD! You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY, the same as in real Black Jack! 4-way Play—1¢-5¢-10¢-25¢ offers the player odds ranging from 2 to 1 to 100 to 1.

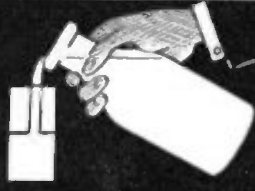
Reel "21" is the LONG LIFE counter game YOU NEED for BIGGER, BETTER and STEADIER PROFITS!

**\$23<sup>75</sup>**

**TAX PAID RUSH YOUR ORDER NOW!**

**REEL 21**

**REEL 21**

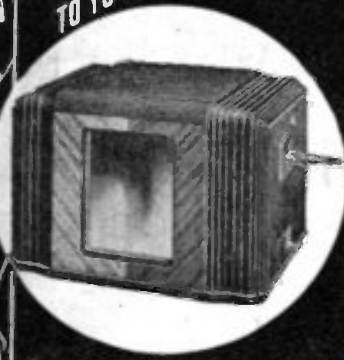


**DON'T LET THE OTHER FELLOW TAKE THE CREAM!**

SURER THAN THE DEVIL SOMEBODY IS GOING TO ANKLE IN ON YOUR PHONOGRAPH BUSINESS

with **HARMONY BELL**

ADDS '60 WEEKLY TO YOUR PHONOGRAPH INCOME!



Highest Payout 11

Operate it individually—operate it with a phonograph—operate it by remote control with a phonograph. If flicker light stops on a winner, Harmony Bell automatically pays out. Win or lose, player gets a record selection on phonograph.

**\$67.50**

ABSOLUTE MECHANICAL PERFECTION  
Immediate Delivery

**WESTERN EQUIPMENT & SUPPLY CO.**

925 W. NORTH AVE. CHICAGO

**Ponser Reports Heavy Demand for Roll-a-Ball**

NEWARK, N. J., June 27.—Roll-a-Ball, new bowling game by the Roll-a-Ball Sales Company, a division of George Ponser Company, of Newark, is said to be meeting with great success. According to Ponser, who is well known in the amusement field, orders have been coming in so fast that it has been necessary to speed up production to meet the growing demand. Mr. Ponser has just returned from a flying trip that took him as far as Texas. He reports that Roll-a-Ball is showing good profits on location everywhere.

Roll-a-Ball is entirely electrically and automatically controlled. It is not a pin game, its legality is unquestioned and there are many operating in closed ping-pong territory. The machine comes in two sizes—12 and 14 feet long by 20 inches wide. It is 71 inches high in the rear and 22 inches high in front. Can be installed indoors or outdoors.

A feature of the game is its attractive score-light arrangement. The automatic scorer has a flashing of changing lights and a distinct clicking of sounds registering the score. It has instantaneous positive scoring. The machine also possesses two veeer counters. One checks up on the number of coins played, while the other automatically registers and tabulates the number of winning games from whatever score one wishes to tally. After a complete game of nine balls has been bowled the electric time clock will keep the score lighted for about four minutes and then automatically flash off. The devices are claimed to be accurate at all times.

**Reel 21 Scores for Daval**

CHICAGO, June 27.—A. S. Douglas, president of Daval Manufacturing Company, reports that since the presentation of the firm's new counter game to leading operators, jobbers and distributors, it has been acclaimed the greatest game the firm has built in many years. The game is known as Reel 21.

The outstanding feature of the game, which gives the player a chance to draw a blackjack hand in a realistic manner, is the changing-odds dealer hand. Instead of just a fixed award card, Douglas states, the player now draws his cards right up to the time he looks at the dealer's hand, and because of the constant change there is always a surprise in store for him.

Reel 21 is throrly modern in design. It features a blue cabinet with a golden-rod dress. Flash is obtained thru highly polished aluminum fittings. The game can be played with pennies, nickels, dimes or quarters. The odds range from 2 to 1 up to 100 to 1. Last-coin visibility, vander attachment and other Daval features are also on the new game.

The firm believes that the orders for the game may equal those of the Penny Pack, which exceeded the sale of Daval's success the Chicago Club House.

In regard to the machine, Douglas said: "In Reel '21' we can't take much of the credit. It was really built by operators for operators. Many of the country's leading operators kept after us constantly to build them a blackjack counter game that would play 'according to Hoyle.'"

"We called these men in continuously during the process of the game's construction. Therefore they really had as much to do with its development and manufacture as we did. They built the game along the lines of counter games which they, as operators, have found to be the most profitable on location."

**Lou Wolcher Opens Branch in Salt Lake**

SAN FRANCISCO, June 27. — Lou Wolcher, president of the Advance Automatic Sales Company, distrib with headquarters in this city and branch offices along the Coast, reports that he has just arranged for offices to be opened by the firm at 63 West Second, South, Salt Lake City.

Lou states that the firm has been contemplating the move for some time and that this step was decided upon after his last visit to Chicago, when he was informed that the manufacturers desired better distribution facilities in this territory. He believes that the new offices will prove unusually convenient for operators and that with the present offices of the firm there will give Advance Automatic Sales Company tremendous coverage of the Pacific market.

This link in the giant chain which the firm is contemplating is expected to bring

**CARLOAD AFTER CARLOAD**  
OF LATEST TYPE AMUSEMENT GAMES ROLLING TO  
**MOSELEY VENDING MACHINE EXCHANGE**  
**JOBBER'S**

Get Wise - Wire Your Orders to  
**MOSELEY**

We will make immediate shipments at the right prices.

We are one of the few distributors that buy in carload lots, thus assuring jobbers and operators not only immediate delivery, but the right prices, on account of our large purchasing power.



**CARLOAD SHIPMENTS MAKE IT POSSIBLE TO GIVE IMMEDIATE DELIVERY ON**

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|---|---|--|---|
| <b>PACIFIC'S</b><br>PAMCO PALOOKA B. PAMCO SHARE<br>PAMCC PALOOKA J. GALLOPING GHOSTS | <b>BALLY'S</b><br>MULTIPLE CHALLENGER NATURAL<br>BALLY BABY | <b>AIR LANE RELIANCE SKY HIGH</b>  | <b>MILLS'</b><br>TYCOON—Plug-in model, latest type, with front door lock.<br>DOURLE HEADER<br>Also Slot Machines. We are distributors. Jobbers, write for prices. |
| <b>GOTTLIEB'S</b><br>SUNSHINE BASEBALL DAILY RACES                                    | <b>FENCE BUSTER BROKERS TIP</b>                             | <b>O. D. JENNINGS'</b><br>DOOGONE GOOD MACHINES<br>BASEBALL FLICKER<br>CLUB VENDER   | <b>A. B. T.'s</b><br>CAPTAIN KIDD<br>STONER'S TURF CHAMP<br>KEENEY'S VELVET   |
| <b>PANAMA</b><br>DAVAL'S AUTO PUNCH   | <b>RITHMATID</b>  | Will make liberal trade in allowance on all the brand new latest hits for the following machines, delivered to be in Richmond—Bally Toys, Peetees, Jumbo, Golden Harvest, either Cash or Ticket Model. Wire or Write to what you have and what you want. Jobbers write or wire us for your requirements as we are manufacturers' distributors and will fill your orders at jobbers prices. F. O. B. Richmond, Va. 1/3 deposit in form of P. O., Express or Telegraph money order must accompany all orders. Balance C. O. D. Write us and we will put you on our mailing list. Write us for prices on Used Machines. WE WILL BUY 500 Penny Packs at \$5.00 each, delivered in Richmond, charges prepaid. |   |

**MOSELEY VENDING MACHINE EXCHANGE, Inc.**  
50 BROAD STREET, RICHMOND, VA.  
Day Phone, 3-4811. Night Phone, 5-5328.

**SALES BOARD OPERATORS**  
SEND FOR OUR NEW LARGE CATALOGUE FULL OF NEW 1-2-5c SALES BOARD ASSORTMENTS SEE THE LATEST AT THE LOWEST PRICES  
**LEE MOORE & CO.** 180-182 West Adams Street Chicago, Illinois

**EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY**  
Bally Mfg. Co. J. H. Keeney & Co. Exhibit Supply Co.  
Pacific Am. Mfg. Co. D. Gottlieb Co. Daval Mfg. Co.  
Groetchen Mfg. Co. A. B. T. Co. Western Equip. Co.  
**KEYSTONE NOV. & MFG. CO.** 26th and Huntingdon Sts. PHILADELPHIA, PA.

about a closer contact with all the operators for hundreds of miles around Salt Lake City and thereby assure them of immediate delivery of all the new games. Lou is contemplating some radical plans for introduction thru these new offices.

**Babe Kaufman, Inc., Opens New Offices and Showrooms**

NEW YORK, June 27.—After July 1 Babe Kaufman, Inc., will entertain its friends and customers at its new headquarters, 250 West 54th street. Babe has signed a lease calling for 10,000 square feet on the third floor.

The offices and showrooms are modernistically designed and trimmed, and Babe claims her showrooms will be outstanding as to beauty and design. One of the features of the service in this building is that the trucks can be put in elevators which take them directly to the third floor. They may then be driven into the repair and stock rooms. Loading is all done right on the floor.

Sam Rabinowitz, field manager, is enthusiastic over the new arrangement of loading right on the floor, as he claims it will save him many valuable hours of time during the week. Babe intends to have open house, beginning July 6, which will run for about a week. All her friends have been invited and a merry time is expected to be had during this period.

**TYCOONS PALOOKAS**  
QUARTER RELIANCES  
Seventy-Five Dollars BONUS  
Fifty-Five Dollars.  
Wire for prices on Plans Rates. Immediate shipment. (The third deposit required.)  
**BORDER SALES CO.,** Pharr, Tex.



**EXCLUSIVE to OPERATORS-DISTRIBUTORS!**  
New Rotary One-peg makes history. Want in on biggest exclusive in amusement history? Write G. C. ROY, MFG. CO., 4231 Ravenswood Ave., Chicago.  
**OPERATORS'... EARN \$900 PER MONTH**  
with our RED CROSS SANITARY VENDING MACHINE. Mammoth Machines, \$5.00; Lots of \$1.00 each; Lots of \$1.00 each. Cash with order. P. O. N. Y.  
**JACQUES PRODUCTS** 27 Block 81, Dept. 1117, N. Y. C.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

# Sweeping the Nation Like Wildfire!

## DISTRIBUTORS!! Jobbers-Operators

- ★ Exclusive Territories WIDE-OPEN on Pamco "TANGO"—Newest Game Sensation!
- ★ Deliveries Begin SOON—Be FIRST!
- ★ POSITIVELY LEGAL EVERYWHERE!
- ★ Actual Location Tests PROVE Pamco "TANGO" Earns GREATER INCOMES than any game of its type ever built!
- ★ A Different 3-Way Skill Scoring Principle—Up and Down—Across the Board—from Corner to Corner for 10c up to \$1.00!
- ★ Replacement Scoring Ideas for GUARANTEED LONG RUN PERFORMANCE! Lite-Up Backboard — Complete Electro-Mechanical Automatic Action.
- ★ Handsomely Streamlined—Portable—Unusual Play-pulling Features—Easy to Install!

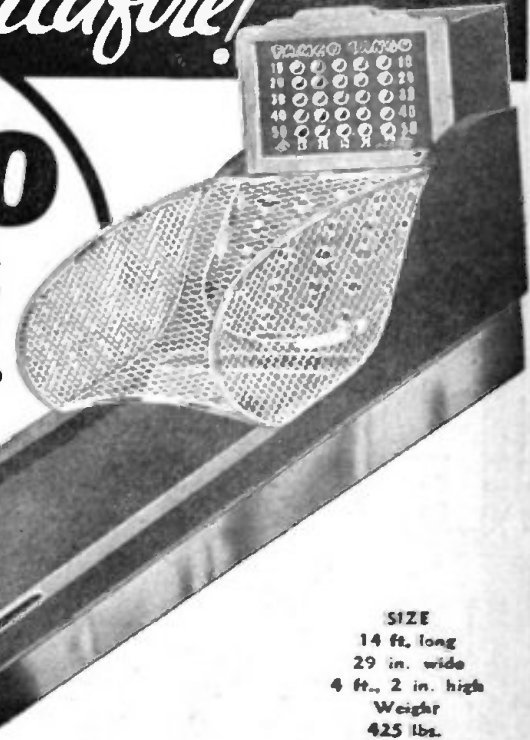
Deposit of \$75 gives YOU an 'edge' on the  
★ BIGGEST OPERATING OPPORTUNITY ever extended to Alert American Coin Men!!!  
**BE FIRST! Send In Your Order! ACT TODAY!**

# PAMCO TANGO

Jump into the operation of this Heavy Duty MONEY MAKER—it's Pamco "TANGO"—New 9-toss "bow-tie-ball" game every location TAKES ON SIGHT! You don't have to look for spots. You pick 'em yourself! Right NOW the Public is clamoring—actually STANDING IN LINE to play. You CANT miss it's a

## HOP-SKIP and JUMP TO INDEPENDENCE

THEY STAND IN LINE TO PLAY!



SIZE  
14 ft. long  
29 in. wide  
4 ft., 2 in. high  
Weight  
425 lbs.

# PACIFIC AMUSEMENT MFG., CO.

423 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

## Los Angeles

LOS ANGELES, June 27.—A round robin visit to distributors, jobbers and operators here proved, without exception, that the summer business so far has been fine and makes it one year that the summer slump seems due for a knockout.

Irving Bromberg, who reports Panama and 50 Grand sales very good, has ordered a carload of Mad Caps.

Sam Oser, former Pico street business man, and Arthur C. Wood, of Vinalia, now teamed in the operating game and greatly pleased with conditions in their territory.

Recent hot spell here stepped up business to such peak for Mohr Brothers that they did not have a sample of the Gaylord fan to show customers. Max Mohr states that 35 units will be sent to them daily for the next three months. He also reports phonograph sales and Draw Ball good. Major Mohr convalescing from recent illness and on the road to recovery.

Abe Chapman, official for the Gans Company, states that his firm has exclusive distribution of 50 Grand in Southern California.

Jack McClelland, of the National Amusement Company, in the city after an Eastern trip. Jack was a passenger on one of the fast streamliners and while on the Coast visited Clarence at the Frisco branch.

George Schwartz reveals that he recently sold 177 Rock-Ola Multi-Selectors in one day, with one customer placing an order for a carload.

Jack Douglas, of the Nevada Amusement Company, of Sparks, Nev., in town and attests business satisfactory.

Henry Stewart writing from Sidney, Australia, stresses the need of more modern equipment, as most of the games way down under are obsolete.

Paul Laymon and the missus busy as usual, disclosing that they are selling numerous Rock-Ola phonographs and that sales of Superior salesboards and the Gardner line are also excellent.

Joe Orcutt, president of the California Games, rushed to a hospital June 19 for an appendicitis operation. Reported doing nicely.

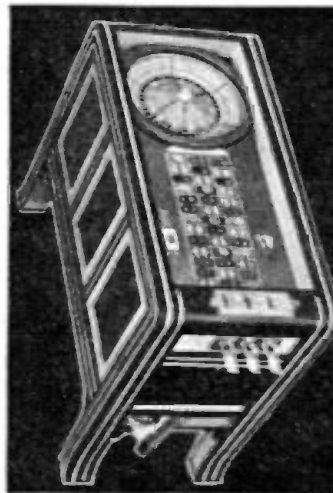
A. P. Klaxson, of the Advance Machine Products, enthused over steady improvement in the sales of merchandise vending machines. V. L. Curran, of the Peilding Manufacturing Company, Jackson, Mich., on a tour of the Southwest, observes that good business has been noted everywhere on merchandising vendors. W. P. Canaan declares sales on merchandise vending machines at a high peak and every indication of holding up. Will has added Rock-Ola Multi-Selectors and says they are doing nicely for him.

J. A. Harris, for many years prominent in the grocery trade at San Fernando, has successful vendor route.

M. L. Whitman, formerly operator of P. & N. games, now operating merchandise vendors.

An election of officers was held at the annual meeting of the Western Vending Machine Operators' Association June 22 at Clayton Cafe, Low Reuter was elected president for a third term, and Stanley Kingsbury, ex-martins just returned from 17 years in the Orient, was named vice-president. Kingsbury will now devote his time to the vending-machine business. Ralph Westfall, secretary for the last two years, asked not to be considered for a third year, due to the pressure of his business interests, and Phil Eisenwirth was elected to the office, while J. W. Scott assumes the role of treasurer. Steve Brody, of Long Beach, was made chairman of the committee to work out details of a fire, theft and personal damage insurance plan. Several plans are under proposal with definite decision to be made later.

Russell Hooker leaving for vacation in



## EVANS' ROU-LETTE

World's most popular game for America's finest locations! ROU-LETTE offers realistic roulette made completely automatic by Evans' ingenious craftsmanship. A super-attraction embodying a regulation, inlaid roulette wheel; substantial odds; automatic payout; indirect illumination; impressive 45" x 20" size; all-electric operation... and beauty that is worthy of a \$500 value. ROU-LETTE is designed to be a permanent investment; to return an income far in excess of the ordinary game. Investigate ROU-LETTE'S marvelous opportunities—today!

**\$262.90**

At Your Dealer or  
**H. C. EVANS & CO.,**  
1529-31 W. ADAMS ST., CHICAGO, ILL.

Yosemite country and the Yosemite high Sierras.

A. R. Pulkerson, many years a grocer, now interested in music and doing nicely.

J. M. Dixon transferred interests from life-insurance business to merchandising vending route of considerable size.

William R. Wood, grandson of W. P. Canaan, visiting in Seattle.

New operators of merchandising vendors are E. B. Moody, of Riverside, and Ray C. Jones, of Chicago.

Henry A. Grobs, operator, recovering from recent illness.

George Culver, in from Imperial Valley, looking things over... Mr. and

## WILL BUY ARCADE MACHINES

Attractive Machines—Bumper Games—or any other type of Machine and Cabinet suitable for Thrift Store. Also will buy used Home-Use Machines or other leading games. Address:

## PLAYLAND AMUSEMENTS

239 West 125th Street, New York City.

Mrs. Jack Caruthers, of Suburbia, Ill. for a short stay... John W. H. Lushy, high in his group of Kelly's Game Truck game... William W. Smith, experimental department of Rock-Ola, merchandising here... Mr. and Mrs. Ray Kiehl and daughter in town, Ford Front, Calif... Other visitors include R. W. Wood, of Los Vegas, Nev.; Mr. and Mrs. E. T. Simmons, of Tule, Calif.; Mr. and Mrs. George Steinbocker, of Baltimore; D. D. Palmer, of Ventura, Calif.; D. L. Stewart, of Comstock; E. C. Morrison, of San Diego; and Paul Hornum, of Pasadena.

**MR. OPERATOR ! MR. JOBBER ! MR. DISTRIBUTOR !**

**PACIFIC  
SCORES AN  
ALL-TIME  
HIGH!**

*Never Before*

have we introduced a game so **WELL-LIKED** by Operators—  
Merchants—and the Public in general!

**NEVER BEFORE** have so **MANY REPEAT ORDERS** been received  
for Pamco "CHASE"—samples from **EVERYWHERE!**

**And—PAY ATTENTION TO THIS!** The last 30 Days have wit-  
nesses delivery of the **BIGGEST VOLUME** of "Pamco" Games in  
Pacific Amusement History!

**TWO RECORD DAYS—June 23, 24—FIVE CARLOADS** of Pamco  
Games headed for **Portland, OREGON—Houston and Dallas, TEXAS**  
—**Los Angeles, CALIFORNIA—Richmond, VIRGINIA!**

... Just a Few Authentic **FACTS** on

**PAMCO CHASE**



50"  
x  
24"

Super  
De Luxe  
One-Ball  
Machine

Single  
Coin  
Visible  
Chute

U. S. Patent No. 2,029,177

**Get Immediate Deliveries NOW!**

8 Lites **MOVE** from **LEFT** to **RIGHT** in **R-O-T-A-T-I-O-N** and  
pause at each pocket a second or so. Player must lodge a  
**SKILL** shot simultaneously with arrival of lite as indicated at  
No. "6" for payout posted on 'Odds-Commutator'.

**IF IT MISSES ABOVE—"In-Between" Pockets** pay **LOW**  
Awards often enough to **KEEP 'EM RIGHT AFTER "CHASE"!**  
**"GOLDEN EGG"** good for \$1.50—and **THEY MAKE IT, TOO!**

**WHEN BALL FILTERS DOWN ALL THE WAY—Another 8**  
Lites **MOVE** in **R-O-T-A-T-I-O-N** from **RIGHT** to **LEFT**.  
Again there's a chance to 'chase' and 'tie' a Lite for a  
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Order Pamco "CHASE"—Today!

**PAYOUT \$139**  
MODEL

CHECK SEPARATOR AND ELECTROPAK EQUIPPED

**TICKET \$149**  
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STANDARD TICKET UNIT AND ELECTROPAK EQUIPPED

**PAMCO PALOOKA  
"JUNIOR"**

contributes **HEAVILY** to Pamco's Record-Breaking Popu-  
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"Junior"—Bowl-Type—with Automatic Changing Odds—  
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52 in. by 24 in.  
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 One-third with order,  
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 F. O. B. CHICAGO.

Licensed by Consolidated  
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A FEW Bally MULTIPLE-COIN-CHUTE Games on your route, taking in 4 TO 10 NICKELS per GAME, will keep your earning average UP, regardless of the weather! In a typical "Noon-Hour-Spot" a single Bally MULTIPLE-COIN-CHUTE Game will make more money in an hour than you earn all day long with ordinary games in ordinary locations. Try a sample and see for yourself!

★ VISIT THE  
**TEXAS  
 CENTENNIAL  
 EXPOSITIONS**



50 in. by  
 26 in.

COMPLETE  
 WITH  
 ELECTRO-PAK  
**\$139<sup>50</sup>**

No extra  
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 Check  
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## CHALLENGER

1-SHOT PAYOUT • MULTIPLE COIN CHUTE • CHANGING ODDS  
 EVERY POCKET A WINNER • MYSTERY AWARDS • \$6.00 TOP

Announced last week—and already a nation-wide sensation. It has every-  
 thing needed to get the play, plus that "certain something" found only  
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**WIRE YOUR JOBBER FOR IMMEDIATE DELIVERY.**

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1-SHOT PAYOUT DICE GAME • MULTIPLE COIN CHUTE  
 WIN ON 7 OR 11 • WIN WHEN YOU "MAKE YOUR POINT"  
 LIGHT-UP TOTALIZER • 12-COIN ESCALATOR

Plays regulation dice game, takes in up to 10 or more nickels per game,  
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10-BALL PAYOUT • MULTIPLE AWARDS • LIGHT-UP TOTALIZER  
 TEN-BALL territory again paying profits wherever this beautiful speedy  
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 Order yours today!

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 Now in its 14th WEEK and earning bigger profits than ever. Not too  
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 3 Counter Games for Price of One

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42 in. by  
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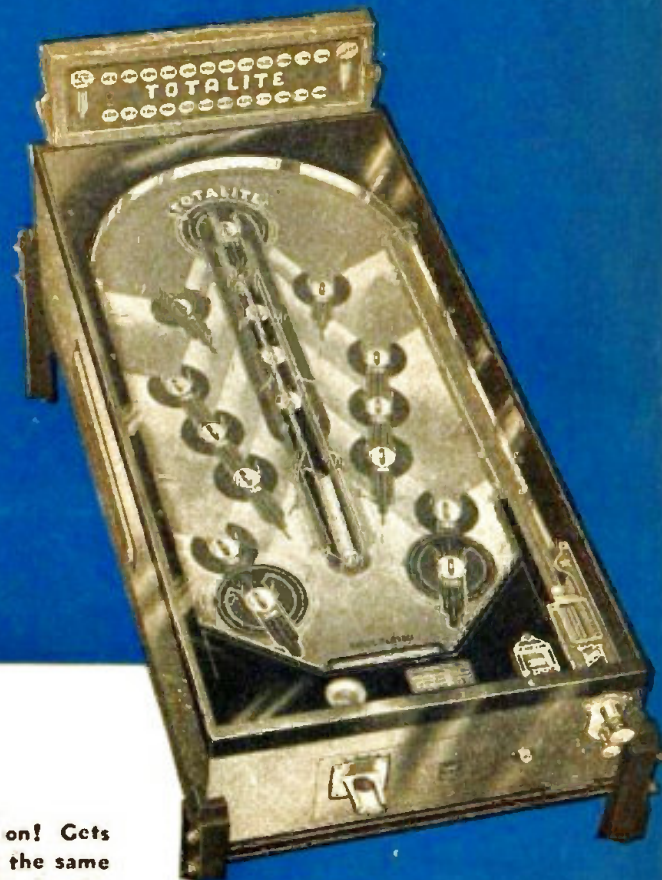


**\$49<sup>50</sup>**

Special Feature  
Keeping Register  
**\$5.00**  
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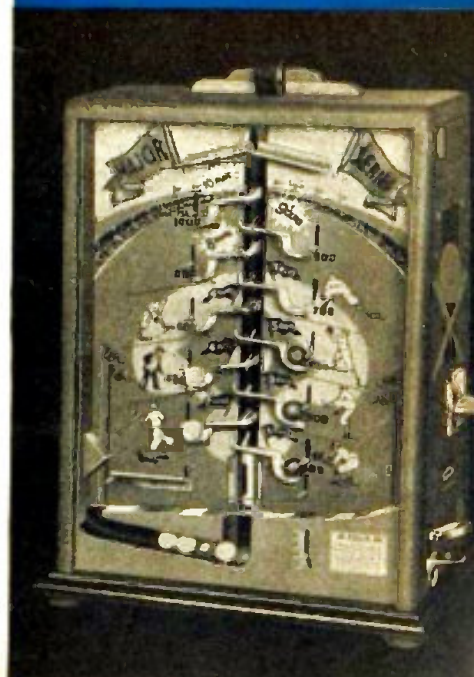


**\$17<sup>50</sup>** = 1 OR 100

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★ **MAJOR SERIES** At last a real baseball game for the counter. For every counter! MAJOR SERIES has all the thrills, excitement and appeal of a big exciting table! Yet it is small, neat, compact, convenient. What's more, MAJOR SERIES is a SKILL game. And, at its low price, you can place MAJOR SERIES on counters up and down your territory—and clean up some real baseball profits for months and months to come!



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## NEW PERFECTED HYDRAULIC BRAKES

always equalized for quick, unwavering,  
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## NEW HIGH-COMPRESSION VALVE-IN-HEAD ENGINE

with increased horsepower, increased  
torque, greater economy in  
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## FULL-FLOATING REAR AXLE

with barrel type wheel bearings on  
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with clear-vision instrument panel  
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Think of a truck that is engineered in every feature to prevent waste and save money! That is the new Chevrolet truck for 1936! With greater power than ever, its High-Compression Valve-in-Head Engine reduces gasoline and oil consumption to new low levels. New Perfected Hydraulic Brakes, permanently equalized, give quick, safe, "straight line" stops, get thousands of extra miles from tires and brake linings, and practically eliminate adjustment expense. A demonstration will show you the *extra strength* built into every part . . . to enable Chevrolet trucks to "stand the gaff," keep costs down and give you maximum service! The new Chevrolet line of half-ton and 1½-ton trucks includes a wide variety of models for practically every haulage need.

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