SHOWBOAT CRUISES
Entertainers and 3.2 Beer Help N. Y. Floating Theaters Go Over

Number of showboat trips steadily increasing — performers getting break — week-end cruises use big shows — sale of beer given credit for large percentage of dome

NEW YORK, July 3.—Performers are getting a break with the increasing number of showboat trips around here, and end and longer cruises using shows, there are quite a few one-day cruises that use big shows and can carry on pretty well out of some of these spots. This is one of the new developments in showboat cruising, being tried for the first time here. Bobby Sanford, running the Sanford showboat for the Hudson River Day Line for the second season, has a one-day boat leave nightly up the Hudson for an enbronshed wooden ship, The Champagne. This ship is equipped with a built-in stage, removable seats and a smaller deck for the rear upper deck. This show gone up on and then the audience is taken on a tour to the Day Liner for the return trip, Sanford is charging $1.25 a head,잔나히 ordinating, $1 without a show, since the ship can accommodate 800 people and there is a 3:30 show for the return trip.

The Sanford season opened last week, the first show consisting of Betty Weber, Jerry and Turk, Earl Gonzales, Blue Heaven, a small rep they can make the rounds of the spots here and in near-by resorts afford cf patronage. A small rep they can make. The Ship la equipped with a bar that is open for the opening show for the evening cruise and the ship is equipped with a ballot for two days later.

Other Hudson River showboats work ing in this area are the B. & B. Mounta in and the B. & B. Franklin. The former boats are the Emerald, Maid of Pomponia, George Dewey Washington, The Federal and Den Albertino’s Orchestra. The Hudson, at Lehigh, N. Y., is a small showboat using local and traveling bands and, on week-ends, radio actors. Other one-day trip showboats include the B. & B. Showboat, making nightly cruises on Lake Ontario, N. Y., with Sam DeWitt, center of the Orchestra heading the “showboat night cruise.” The ship is equipped with a bar for the service.

In Baltimore the Wilson Line is send ing out showboats twice daily down to West Virginia, and the Curtis, of the With A Hum, Office is in charge of the showboat and does the bookings. The opening show for the evening cruise included Tursner, elen and Helen Don’s Polka Band. This is a showboat using local and traveling bands and, on week-ends, radio actors. Other one-day trip showboats include the B. & B. Showboat, making nightly cruises on Lake Ontario, N. Y., with Sam DeWitt, center of the Orchestra heading the “showboat night cruise.” The ship is equipped with a bar for the service.

Solid South Show Signs of Cracking
MEMPHIS, Tenn., July 1.—Just as the amusement industry is beginning to re- sume normal business in the big cities, the South begins to show signs of cracking. One of the most interesting signs is the fact that South are now advertising “real” Southern shows and are buying back their shows. This is making it possible to repeal existing prohibition laws and give the entertain ment world something else to think about.

From time immemorial the solid South has been as dry as the proverbial well-digger’s feet. Mississippi’s own efforts in this direction have once remarked that Southerners will not vote dry just as long as they can stagger to the polls.

Something is happening in the South. The Southern footloose is fed up with drinking his own water. The South and its traveling shows have been making mistakes. South, if you just can够 get better entertainment, you will find a flow of people back to the polls.

Theoemmes, Arkansas and Alabama have been advertising themselves as a crossroads between Louisiana and Mississippi, where the music and dancing will be better.

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Tony Shaver’s new showboat at Valley Stream, L. I., renamed the El Paso, opened last Wednesday with a big gathering of Broadwayites attending the opening. The show consists of the usual vaudeville stars, including Arthur Huxley, of the Little White House, and a host of other performers. The opening show was a great success and the ship is now open every night at 8. 8. Showboat, making nightly cruises throughout the summer, has a definite trend toward better music.

American Beer Expo To Have Big Garden
CLEVELAND, July 1.—Present activities of the Beer Exposition management, making ready for the Beer Exposition at American Audition, Sept. 2-9, inclusive indicate that the show of this exposition, the first show of its kind, will be a big garden in the brewery industry.

Leading American brewers are already well represented on the list of exhibitors. The exposition will feature 1500 exhibitors, and a host of allied manufacturers anxious to introduce new ideas to the trade. The exposition, which la operated by Neal Rennie and Roy E. Davis, has an orchestra under the management, making ready for the Beer Exposition. An exhibition of the best beer, equipment In vogue before prohibition, will be presented.

The exposition will be open to the public on the five exhibition days and the imm beer garden, occupying the entire field, will be open to the public, and seating some 10,000 visitors. Canopy and booths of every description, a variety of tableware and other beer equipment will be on exhibition.

The beer garden, which will be open to the public on the five exhibition days, will be the largest of its kind in this country, the beer garden will be a complete beer garden, and the beer garden will be equipped with a large bandstand, a feature of the beer garden, and the beer garden will be equipped with a large bandstand, a feature of the beer garden, will be the largest of its kind in this country, the beer garden, which will be open to the public on the five exhibition days, will be equipped with a large bandstand, a feature of the beer garden, will be the largest of its kind in this country, the beer garden, which will be open to the public on the five exhibition days, will be equipped with a large bandstand.