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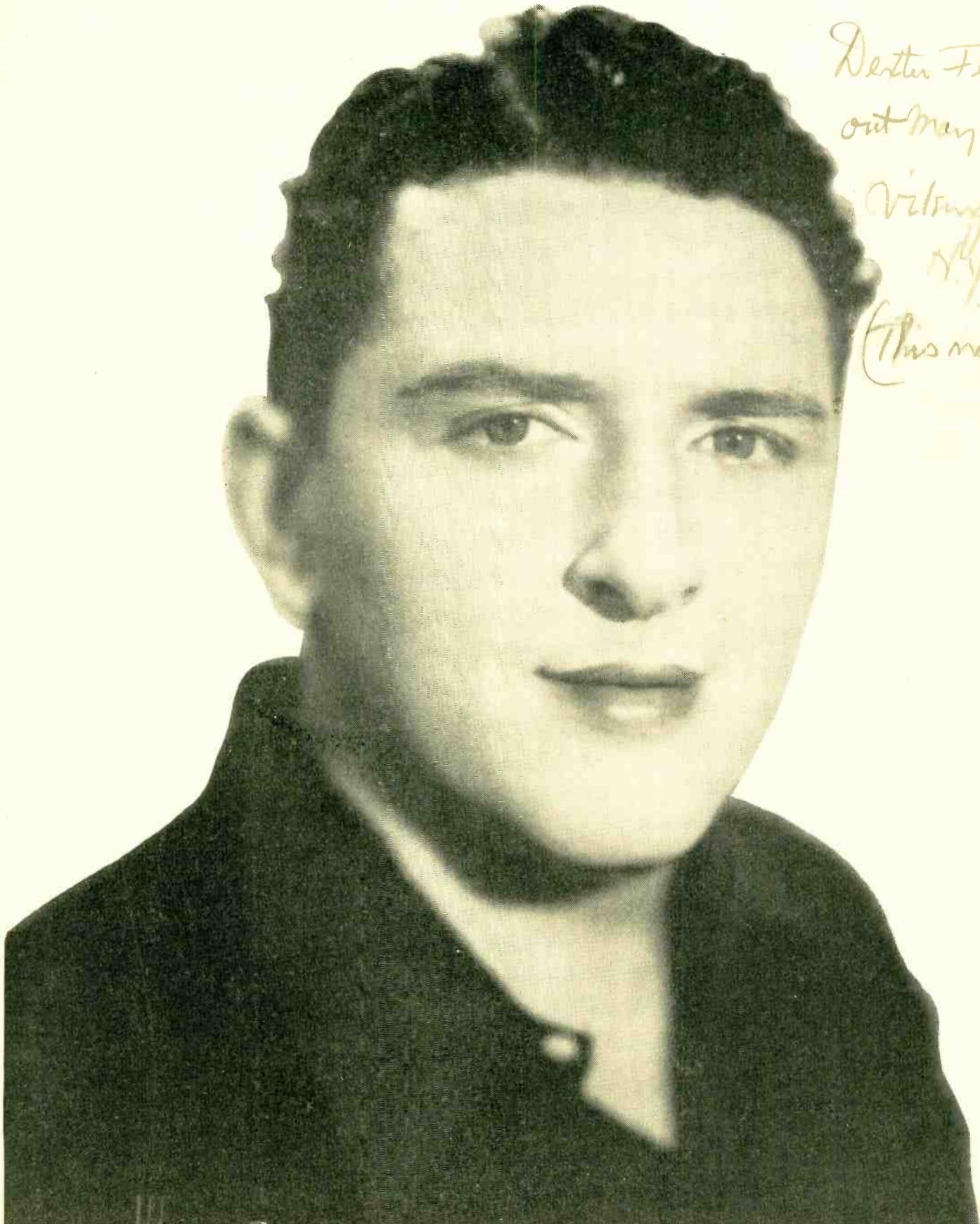
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MAY 23, 1936

The Billboard

The World's Foremost Amusement Weekly



*Dexter Fellows book
out May 29-36*

*Viking Press
N.Y. City*

(This may be the Big Show)

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May 23,
1936

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KY. TAX JOLTS AMUSEMENTS

Local 802 Passes Rules Designed To Spread Work

Many objectors to 50 per cent stand-by law, which is figured as limiting incomes in effect to \$75—other rule prevents doubling without stand-by charge

NEW YORK, May 16.—Membership of Local 802, American Federation of Musicians, has adopted two resolutions designed to spread work, approval being given to the resolutions at a meeting this week. One of the new laws is interpreted as setting up, to a great measure, an income limit for many of the local's members. This is the "50 per cent stand-by" charge, a ruling to the effect that all musicians earning \$75 or more weekly when called on additional jobs which would pay them more must get 50 per cent above scale for the additional jobs, this 50 per cent to be paid to the local's unemployment fund. Belief is that rather than pay the extra half of scale employers will use men not subject to the excess charge. All permanent units, such as the name orchestras, are exempt, except if one of the men in such a group be called for a special date or dates by another leader or contractor.

Not since the elections of a year and a half ago has the membership of the musicians' union been so stirred by any legislation or problem. It was practicing

(See LOCAL 802 on page 10)

Pitt Theater Games' \$8,000

High total reached in territory—infringement suits are canceled

PITTSBURGH, May 16.—Over \$8,000 in cash alone is being distributed weekly in theaters in this territory, a checkup reveals. The leading feature is Bank Night, which enriches theatergoers with \$3,500 weekly. Art England, local representative of the Bank-Night owners, estimates. The remaining cash is being distributed under other titles, such as "Cash Night"; "Balloon Night," during which balloons when blown up reveal the winning sum of money, and "Lucky Night," a regular coupon affair.

Most of the free cash is available in neighborhood theaters where the competition is unusually keen. An exhibitor usually plugs his giveaway feature on days when his competitor has an unusually attractive screen bill on hand. Included in this example is the Harris Amusement Company, which ushered in Bank Night into its local chain of six theaters. The name of the lucky patron is being broadcast from the downtown Alvin Theater into all the other participating houses, connected with loudspeakers. A prize of \$250 in cash is offered weekly and is allowed to grow

(See PITT THEATER on page 10)

Young Revue at Dallas Expo

CHICAGO, May 16.—A deal for a 50-people revue, to be staged in the Streets of All Nations, village attraction at Texas Centennial Exposition, Dallas, has been closed by Ernie Young, of the Young Production and Management Company, here. Revue will be especially pretentious, with beautiful girls, name principals and elaborate wardrobe, Mr. Young said.

\$2,130,000 State Aid for N. Y. Fair

NEW YORK, May 16.—Three bills throwing full support to New York's 1939 World's Fair were signed by Governor Herbert H. Lehman in Albany yesterday. One measure provides an appropriation of \$1,880,000 from State bonds for construction of roads, boulevards and bridges. Second bill provides a grant of \$250,000 for building a boat basin in Flushing Bay. Third empowers the city to lease park lands to fair corporation.

City's title to land needed for the plant reached a happy conclusion yesterday when board of estimate acted to acquire ownership to unvested area. Supreme Court, sitting in Jamaica, Queens, signed an order vesting in the city title to more than 1,000 acres in Flushing Meadows. Corporation counsel was given power to open condemnation proceedings for acquisition of property.

Rogers Drive Opens May 22

NEW YORK, May 16.—The drive for money for the Will Rogers Memorial Hospital, Saranac Lake, begins Friday for one week.

The Rogers group has lined up a long list of public officials and prominent business men as sponsors of the drive. It announces, "Already 2,184 theaters are enrolled under the collection plan and 10,608 under the membership classification."

Eastwood Park Is Hit by Fatal Fire

DETROIT, May 18.—Fire in Eastwood Amusement Park Saturday night took lives of three patrons, one unidentified, with three others slightly burned, in the most fatal Detroit show disaster in five years.

Harry Stahl's Jungle Show trapped the victims, despite efforts of rescuers led by Bob Forrey, manager Skee-Ball Alleys, and Ted Lipsitz, manager Coconut Palms. The fire probably started from a match or cigaret.

George H. Brown's Shirley Temple store, Herbert A. Pence's grocery store and the Jungle Show were destroyed. Damage is \$12,000, Manager M. B. Turner

(See EASTWOOD PARK on page 79)

Peter Pan Enters Equity War As Juniors Kick at New Rule

NEW YORK, May 16.—Under the guise of founding a social club, a pose necessary in order to circumvent an Equity ruling which forbids organized political activity, about 100 junior members of Equity gathered at Sardi's Restaurant yesterday to found a "Peter Pan" club of Equityites who, under the present 50-week clause amendment to the senior two-year membership ruling, feel they will never come of age and become entitled to the \$40 minimum weekly wage enjoyed by the full-fledged oldies in the organization.

Thru the veil of official positions

such as Chief Peter, Chief Wendy, etc. (all characters from the James M. Barrie play), it was discerned the malcontents want to do something, or have some of the senior members do something, toward alleviating a condition which threatens to keep them in the diaper class long after their proper period of weaning should be concluded. After vetoing a suggestion that a speaker represent them at the Equity membership meeting on May 25 at the Astor, the neophytes, at the behest of older members present, decided to do no more

(See PETER PAN on page 15)

Higher Priced Shows Are Prey

Only tickets under 11 cents escape admissions tax measure—effective June 1

FRANKFORT, Ky., May 16.—Despite vigorous opposition by motion picture and allied interests over the State, the administration-sponsored amusement tax bill has been passed by House and Senate and signed by the governor, to become effective June 1. Imposing one of the highest taxes ever on the amusement industry, the law calls for levies of from 5 per cent upward.

Embracing within its provisions theaters, dance halls, night clubs, rinks, pools and other places of amusement, the law levies a tax on admissions as follows: From 11 to 18 cents, inclusive, one cent; from 19 to 28 cents, two cents; from 29 to 38 cents, three cents; in excess of 38 cents, three cents plus one cent additional for each five cents or fractional part thereof over 38 cents. Tickets under 11 cents are exempt.

In the case of places of amusement such as night clubs where professional entertainers are employed, the charge for

(See ONLY TICKETS on page 64)

Playland Bow Best in Years

Per capita spending increase is indicated in big Westchester, N. Y., spot

NEW YORK, May 18.—Playland, Rye, opened its ninth season on Saturday as a Westchester County Park System project, third under regime of Herbert F. O'Malley, director, who announced that the day's receipts exceeded last year's opening, which brought more attendance. He stated that increase in per capita spending is a certain sign of a boom summer swing. Saturday's grosses soared high, giving the spot the best week-end bow in years.

There was tremendous interest in floral displays on approaches and both sections of the Mall leading to the magnificent music tower, job being the work of chief gardener Tiffany Lind, who has a dozen floral experts under his wing. Among new attractions are a Hillbilly Farm, a walk-thru concession by Fred Fansher and managed by Walter De Luna, replacing Fansher's Witches' Forest on the same site; Paddle Abouts; Water Bikes, booked thru Custer Specialty Company, with 12 devices to start with;

(See PLAYLAND BOW on page 75)

Maynard at San Diego Expo

SAN DIEGO, Calif., May 18.—Sold to California Pacific International Exposition here for three days in June, contracts were signed on Saturday by representatives of the exposition and by Ken Maynard for his Ken Maynard's Diamond K Ranch, Wild West, Circus and Indian Congress. Dates for showing are June 5-7. This booking is in accordance with the policy of presenting major attractions at the exposition during the season of 1936.

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Scab Film Writers Hold Organization Gathering

Screen Writers' Guild meanwhile pushes amalgamation with Authors' League—producers issue another edict—Guild talks of AFL affiliation—Hughes talks

HOLLYWOOD, May 16.—Discord in the motion picture industry over the Guild movement of screen writers increased early this week in the wake of developments on three fronts. (1) Seventy-five scenarists and other film authors who bolted from the Screen Writers' Guild met at the Beverly Wilshire Hotel Monday night under the leadership of Rupert Hughes and formed an independent organization. (2) A group of leading producers issued a new "declaration of independence," aimed at possible attempts of writers to increase their control over the treatment of their creative efforts. (3) The revolt-ridden Screen Writers' Guild pushed its move to amalgamate with the Authors' League of America.

In a brief, snappy meeting at the Beverly Wilshire 73 writers heard Hughes describe the revolt from the Guild as "a stroke for American liberty and writer liberty, besides loyalty for the motion picture industry." He branded the amalgamation move as "close to Czarism" and a proposal which would "set up a group of Stalins" in the Authors' League.

All attending the organization meeting of the new group, to be known as the Screen Writers of Hollywood, were members who had resigned from the Guild in the controversy over affiliation (See SCAB FILM on page 9)

Another Film Suit Starts in Lincoln

LINCOLN, Neb., May 18.—The Independent Theaters' legal tangle in Federal Court here, the biggest thing out this way since the famous St. Louis trial, comes to a head some time late this month. ITC is attempting to show collusion and conspiracy among defendants J. H. Cooper, of New York; his circuit here, Lincoln Theaters Corporation; Bob Livingston, local exhibitor; Fox, Paramount, RKO, MGM, Universal, Vitagraph and United Artists. Amount of damages sought totals \$1,353,000.

The trial will come off as soon as the criminal case docket is exhausted. Jury is called for today. Charge made by ITC, owned principally by Cal Bard, local well-known independent, and G. L. Hooper, theater operator of Topeka, Kan., that 90 per cent of the feature film was owned by the defendants while they had but half the theaters.

Tremendous independent exhibitor interest has been shown nation wide in this trial, a great many organizers and head men having written in for particulars and expressed intention at the same time to be in attendance. The State Theaters' sister suit for \$444,000 was dismissed without prejudice recently in favor of this trial.

Chorus Equity Notes

The annual meeting of the Chorus Equity Association will be held on Friday, May 29, 1936, at 2 o'clock in the afternoon at the Chorus Equity headquarters, 117 West 48th street, New York City. All members who can possibly attend should do so. Membership (See CHORUS EQUITY on page 15)

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Jurisdiction Settlements

LOS ANGELES, May 16.—All former members of the IATSE returning from the IBEW and carpenters' union in the new studio basic agreement settlements which went into effect this week are being admitted without fee, William Bioff, personal representative of George Browne, IA president, stated. Nonmembers who come under the IA in the future will be charged a uniform \$10 initiation.

Bioff, here with Harland Holmden, IATSE vice-president, worked out last week amicable adjustment of all important borderline problems on the new union jurisdictional arrangements with the special studio managers' committee. All studios stated they were satisfied with the new labor setup and expressed the unanimous opinion that it is the most mutually satisfactory arrangement reached in studio history.

Brennan Again Head Of Stagehands' Local 1

NEW YORK, May 16.—Stagehands' Local 1 here re-elected James J. Brennan president for the sixth time. Brennan defeated Robert Anstee 794 to 560. Joseph L. Meker defeated Albert Ryback and Arthur Digman for vice-president. John C. McDowell was re-elected secretary. John J. Garvey beat Frank Kaiser for treasurer.

Vincent Jacobi and Frank Powderly defeated Charles Carpenter, Louis Yaeger and John F. Casey for business agent; William F. Hall was elected chairman of the board of trustees and Morris Fox and Joseph Gehlman to the board. Gehlman replaced Joseph Hughes. Charles S. Murphy was elected sergeant at arms. Of the local's 1,600 members, 1,414 voted.

Bowes-Showboat Deal Is Pending

NEW YORK, May 16.—A deal is pending between the Major Bowes office and George Alabama Florida to spot a group of the Bowes amateurs on the showboat Golden Rod out of Pittsburgh. Florida and Earle Scott, a legit producer, whose show *Some Do—Some Don't* Florida is to handle, will be partners if the deal goes thru.

Bowes office admits that such a venture is pending and that a trip was made to look over the boat. It's also said, tho, that consummation is still a question of time.

Screen Actors' Guild Nominates Slate

HOLLYWOOD, May 16.—The Screen Actors' Guild nominated this week Robert Montgomery president and James Cagney first vice-president to head the slate at the annual election May 24. Other officers nominated are Claudette Colbert, second vice-president, to succeed Ann Harding; Chester Morris, third vice-president; Kenneth Thompson, secretary; Noel Madison for Warren William's treasurer post, and Murray Kinell, assistant treasurer, succeeding Madison.

Directors nominated are Montgomery, Cagney, Miss Colbert, Pat O'Brien, Humphrey Bogart, Joan Crawford, Dudley Digges, Frank Morgan, Morris and Edward G. Robinson for three years and Walter Connelly for two years.

The Guild announces 80 new members joining the organization during the past month.

Actors' Fund Coast Show

HOLLYWOOD, May 16.—Fifty-fifth annual benefit show for the Actors' Fund of America was set in motion here last week with the laying of plans among more than 300 interested actors. Show will be held at Pan-Pacific Auditorium here July 1 and will be presented by Daniel Frohman, president of the Fund. More than 150 actors have pledged their services, according to Alexander Leftwich, chairman of the show.

Heat Dents Stem Grosses as Night Spots Lead the Field

NEW YORK, May 16.—A dull week was experienced in all categories of Broadway show business with the exception of night clubs, which, by virtue of top-notch attractions, are doing heavy business, particularly the key spots such as the Hollywood and Paradise restaurants. Legit is staggering along, with the week's only opening, *A Private Affair*, offering no excuse for even a momentary existence at the Masque, but the two fleeting bright spots of the summer season, Chartock's Gilbert and Sullivan Company and Walter Hampden's revival of *Cyrano*, are bravely carrying on despite the hanging shadow

of a pre-ordained limited run. The same holds for Nazimova's revival of *Ghosts*, playing to fair audiences at the Golden. Evidences that the scene of legit activity is shifting to the outlying corn sheds and cow barns are already numerous.

Biggest opening of the week so far as pictures are concerned was *Showboat*, at the Music Hall on Thursday, and it is no secret that the management grabbed off one of its highest opening-day grosses with the Kern-Hammerstein operetta. The Paramount pulled out a fair second week with the Lombardo ork and will probably fare better this week with Ray Noble and *The Moon's Our Home*; the Rivoli's *One Rainy Afternoon* should manage okeh, with a large part of its take coming from the matinee trade; the Capitol, with *Speed*, offers a weak feature for a de luxe; the Strand similarly with *Sons o' Guns*, and the Roxy holds over *Let's Sing Again*, which, with 8-year-old Bobby Breen warbling, is cornering enough money to make it worth while.

Burlesque, one of the more stalwart defiers of the end-of-season slump, was finally given a good dent by the few hot days at the beginning of the week, so much so that the following cooler weather did not do much to revive the instincts of the paying classes.

The Federal Theater Project brought several new shows to town, including 1935 at the Biltmore and *Class of '29* at the Manhattan. These follow *Triple A Plowed Under* and *Murder at the Cathedral*, respectively, and neither of the newcomers appears to be as successful as the predecessors.

Cross-Pickets Are in Again

Allied, 306 back to the sidewalks as merger negotiations fall thru

NEW YORK, May 16.—A repetition of last summer's terrific cross-picketing by rival picture operators' unions looms again. With the merger deal off, Local 306 and Allied are intensifying their picketing of theaters employing rival operators.

First mass arrest was made Tuesday when cops pinched 17 members of the Socialist Party picketing the Star, Art and Ritz theaters, Bronx. Melvin Albert, attorney for the theaters, denounced the picketing when the picketers were arraigned in Night Court. Albert said: "It is outrageous for a political party to picket our theaters. There is no strike on. There is no labor dispute. We obtained an injunction in Supreme Court to restrain picketing at our theaters and the injunction was upheld by the higher court." The 17 picketers were paroled in custody of their attorney, Hyman Marcus.

Several arrests of 306 members were (See CROSS-PICKETS on page 9)

First Scores in Pix Ball League

NEW YORK, May 16.—Scores of the first five games of the Motion Picture Baseball League, with dates played, are: Consolidated 11, Paramount 8, May 2; Columbia 12, United Artists 2, May 8; Music Hall 19, Consolidated 7, May 9; Paramount 2, United Artists 1, May 11; NBC 8, Skouras 0, May 12. Games rained out were Music Hall versus Skouras and MGM versus Columbia. MGM and RKO tied and will replay.

At a recent meeting the league elected the following officers for the season: Jack White, president; G. H. Woodward, vice-president, and J. Shellman, secretary and treasurer. New teams admitted this season are Music Hall, Paramount Pictures, Skouras Theaters and Consolidated Pictures.

Summer Hits Pitt Biz

PITTSBURGH, May 16.—The early arrival of summer weather is troubling the recently flood-stricken downtown theaters. While completely redecorated and fit to operate again, their cooling systems are in woeful shape and require dismantling and examining before they will be in a position to render proper service.

The temperature has been well in the 80s since May 1, and on many occasions managers have received complaints of discomfort from customers. Emergency crews are now working on the air-conditioning apparatus, hoping to set them in operation within a week or so. The theaters caught unaware by the high temperature included Loew's Penn, Warner's Stanley and the Harris-Alvin, the three ace houses here.

ROY GOBEY (This Week's Cover Subject)

ROY GOBEY is one of the few major artists now in New York radio work whose career has been practically entirely in that medium. While the bulk of air talent has had a thoro stage groundwork, Gobeys experience before theater audiences has been with one act and is a field to which he has not had time to return. Working with Mitchell and Durant, Gobeys has played the Loew Time and has also played night clubs.

Soon after breaking in with the vaude team Gobeys went with Vincent Lopez and did his first radio work with this leader, and in 1933 landed his first radio commercial, singing for the Five Boro Taxi Company. Later he worked with Abe Lyman and his orchestra, again singing on the air. When Donald Flamm, head of WMCA, heard him sing Gobeys was signed for several programs on this New York station. Ten months ago he went on the Sally fur program and he is now featured on that broadcast.

Federal Theater Project Opens Four Shows in Week

Living Newspaper Unit, Experimental Theater, Popular Price Theater and Managers' Tryout Theater present shows—no hits to follow up previous WPA successes

NEW YORK, May 16.—Four new Federal Theater Project shows opened this week. First was the Living Newspaper Unit's 1935 at the Biltmore Theater Wednesday. Then came the one-act Experimental Theater's bill of three one-acters at Daly's Theater Thursday; the Popular Price Theater's *Class of '29* at the Manhattan Theater last night, and the Managers' Tryout Theater's *Washout* tonight at the Symphony Theater, Brooklyn. Of the first three, already reviewed, *Class of '29* is the best, altho even that is not a first-rate play. As a group, the three are hardly up to the standards established by the hits which preceded them: *Triple A Plowed Under*, *Chalkdust* and *Murder in the Cathedral*.

The Newspaper Unit's 1935, its second production, is good, but it could be much better. It is a resume of the year's events, as reported by the country's newspapers. Still using the technic established by the first show, it presents a fast, sharp and critical review of such 1935 events as the Hauptmann trial, the Olympic games, Huey Long's dictatorship, industrial unionism, gangsterism and the China Clipper's flight. Expressionistic sets, clipped dialog and quick changes help provide speed necessary to covering so much ground in an hour and a half. There is more humor in this show than in the previous one. A new device, a jury of 12 as the "great American public," is used for comedy relief and also to accentuate the show's editorial angle. Every item holds up the American public to ridicule, except for the China Clipper flight, and the jury device serves to play up this conclusion: (See FEDERAL THEATER on page 15)

So-Called "School" Head Is Pinched

NEW YORK, May 16.—Dance teachers expressed delight this week over the police department's sudden campaign against alleged dance studios offering "intimate entertainment" to male patrons and also "private dance instruction." It all started when Policemen Stille and Keohan were asked by Mrs. Margaret Rand to eject two young women from a one-room apartment at 104 West 74th street Thursday.

When the cops tried to make an arrest the two girls accused Mrs. Rand of unjustly firing them as dance "instructresses." They revealed Mrs. Rand sent them male "students" who paid \$1 for a 10-minute period, \$3 for 30 minutes and \$5 for an hour. The girls claimed Mrs. Rand took 60 per cent of their earnings and gave them board and lodgings.

This led to a probe revealing Mrs. Rand allegedly operated a chain of nine apartments. She is being held in \$2,000 bail for further exam Tuesday and is charged with maintaining a house for indecent and lewd acts.

For a long time dance-teacher associations have complained against dance halls and private dance studios that never taught dancing. This is the first police action against such "schools" in some time.

Castronovo Heads New England Musicians

PROVIDENCE, May 16.—Vincent Castronovo, of this city, was elected president of the New England conference American Federation of Musicians at the recent annual meeting at the Providence-Biltmore Hotel. Frank Field, of South Norwalk, Conn., was elected vice-president; William Smith, Boston, secretary-treasurer; George Gibbs, Boston, and Charles Hicks, Portland, Me., executive officers.

Resolutions favoring continuance of WPA music projects employing musicians, but opposing WPA musical units competing with other musical organizations, and opposing high-school bands, orchestras and similar musical groups when used in competition with professional musicians were adopted at the meeting.

Portland was selected as the meeting place for the next conference, to be held October 25.

Bar Bill Voted Down in Senate

ALBANY, N. Y., May 16.—During the closing hours of the 1936 Legislative session, shortly after midnight, the Senate decisively defeated the bill sponsored by Assemblyman Herbert Brownell Jr., Republican, of New York City, which was designed to permit bars in New York City theaters. The bill was passed by the Assembly, but when it reached the Senate for concurrence it came in for a vigorous attack. In fact, it failed to receive a single vote in its support. The Republican minority leader, Senator George R. Fearon, of Syracuse, declared that the bill was improperly drafted and that under the provisions of the measure "you could sell highballs up and down the aisles of the theaters."

Senator Joseph R. Hanley, Republican, of Wyoming County, stated that the bill was so worded that it would permit the sale of liquor in the motion picture theaters. Several other senators took a wallop at the bill, for the most part on the ground of its wording, and on this basis every member of the Senate present at the time the roll was called recorded votes against the bill.

Seek To Reopen F-WC Case

HOLLYWOOD, May 16.—Another attempt to reopen the Fox-West Coast Theaters bankruptcy case was made last week when attorneys for T. A. Tally and the Corbar Corporation filed notice of a motion to be made before Federal Judge George Cosgrave May 11. The notice seeks to amend the petition to reopen proceedings and to comply with the jurisdictional ruling of Federal Judge James A. Fee in denying the previous petition to reopen on allegations of conspiracy and fraud.

Tally-Corbar attorneys assert new facts have been discovered since the filing of the original petition.

Vaude and Dance Units Get Attention in Project Setup

NEW YORK, May 16.—With the drama units well under way, the Federal Theater Project is now giving attention to the vaudeville and dance units. Frank Merlyn, new vaude director here, has been studying the vaude and minstrel units already out with a view toward possibly strengthening them. It is reported Mrs. Hallie Flanagan, Federal Theater director, feels the vaude units should be strong enough to play theaters instead of auditoriums and halls, as they are now.

Charles Mosconi is definitely out of the project, resigning when Merlyn's appointment came thru. However, project workers are circulating petitions asking for Mosconi's return. Walter Diggs remains as circus project head.

The Dance Unit, meanwhile, announces the following productions as coming: *Candide*, *Marche*, *Prelude*, *Gigue*, *Prodigal Son*, *Promenade*, *Salut Au Monde*, *Tempo*, *Tyl Eulenspiegel* and *Young Tramps*. In existence since January, the unit has yet to offer a dance production to a theater audience. Don Oscar Becque is director, and Gluck-Sandor, Felicia Sorel, Tamiris, Charles Weidman and Doris Humphrey choreographers.

The provisional committee to protest

Dance Teachers' Meetings

NEW YORK, May 16.—Annual convention of the American Society of Teachers of Dancing will be held at the Hotel Astor here August 24 to August 29. The Philadelphia Dancing Association will hold its last meeting of the season June 7 in the studio of Philip S. Nutt, Vineland, N. J. Nutt is president of the American Society of Teachers of Dancing.

Detroit Legit Big

DETROIT, May 16.—The Wilson Theater has been opened for the first time this year for a summer's run of *Three Men on a Horse*. At the same time Cass Theater will present *Winterset* for one week's engagement, which will be followed by the Hollywood satire, *Boy Meets Girl*.

Gaige Co-Producer Of "Eternal Road"

NEW YORK, May 16.—Max Reinhardt's production of *The Eternal Road*, by Franz Werfel and Kurt Weill, originally scheduled for the boards last season but postponed because of financial difficulties, will have its New York premiere under the combined management of Meyer W. Weisgal and Crosby Gaige, according to an agreement recently reached wherein Gaige stipulates to act as co-producer. Opening date has not been set, but discussions concerning this will take place as soon as Reinhardt returns to New York, probably within the next few weeks, to confer with Weisgal and Gaige.

The cast assembled by Reinhardt for *Road* last season will, it is understood, remain practically intact. It includes Helene Thimig, Sam Jaffe, Tom Chalmers, Jacob Ben-Ami, Rosamund Pinchot, Dan Gridley, Lotte Lonja, Florence Meyer, Joseph McCauley, Earl Weatherford and Mark Schweid. Isaac Van Grove, conductor of the Chicago Civic Opera, and Benjamin Zomach, choreographer, will also be retained.

Mills To Operate Palisades Ballroom

NEW YORK, May 16.—Irving Mills has closed a deal with the Rosenthal Brothers, operators of Palisades Park, whereby he will have the concession on the ballroom within the park. Mills is changing the policy of the room and will install floor shows in addition to the bands he manages. Opening band will probably be the Frank and Milt Britton combo, which Mills has just taken over. The Rosenthals recently bought some of the appurtenances of the Central Park Casino, since razed.

Opening date is May 29. Mills will sail for Europe the day before to book his attractions over there and possibly sign some English leaders for dates here.

"Serious" Composers Form Organization

NEW YORK, May 16.—"Serious" music composers, as apart from pop tune writers, have organized the American Grand Rights Association, aiming to protect rights of authors and artists in this classification. Milton Diamond, active in the organization of the Columbia Concerts Bureau, was a principal in forming the new group and sails for Europe shortly to effect reciprocal contracts with similar organizations abroad. AGRA corresponds to ASCAP in the pop field.

Association hopes to help American composers not only by collecting royalties and policing their properties, but by making their compositions more easily available. Offices have been opened in Steinway Hall.

Charter members include 44 composers, two authors, six artists. Performers (musicians) may take non-voting memberships. Names include Joseph Achron, John J. Becker, Frederick Jacobi, Elliott Griffis, Werner Josten, Edward Kurtz, Richard Crooks, Lawrence Tibbetts, Albert Spaulding, Alexander Smallens and others. Board of directors includes Diamond, Aaron Copland, Roger Sessions (Copland-Sessions Concerts), John Powell and Edgar Varese.

Diamond figured in clarification of patent rights when sound pictures were developed. Also active in the organization of the new group was Jessie Stillman-Kelley.

PERSONAL PRINTED STATIONERY

200 Sheets 6x7 and 100 Envelopes, \$1.00 postpaid.
R. P. MOREY
87 Somerset St., SPRINGFIELD, MASS.

WANTED to Open Monday, MAY 25th

Organized Musical Comedy or Dramatic Company with own musicians. Prefer troupe that eats and sleeps on lot. Singers, Dancers, Girl Show, change for week, not over nine people show. Must be clean, no booze. We have new, complete Tent, Seats, Stage, Piano, Lights, etc. Fifty-fifty, front reserves, concert. Wire in full, pay your own, I pay mine. MANAGER F. F. V. TENT SHOW, Christiansburg, Va.

HAVE YOUR OWN TIMES SQ. ADDRESS. Use our address and phone number for business or personal purposes for only \$2 per month. Mail and phone messages forwarded anywhere. Efficient, confidential service. Write for information. ABBOTT SERVICE, Longacre Bldg., 1474 Broadway, New York City.

DANDRUFF? Rid yourself of this unsightly, unhealthy scalp disorder quickly and permanently. Itching stops immediately. 100% satisfaction guaranteed. Send 10c stamps for convincing trial bottle.

MARIMO MEDICINAL LABORATORY
Box 75, Station K, Brooklyn, N. Y.

WANTED AT ONCE—For Platform Med. Show. People in all lines, Teams and Singles. Must change two weeks. People with living cars preferred. Make salary low—you get it here. Address DOC MATT. HARLAN, Ellsworth, Pa.

WANTED WHITE MED PERFORMERS

QUICK. Show now open.
FRANK HAITHCOX, South Boston, Mass.

WANTED QUICK
PIANO PLAYER
RICE-PERCY PLAYERS, Farmer City, Ill.

Actors' & Actresses' Autographs and Photographs WANTED Will pay cash for Autographs and Photographs of Vaude, Musical Comedy, Legit. Performers from 1860 to about 1920. Write or send material.
BEN BLOOMFIELD, 65 Univ. Pl., N. Y. C.

CAN YOU BEAT THIS?

Stock Tickets Shipped Same Day Order Is Received and \$12.00 CASH WILL BUY 100,000 OF THEM.

That's Another "Toledo Ticket" Process
The TOLEDO TICKET CO.
Toledo, Ohio, U. S. A.
Nothing Too Big

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14. The advertising rate of 50c an agate line remains unchanged.

NBC SET ON BAND BUSINESS

Agreement Reached With Greene Who Takes Over All Orchestras

Assignment by NBC to Greene's Consolidated Radio Artists, Inc., for five years plus options, will set him up in tremendously important spot—Weber's okeh

NEW YORK, May 16.—Having received appropriate assurance from President Joseph N. Weber of the American Federation of Musicians that everything meets with his approval, the National Broadcasting Company has assigned a possible million dollars in orchestra equities to Charles E. Greene, who resumed active operation of his Consolidated Radio Artists, Inc., under an agreement somewhat along the lines entered into by Music Corporation of America and the Columbia Broadcasting System. In return for the assignment of the orchestra contracts with the exclusive booking privileges that go with the contracts, Greene guarantees NBC a certain amount of money annually under a five-year contract plus two five-year options. NBC will own no stock whatsoever in Consolidated Radio Artists. Greene gets 20 half-hour periods on the NBC chains for his orchestras, two five-year options. NBC will own no monopoly and open to orchestras not signed by CRA. Consolidated actually agrees to buy the 20 half-hour periods of sustaining time from NBC.

Greene will take offices on the 14th floor of the RCA Building at 30 Rockefeller Plaza and these are now under construction. There will be a suite of 12 offices with full facilities for every type of booking, including commercial radio programs as well as other orchestra work. New quarters will be ready about June 1.

Staff will be built up to include 12 to 15 band salesmen. Harry Moss has been installed in charge of the one-night bookings and Ed Kirkeby, until recently in charge of recordings for RCA Victor, will run the phonograph record bookings for the Consolidated. Charles Ryan and Frank Whalen are also on the staff at present as bookers. For commercial radio program bookings an executive of high caliber will be selected, as well as heads for theater and picture booking department.

Bands in Tow

Orchestra contracts turned over to Consolidated by NBC are: Paul White-man, Frank Black, Richard Himber, Don Redman, William Wines, Riley and Farley, Reggie Childs, Francis Craig, Morgan Eastman, Robert Goodrich, Ranny Weeks, Earl Hines, Harold Nagel, Ruby Newman, Joe Rines, Eddie South, Harold Stern, Don Rodolpho, Arthur Revel, Joe Venuti, Russ Morgan, Jolly Coburn, George Hesseberger, Joe Gallichio, Lou Breese and Andy Sannella. Orchestras that already belong to Consolidated include Irving Aaronson, Red McKenzie, Harry Reser, Emil Velasco, Stuff Smith and Frank and Milt Britton. Frank and Milt Britton Band is reported as going with Mills Artists' Bureau, altho not released officially by Greene or NBC. This may provoke a court action.

Greene was with NBC for about a month when the AFM revoked all network licenses. He still had his own franchise given to his Consolidated Radio Artists, Inc., which was about to be liquidated. Negotiations between Greene, NBC and Weber took exactly four weeks. In the meantime some of the NBC orchestras took it on the chin, since NBC refused to book without a written okeh from Weber. Current setup, however, is said to be a healthy proposition all around and broke up what might have eventually been termed an out and out monopoly on certain types of booking entailing sustaining wires.

Until Consolidated new offices are ready, Greene will have the use of his quarters in the NBC Artists' Service.

Roy Wilson on Own

NEW YORK, May 16.—Roy Wilson, for the past six years with Columbia Broadcasting System and Assistant Director of its Artists' Bureau, has resigned, effective May 22. He will open his own talent offices and will have under exclusive management a number of radio personalities, including Frank Parker, Red Nichols and others. Associates and quarters will be announced within the coming week.

Gift Bearing Greeks?

NEW YORK, May 18.—Management of the Texas Centennial Exposition plans on originating many network programs this summer and announces that all of the performing rights societies, such as ASCAP, SESAC and others, have given carte blanche on the respective catalogs. Warner Brothers have also thrown in their okeh, which now makes it too much of a good thing.

Texas Expo Set With NBC Shows

DALLAS, Tex., May 16.—Plans for the National Broadcasting Company's participation in the Texas Centennial Exposition were discussed this week when Phil Carlin, NBC program director, conferred with Radio Director C. M. Vandenburg and Exposition officials.

Installation of technical equipment on the Gulf Exposition radio and public-address system was completed this week and the first tests made. By coincidence the first studio speaker tests caught the Gulf Oil Phil Baker broadcast of Sunday night, received from a local station and rebroadcast over the studio amplifiers. C. C. Langevin Company, of San Francisco, handled the installation and will maintain the system during the Exposition.

Four major musical control organizations have released their copyrighted compositions during the Texas Centennial Exposition period. ASCAP took the initial step when E. C. Mills paid Dallas a pre-Exposition visit last week. Warner Brothers, SESAC and the Associated Music Publishers followed in quick succession. Two SESAC tunes have been approved for Centennial use. They are *Ride, Ranger, Ride*, chosen by Governor James V. Allred as the official Texas Ranger song, and *Blue Bonnet Girl*. Vern and Glenn Spencer, native Texans, are the composers.

A studio building, erected exclusively for rehearsals, was announced by Vandenburg Monday. The structure with its single large hall will adjoin the Federal Building.

For the first time, publicly, the new Fletcher-type speaker will be used at the Exposition. This \$30,000 speaker, capable of reproducing an ordinary phonograph record to the quality and volume of a 400-piece orchestra, will be installed in the band shell thru the courtesy of Langevin and Western Electric. It will be used in the broadcast of daily symphony concerts and other classical features during the Expo period.

Mutual Web Grabs Off Racing Meets

NEW YORK, May 16.—After a lively tussle among the three networks, Mutual Broadcasting System came out winner in a battle to get the exclusive rights to racing broadcasts on the five New York tracks of the Westchester Association. Both NBC and CBS, the latter having previously turned down the rights, started to fight for the hoss meets, when Mutual started lining them up. Bryan Field, sports writer of *The New York Times*, who had the rights, will handle the broadcasts. Field had previously made the offer for the coverage to Columbia. Tracks are to get \$1,000 per broadcast when the races are sold commercially to an advertiser, meanwhile playing gratis while on the sustaining schedule.

Five tracks are Empire State, Jamaica, Saratoga Springs, Aqueduct and Belmont Park. Races to be broadcast include the Withers, Saratoga Cup, Futurity and Belmont. Only stake races will be broadcast, with three shows scheduled so far per week. Two afternoon quarter hours and one evening commentary period, with Field at the mike, will be broadcast. Field has previously done all the public-address splicing for the park.

Battle over the rights is said to have started when Field saw it was no deal at Columbia. Previously the network, it is said, felt that the proposed series didn't rate, but changed when the interest was proven. Field, by this time, had proffered the series to MBS, and the final decision rested with Joseph Widener, of the race track group, since Mutual wanted the rights. It is reported that executives of both NBC and CBS had lunch with Widener a few days ago and had tried to dissuade him from going over to Mutual, but that Widener felt that Mutual deserved the deal by this time. Herbert Bayard Swope, of the NBC advisory board and the State Racing Commission, is also said to have come into the picture.

Pabst Beer is a possible sponsor on Mutual for the broadcasts.

Two New Measures Progress in Wash.

WASHINGTON, May 16.—Representative Samuel Rayburn, of Texas, chairman of the House Committee on Interstate and Foreign Commerce, has introduced a bill amending Section 318 of the Communications Act of 1934, and relating to authority for the actual operation of all transmitting apparatus in any radio station for which a station license is required under the Act. The bill says this shall be carried on only by a person holding an operator's license regularly issued, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the commission. Provision is made, however, for the waiving or modifying of such provisions of this section, by the commission, as to operation of any station except as to (1) stations for which licensed operators are required by international agreement; (2) stations for which licensed operators are required for safety purposes; (3) stations engaged in broadcasting and (4) stations operated as common carriers on frequencies below 30,000 kilocycles.

The House committee has favorably reported on Senate Bill 2243 by Senator Wheeler, of Montana, which has already passed the Senate and which relates to allocation of radio facilities as to States and communities. The objective of this bill is stated to be the providing of a fair, efficient and equitable distribution of radio service to each of these.

Best April for NBC; CBS Total Up 20%

NEW YORK, May 18.—National Broadcasting Company gross revenue for the month of April totaled \$2,739,376, an increase over the same month in 1935 of 2.1 per cent. This makes it the highest April revenue in NBC history. Breakdown by webs gives the Blue \$977,175 and the Red \$1,762,201. April, 1935, gave NBC \$2,682,143, and same month in 1934, \$2,373,890.

Gross billing for Columbia Broadcasting System in April was \$1,951,397, an increase over same month last year of 20.8 per cent. Seasonal drop from March for CBS appears to be slightly more than that of NBC, comparatively. Also April, 1935, gave CBS somewhat more of a seasonal drop than this year, accounting to some extent for the comparatively high increase. CBS, however, again points out that it has beaten the NEC Red as a single network.

David Sarnoff Sees Business Improving

CHICAGO, May 16.—Business conditions are steadily improving, with prospects becoming more favorable than this year's volume will exceed that of 1935. David Sarnoff, president of the Radio Corporation of America, said here this week, where he attended the two-day convention of over 600 of his company's distributors and salesmen at the Edgewater Beach Hotel.

He declared that prospects for the radio business are particularly promising, with the national election assuring a substantial gain in radio buying. Altho declining to make any statements concerning the commercial prospects of television, Mr. Sarnoff was optimistic on the future of short-wave radio, saying that some day without doubt we will be able to converse from moving

trains and automobiles to our homes.

E. T. Cunningham, president of the RCA-Victor Company, stated that their business had improved 68 per cent in the first four months of this year over the same period of 1935 and said that their production would be doubled the last six months of this year. Thomas T. Joyce, advertising and sales manager, declared that there would be a 35 per cent increase in advertising appropriations for the next four months and that the advertising on records would be increased 50 per cent. The meeting wound up with a banquet in the Marine Dining Room Friday night, with entertainment furnished by local NBC artists.

Networks Turn Out Good Job On Summer Time Literature

NEW YORK, May 18.—If there is any open time unsold this summer the networks will not be to blame insofar as not having tried is concerned, the annual rush of literature being on in a more definite and fact-finding manner than ever. Columbia Broadcasting System has brought out two brochures, one entitled *Radio Listening in Automobiles: An Analysis* and the other *A Summary of Summer 1936 Radio Facts*. National Broadcasting Company has released its *The Good New Summer Time* and is working on its auto radio figures.

Samples by NBC statistic department and from Anderson, Nichols, Associates, research bureau, reveal a discrepancy between NBC and CBS auto radio figures. However, CBS claims that the average listening time on Sunday by those in cars is 3.2 hours, as against 2.6 hours on a weekday. NBC finds that the average is one hour a day during the

week and two hours on Sundays. Figures are for the summer time.

CBS has statistics compiled by Starch Associates and otherwise sort of documents its booklet with the sources of its information and mainly gives five specific reasons why 1936 will deliver the largest summer audience in the history of advertising.

As already stated in these columns, NBC has turned out an attractive job based on data supplied by its engineer and bases much of the info on five cities. Modern pictorial stuff is included.

Relative to the difference in the auto figures between NBC and CBS statistics, NBC is seeking to find where the mistake is, if any, and whether it is theirs or at the door of CBS. NBC is also getting its 10th anniversary campaign under way, playing up a specially designed plaque, replicas of which will be planted around at points of vantage.

Web Auditions Show Activity

Far above the average for this time of year—many summer fillers

NEW YORK, May 16.—More auditions are being held now in network studios than for some weeks in the past, with the number of shows being shown advertisers, present and prospective, far exceeding the average for this time of the year. Some of the programs are to go on for advertisers now on the air, with others to start soon and the balance as possibilities for the fall. Usually, around this time, there are shows being built but which do not reach the audition stage until the end of August. Further accenting the exception to the rule is that practically all of the proposed programs are in the big time class.

Joe Penner, Bob Crosby and his orchestra, with Lynn Martin, vocalist, were shown to Cocomalt (Ruthrauff & Ryan) yesterday. Account has been looking for a kid show some time and heard *Bill and Ginger* earlier in the week. Earlier, Jack Oakie, Milton Berle and others put on a test for Gillette razors, thru the same agency, with the report coming thru that the reception wasn't so hot. Harry Conn wrote the material for the Penner broadcast and Joe Cunningham for Oakie's program. Conn, who may yet resume writing for Jack Benny, is said to have refused to put himself on the audition basis for Gillette, with the Penner material said to have been bought outright.

Sears Roebuck listened to a combination musical and dramatic show titled *Golden Jubilee*, with CBS submitting the show direct to the advertiser. Palmolive has been auditioning new talent also and may put on a show to succeed the *Follies*. General Foods is planning a new summer series for *Showboat* and also auditioned a minstrel show for Certo, a summer product. *Showboat* plans are still sky-high, with the band idea, for a straight dance session, now out and the advertiser preferring a program with a story connected. Al Goodman, who will most likely go on whatever General Foods does use for *Showboat*, was also the mainstay of the Certo minstrel audition. Palmolive and GF handled by Benton & Bowles.

Jello, another General Foods account, handled by Young & Rubicam, is in the market for a summer show to fill in for Jack Benny and will audition a musical setup Tuesday (19). Kellogg food products has bought several acts and is trying out for additional talent on its spot campaign. Pebecco is also in the market again and General Motors auditioned Phil Cook, also this past week.

With one of the Fred Waring programs slated to leave for the summer at least, Ford Motors may buy other talent and is said to be looking around. Socony may change some of its talent on the Friday night CBS program.

Talent agents are tickled with the summer activity. Usually it's just a season of sunburn and waiting, with the current excitement a windfall to the 10 percenters.

More Bids Filed For Hot Springs

LITTLE ROCK, Ark., May 16.—Two newly incorporated concerns filed permits to operate two radio stations at Hot Springs with the Federal Communications Commission at Washington this week. The Associated Arkansas Newspapers, Inc., Hot Springs, asked for unlimited time and permit for a 100-watt. C. E. Palmer, publisher of several Arkansas dailies, is listed as president of this firm.

The other permit was filed by Radio Enterprises, Inc., of El Dorado, Ark., which requested a permit for daytime operation at Hot Springs. T. H. Barton, El Dorado, was listed as president, he and other officers of the firm all being officers or directors of the Lion Oil Refining Company, of El Dorado, which a week ago was announced as the purchaser of the NBC link at Hot Springs, KTHS, at present owned by the Hot Springs Chamber of Commerce.

No date has been set for either hearing as yet.

Ed Reynolds To Handle CBS Stations Promotion

NEW YORK, May 16.—Edward Reynolds, of the Columbia Broadcasting System, has been promoted to new duties and succeeds William Phillips in handling all sales promotion and advertising for the CBS owned and operated stations outside of New York. Phillips is resigning because of ill health and expects to rest all summer.

Reynolds, who moves his office to the 20th floor in the CBS Building here, on which are the executive offices, will travel to the out-of-town stations and act in an advisory capacity in these matters. Policy was started at the start of this year.

Reynolds joined CBS in January, coming from WOR.

CBS Basic Toledo May Quit for NBC

TOLEDO, O., May 18.—WSPD, for eight years a basic CBS unit, some time this month is expected to switch to the NBC Blue network, the no official confirmation of the tieup has been made, either locally or by NBC. Since January 1 the station has been one of five on an optional basic network, with WSPD bearing the brunt of spurned programs as WJR virtually smothered Toledo.

No NBC unit satisfactorily serves the Northwestern Ohio area, and the new arrangement will be more than attractive to both parties. It is understood that terms alone are holding up the transaction. George Storer, president of the Toledo Broadcasting Company, conferred with NBC officials early this month, but he made no announcement. The CBS contract expires some time this month.

Cobina Wright Loses Suit Against Agency

NEW YORK, May 16.—Suit brought by Cobina Wright, society matron and erstwhile radio singer, against the Cecil, Warwick & Cecil advertising agency in New York Supreme Court has been dismissed.

Mrs. Wright sued for 2½ per cent of the revenue accruing the agency from handling the Elizabeth Arden cosmetic account, alleging that she was instrumental in bringing the account to the agency and that such payment was to be made to her if her activities helped the agency get the account.

Justice Peter Schmuck presided.

Connolly Radio Head Of Branham N. Y. Office

CHICAGO, May 16.—The Branham Company, representative of newspapers and radio stations, has appointed James H. Connolly head of the radio division of its New York office. Joseph F. Timlin is now in charge of the radio department of the home office.

Connolly was formerly in the radio department of N. W. Ayer & Son's New York office, and Timlin was associated with the Chicago office of J. Walter Thompson, in the radio department.

Texas Labor Org Asks That FCC Investigate Houston's Outlets

HOUSTON, Tex., May 16.—A resolution asking that the Federal Communications Commission investigate the three Houston radio stations to determine if they are operating in violation of the federal anti-monopoly laws was adopted Wednesday by the Texas State Federation of Labor in annual convention here. The resolution also asked cancellation of radio station KXYZ's license for allegedly "ousting" Dr. William States Jacobs, Houston's labor pastor, from his weekly program recently.

The resolution follows in full: "Whereas, Dr. William States Jacobs, 'The Lamoring Man's Friend,' has been arbitrarily thrown off the air and prevented from making further broadcasts in Houston by the management of KXYZ, and

"Whereas, all reasonable efforts to have Dr. Jacobs' broadcasting time restored to him have met with absolute refusal on the part of the management of said station;

Coast Realignment Remains Unsettled for CBS Network

Situation revolving around KNX purchases hinges on FCC clearance, while the Don Lee break leaves plenty of spots that need replacement—Lee and MBS talk

NEW YORK, May 16.—Radio's West Coast setup, insofar as the Columbia Broadcasting System and the possible—and very likely—extension of Mutual to Coast-to-Coast proportions, are in a highly unsettled state. CBS does not yet know what its Pacific lineup this fall will be, when the sale of KNX will be approved by the Federal Communications Commission and when, if the sale is approved, Columbia operation of the 50,000-watt Hollywood station will begin. Nor is the time of the break between CBS and Don Lee network settled, since it may occur before the contract expires at the end of this year. Accordingly, the Don Lee-Mutual get-together is still in the air.

Hearst Columns Back; P. A.'s Hit

NEW YORK, May 16.—Reversal on the part of Hearst papers towards outside radio publicity, and a tightening up on press hooey on the part of some of the other local ether writers, has acted to crimp the style of wholesale radio press agents. As a result, the space grabbers working on the mass turnout, many-client basis, have been given a jolt which has them worrying. The p. a.'s are finding it tougher than ever to land space. At the same time the other press agents, who have maintained the attitude of just working for a few accounts, have been helped, since it has given them the idea of concentrating on non-radio outlets.

Wholesale press spots aren't as numerous any more. Clients insist on space which the press agents previously could assure them on the law of averages. But handling so many accounts meant that the copy that went out was strictly boiler plate and with little contact, except on pay day, maybe between these p. a.'s and their customers; the hooey was pretty bad and the editors stopped using it.

Direct radio outlets in the New York dailies are down to a minimum now. Hearst papers won't touch outside stuff; *The News* is tightening up and *The World-Telegram* has never given much shrift to the indie agents. *Sun* and *Times* only have once-a-week columns.

Ramona for Bond Bread; Rejoins P. W. Next Fall

NEW YORK, May 16.—Ramona, singer and pianist, will be heard with Jack Shilkret's Orchestra and the Three Jesters in a summer series for Bond Bread on CBS beginning Sunday, May 24. Same time for the same sponsor now filled by Crumit and Sanderson will be used while this team goes on Gulf Oil program temporarily.

Ramona has been released by Paul Whiteman and the Lennen & Mitchell agency with the understanding that she returns to the Woodbury program in the fall as an exclusive artist.

CBS hopes, according to New York officials, to have most of its knots as to the Coast unraveled within a fortnight or so. Only exception to this may be the actual takeover of KNX, which is solely up to the commission. Herbert Akerberg, of the CBS stations' relations department, returns from the Coast Monday (18), where he has been active in digging into the Coast setup. Akerberg is not making any deals for CBS, it is said, but is coming back with the information as to the various possibilities and ways in which Columbia can move out west. Akerberg may also have a definite lineup on the Don Lee setup with regard to the offer made to Lee by CBS for Lee to split his chain and give CBS certain of the stations.

Meanwhile, regardless of the Lee-CBS breaking date, a deal between Lee and Mutual Broadcasting appears to be getting hotter. There have been numerous conversations between the officials of the two networks and Fred Weber, stations' boss for Mutual, left for the Coast this week, arriving there Friday (15). It is known that advertisers have queried MBS on the Coast-to-Coast possibilities, and the network has felt that there is plenty of business to make such a setup worth while. Mutual officials said that even if no stations were lined up between Chicago and the Coast, permanent lines, costing about \$200,000 annually, could be hooked up. MBS execs feel, it was explained, that the network need only do \$1,000,000 annually to write off these line charges and earn a profit, with the chain already exceeding that total on its present setup. With the addition of the Western coverage of the Coast market, it is believed MBS feels there is no doubt of taking a profit, with filling in with other stations a none too difficult problem. One station, however, once felt as a possible MBS link, KWK, St. Louis, is now definitely out and sticks to NBC.

CBS has also to make a deal for San Francisco coverage, with KSFO mentioned as a possibility.

Don Gilman, NBC West Coast head, is now in New York, with the NBC acquisition of the McClatchy newspaper group one of the matters he will discuss with the home office.

CBS sales department is plenty anxious for settlement of the Coast problem, so as to advise clients what the fall setup will be.

Bill and Ginger Signed For Lever Bros. Program

NEW YORK, May 16.—Bill and Ginger (Lynn Murray and Virginia Baker) have been sold for a five-time-weekly series by Columbia Broadcasting System to Lever Bros. Product is Spry brand of shortening.

First show is Wednesday, May 20, 9:45-10 a.m., on WABC, and may eventually go network. Duo have been heard for some time from Philadelphia for Mueller's spaghetti. Ruthrauff & Ryan is the agency.

A COMEDIAN IS ONLY AS GOOD AS HIS MATERIAL

And so is any other artist on the air or off. Years of experience writing top-notch radio shows and material for leading artists is our guarantee that we will do a good writing job for you. New Low Rates make this your big chance to get the kind of material you need NOW! Write today!

FREEMAN WRITING SERVICE
113 W. 57th St., Circle 7-5489, New York

Station Notes

Address All Communications to the New York Office

★ **LEITH STEVENS** ★
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

★ **JAYSNOFF SISTERS** ★
★ IRIS and JUNE ★
The Leading International Duo Pianists
Radio • Concert • Stage

the Harlem Express! Himself
★ **JIMMIE LUNCEFORD** ★
AND HIS ORCHESTRA

the new King of Syncopation
Now Touring Kansas City, St. Louis, Chicago, Richmond, Cincinnati, Detroit.
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

ED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Now Playing
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO.

WINGY MANNONE
(The New Orleans Swing King and His Swing Band) Now Playing at the Hickory House, New York. Doubling at the STORK CLUB, Recording for RCA Victor.

PHIL HARRIS
AND HIS ORCHESTRA,
With LEAH RAY,
Arcadia International House,
Philadelphia, Pa.

Alexander GRAY
"Performance by Chrysler"
A CBS Super Air Show
Every Thursday 8 P.M. EST,
Coast to Coast
Pers. Mgt. CBS Artists Bureau

HUGH CROSS AND HIS **RADIO GANG**
Courtesy GEORGIE PORGIE cereal.
10 A.M.—WWVA—4 P.M.
ERNE BRODERICK, Personal Representative.

TED JENNINGS AND HIS ORCHESTRA
The Crown Prince of Rhythm
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
Care The Billboard, Cincinnati, O.

KJJZ, Fort Worth, Tex., has started broadcasting on its new high fidelity transmitter. Station operates on the 1370 kilocycle band. . . . WDNC, Durham, N. C., has inaugurated a publicity department under the management of LEE VICKERS, program manager, and a music clearance department headed by AL HARDING, one of the station's announcers. . . . WIBM, Jackson, Mich., has just completed erection of a new 218-foot steel tubular tower. Field tests indicate an increase of 104 per cent in signal strength. . . . Reliance Manufacturing Company and Gardner Nurseries are sponsoring PAT McCORMICK on his early-morning show on WLW, Cincinnati. . . . DUKE LIDYARD has returned from New York to Cleveland and is on the WHK announcing staff again. Worked for CBS while in New York.

IT IS REPORTED that with the expiration of its present lease WAPI, Birmingham's big 50,000-watter, will go into the hands of a Magic City real estate operator at a substantial decrease in rental return. Lease will be for 15 years. . . . A. S. FOSTER, commercial manager for WWL, New Orleans, has just returned from an 8,000-mile drive west to Mexico, thence up north and east as far as Canada. He visited more than a score of the biggest air stations in this country en route. . . . Plans to move WBNO, purchased by a Georgian recently, are under way. New Orleans 100-watter will have a new transmitter 10 miles north of town and new studios installed in the St. Charles Hotel. . . . The three Prince Edward Island stations, two at Charlottetown and one at Summerside, have widened their advertising appeal to include the mainland of New Brunswick and Nova Scotia, as well as the island, and are specializing in grouping sponsors from mainland cities and towns.

THE WATTAGE of CJCB, Sydney, N. S., is likely to be increased soon. . . . CJLS, Yarmouth, N. S., is making a determined attempt to get a place on the CRC network and is being supported by community effort at Yarmouth, including the sending of delegates to Ottawa to interview the CRC heads and to Halifax to seek support of the provincial government. . . . The Iowa Poets' Corner, a weekly program on KSO, Des Moines, will celebrate its third year on the air on May 29. The program has been conducted during that time by MRS. LEWIS WORTHINGTON SMITH and in that time practically every Iowa poet to have verse published has been aired. . . . CLAIR WEIDNER, who has been conducting his "Scrapbook of the Air" on the Iowa networks, went to WGL and WOWO, Fort Wayne, Ind., to be an announcer and found himself made assistant program director there.

WGST, Atlanta, under contract with Coca-Cola Company to broadcast Atlanta baseball team games away from home, was only going to broadcast daytime games. First night game of season, not put on air, caused a deluge of inquiries, so now every night game away from home will be broadcast, starting at 10:30 o'clock. . . . WRR, the radio broadcasting station on the \$25,000,000 Texas Centennial Exposition grounds, is owned by the city of Dallas and is the world's oldest municipal station. . . . KDKA, Pittsburgh, will erect a 710-foot tower antenna at its Saxonburg transmitter.

RAY LLOYD has again drawn the assignment to handle all aircasts from Wildwood this summer for WIP, Philadelphia. . . . LESLIE FREDERICKS, former announcer at WIP, Philadelphia, assumes a similar post at WTFF, Raleigh, N. C. . . . PAT STANTON, station manager at WDAS, Philadelphia, entrains for a six-week trip to Ireland to make travel pix. . . . DON HEYWORTH is the newest addition to the KYW, Philadelphia, announcing staff, coming in from WNEW, New York.

DON E. GILMAN, NBC Western division vice-president, is in New York for a series of conferences with network officials. H. J. MAXWELL, his assistant in San Francisco, is holding down the West Coast job while GILMAN is east, which will be for several weeks. . . .

DAVE STRECH, arranger of orchestras at KFRC, San Francisco, goes to Chicago this month to become affiliated with Blackett-Sample-Hummert, Inc., national advertising agency. . . . STRECH has been with KFRC three years. . . . MARION T. WOODLING, for the past year producer-announcer at KQW, San Jose, Calif., has been transferred to KJBS, San Francisco, as traffic manager for the Northern California Broadcasting System, which has as affiliates KROW, Oakland, and KGDM, Stockton.

New Biz, Renewals

NEW YORK, May 16.—New accounts on the National Broadcasting Company: PROCTER & GAMBLE CO., thru the Blackman Co., starts May 25 on WJZ and 11 stations, Monday to Friday, 10:15-10:30 a.m. *Home, Sweet Home.*

B. T. BABBITT CO., thru Blackett-Sample-Hummert, New York, starts June 1 on WEAJ and 18 stations, Monday to Friday, 11-11:15 a.m. *David Harum.*

New York Area

HEARN'S DEPARTMENT STORE, direct, starts May 18, Monday, Wednesday, Friday, 7:30-7:45 p.m. *Voices Out of the Sky.* WHN.

Chicago

Station WGN reports the following business:

ARMIN VARADY, INC. (cosmetics), thru Sellers Service, Inc., Ted Weems' Orchestra, an MBS commercial, has been renewed for an additional 26 weeks' period, beginning October 11, 1936, to and including April 4, 1937. Program uses Sunday from 12:30 to 1 p.m.

GOLF BALL, INC., *Golf Forum of the Air*, thru Auspitz & Lee, a local commercial, taking Tuesday and Thursday from 6:30 to 6:45 p.m. for 13 weeks, beginning May 18, 1936.

Dayton

CITIZENS' FEDERAL SAVINGS & LOAN ASSN., started April 17, spot announcements. WHIO.

TRANSPORTATION TWIN S, announcements. WHIO.

GENERAL MILLS, thru Knox Reeves Agency, announcements. WHIO.

NEAL'S FARM DAIRY PRODUCTS CO., announcements. WHIO.

Newark

FISCHER BAKING CO., thru Neff-Rogow, starts June 1, Monday, Wednesday, Friday, 6:30-6:45 p.m. *Junior G Men.* WOR.

MODERN INDUSTRIAL BANK, thru Marschalk & Pratt, starts June 9, Monday to Saturday, 9-9:15 p.m. Gabriel Heater. WOR.

SKOL PRODUCTS CO., thru Kimbal, Hubbard & Powell, starts June 28, Sunday, 11-11:15 p.m. *Transradio news.* WOR.

DR. MILES, thru Wade Adv. Agency, renews, effective May 24, Tuesday and Thursday, 7:45-8 p.m. *Sketch.* WOR.

PLAINFIELD LUMBER & SUPPLY CO., thru Bess & Schillin, announcements. WNEW.

CAPATONE PRODUCTS CO., direct, 15 minutes weekly. WNEW.

PRINCIPAL PICTURES CO., thru Blackstone Co., announcements. WNEW.

A. SANTINI & SONS, direct, three 15-minute periods weekly. WNEW.

Philadelphia

TAPPIN'S (credit jewelry store) placed direct; started May 15 for 13 weeks, two 15-minute periods daily. *Dance recordings.* WFIL.

B. K. DAVIS & BROTHER (employment service) placed direct; starts May 20 for one week, five spot announcements. WIP.

REV. PERCY CRAWFORD (religious) placed direct; renewal starting May 31, ending May 23, 1937, Sunday, 30 minutes. *Young People's Church of the Air.* WIP.

BORMAN-PETRIE (beauty salon), thru Philip Klein Agency; started May 11 for indefinite period, three five-minute periods weekly. *Beauty talk.* WIP.

KENT'S RESTAURANT AND BAKING CO. placed direct; starts May 29 for 15 weeks, one spot announcement weekly. WIP.

COMMUNIST PARTY OF PHILADELPHIA placed direct; starts May 23, end-

...they all swing with
Tommy DORSEY
THURSDAYS, SUNDAYS, 11:30 P. M., WABC
CBS NETWORK AND HIS ORCHESTRA
The Blue Room
★ HOTEL LINCOLN New York

Every Tuesday 10 to 10:30 P.M., EDST. Chicago
EDDIE DOWLING
presents his ELGIN REVUE with
RAY DOOLEY

...fumadiddles!
EDDIE GREEN
Four times on the FLEISCHMANN Hour.
THANKS TO RUDY VALLEE
Currently CONNIE'S INN, New York, indefinitely.
Direction
NBC ARTISTS SERVICE

ROY GOBEY ★★★★★
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA
Sundays, 2 p.m. and 6 p.m. Now 10th Month.
Mon. to Sat., 5:30 to 6 p.m. EDST.

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 9:00 p.m. Wed. NBC
SHOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. Wed. CBS
BUCK ROGERS 6:00 p.m. Mon. Wed. CBS

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1936
NOW ON TOUR
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

ing November 4, 1936, two 15-minute periods weekly. *Political talk.* WIP.

CRAWFORD'S (furrer) placed direct; started May 11 for indefinite period, six 15-minute periods weekly. *Musical.* WIP.

GEORGE M. LEWIS (religious) placed direct; starts May 19 for 13 weeks, three 15-minute periods weekly. *Religious talk.* WIP.

Grand Rapids
WOOD-WASH reports the following business:
WAYNE PRODUCTS AND BREWING CO., thru Abe Brasch Agency, announce-
(See NEW BIZ on opposite page)

Program Reviews

EDST Unless Otherwise Indicated

"Dramas of Everyday Life"

Reviewed Tuesday, 8:15-8:30 p.m. Style—Dramatic sketch. Sponsor—Idemity Insurance Company of North America and Insurance Company of North America. Station—WIP (Philadelphia).

Dramatizing an auto accident, a fire, a busted plate-glass window, an industrial mishap and the dozen and one other forms of policy coverage marks the first attempt of a casualty insurance company to preach the gospel over a local ether wave. When caught this bi-weekly shot gave the awe-inspiring spectacle of a florist experiencing a broken show window at the outset of his winter flower sale. Recounting his financial plight, he had told the agent it would be impossible to renew his policy. But just like the Hairbreadth Harry comic strip ending, his current policy comes to the rescue and saves the flowers. And you can bet he'll never let his policy lapse.

Radio script is penned and prepared by Margaret (Mike) Schaeffer. The accident and sound effects are different, but the policy is always there for the "and lived happily ever after" ending. Company doesn't plug itself, but has an exec coming in for the last three minutes to give the Boy Scout talk.

It all fits well with the "be prepared and keep a policy up your sleeve" idea, but from the radio entertainment angle it's strictly ten-twenty of the cliff-hanger variety. A cast comprising Sam Serota, Al Woods, Alma Mackenzie and Miss Schaeffer for the bits makes it listenable altho hard to swallow. The performers getting as much as possible out of the lines thruout keeps it out of the mock-meller class. ORO.

"Camera and Sound"

Reviewed Tuesday, 11:30-12 noon. Style—Organogue and chatter. Sustaining on WWSW (Pittsburgh).

This is a new program that promises to prove a popular feature with noon listeners. The feature originates in Warner's Enright Theater, where Johnny Mitchell, veteran theater organist, pipes some popular tunes, and Walter Framer, popular free-lancing air broadcaster, talks theater matter and plugs the movie attractions playing in Warner theaters. It is considered a sustaining program, however, Warners being supposed to pay the wire charges and furnishing talent for the free plugs.

An outstanding talent feature is the guest-artist angle, each day a different performer coming over from Warner's Stanley, a combination house, to do his bit. At this hearing Jerry Adler, versatile harmonica player, offered a couple of knockout selections. This program will benefit from the many "names" always heading the Stanley attractions. With little straight advertising on hand, the feature is highly entertaining. Framer's lightning-speed chatter and Mitchell's pleasing organ solos make it an inviting program in any home. S. H.

Roger Wolfe Kahn

Reviewed Tuesday, 10-10:30 p.m. Style—Orchestra and vocal soloists. Sponsor—William P. Goldman Bros. Station—WMA (New York).

Lively, tuneful orchestra plus a couple of excellent singers gives this "Intercity Presentation" much more class than the average program of its type on this station or hookup. Kahn has a strong aggregation under his baton; there's plenty of "bottom" along with the volume and of course dance rhythm was never a weak spot with this particular maestro. Usually listeners expect to hear a band of this quality hereabouts on electrical transcription rather than in the flesh when it comes to the commercials.

On the vocal end is Charles Carlile, melodious tenor with a network background, who turns in his usual fine job, faultless as to quality of voice and handling of his lyrics. Marjorie Harris contributes the femme solos and Bob Carter emcees the program, which maintains a peppy tempo and atmosphere. Kahn also talks on occasion and a feature of the show is a new tune contest. New tune composed by Kahn is

played and prizes offered for a suitable title. Credits are divided among retail outlets for the G. G. G. brand of clothes, at least two local stores getting the benefit of the copy on this program, one taking the first quarter-hour period and the other the latter. Skillful workmanship is stressed and at one point simile was made between the care going into the making Three-G clothes, just as a surgeon would in course of his performance.

Show is on twice weekly, Tuesday and Friday, the latter program frequently being moved back an hour or so to make way for special boxing commercials, such as the recent McLarnin-Canzoneri bout. Presumably local announcements are heard in the cities on the Intercity web taking the program. M. H. S.

"WHN Bookshop"

Reviewed Thursday, 9:30-9:45 p.m. Style—Book comments. Sustaining, on WHN (New York).

Pleasant enough quarter hour going over the latest books on the market and presented in a way which should interest the customers towards whom it is directed. If some of that chatter between Sophie Cleugh and Mitchell Benson, who handle the program, seems stilted and affected, it can probably be traced to the writing. The talk definitely fails to line up as natural conversation. This held true especially the evening caught, when a new travel book was under discussion and both Miss Cleugh and Benson recited passages therefrom and had the golden sun setting in the West over the crimson, etc. That's as much the fault of the book, of course, altho the ether reviewers seemed to like it.

Various guest stars, in the way of publishers, are presented weekly. This should help in the commercial possibilities of the program, especially if a publisher is being solicited. It could be used to present subtle plugs for the publisher's latest books if the commercials, even if delivered by the publisher himself, weren't hammered home. J. F.

"Community Sing"

Reviewed Sunday, 10:30-11 p.m. Style—Group singing. Sustaining, on WABC (CBS network).

In show business it has long been considered that the ideal act was probably the one that could make the audience entertain itself. In the theater it can be worked out, and apparently CBS has worked it out pretty well with its guests at the CBS Playhouse. It remains now for the program to induce the listeners to join in the chorus and they will be entertaining themselves just as tho they were at the theater-studio. However, it is not a hard half hour to take even if a listener does not feel inclined to join in.

John Barclay, known to radio audiences mostly thru the Palmolive operetta series, directs this program and does all the selling. The fundamental singers are a trained group planted in the audience. Whether the guests know they are plants or not should make no difference if they should wish to join in. Rather it would seem easier to become part of the fun. Songs included My Old Kentucky Home, with Margy

right on its heels in the number two spot; parody on Glory, Glory, Halleluiah, and Three Blind Mice. Closing was My Country 'Tis of Thee. With the aid of kazooos distributed to the audience variations were derived and the accents placed in certain spots for the comedy effect. The John Brown parody anent his baby having a cold upon its chest substituted coughs and sneezes for some of the words. This song might be placed in the doubtful class for more reasons than one. Division of the audience and certain groups coming in only on parts of the song further added to the novelty. Intimate style was always present, such as giving the audience its choice between singing Three o'Clock in the Morning or Moonlight and Roses. Listeners are invited to come, with the cut-of-towners asked to write in if they planned to visit.

Portable mike was used by Paul Douglas to give the folks a chance to speak their piece and it seems a good time was had by all, as the saying goes. More old favorites are on tap for succeeding programs and a free course in glee singing is practically free for the asking. Barclay could help a little more by realizing he is not working for the Shuberts right now, that the listeners on the outside count most; that they don't go for too much of the "darnc" vs. dance pronunciations—in fact, to cut it short and if we're excused in advance—may we say, Barclay shouldn't be quite so "hammy." But the program has great possibilities nevertheless. M. H. S.

NEW BIZ

(Continued from opposite page) ments three days a week if; started May 8.

SEVEN-UP BOTTLING CO. OF WESTERN MICHIGAN, direct; 35-word and 100-word announcements three days a week; started May 5.

KALAMAZOO STOVE CO., direct; 100-word announcements three times a week; started May 7.

BREEN & HALLIDAY FUEL CO., direct; 182 100-word announcements and weather report six days a week.

WURZBURG DRY GOODS CO., direct; 78 half-hour programs six days a week; started May 11.

ROSKAM BAKING CO., direct; 65 five-minute programs three days a week.

FIRESTONE AUTO SUPPLY AND SERVICE CO., direct; 52 announcements six days a week.

KENT DISTRIBUTING CO., direct; 22 100-word announcements six days a week.

HARLEY SMITH FURNITURE CO., direct; 100-word announcements three days a week if.

CHAMBERLAIN LABORATORIES, thru Coolidge Adv. Co., 151 one-minute transcriptions; starting November 1.

Mutual Accounts

THE CRUSADERS, thru Marschalk & Pratt, renew, effective May 14, on WOR, WLW, WAAB, WPRO, WGAR, Thursday, 9:45-10 p.m. Talks.

West Coast

BULOVA WATCH CO., thru Biow Co.; started May 3, daily for one month. Spot announcements, 6:15, 7:15 and 8:30 p.m. KNX, Hollywood.

NU-ENAMEL PAINT CORP., thru Paul Winens Agency, participating in Housewives Protective League program six times weekly. KNX, Hollywood.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, Inc., floating spot an-

nouncements for one month, beginning May 27. KNX, Hollywood.

GRAHAM-PAIGE MOTORS CORP., thru United States Adv. Corp., daily floating spot announcements for one month, beginning May 5. KNX, Hollywood.

DR. J. W. ROSS CO. (dog food), participating in Housewives Protective League program for five weeks, twice daily, beginning May 27. KNX, Hollywood.

SERVEL, INC. (Electrolux Refrigerators), thru Batten, Barton, Durstine & Osborne; started April 28 for three months, Tuesday and Thursday. Program listing: Carson Robinson and his Buckaroos' (trans.) KNX, Hollywood.

UNION PACIFIC STAGES, thru Beaumont, Honman, Inc., news periods. KNX, Hollywood.

PACIFIC STEAMSHIP LINES, thru H. J. Ryan & Associates, announcements. KNX, Hollywood.

McALEER MFG. CO., thru Holden, Graham & Clark, announcements. KNX, Hollywood.

BULOVA WATCH CO., thru Biow Co., time signals. KNX, Hollywood.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, announcements. KNX, Hollywood.

SCAB FILM

(Continued from page 4)

with the League and over the attempts to limit writers' contracts with studios for a two-year period. Hughes, as chairman, declared that Hollywood writers would never consent to dictates of a New York organization, which he said would be the direct result of a writing talent merger.

A committee of seven was appointed to work out the details of a constitution and code of fair practices to be submitted to film producers. The committee is composed of William Slavens McNutt, Frank Butler, Waldemar Young, Bill Counselman, Tom Reed, Kubec Glasmon and Bess Meredyth.

Regarded as an ultimatum against any efforts of the Authors' League or affiliates to dictate to film producers, a committee of studio executives, headed by Irving Thalberg, issued the following statement: "No play will be bought, or any manuscript purchased, now or in the future, that carries with it any restrictions as to who shall prepare it for use as screen matter."

A session of the Screen Writers' Guild executive board discussed the proposed union of the Guild with the Authors' League. It was reported that the plan was to rush thru amalgamation arrangements with the League, which would in effect dissolve the Guild, set up the League as a governing body for writers, and nullify resignations of more than 100 members associated with the national group.

Several studios were reported feeling the results of the "civil war" as writing outputs were said to be retarded on several lots and production schedules held up while writers wrangled.

Looking for some form of support from the Actors' Guild, screen writers were disappointed with the Thespians' latest decision to take no sides in the writing talent split for the time being.

Meanwhile, it is reported, a strong sentiment is being developed in SWG ranks for formal affiliation with the American Federation of Labor.

Talk is also being heard of a serious move in the new writing group to engage Jimmy Walker, former New York mayor, as front and parley man for their body. Idea is to set Walker up as the Will Hays of film playwrights.

CROSS PICKETS

(Continued from page 4)

made last week also. There is no immediate chance of a truce, it appears. Local 306 is planning to extend its picketing activities thruout the city and is already picketing 46 theaters. Meanwhile Harry Brandt, head of the Independent Theater Owners' Association, has appealed to Mayor La Guardia to intervene again and establish a wage scale, consolidate the unions and forbid cross-picketing.

Local 306 has elected 11 delegates to the International Alliance convention June 8. Delegates are Joseph D. Basson, Bert Popkin, Charles Beckman, Herman Gelber, Frank Ruddock, Jack Winnick, Alex Polin, Wally Byrnes, Morris Kravitz, Jack Kieley and Dick Cancellaire. The delegation will cast 19 votes at the convention.

The local is holding a benefit show for its sick fund at the Roxy Theater May 22 midnight.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, May 8, to Thursday, May 14, both dates inclusive.

You	35	Is It True What They Say About	20
Robins and Roses	33	Dixie?	20
Lost	26	Would You?	19
You Started Me Dreaming	25	Let Yourself Go	18
Melody From the Sky	24	I Don't Want To Make History	15
Touch of Your Lips	23	I'll Bet You Tell That to All the Girls	14
Goody, Goody	22	I'll Stand By	14
Love Is Like a Cigaret	22	You Can't Pull the Wool Over My Eyes	7

SHEET MUSIC best sellers will be found on page 13.

West Coast Notes; ARTA Bears Fruit

LOS ANGELES, May 16.—Demands of American Radio Telegraphists' Association upon local station managements for recognition, institution of wage scale and working-hours agreement are beginning to bear fruit. KFAC-KFVD has given its 11 technicians salary boosts, but management refuses to go thru formality of subscribing to union's code of practice. Having accomplished its main purpose, ARTA will not press its demands but will start similar action against other independents.

Situation on the ARTA-Don Lee-KHJ difficulty is still unchanged, with both sides waiting and marking time.

Another radio program to exploit film names is set for KFI, beginning this week, under the listing *Hollywood Hostess*. Ann Arthur will preside, with guest stars, entertainers and film news for weekly fare.

Further publicity tieup between Warner picture studio and Warner-operated KFVB results next week in *The Film Parade* program. Show is slated weekly under the guiding hand of George Fisher, station press agent, who will interview Warner stars each week. First to be interviewed are Glenda Farrell and Warren Hull.

Willis Cooper, NBC writer, got into town over last week-end with several film studio deals on the fire. Cooper, author of the Flying Time period from Chicago, is one of the few network scribes to get announcement credit. He's about the fifth radio writer to entertain film offers in past several weeks.

Finals of KFVB amateur series, running for past three months, will be held this week. Prizes are drama scholarship, music and voice lessons as well as shot at films. Owen Crump has been producing.

Bob Sherwood, NBC announcer, this week filed bankruptcy petition in Federal Court. Under his real name, Robert Sherwood Walgamott, announcer places liabilities at \$4,211 with no assets. Donna Damerel, "Marge" of the air team of Myrt and Marge, in town for an extended vacation. Planning to build a home in the near-by San Jacinto Mountains.

San Francisco

SAN FRANCISCO, May 16.—Harrison Holliday, who has held down the management of KFRC, the CBS-Don Lee network outlet here, since it started 12 years ago, has resigned to become general manager of the Earl C. Anthony stations, KFI and KECA, in Los Angeles, affiliations of NBC. Holliday, a veteran in radio, assumes his new duties June 15. Only 35 years old, he has written important chapters in radio history. He discovered much talent that has since scaled the heights. Among those are Meredith Willson, NBC Western division musical director; Edna Fisher, Tommy Harris, Frank Watanabe, Al Pearce, Don Thompson and Don Wilson.

Erno Rapee will conduct the San Francisco Symphony Orchestra here May 31, when it will be the second General Motors concert to originate on this Coast over NBC. Rapee conducts the Los Angeles orchestra May 24, when Rosa Ponselle will be soloist.

Galla-Rini, on KJBS Wednesday afternoon with his accordion and guest artists, is the same who was such a vaudeville sensation a few years ago.

KFRC has been auditioning a new show for a Pacific Coast beer company. It's a variety type of broadcast, but who the sponsor might be is a secret. If accepted by the sponsor it will be the most ambitious program to emanate from the local Don Lee network outlet in many moons.

Commander A. W. Scott, noted traveler, has a quarter-hour spot Thursdays at 4:30 p.m. on KFRC, titled *Romance of the Highways*. Sponsored by the Pacific Greyhound Lines, he takes dialers to historical spots in California.

Wilbur Hall authors the *John and Molly Farmer* serial heard during NBC's Western Farm and Home Hour over the Pacific Blue network Monday at 11:30 a.m.

NBC's Charlie Marshall and his Mavericks, who are Johnny O'Brien, harmonica wizard; Johnny Toffoli, accordionist, and Ace Wright, fiddler, are back in town after several months in Chicago as guests on the National Barn Dance broadcasts. Nona Greer, hillbilly singer, with the Mavericks before they

Air Briefs

By JERRY FRANKEN

JACK HYLTON is slated to leave the Realsilk Sunday show at the end of June, with the last few broadcasts of his series to come to New York. While the account will stay on the air over the summer, Hylton plans to sail for Europe when his term on the show is over, most likely returning in the fall. Reported that Young & Rubicam may open a Coast office, what with the Fred Astaire-Packard broadcast and others to come from there this coming fall. *New York Evening Sun* is again listing the WMCA programs. For some time now the daily had not been carrying these shows due to a mixup over broadcasting last year's election returns. *Sun* management thought that the station was to carry its election results when the station already was set for the figures from *The Journal*.

Whether Annette Hanshaw returns to Showboat is still in the air, swinging this way and that way almost every day. Decision rests with the singer. Hearn's department store has started a series on WHN, with the audience to guess the voices of picture stars going over the mike. Recordings and sound tracks on film will be used, cash prizes going to the winners! Gilbert Selles or John B. Kennedy will handle the main part in a newspaper audition slated for this week. Bob Hope show shifts to Thursday nights, starts June 4. Edith Meiser, radio

script author, is in Hollywood to write for pictures. Rea Nathanson has left the WHN department, heading to the Coast, where she will live.

Ed Byron, formerly radio head of William Esty, arrived in New York last week after a vacation trip to Mexico.

Lorraine Barrett, WMCA singer, is now vocalist with the Julian Woodworth Orchestra. Charles (Ezra) Hetherington, of Pappy, Zeb, Ezra and Elton, writes from Philadelphia, where the act works on WCAU, that he is "definitely not with the Zeke Manners gang." "Ezra" says that "Zeb" has replaced "Zeke" in P., Z., E. and E. and that "Zeke's" "Ezra" is a 'phony' or something. We're just quoting. Cliff Corbett is back actively as New York studio manager for WNEW, Newark. He was away for an operation.

WHN will have Nat Fleischer broadcasting from the Joe Louis-Max Schmeling training camps until the eve of the fight. WOR will have the exclusive on the Stadium concerts this summer, starting June 24. G. E. Hollihan has been added to the program department of World Broadcasting, and also has formed a copyright department headed by John Hanna. Sam Herman and Frank Banta have started a new a.m. series three times a week for G. Washington coffee on NBC. Ted Royal back on the air at CBS for Pompeian cosmetics.

Chi Air Notes

By NAT GREEN

Three years of consecutive broadcasting with WJJD was celebrated by Fred Beck, organist, on May 13. Horace Heidt and his orchestra returned to the Drake Hotel May 15 and are heard over WGN. Austin Mack's Orchestra, absent from the airlines for two months, returned to WBBM May 11, broadcasting nightly from Harry's New York CaBaret. Professor Gable's Wonder Why Club made its debut over ABC May 14 with Dr. Luther S. H. Gable, popular lecturer on scientific subjects, telling in popular language some of the wonders of science. Nat Green's *Radio Prevues* on WCFL switched to 8:30 p.m. Tuesday for the summer months.

Horace Heidt and his Brigadiers opened their summer engagement at the Drake Hotel here May 15 and are broadcasting nightly over the Mutual network. Heidt is just back from a four months' road tour of the major cities east of the Mississippi, during which he established some new records for dance and theater attendances. All of Heidt's soloists return with the Brigadiers, including Lysbeth Hughes, Bob McCoy, the Campbell Sisters, Jerry Bowne, Art Thorsen and the Radio Ramblers. A new glee club will be heard with the band. Vivian della Chiesa, young lyric soprano, recently lured away from Columbia by NBC, began her new network broadcasts May 14 and will be heard on four programs a week. She will appear with the Roy Shield Revue each Thursday, with Edward Davies, baritone, and Charles Sears, tenor, and on Tuesday she will be heard with an orchestra directed by Harry Kogen. A new series of daily programs to be known as the *Middy Roundup* will be broadcast from Monday thru Friday over WJJD from 1 to 2 p.m. Included on this feature will be complete weather reports, board of trade reports, live-stock markets from the Union Stock Yards with Jim Clark, and variety music.

Adele Starr, song stylist; Bob Gately, baritone; Lois Still, rhythm songstress; Freddie and Eddie, singing comedy duo, and Pat Flanagan, sportscaster, headed a parade of radio well-knowns who presented a program of entertainment be-

fore the American Red Cross convention here last week, with Truman Bradley as emcee and Lucille Ambrose as accompanist. After a serious illness which nearly cost his life, Russ Hodges, WIND's ace sportscaster, has returned to the air to resume his daily baseball broadcasts of the Chicago teams and his nightly sports reviews. Lum and Abner, having been named honorary timekeepers of the annual Memorial Day race at the Indianapolis motor speedway, will take their honorary stop watches to the Hoosier capital May 30 and watch the speed demons go round.

Their appointment came from Eddie Rickenbacker, president of the Indianapolis Motor Speedway Corp. H. Leslie Atlans, CBS vice-president, has added another horse to his show stable, which already includes Radio Rhythm, Miss Columbia and other radio names. Joan Blaine and Elinor Harriot can be seen most any morning enjoying a brisk canter along the lake shore. Eddie Duchin's Band at the Plaza, New York, and Jimmie Greer's Orchestra from the Biltmore in Los Angeles joined the NBC to welcome Xavier Cugat in grand style when Cugat's orchestra switched to NBC May 14. When Truman Bradley stepped from an American Airlines plane Saturday to act as emcee at the opening of the new Ford Rotunda at the River Rouge plant he completed his 50,000th mile of commuting between Chicago and the Motor City.

Nanao Ueno, chief engineer of the Nagayo Central Broadcasting Company, of Japan, spent several days in Chicago, visiting Howard Lutgens and other members of the NBC engineering staff. He has gone on to New York in search of new radio ideas. Report says Irene Wicker's *Singing Lady* program will move to New York July 1. *Today's Children*, five-a-week serial, moves from the Blue to the Red network June 1. *Welcome Valley* show, on which Eddie Guest is featured, is adopting the city-salute idea, starting June 2. Cities chosen will be those in which the program is broadcast and each week an act or artist from the salute city will appear on the program. Detroit is first salute city.

PITT THEATER

(Continued from page 3)
up to the sum of \$1,500 in case the lucky person is not in the theater on

Bank Night. Last night the pot was \$750.

PITTSBURGH, May 16.—Successful in settling differences amicably out of court, Art England, local representative for Bank Night Enterprises, is withdrawing two suits he filed against exhibitors, in which he charged them with the violation of the copyright law.

England states that speedier results on a more friendly basis are reached out of court and hence the action of his firm's attorneys to stop the legal entanglements. The two suits being withdrawn are those filed against M. Akselrad, operator of the Regent Theater in McKees Rock, Pa., and the Oil City Theater Company, operator of the Drake Theater in Oil City, Pa. England charged that the defendants had been using the Bank-Night feature in their theaters under a different title.

ATLANTA, May 16.—The Knox Theater, Thompson, Ga., discontinued the use of Cash Nights when informed it was infringing the rights of Affiliated Enterprises, operators of Bank Night, according to Dan Roberts, in charge of Atlanta territory for the Affiliated. Roberts stated they have agreed to discontinue any similar money giveaway.

LOCAL 802

(Continued from page 3)

tically the sole topic of talk this week among musicians, and opposition has proved already strong enough to have had 500 members sign a petition for a special meeting where attempts will be made to rescind the law. Presented to the executive board of the local Thursday (14), petition was granted and the meeting will be held June 3.

There was considerable confusion about the provisions of the stand-by law, most regarding it as now impossible to earn over \$75 weekly. This is not so. Resolution reads, "No member playing a steady engagement paying \$75 or over, or playing five single engagements (radio or vitaphone) during the week may be employed on additional engagements unless a 50 per cent stand-by is paid to the union for the extra engagement (single engagement includes double session recordings) in addition to the minimum union scale to the member himself." Leaders are not restricted, but contractors are. Executive board may exempt permanent units, existing contracts are unaffected and no member may hold two steady jobs unless the pay totals no more than \$75. On steady dates paying less than \$75, for each \$15 below this level one single date may be played.

Passage of the resolution was against the report of the majority of the local's executive board, but two membership meetings adopted the minority report favoring passage. One distinct group of musicians will be affected primarily by the rule, this being the men playing the majority of radio dates in the various local studios. It is an acknowledged fact that practically all of this work is done by a comparatively few members whose earnings range up to the \$500 mark weekly, if not more. It has been claimed that these men are indispensable. Those favoring the law say that if they are indispensable they will continue to make big money, otherwise the work will be given to other men now on the local's relief lists.

The other "spread work" resolution prohibits men doubling on all kinds of dates except in dance orchestras, including non-commercial broadcasts from remotes, where the \$3 remote fee is being paid. Hereafter no doubling is allowed on commercial radio dates, theaters, symphony, opera, comic opera, recordings, either for home or broadcast use, or recordings for motion pictures. Doubling is permitted on these dates only when a stand-by instrumentalist is engaged and paid. This law, it is thought, will affect primarily radio, recording and picture dates, where the practice is quite common to use one musician on as many as four or five instruments.

An additional provision of the doubling law is that in orchestras using saxophones and woodwind instruments on which the sax players double no stand-by is needed. However, if the sax men double onto woodwinds not represented in the orchestra one woodwind instrumentalist shall be engaged (or stand-by) for each double. Playing of related instruments, such as piano and celeste, oboe and English horn, banjo and guitar, etc., is not regarded as doubling.

Payment to all stand-bys in such cases is to be made thru the union.

Songwriters Bother Mayor

Atlantic City song contest attracts big shots and too many amateurs

ATLANTIC CITY, May 16.—Mayor White of this city is wondering if he has been "done right by" in reference to the \$1,000 song contest now in progress. (See *The Billboard*, May 9.) The mayor thought it a good idea at the time and suggested raising a fund. This wasn't so hard—it was the aftermath.

Not only did the contest attract many of the big shots in the song-writing business, but also an unlimited number of amateurs. The former are following rules and regulations in customary manner—but to the latter, it is every man for himself. The mayor is going around with a bodyguard to warn off would-be songwriters, who are swarming outside his office in city hall, waiting for him by the official car, calling him on the phone, jumping out from behind buildings and even waiting until he is seated in his favorite barber chair, to warble their ditties.

The mayor at present is engaged in campaigning for re-election, but finds the going difficult because every time he shakes hands he finds himself with another song in his fist. Meanwhile, Lou Cunningham, the mayor's secretary at press headquarters, is swamped with songs from every State in the Union, and threatens to give up the ship at any moment as the songsters make the lobby of his office sound like a rehearsal hall.

The mayor recently stated: "I'm more than anxious to encourage songwriting. It is a great thing, but it would be physically impossible to listen to all the songs that are being urged upon me personally. I'll leave that to the judges whom I'll announce next week."

Frisco Night Club Fire Kills 4; Fire Traps Hit

SAN FRANCISCO, May 16.—Fire which swept the Shamrock Club, 560 Geary street, early Wednesday (13) morning, killing four persons and injuring 17, has resulted in a drive against night-spot fire traps and in the booking of Betty Blossom, specialty dancer, who unwittingly started the blaze, at the city prison on a charge of violating a city ordinance which requires a permit for the use of torches or flames. She was immediately released on \$25 bail.

Miss Blossom was performing her specialty number when the torches she was using caught the silk ceiling drapes, transforming the club into an inferno, resulting in panic, death and injury. Because of lack of exits patrons were unable to escape, according to police.

Dead are Jo Dickerson, hat check girl; Mrs. Elsie Forest Marler, Robert Pattison and John Manson, patrons. Among those injured were Henry Buckman, owner of the club; Dan Cochrane, manager; Betty Blossom, Geraldine Hartley and Viola LaMonte, dancers; Dan Woolery and Peter Haus, bartenders.

Operators' Association Folds

DETROIT, May 16.—Michigan Cabaret Owners' Protective Association, organized in this city several months ago by local night-club operators to promote the compulsory use of cover charges, dissolved this week when it became apparent that the association's efforts were in vain.

Most operators adhered to a cover-charge policy only temporarily, and at present practically all clubs except the class spots have abandoned attempts to maintain minimum fees.

Ballroom Agents Lose

NEW YORK, May 16.—McCormick and Barry, ballroom operators of Bridgeport, Conn., have lost their American Federation of Musicians' license after being ruled ineligible. The AFM says it will press its campaign to revoke the license of any agent found to be an employer in the ballroom field.

Another Press Agent Stunt

DETROIT, May 16.—Dorothy Walters and Thelma Osborne, whose combined weight hovers around 500 pounds, members of a beef trust line that has been working local night clubs, were arrested last week by officers of the State Athletic Board of Control for failure to obtain a wrestling license. Gals evidently overdid their pushing and shoving at the Oasis Grill.

Harry Russell, who produced and booked the show, stated later that he considers the arrest "good publicity," pointing out that the story appeared on the front pages of two of Detroit's three newspapers. He expects the act to be booked for a local theater as a result. Russell was also pleased with the fact that it took three hefty officers to arrest the quarter ton of his act. He said anybody could see they were not wrestlers because one girl, because of her weight, could not even walk let alone wrestle.

6 Bands for the Queen Mary

NEW YORK, May 16.—Six American bands are set to play at the receptions aboard the new British steamship Queen Mary when it will remain in New York June 3 and 4. Bands are Hal Kemp, Johnny Johnson, Pancho, Shep Fields, Orville Knapp and Henry Scharf. Set by Nat Abramson.

British Broadcasting Corporation set Henry Hall and his orchestra to play aboard the ship on its maiden voyage from Europe. Hall is one of the most popular leaders abroad.

Detroit Ork Agency Folds

DETROIT, May 16.—Universal Music Bureau, orchestra booker and producer, operated by Anthony Prokopowicz in the Broadway Central Building, has been closed.

Pennsylvania Resumes Drive On Child Labor Violations

Department of Labor checking on night club working conditions for women as well as minors—concentrate clean-up efforts on Philadelphia and Pittsburgh

HARRISBURG, Pa., May 16.—The drive against the exploitation of women and children working in night clubs thruout Pennsylvania has been resumed by the State Department of Labor and Industry. Two squads of inspectors have organized to augment the regular corps to make a detailed checkup. Nearly a score of actions against violations of the women's and children labor laws in liquor-dispensing places in the Pittsburgh district already have been ordered. In view of the coming Democratic Convention, added efforts will be directed against violations in the Philadelphia night club zones. In connection with the liquor laws, Ralph Bashore, secretary of the Department of Labor, says violators have been found who were employing persons under 18 years in establishments and also allowing minors to serve or handle liquor.

The investigators also have revealed that some alleged violators have permitted women under 21 to begin work before 6 a.m. or after 9 p.m., and employing them more than 10 hours a day. "We have found," Bashore said, "a number of complaints about violations of the law regulating the working hours of women in taprooms, cafes and beer parlors. We have been informed that some places employ minors to serve liquor, a clear violation of the child labor law. Instances have been found where children have been exploited for the amusement of patrons."

Cherniavsky Comes Back

CHICAGO, May 16.—Josef Cherniavsky, Russian musical maestro, former conductor of the Chicago Theater Orchestra and leader of dance bands at the Congress Hotel and Coconut Grove Cafe here last year, returns to local night-club life on May 24 when he opens with his 12-piece band at the Tally-Ho Room of the Medinah Club here. CBS will pick up the band several times weekly.

Reno Country Club Burns

RENO, Nev., May 16.—The Reno Country Club, elaborate night club built at a cost of several hundred thousand dollars a year ago, was totally destroyed by fire Friday night. James E. Merrill, manager, estimated the loss at \$225,000. Members of Eddie Oliver's ork, music attraction at the time of the fire, lost all their instruments.

Night Club Reviews

Hollywood Restaurant, N. Y.

Show here has been changed quite a bit since last caught. Benny Fields is winding up his sensational run and is opening a vaude tour soon. Nick Lucas and ork, in their sixth week, have six more to go, with Arthur Warren and band handling the relief assignment. Lucas had followed Abe Lyman's outfit. And, of course, Jack Waldron, emcee, is still here and still doing fine, too.

Main interest, of course, is Fields, whose excellent baritone and showmanship are still knocking them out in the aisles. Did three numbers here (*Life Is a Song, Is It True?*, *Lullaby of Old Broadway*) and encored with *Thanks a Million* and *Shooting High*.

The Lucas band is a pleasant surprise. Lucas is proving he can be a first-rate band leader as well as a star singer. He has organized a strong combo of 13 men which avoids the extremes of swing styles and of superdignity. Band instead dishes out sweet and lively rhythms—but can get hot when the customers seem to like it that way. Lucas himself leads, crooning an occasional number (including his famous *Tiptoe Thru the Tulips*) and strumming an electric guitar. Vic Merlin leads the boys during the show, in which Lucas is spotted as a solo vocalist. Lucas did *When April Comes Again*, socking that number over in his usual masterly style.

The Warren band of six men (bass, drums, piano, sax, accordion and violin) is not visually attractive, being sprawled over a large band stand, but it does a neat job with dance music. Jack Mead, bass, doubles as tenor vocalist and also as a soloist in the show, while Warren does occasional numbers on the violin.

Recent additions to the floor show, which is spectacular in the usual Hollywood manner, are Collette and Barry and Mimi Rollins. Collette and Barry make a nice-looking dance pair. Open with a charming waltz, followed by a livelier musical comedy number, the girl being especially attractive in a flowing Grecian gown. They return for an Astaire-Rogers style dance to the tune of *Let Yourself Go*. Have the appearance, grace and necessary showmanship. Mimi Rollins, blond hotcha singer, made

the customers sit up and take notice with her warbling of *I've Got To Get Hot* and *Topic of the Tropics*, which is built up into a big girl number.

Waldron, the marathon emcee here, is unusually effective considering the vastness of the place and the noisy audience. His delivery is crisp and rapid and his material is surprisingly fresh.

Little Kempe, blonde, does a sweet tap and kick dance; Cackles O'Neal offers a thoroly pleasing acrobatic waltz; Iris Adrian, chief beauty, handles her lines well in addition to heading the beauty parades; deaf and dumb Charlotte Lamberton, a lovely redhead, contributes an attractive Oriental dance; Mitzi Haynes does a slick comedy song number with Waldron, while the girl chorus provides its sex appeal in various posing and prancing routines.

Costumes, staging effects and lighting are more than okeh. And business is still heavy, despite warm weather.

Dents.

Arrowhead Inn, Cincinnati

Arrowhead Inn, located some 15 miles from downtown Cincinnati, ushered in its spring and summer season May 14 to the largest opening crowd in its history. Smartly done in cherry and white motif, it is one of the most attractive clubs in the Middle West. Location is ideal for this type club and draw is from the upper brackets.

Credit is due Director of Entertainment Noah Schechter for bringing on one of the best floor shows ever seen in these parts for the opening. Cuisine is the best and the \$1.50 steak dinners are unsurpassed.

Sammy Walsh, emcee, opens the festivities, bringing on the Eight Arroettes, smartly dressed and much better looking than the average night club line. Terese Rudolph, dainty and beautiful ballerina, works with the line in a series of excellent numbers—perhaps a shade on the up side for the average night club but hitting the mark here.

Miles and Kover are next on for some ballroom work that proves they are near the tops in grace and precision, some of their acrobatic work, especially,

PITTSBURGH, May 16.—The drive on child labor law violators in this city, interrupted by the recent flood catastrophe, got under way again this week under the direction of George McDonough, head of the local Department of Labor office. According to McDonough, 20 convictions have been obtained since the drive was inaugurated, 13 cases are before Aldermen and labor department has evidence on approximately 30 other violations.

Department of Labor reports that with the aid of the local office of the American Federation of Actors, co-operation has been received from many Pittsburgh booking agents and club operators by their refusal to book or accept kid acts from local dancing schools. This practice, at one time a serious factor in Pittsburgh night club business from the professional entertainers' standpoint, has been practically wiped out.

bringing spontaneous outbursts of admiration from the customers. They are on for four numbers during the evening, with their routines pleasingly varied and commanding rapt attention each time out.

Walsh is next out for a quick turn, gags a bit and brings on Edith Griffith, who mikes *Shootin' High*, *Lost* and several novelty numbers, doing her own accompaniment on the midget piano. Left to good hand.

Ace spot of the evening is occupied by Nina Olivette, with Murray and King. Act is different for clubs in this section and their insane comedy acrobatic dancing and patter brings out many a real belly laugh from the appreciative onlookers. Act was on several times during the evening and left each time to heavy applause.

Emcee Sammy Walsh has a pleasing style of working, a good voice, and does a series of bits thru the show, including some trick stepping, impersonations, etc. Well liked.

Les Erlenbach and his orchestra are on the stand, beginning their fourth successive season at the spot. Two one-hour shows nightly, with complete changes thruout.

All in all the show may well be rated one of the best to appear in Cincinnati in recent years. Shows are set on a two-week policy thru Mike Speciale, Cleveland. King.

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N. Y. Roadhouse Season Under Way as Four Big Spots Open

NEW YORK, May 16.—Four big summer spots open next week. First is the Claremont Inn, opening Wednesday, with Jolly Coburn's Band and Frances Stevens entertaining. Ben Marden's Riviera opens the following night, with Dolly Kay, Al Bernie, Robbins Family, Edith Roark, a girl line and Enric Madriguera's Band comprising the show. The Glen Island Casino, Westchester, opens the same evening, with Charlie Barnett's Band and Laura Deane heading the show.

The Beau Rivage in Sheepshead Bay opens Saturday, with Jerry Baker, Kay Mayfield, Buddy Claire Green, Peggy Alexander and Eddie Copeland's Orchestra composing the show. Villepigue's, also in Sheepshead Bay, has a show, with Three Fisherman featured.

John Perona will operate the Westchester Country Club, Mamaroneck, N. Y., this summer.

Gus's Cabaret, Broad Channel, N. Y.

opened Friday under management of Sherman and Sidney Edwards.

Summit Hotel, Uniontown, Pa., has reopened, with Adra Cooper featured in Baron Karl Dulaney's floor show. Alfredo and Rosita, Billy Bugley and Roger Doyle also in the show.

Cohen Active in Syracuse

SYRACUSE, N. Y., May 16.—Izzy Cohen's Central Theatrical Bureau in this city reports an active winter season and prospects for big warm-month business. George McNaughton is field man for the agency and Jackie Harrison is handling the band bookings.

Current placements of the office include the Chick and Bonnie Revue at the Rex Grill; Gamble Brothers and Jean and Don Costello and Nina Shepard at Elm Lodge; Alton and LaRue, Whirling Aces, Dot Adams, Al Fast and Marge Stewart at the Club Candee; Tommy Ryan, Mary Mullin, Margie Boyle and the Variety Trio at the Blue Gate Inn.

NEW YORK, May 16.—Will Green Agency is booking his Truckin' Contest Winners from Hoboken, N. J., into Leon and Eddie's night club here Wednesday afternoons. Green is also spotting his Truckin' winners, along with his radio contest winners, in the big Madison Square Garden benefit Saturday.

Kelly-Sharp Agenting

NEW YORK, May 16.—Gene Kelly and Billy Sharp, vaude agents, are now concentrating on booking floor shows. Also doing picture and radio work.

Club Chatter

BETTY REAL and her Rhythm Band doing one-night jobs in and around New York. Played for Manhattan College Friday. . . . Sadie Banks is completing her second year at the Old Roumanian cabaret, New York. . . . Dell Renay, singer, has just returned to New York after night-club dates in Philadelphia. . . . Perzade and Jetan, dancers, have jumped from Rochester back to Indianapolis for a return engagement at the Red Gables Casino.

BELLE BAKER goes into the Versailles Club, New York, Friday, succeeding Lou Holtz. . . . Frank Hennessy, Scotch piper, has recovered from an illness and has returned to his home in New York ready for work. . . . LaNova and De Masi, dancers, recently back from a European tour, are preparing for night-club work in this country. . . . Pierre and Temple, dancers, opened last week at the Brown Hotel, Louisville, for a run.

JEAN AND JANE FARRAR, song and dancers, in their second week in a four-week engagement at the Bradford Hotel, Boston, are doubling at club dates. . . . Jeanne McCully, dancer, is being held indefinitely at the Plaza Cafe, Pittsburgh. . . . Harriet Hutchins, singer, and her accompanist, Ramon Ringo, arrived in New York Thursday after a successful European tour. . . . The Yacht Club Boys and Paul Draper go into the Chez Paree, Chicago, May 29 for a six-week run. . . . Ed Lowry, Faith Bacon and John Steel opened last week at the Paradise Restaurant, New York.

WALLY ROSS and Frances Gordon opened a new club in Fargo, N. D., early in May and reports bear out the fact that the 300-patron dine and dancerie is constantly turning 'em away. Initial show was headed by the pretty Frances herself, with Wally handling the emcee spot, Holly Sisters, Lloyd Rosenberg and the Six Black Knight Adorables. . . . D'Loris and Howard, formerly known as Dot and Dash, are working for the Curt Galloway office, of Columbus, O. Act is at the Paradise Grill in Findlay, O., this week. . . . Jack Reynolds, now in his third year at the same spot, heads the current show at Kansas City's Club Chesterfield. Lineup has Bart Cahill, Lea Nelson, Jeannette Harlow and Peggy Harry. The club is still under the direction of Mike Manzella, Skinny Gargotta and Joe LeMar.

CORDAY AND LAMONTE, dance team, last week closed an 18-week engagement at the Jungle Inn, Youngstown, O., and moved to the Silver Dollar Club in Cleveland. . . . Cook and King, novel dance duo, opened a two-week engagement at the Club Petroleum in Hobbs, N. M., May 18. . . . The entertainment

lineup last week at the Gloria night club in Columbus, O., included Jack Gregory and company, filling a return engagement; the Coaltons, dancers; Ginger Lee, acro and comedy hooper, and Ralph Donahue, singer and emcee. Show booked by the Pete Iodice office, of Detroit. . . . Jimmie Givens and Ann Karol, now in their fifth week, will continue indefinitely at popular Wivel's Restaurant in New York City. . . . Jack Middleton, Cincinnati agent, spent several days of last week in Chicago scouting for talent. Middleton is booking the shows for Castle Farm, Cin. this summer. . . . Leonard Kingston has closed his engagement at the Club Mayfair in Detroit and is currently working jobbing dates in the Motor City. Val Campbell, of the Gus Sun office, is handling his bookings.

GEORGES AND JALNA, who are closing at the Palmer House, Chicago, May 29, have an eight-week contract to reopen there September 5. . . . Medrano and Doana return to the Empire Room of the Palmer House May 30. . . . The new show will also have Oliver Wakefield. . . . The Four Yacht Club Boys, Paul Draper and Lois Revel are booked to follow Harry Richman at the Chez Paree, Chicago. . . . Betty Mueller, dancer, left Chicago Friday to begin a two-week engagement at the Jefferson Hotel, St. Louis. . . . By special arrangement with Warner Bros. Pictures Corporation, Ramon and Renita, dance team, have had their contract extended at the Continental Room of the Stevens Hotel, Chicago, for an additional four weeks. . . . Clint W. Finney has the Del Rio "Living Dolls" at the Hotel President, Kansas City. . . . Johnny Wells, who opened as emcee at the Chez Paree, Chicago, December 27, closes there May 29. . . . This will be the longest continuous run, 20 weeks, that any male performer has had at Chez Paree.

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Bands and Orchestras

HAL KEMP and Richard Himber will follow Rudy Vallee into the Astor Hotel, New York, Himber going in first, either June 23 or June 30. Kemp

will go in after Himber plays his six weeks. While Radio Orchestra Corporation has the booking on the Astor and Kemp is managed by MCA, deal went thru when the hotel asked for Kemp. Bands going in after Vallee must first have his approval. . . . Dick Stabile and his orchestra started at the Hotel Pennsylvania, New York, May 15 for two weeks, with Joe Reichman opening June 1 for the summer. . . . Red Norvo and a new orchestra, a straight band, not swing, opened at the Hotel Commodore, New York, May 15, succeeding Johnny Johnson, who tours for a while and then goes to the Monmouth Club, Monmouth, N. J.

LOOP MCGOWAN opened a six months' engagement May 9 at Billie Carrington's New York Exchange Club in Tampa, Fla. Loop is using 11 pieces for dance music at the beautiful new spot. . . . Harry Hylan and band continue to meet with unusual success on their series of one-nighters thru the East and Midwest. Charles Fowler is managing the band. . . . Louis Pryor and 10-piece band are holding down the stand at the Rustic Tavern in Jasper, Ind. Stout Agency, of Vincennes, Ind., is booking the Pryor ork. . . . Don Ricardo has been busily reorganizing his band in Chicago for an Eastern tour this summer. Plans to remain more than six months in New York, New England and Canada. . . . R. Aguilar and his Gulf Coast Orchestra began a season's engagement last week at the Palms Club in San Bernardino, Calif.

announces that the picture star's unit is planning a band of seven pieces to play while riding motorcycles. . . . Stanley E. Hotelling, drummer, is now connected with Al Hamilton's Band, which is currently playing thru the Midwest. Stan left the McDonald Music Mixers combo to fill his new position. . . . Jimmy Wilkins recently left Norm Beck's Orchestra to join Kerry King and band in St. Joseph, Mo.

Britton Bros. to Mills Artists
NEW YORK, May 16.—Frank and Milt Britton have broken with the National Broadcasting Company, which had been booking the attraction, and signed with Mills Artists, Inc. Reason is said to have been that because of NBC's license difficulties with the musicians' union the Brittons had been forced to lay off for several weeks.

First date for Mills will be York, Pa., May 23. Brittons will also open, most likely, the ballroom at Palisades Park, which Mills is operating this summer.

arrived in the East from California. Yoell is renewing association with Billy Hill, a former collaborator. As a consequence the two have finished several songs which will be published by Shapiro, Bernstein & Company.

Louis J. Silberling, of the Famous Music Corporation, is the proud possessor of a \$100 prize offered by the Short Subjects Producing Department for a new title for the series heretofore known as *Paramount Varieties*. He contributed *Paramount Paragraphics* as a new and better caption and, altho another contestant submitted the same name, he was declared the winner.

Joe Sherman, following three years of continuous service as contact man, has resigned from the Clarence Williams publishing house. Thus far Joe has not made any new connection.



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Music News

For the first time in five years Herbert Marks, of E. B. Marks, will desert his desk. On this occasion it will be in the nature of business coupled with a vacation. He will sail for Europe May 22, with the trip including visits to England, France and Belgium. According to present schedule, Herbert will be gone for about six weeks. However, it may take longer than that to clinch what he has in mind.

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Sheet-Music Leaders

(Week Ending May 16)

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.

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

- | | |
|--|------------------------------|
| 1. Melody From the Sky | 8. You |
| 2. Lost | 9. Love Is Like a Cigaret |
| 3. Is It True What They Say About Dixie? | 10. It's a Sin To Tell a Lie |
| 4. Robins and Roses | 11. Would You? |
| 5. All My Life | 12. She Shall Have Music |
| 6. You Started Me Dreaming | 13. Touch of Your Lips |
| 7. Tormented | 14. Welcome, Stranger |
| | 15. It's Been So Long |

Melody From the Sky was inadvertently omitted from last issue and should have headed that list too.
PHONOGRAPH RECORD best sellers will be found on page 71.

RAY BAUDUC, drummer with Bob Crosby, is being plugged in the ads of the Hotel Lexington, one of the few if not the only drummer given advertising billing. . . . Little Jack Little starts broadcasting June 2 from Catalina Island Casino, going over CBS. . . . Fred Yankee and his orchestra are at the Showboat, Baltimore. . . . WHN, New York, has signed Stuff Smith and his orchestra at the Onyx Club, New York, for a broadcast series. . . . Harry Coleman, son of Emil Coleman and who plays four instruments, plans to organize a band when he is graduated from college next month. . . . Don Bestor goes into the Paramount, New York, some time in July. . . . Mal Hallett opens at the Aragon, Chicago, June 2.

CHARLIE FULCHER has completed a Western tour and is now doing radio work over WRDW, Augusta, Ga., until June 15, when he begins a summer engagement at the Greystone Hotel in Carolina Beach, N. C. . . . Hap Ruggles, formerly drummer with Don Warner's Orchestra, the White Californian unit and other bands, writes that he is now connected with Victor McLaglan's motorcycle troupe on the West Coast. Hap

swing series now popular thruout the country. As a result the firm is getting cut such former favorites as *Jada, I'm a Ding Dong Daddy* and other successes of a decade ago. Further announcement is made that Ruby Bloom, well known as a composer of ability, has just completed a folio of waltzes and fox trots published by Feist during the past 10 years. These include *My Blue Heaven, Sundown* and *Siboney*.

Isham Jones is to the fore with another new song bearing the title *Let Me Be the One in Your Heart*. The style is by Harold Lawrence. With Mr. Jones also publishing the number is in for some No. 1 plugging.

Larry Yoell, lyric writer, whose latest number, *Please Believe Me*, is still finding many new converts over the air, has

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Costly Flops Have Circuits Look to Percentage Deals

All except Paramount seek percentage attractions—Paramount beefs about high cost of acts—percentage takers few and far between—"names" flopping

NEW YORK, May 16.—The flop of costly "names" in the last couple of weeks for the various circuits has resulted in the circuits having a change of heart about bookings. With the exception of the Paramount office, the other circuits are seeking to do all their attraction buying during the summer months on percentage deals, while on the other hand Paramount and Warner are limiting their expensive buys to only "names" that definitely have box-office draw and are steering clear of headline acts of semi "name" value who are in the \$1,000 and up salary class. However, the acceptance of percentage dates by "names" and unit attractions are few and far between, while Loew and RKO are the outlet for the headline acts.

The Paramount office has been the biggest beeper about the high cost of acts, not meaning the "names" but referring to the standard headliners, whose salaries range anywhere from \$750 to \$1,750. At a result, the booking office is now combing the night club field for its talent, figuring on cheaper buys this way, and also buying up a lot of new talent. The office, tho, is continuing to splurge on its "names," meeting the prices of the other circuits and at the same time offering more work. The Warner office is of the same attitude as Paramount, tho its available playing time is considerably less.

RKO, with only two and a half weeks of consistent playing time and several other spasmodic weeks, has started the percentage booking angle, following its deal with Eddie Cantor's unit in Detroit and Chicago for a 50-50 split with the house from the first dollar. Circuit is seeking a lot of percentage shows for its houses which only play shows occasionally. Warner is on the hunt for percentage deals for smaller houses which occasionally play shows, while Loew is expected to pick up this booking trend in view of its recent costly flops.

Loew and RKO, however, which have but a few weeks between them, continue to buy up the standard acts, paying the salaries asked, despite Paramount's attitude in the matter.

Lieberman's Philly Office

PHILADELPHIA, May 16. — Eddie Lieberman has opened an office here and is exclusively handling colored acts and bands. He is at present booking all the acts into the Royal Theater, Baltimore, and booking such night spots as The Rafter's, Rendezvous Grille and Holland in Trenton. He is arranging a one-night tour thru Delaware, Maryland, Virginia and the Carolinas for the Parisian Tailors Colored Kiddie Hour.

Detroit Agency Folds

DETROIT, May 16.—The Metro-Poly-Ton Bureau of Entertainment, booking and producing office in Highland Park, operated by Evangeline B. Rodda and Robert B. Gordon, has folded.

Majestic, Paterson, Folds

NEW YORK, May 16.—The Majestic Theater, Paterson, N. J., will fold tomorrow night. House has been a split-week vaude stand booked by the Dows.

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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.

New Angle on Rep Licensing

Moss unable to get legislation—intends going thru with court action

NEW YORK, May 16.—Failing in attempts to secure legislation which would provide for licensing of artists' representatives, License Commissioner Paul Moss intends going after the representatives individually, according to a conference between Moss and I. Robert Broder, theatrical attorney, Thursday afternoon. This change in the situation is the result of the State legislation being killed in committee and because city legislation was ruled impossible in a decision from the Corporation Counsel's office.

The bill for employment agency licensing would have obviated the necessity for a local ordinance inasmuch as it contained provisions embracing the representatives. However, this bill was killed in committee. As for the local ordinance taking care of representatives, the Corporation Counsel's office advised Moss that according to the provisions of the city charter the ordinance proposed could not be affected without amending the city charter, which could not be done at this time.

In view of all this, Moss intends going thru with his court case on Bill Schilling, which comes up in Special Sessions June 12. He is not regarding this as a test case, and intends looking upon each case against a representative as a case by itself. However, he will await the outcome of the Schilling case before he does anything further.

Moss is desirous of having the agents take out the present licenses on the basis of a code of trade practices and ethics which will be enforced by him. It is more than likely that immediately following the Schilling case, whether he secures a favorable verdict or not, that Moss will again send out his inspectors to serve summonses on all unlicensed artists' representatives.

N. Y. Capitol May Switch to Flesh

NEW YORK, May 16.—The Capitol Theater here may take on stage shows again, according to the many reports making the rounds. A checkup with the Loew operating department reveals that there is some such plan afoot but that nothing definite has been done about it as yet. There is a possibility that it might be done in the fall.

The Capitol has been in a bad way in a straight picture policy, the product not strong enough to meet the Broadway competition. However, Loew is wary of stage shows there inasmuch as it might cut in on the combo policy of the State Theater.

Krivot's "Femme Follies"; Casino's "Folies de Femmes"

NEW YORK, May 16.—Harry Krivot is again producing a unit to carry the name of *Femme Follies*, the title of his all-girl show of five years ago. He is building the show now and intends sending it out in a couple of weeks.

The French Casino's *Folies de Femmes* is angling for theater dates, with Eddie Sherman having a deal on for the show to go to the Steel Pier in Atlantic City July 1 for a month.

Simon's Loew Privilege Okeh With Morris Office

NEW YORK, May 16.—While Ferde Simon has been given the privilege of the Loew booking floor, doubling from his RKO agenting, the interchange of acts between him and the Morris Agency will continue, tho not on the large scale that it has in the past. Simon's agreement with the Loew office was that any of his acts handled by the Morris Agency will continue to be handled by it.

The Morris Agency sells many of its attractions direct with RKO now, altho much of its smaller material is handled by Simon for RKO representation.

Coast Opens Up Four-Week Tour

LOS ANGELES, May 16.—Kent Thompson, operating the Metropolitan, Seattle, and William B. McCurdy, representing Parker interests in Portland, are in town for several days on a talent prow. Pair are negotiating road shows for Pacific Northwest as well as picture "names" for personals. Territory north of San Francisco has been opened for four weeks of consecutive booking for traveling attractions, first time in six years.

Houses are Mayfair, Portland; Metropolitan, Seattle; Vancouver, Victoria; Yakima, Walla Walla and Spokane, Wash. Pair also associated with Famous Players of Canada, whereby attractions can be routed east thru Canada.

Heat Causes Early Midwest Closings

CHICAGO, May 16.—The premature closing of several vaude houses in this territory, due to the early heat wave, has put a crimp in local bookings.

Warren Jones, of the RKO office, is losing three houses. The Palace Theater, Fort Wayne, a split week, closed Wednesday. The only stage shows the town will have during the summer months will be spot bookings at the Emboyd Theater, where a Major Bowes unit opens May 30 for four days. The Colonial, Dayton, closes May 21, and the Shubert, Cincinnati, will call it a season May 28. Both spots have been full weeks. Stage shows are expected to be resumed in the fall.

The National Theater, Louisville, booked by Dick Hoffman out of the Billy Diamond office here, is discontinuing stage shows for the summer May 18. This has been a Friday to Monday stand.

Cincinnati Dropping Shows

CINCINNATI, May 16.—The Shubert Theater here will definitely drop its stage shows after the show that goes in next week. Last showing of stage shows for the summer will be May 28. As was written in last week's issue, the house's switch to a stage-band policy proved to be a flop.

Gerber Unit for Mexico City

NEW YORK, May 16.—Alex Gerber's *Radio City Follies*, recently changed in name to *Music Hall Follies*, may go to the Teatro Lirico in Mexico City for an engagement next month, following in the A. B. Marcus show. Negotiations are now on between Gerber and A. Castro, booking the house.

Cushman Circuit Establishes Chicago as Operation Center

LINCOLN, Neb., May 18.—Building up his Chicago offices, Wilbur Cushman, in a communication here this week, states it will be the center of operations when the new season opens in September for his circuit. Service will extend from Coast to Coast and several new branch offices set thru the East.

Due to inability of the \$150 units to cope with entertainment needs of some of the larger spots, Cushman says he'll have two prices of units. The small ones will be operated as always and form the backbone of the time, but under a separate division a number of big shows will be handled.

Vince Markee will be general representative for the time. Cushman says he'll leave Dallas, probably late in the summer, for a trip around the circuit.

F&M Film "Names" Booked; Office Booking Marionettes

NEW YORK, May 16.—Two F. & M. film "name" acts have been set for personals. Paramount has booked Stuart Erwin and June Collyer for the week of June 26 at the Michigan, Detroit, and Warner has bought Edgar Kennedy for the week of June 19 at the Earle, Washington, D. C.

F. & M. has secured exclusive authorization on Russell Patterson, artist, for the booking of his marionettes. Patterson has two groups now working, one at the Hotel New York and the other at the French Casino.

Palace, Cleveland, Shows

CLEVELAND, May 16. — The Palace Theater here, RKO house, has lined up three attractions for its vaude bookings. Jimmy Savo and Rene Villon come into the house, this Friday, to be followed consecutively by Block and Sully and then NTG and his *Radio Revue*.

Rudow's New Offices

PHILADELPHIA, May 16.—Jan Rudow, indie booker here, no longer associated with the now dissolved Godfrey & Linder office in New York, has moved his local office to the Real Estate Trust Building and in New York has established a new office on West 46th street. Associates in his office are Walter Grigaitis, Virginia Cramp and Claire Brooks.

Club Bookers Reported as Blacklisting AFA Members

NEW YORK, May 16.—The disagreement between private entertainment contractors and the American Federation of Actors reached its second stage this week when the contractors began asking acts if they were AFA members or not. Actors claim this is the beginning of a blacklist and have reported the situation to the AFA. Several acts claim the bookers told them outright that they wouldn't get bookings if they were AFA.

The Entertainment Managers' Association, meanwhile, which recently pro-

tested informally the AFA's circularizing clubs for actor jobs, says again it is not fighting the AFA and denies voting a boycott of AFA members. Fredric Watson, secretary of the EMA, says the association objects to the phrase "eliminating the middleman's profit" in the AFA's recent circulars, but insists the association is not opposed to unionization of actors.

The AFA, in the meantime, is continuing to round up club bookings for members and reports an increase in the number of affiliated union affairs booked.

New Acts

Enrica and Novella —AND— The Elida Ballet

Reviewed at Loew's State, New York. Style—Dance flash. Setting—In one, two and full stage (specials). Time—Twenty-four minutes.

One of the few brand-new acts around, partnering Enrica and Novella, standard dance team, and the Elida Ballet, Betty Friedman's group of girls from the Metropolitan, Boston. An outstanding act, tops in class as far as vaude is concerned, complete in entertainment, and generally a great flash for any bill. All dancing, except for the unbilled boy singer, who gets a solo spot and also production warbles. Turn uses two full-stage special sets, really beautiful, a special drop "in two," and the house traveler.

The Elida Ballet (12) is a perfect line, the girls all the same height and nice lookers, and their precision and dance talent are the real things. They open with a novel tap routine. Followed by the dance couple, who first offer a semi-classic number to cleverly arranged music and then do another in faster tempo. Really swell numbers and register accordingly. The singer fills the next spot for a change of set by doing a medley of tunes, singing them very well, and then goes into the production number, *She Shall Have Music*. This number is beautiful, with the ballet toing their way about in beautiful style, leading into a gorgeous waltz routine by the couple. A bridal scene finish tops it off perfectly.

Closed the show here and registered big. S. H.

Modern Revels

Reviewed at Grand Opera House, New York. Style—Singing and dancing flash. Setting—Full stage (special). Time—Eleven minutes.

A passable flash. Has nothing outstanding, but neither is it dull. Comprises a hoofing trio (two girls and a boy) and two girl specialists.

Trio is the backbone of the turn, opening and closing the act, with the other two specialty girls sandwiched in. Trio uncorks some snappy tap and acro dancing and, during the finale, go in for competitive dancing, which livens up its work considerably. One of the girl soloists is a pretty brunet toe dancer who offers an interesting variety of toe stands, whirls, kicks and fluttering about. The other specialty girl is a tall

U. S. Turns To Return To Europe for Repeats

LONDON, May 11.—Several American acts returned to New York this week following successful seasons in Europe. The Diamond Brothers and George Beatty left on the first 1936 sailing of the Normandie. Both acts are scheduled to return to England early in the summer, with Beatty going into the Palladium here July 13 and the Diamond Brothers playing a repeat tour of the GTC theaters commencing in August.

The Gaylene Sisters, who concluded a 10-week stay in *All Aight at Oxford Circus*, sailed for home on the Manhattan. They, too, contemplate returning to Europe early in the fall. Harriet Hutchins, American comedienne and impressionist, who has been a big hit here for the last 12 months, left on the Georgic. She will return to Europe in September.

Brussels House Into Vaude After Being Skating Rink

BRUSSELS, Belgium, May 11.—Resuming its former name and policy, the Palais d'Ete has reopened as a high-class vaude house. On the opening program are the Two Pierrotys, Pills and Tabet, the Zemanos, Odette Moulin, Kaystone's Vagabonds, Three Neirhings, Ritche and Festerat and the 18 Tamara Beck Girls.

The Palais d'Ete, which has been used as an ice-skating rink, has been redecorated and equipped with a revolving stage. Paris agents have lined up several American acts for the new house.

brunet blues singer who displayed a good voice and capable delivery. Single drape set is used. Except for the opening, routine is conventional and there is no attempt to try new angles. P. D.

Pittsburgh's Bowes Park

PITTSBURGH, May 16.—A park named after Major Edward Bowes was dedicated by Mayor William N. McNair here on Monday. The mayor promised the major such an honor while a guest on his Sunday amateur hour four weeks ago. The playground is located at Hazelwood and Second avenue and its official name is the Major Edward Bowes Recreation Park.

Ramon Navarro for Chicago

CHICAGO, May 16.—Ramon Navarro, film "name," and his sister, Carmen, have been booked by Paramount for the Chicago Theater here. Date set is May 29, but the booking may be switched on Monday to this Friday.

CHORUS EQUITY

(Continued from page 4)
cards must be presented at the door. If you have not yet voted you should do so at once. If you are in good standing and have not received a ballot notify the office, as your failure to get your ballot means that we have no address for you.

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Under the constitution all dues are due and payable on May 1 and November 1. A member in good standing is one who on May 1 or November 1 of any year is paid 6 months in advance. In mailing your dues to the office do not send cash, send a check or money order made payable to the Chorus Equity.

Remember to inclose no communication in the ballot envelope other than your ballots. These envelopes are not opened until the tellers' meeting, which will be held at 11 Thursday morning, May 28.

Remember that each member is asked to call in the office and sign in the

rehearsal book on the day he starts rehearsal. This is for the protection of the members both in the arrangement of the bonds and in establishing the date on which rehearsal expense money is due each chorus person in any production.

We hope to have several new productions shortly, as well as a great deal of work in the summer hotels. If you are out of employment you should call at Chorus Equity's employment bureau frequently. If you are in bad standing and unable to pay your dues you may get an extension of time, which gives you the use of the employment bureau.

Members working in clubs and presentation units are reminded of the Council concession which allows them to place themselves in good standing by paying current dues, providing this payment is made while they are working in those fields. Nonmembers in presentations and cabarets may join by paying a \$5 initiation fee rather than the \$15 charged in the legitimate theater.

DOROTHY BRYANT,
Executive Secretary.

PETER PAN

(Continued from page 3)
than adopt an attitude ridiculing the 50-week amendment with the slogan, We Never Grow Up.

The amendment was recently passed by Equity's council because it felt that under present production conditions an actor would not, after merely two years of junior membership, be sufficiently conversant with theater problems to warrant his taking a place in the austere deliberations of the oldsters.

Dorothy Brackett was chairman of the meeting, and an executive committee was chosen, composed of Samson Gordon, chairman; Isabel Keightly, secretary-treasurer, and Dave Sands, Connie Lent, Lucille Strudwick, William Greer, Harry Lessen and Ben Ross.

FEDERAL THEATER

(Continued from page 5)
that the public is dumb, ultra-conservative, vicious and pathetic.

1935 shows greater imagination and more flashes of good dialog and staging than its predecessor. It is an important development in the progress of the stage newsreel idea.

As for the One-Act Experiment Theater's show, it comprises Moliere's *The Miser*, Emjo Bache's *Snickering Horses* and George Bernard Shaw's *The Great Catherine*. It's really a stopgap show, filling in until the Experimental Thea-

ter's new play, *Battle Hymn*, opens next Friday.

The three one-acters were capably acted and the sets by Samuel Leve were economically realized. Muni Diamond did fine work in the new anti-war play, *Snickering Horses*, which was skillfully staged. Eda Reis was more than adequate as Catherine in Shaw's play.

And now, getting on to Orrie Lashin and Milo Hastings' new play, *Class of '29*, it turns out to be a fairly exciting portrayal of the tragedy of college grads trying to get a job in these depression days. Its timeliness of theme and the earnest acting of its young players do much to cover the crudities of playwriting. Preceded by plenty of newspaper publicity over its alleged Soviet theme, the play reveals it is nothing more than a plea to give our young ones jobs, or else they'll begin learning Russian and plan to take the next boat for the Promised Land.

It presents the unemployment problem not in terms of a mass problem but in terms of personal tragedy. The young architect, the young cultured boy who knows about nothing but rare books and the young Communist illustrator are some of the youngsters of '29 who just can't find jobs. With the years their spirit is broken, their faith in old values, in the economic system and in the church is smashed. They listen more attentively to their young Communist friend, Ken, the architect, gets a job, but is crushed when he learns months later that his father was really paying his salary. Ted, the most sensitive, the seller of rare books, finally commits suicide when his pride has been hurt beyond repair.

To this reporter the play is the best yet on the unemployment problem, because it portrays vividly the personal consequences and, naturally, makes us feel so much more keenly the fate of the various characters. The play lacks unity, however, and at times it flounders. Perhaps the too-large apartment set prevents building up dramatic tension. Perhaps the comedy interferes too often with cumulative dramatic effect.

Lucius Moore Cook directed it, with Edward Gooden supervising and Tom Adrian Cracraft doing the two sets. Jan Ullrich is grand, especially in the drunk scene, while Ben Starkie, Allen Nourse, Helen Morrow, Marjorie Dalton and Marjorie Brown also turn in substantial performances. Harry Irvine, now famous as the archbishop in *Murder in the Cathedral*, is a bishop in this play and, as you might suspect, creates a warm, sympathetic role.

E. Harvey Blum's *Backwash* opens tonight at the Symphony.

PAUL DENIS.

Vaudeville Notes

BENNY FIELDS will definitely go into Loew's State, New York, May 29 for a two-week run, getting \$2,500 per. Mrs. Harold Kemp (Bobby Folsom) leaves New York this week by auto to join her hubby on the Coast. Ed Sullivan, columnist, is going out to Chicago again, opening at the head of his revue May 29 at the Palace. Alex Gerber will move the first of next month from his Bond Building, New York, office to a Fifth avenue address.

Larry Adler will leave Europe on the first voyage of the Queen Mary, arriving in New York June 2. Johnny Dugan, of the Simon Agency, is booking the Beau Rivage in Sheepshead Bay, opening Saturday with Jerry Baker, Kay Mayfield, Peggy Alexander and Buddy and Claire Green. Dave Apollon and Benny Burke intend taking a pleasure jaunt to Europe June 16.

JESSE KAYE, F. & M. booker, and Lillian Shade left New York Thursday on the Siboney for an eight-day honeymoon cruise to Havana. Pulled a surprise marriage a week ago Saturday, following an eight-year courtship. Dave Bines has contracted as producer and social director for Schroon Manor in the Adirondacks, starting June 20. One of his lines of girls and boys, 16 Sophisticates, made a short for Mentone last week. Olsen and Johnson will guest artist Saturday on the Shell Chateau air program on the Coast. Arthur and Florence Lake, of the films, open Saturday at the Denham, Denver.

Gracie Barrie, booked for a repeat at the Paramount, New York, in a couple of weeks, has secured additional dates from the circuit, going into Boston, Chicago and Detroit.

TED LEWIS has been booked by Paramount for the Metropolitan, Boston, week of June 5. Warner will probably put him into the Earle, Washington, D. C., the week following.

Cliff Edwards' Metropolitan, Boston, date has been moved back to May 29 to allow him to air audition. Vira Niva gets her first vaude date, coming out of the night club field, from Paramount the week of May 29 at the Metropolitan, Boston. Wini Shaw, of the films, has picked up two weeks from Para, going into the Michigan, Detroit, June 12, and the Chicago, Chicago, June 19.

LOS ANGELES BRIEFS: Playing the Paramount since Christmas week, Al Lyons and band move into the opposition Orpheum May 20 for one week.

This will be Lyons' first straight vaude booking hereabouts. Buddy Doyle, who did the Cantor bit in *The Great Ziegfeld*, has been spotted for Paramount show May 28. San Diego Exposition is buying 25 European sight acts thru Fanchon & Marco. Idea is to spot free attractions around grounds to get crowds circulating to unfrequented points. Pinky Tomlin spending four days at Long Beach State polishing up unit of band and vaude acts for Paramount opening May 21.

Al Pearce and Gang follow Tomlin unit into house. Leo Morrison is angling for London stint for Three Stooges after four weeks of personals in East this summer. Meiklejohn Brothers moved their vaude agency from Spreckles Building into RKO-Hillstreet edifice. George Jessel returns to Orpheum Theater, Los Angeles, for another week's engagement June 3. Following this he goes to Honolulu.

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NOW MAKING PERSONAL APPEARANCES



Loew's State, New York*(Reviewed Friday Evening, May 15)*

The State has an all-round vaude show, with "name" value in Mitchell and Durant and Jackie Heller, which aligned with the *Desire* film should make good box office for the week. Show is a little longer than the average here, running 71 minutes, but the few minutes overboard is the result of the customers asking for more. Bill actually socks from the opening to the closing, with nary a miss. Except for overdoses of singing the bill is flawless. Good house at this supper show opening day.

Capt. Willie Mauss is always a swell opener, his bike riding in a rapidly revolving lighted drome providing an absolute thrill. A quickie of an act, but complete in entertainment. A blonde gives an opening spiel nicely enough, with a male propelling the huge wheel. Got away big.

Jean Carroll and Buddy Howe, here before, step up that deuce spot in grand style with their same act, which stamps Miss Carroll as an A-1 comedienne and shows off an act that is grand vaude. Nice material and team, with Howe a good straight and an energetic dancer. They sing, too. Audience liked it a lot, bringing them back for an encore and an introduction of the next act.

Jackie Heller, another repeater, had no trouble in mopping up. Aided by Dave Rose at the piano in the pit, Jackie wades thru a group of pop tunes in perfect style. He has sweet pipes, calling on them for punchy top-note finishes, and his delivery is boyishly outstanding. Earned his show-stop.

Frank Mitchell and Jack Durant took over the next-to-shut position hands down. They make their turn as informal as could be, starting off with much chatter, imitations, singing and light tomfoolery, a warmup for their closing knockabouts which brought down the house. A swell pair of performers, and the folks couldn't get enough of them. Brought out Harry Pollock for the finish, a lad who can outshout most of the Harlem shouters. Reception was terrific. Enrica and Novella and the Elida Bal-

let, latter house line from the Metropolitan, Boston, brings class personified to the closing spot. A turn that's staged and dressed most artistically and talented equally as arty. Really a first-rate act, with the dance team doing beautiful ballroom routines and the ballet lining up for outstanding numbers ranging from clever taps to tasteful ballet. A boy singer, unbilled, rounds out the turn in effective style.

Show played well as usual by Ruby Zwering and pit boys.

SIDNEY HARRIS.

State-Lake, Chicago*(Reviewed Saturday Afternoon, May 16)***"LAUGH, TOWN, LAUGH"**

This is the indoor circus musical revue which originally was produced as *Jombo* and has since been changed to the above name. It is an elaborately mounted revue combining circus and vaudeville acts and the 16 Carla Torney Girls, who have several nifty routines. It is a fast-moving show mounted with attractive scenery and costumes and should be a box-office attraction anywhere.

The show opened before a big show entrance drop with typical circus music. Going to full stage, representing the inside of the tent, the Torney line did a clown routine and were followed by the Lytle Twins with acrobatic challenge stuff. Then came the Wheeler Sisters in double trapeze and iron-jaw work; Senorita Conchita with a 100-foot slide from the balcony; Toto Ivy on the silver hoop; Larimer and Hudson, standard comedy cycling act; the Torney line in a hurdle routine; Marjorie Wheeler working a pony and four dogs; Virginia Young with clever aerial work; the Three Olympia Boys in feats on the horizontal bars; the Torney Girls in a clever hoop routine; Papes and Conchita doing perch work and the Wheeler Sisters on the webs; Emanuel, Mexican wire artist, with antics on the tight and swaying wire; Novak and Fay, who made a hit with their comedy acrobatics and legitimate hand balancing, and Violetta Rooks (Violet Hauser), with her regular

circus routine of balancing on her head on the trapeze.

The finale had the Carla Torney Girls doing a Spanish dance before a beautiful Spanish fan drop which preceded the slide of Felix Morales down a wire from the balcony on his head.

This is a show with great exploitation possibilities for any spot that can afford to play it, and it is colorful and different than any other unit on the boards this season.

F. LANGDON MORGAN.

Stanley, Pittsburgh*(Reviewed Friday Afternoon, May 15)*

Lack of proper building fails to make the current Stanley bill the top-notch show it deserves to be. For there's plenty of talent on hand which stands out only individually. House switched this week to straight vaude, with Jackie Coogan, of film note, emceeding the affair.

A silent trailer reviving notable scenes from Coogan's old pictures is given a good sendoff by Walt Framer, local air commentator, who is equipped with some fitting dialog. Jackie enters to a good hand and following a brief speech introduces the Biltmorettes, three blond acrobats, who perform some amazing tricks. The girls (Doris Johnson, Rose Cattor and Edna May Isenburg) excel in tumbling feats which netted them plenty of applause.

Jackie's partner, Betty Grable, is on next for the first of her three appearances. Betty is a real highlight in the show, young, attractive and a talented singer and dancer. Works both alone and with Jackie. After some chatter with her boy friend, touching on the romantic angle, she sings *The Touch of Your Lips* in a pleasing manner and follows with the equally appealing *It Was So Long*. She makes her second entrance in ice-blue pajamas, tapping to the tune of *You*. A neat routine. She comes back later in a white angel-like outfit for a soft-shoe tap strut with Jackie to the music of *Melody From the Sky*. Jackie was an able assistant. Josephine Dix has a plant bit in the act.

Another "name" on the bill is the alluring Wini Shaw, who has been in the Warner shops working in musicals. Her act consists of three songs which she delivers in her inimitable tear-stained style. Judging from the amount of applause she received at this viewing the customers liked her a lot. Her song selections, just the same, are not too good. Delivered *Dangerous Rhythm*, *Why?* and closed with the long-winding Harlem hodgepodge labeled *Save Me, Sister*. An exit number such as *Lullaby of Broadway* or *The Lady in Red* should prove more effective.

The comedy honors are divided between Raymond Wilbert, the expert hoop juggler, who mixes novelty with laughs, and Lou Parker and Company. Wilbert has a great 12-minute act that dares imitation. Parker's fun is clean and entertaining and himself should prove a great radio bet. He is assisted by Marion Bailer, excellent straight woman; Paul Murdock, George Hope, Bill Burdee and Thomas Paxton.

Bill runs about 60 minutes. The screen features Freddie Bartholomew in *Little Lord Fauntleroy* (U. A.), and house was fair at the second show.

SAM HONIGBERG.

Fox, Philadelphia*(Reviewed Friday Afternoon, May 15)*
(First Show)

Headlining "The Voice of Experience," the Fox stage program goes in for novelty this week and won a good hand from the fair crowd which turned out for the opening.

The overture is *Naila*, a lively brief musical interlude which permits Jess Altmiller, drummer, a local favorite, to do his stuff with the percussions, the bells and window shades—the latter ripped for musical effect. Band this week cuts down to 13 men in the pit. Karl Bonowitz, organist, and Jeno Donath, leader. It is the basic minimum which will be used during the summer.

Opening act is the Five Rileys, three boys and two girls, a fast dance offering that features a whirlwind of eccentric tap solos, duets, trios and ensembles. Gay and spirited and won heavy applause.

Paul Remos and his two acrobatic Wonder Midgets follow with a varied routine which has the audience both sympathetic and enthusiastic. The

midgets—men—open with a tap dance. One then does a hand stand on Remos' head, a split and downs a wine glass of water from the top of Remos' head to climax a back bend. Both little men are agile contortionists. In the climax Remos supports both on a long pole, one playing a xylophone on the top of the perch and the other balancing and rope spinning. For an encore the midgets mix taps with acrobatics.

"The Voice of Experience" is revealed as a bald-headed pleasant-voiced speaker who makes no attempt to "stunt" any material, but talks in an unaffected manner of his radio work and the problems brought to him. He worried about his appearance to the point of repetition, but the audience didn't seem to mind. Told some amusing stories of his billing in various theatrical appearances and explained the charitable work conducted by the "Voice of Experience."

At the conclusion he displayed one of his "Voice of Experience" film shorts (Columbia), which had been announced today as the winner in its class in the Short Subjects pool conducted by Emanuel Publications. The reel was devoted to the strange romance between a blind boy and a deaf and dumb girl.

The photoplay is *Gentle Julia*.

H. MURDOCK.

Radio City Music Hall, N. Y.*(Reviewed Thursday Evening, May 14)*

Show Boat steams into the ace of houses this week, definitely a two-week booking, and at this last show opening day there was a capacity house, with standees waiting for the break of the fourth showing of the film. The stage show wisely is trimmed to but 23-minute length, considering the film's 112-minute running time, yet it's a thoroughly enjoyable show. Cherry and June Preisser provide probably the one show-stop in the history of this house. Prior to the show W. G. Van Schmus introduced Irene Dunne, who gave a short talk.

Stage show is preceded by Dick Leibert's clever work at the grand organ, a Walt Disney cartoon and the symphony orchestra wading thru a medley of Southern tunes, all under the billing of *Southerniana*.

Troadero is the title of the show, an atmospheric prelude to the picture, drawing on the film's night club sequence. Robert Weede acts as m. c. (the Music Hall's version of an m. c.), opening the show with *Wings of Love*, a repeat number featuring Nirska and her outstanding butterfly dance. Also employs the ballet corps, with Nicholas Duke and Hilda Eckler contributing nice individual work in the number.

Next is a brief interlude of song engaged in by Robert Weede and Beatrice Joyce, who do an oldtimer, *Then You'll Remember Me*. Weede does most of it, with Miss Joyce joining him at the finish.

Sailor's Flirtation is the spot for Cherry and June Preisser, just out of the *Follies*, whose all-too-brief number stopped the show cold—a first time for this house. And the work of these youngsters, especially that amazing acrobatic June, is worthy of such distinction.

Finale is of the big finish variety, *The Can Can*, with the Rockettes and ballet combined, some 60-odd girls, doing that risque number of the old days. It's very effective on full stage and in the gorgeous setting.

Atmospheric layout is helped by the cabaret setting on the sides of the house.

SIDNEY HARRIS.

Paramount, New York*(Reviewed Wednesday Evening, May 13)*

Haul out the superlatives, the flags and sing hallelujah, for the Paramount stage this week has a musical show headed by Ray Noble that is the best of the series the house has had yet. None of the English leader's predecessors at the house has equaled, musically, Noble's offering. Nor has any exceeded it from the standpoint of entertainment. And those following him in the bookings have a high mark to shoot for. Noble's show is a 100 per cent success. It packs plenty of everything to satisfy both the public and musicians and demonstrates why Noble is rated tops by the musickers themselves. His half hour breezes past in seemingly a few seconds that whet the appetite for more and he doesn't miss a trick. Pace, quality, excellent selection of tunes, arrangements par excellence and showmanship galore.

Noble's arrangements are a lesson to the overarrangers. No song is played

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that is not given the benefit of beautiful handling, without yards of camouflage and bringing out not only the best of the tune itself but every possible range and all the color of the individual instruments. The excellence of each man in the orchestra is a direct tribute to the leader, Noble, and the arranger, Noble. Opens with a medley, including *You Hit the Spot* and *Let Yourself Go*, bringing in his vocal trio, the Freshmen, and even in their singing and harmony is Noble's work evident. Al Bowly, vocalist, is given a grand break in Noble's treatment of *Boots and Saddle*, bringing in *The Last Roundup*, orchestra singing effectively in support. Bowly may have been suffering from a cold. Nora and Jimmy Bell are the only outside attractions, two youngsters bringing in a youthful and peppy dancing touch. Miss Bell is back later on to tap to *Goody, Goody*, given a brightly humorous touch, shaping her dance and business to the lyrics.

Probably Noble's best known arrangement is his fox-trot treatment of *The Blue Danube* and no apologies will ever be needed to Johann Strauss because of this handling. Another comedy number is made of *Bugle Call Rag*, kidding the fat flute player who wants to but can't get his three notes in.

Danny Boy is played almost as a violin solo, and several of Noble's own tunes are in at the closing. These include his latest, *Touch of Your Lips*; an old fave, *Good Night, Sweetheart*, and the last, *Love Is the Sweetest Thing*. With Bowly in the lead, the entire group lines straight across the stage in glee-club fashion on the singing. And in no way copying the style of other band choral groups. It's a sock finish of the punchiest type.

The British have landed and all is under control. JERRY FRANKEN.

Chicago, Chicago

(Reviewed Friday Afternoon, May 15)

They're calling this week's show the *Broadway Sketch Book*, and the five acts, headed by Arren and Broderick, are interwoven and augmented by the Evans Girls in production numbers.

A novel opening number showed a desert background, with one of the boys as Haile Selassie, with the other two attending him. After a number by the Evans Girls, in black masks and Ethiopian sheets, the boys stepped forward and did some nifty and classy tapping on a raised platform. The thought of Selassie doing hot footwork threw a humorous note in the proceedings and the boys' snappy stepping brought them a big hand.

Jane Williams, former co-star on the *Hollywood Hotel* radio program, did a selection from *The Firefly*, in beautiful voice, followed by *With All My Heart*, and left to a gratifying hand. Miss Williams is an attractive womanly blonde and is a relief from the hotcha flaming youth torch singer.

Barbette, late feature of *Jumbo*, completely fooled the audience. Coming down a flight of stairs, gorgeously costumed, he disrobed and started with slack-wire work that included high kicks, toe work and the swaying wire. Then mounted the rings and closed with trapeze tricks. The illusion was accentuated by many feminine pieces of business, which seemed a bit exaggerated at times. A sock exit was muffed at this show by not doffing the wig during his bows.

Arren and Broderick tied things up in the next-to-closing spot. Charlotte Arren started things when she skated off after singing *The Last Rose of Summer*. Coming back she did an eccentric comedy dance and was followed by Johnny Broderick, who played *The World Is Waiting for the Sunrise* on the piano, picking a chorus on the strings like a zither or harp. Charlotte's burlesque on a concert singer had them in stitches. Johnny presides at the piano thruout, and the act is full of funny stuff. Four bows. A hit.

A colorful Tyrolean scene with the Evans Girls, attractively costumed, served as the setting for the Swedish Bell Ringers, who played several tunes on the various sizes of bells and glasses partly filled with water. Everything was nicely done up until the finale, which was a production boner that stuck out like a sore thumb. After establishing the Swiss atmosphere by means of scenic effects, costumes and dances, they had the girls, still attired as Swiss boys and girls, tripping out for the finale to the strains of *Dixie* played by the Bell Ringers. Of all the tunes this was about

the most inappropriate, but then maybe it's true what they say about Dixie. F. LANGDON MORGAN.

Grand Opera House, N. Y.

(Reviewed Friday Evening, May 15)

Four-act bill this half supports the double feature, *The Unguarded Hour* and *Don't Gamble With Love*. Four acts managed to cover acrobatics, comedy, singing, music and dancing, which is not bad.

Opening turn was Moore, Wally and Grayce, two men and a woman doing strong-arm stuff on the ground and in the air. Routine is interesting right along and the trio had no trouble scoring.

Haynes and Beck did all right in the deuce spot. Miss Haynes is a diminutive comedienne who knows how to get the laughs. She does low comedy, with Beck doing straight and also a bit of singing. A standard team, they had no difficulty getting by.

Jeane Granese and Company, another standard combination, had the customers laughing with their Italian comedy. The hoke is a pleasant relief to their capable singing of pop numbers. Miss Granese, in a sparkling black gown, is still a treat vocally, while her two male partners join her in harmony bits and also entertain on their own.

For a closer *Modern Revels*, five people, did all right. A two-girl-and-boy combination had the feature spot with their tap and acrobatic hoofing, each of the trio stepping out for competitive stepping. They get support from a pretty brunet toe dancer and from a pleasing blues warbler. Single set of drapes and the costumes are modest but neat. Act gets by, even tho it doesn't display anything startling in talent or production. PAUL DENIS.

Paris Bills

(Week of May 4)

The program at the Empire Music Hall shows a decided tendency towards circus and animal acts. While the bills still show a lack of tempo and real punch, the presentation of numbers has greatly improved. Altho there are several good numbers, the punchiest act is that of Al Renard's Four Trojans. These four boys present their splendid routine of tumbling with speed and pep. Another good number is that of Natol, who appears made up as a monkey and scampers up and down the orchestra seats, climbs up to the balcony and runs around the railings with simian-like ease and winds up by climbing a rope to the top of the house. Otto Kemmerich presents his pet lion, "Lea," apparently at liberty on the stage. This number is interesting, but lacks action as the lion simply eats, drinks and acts kittenish with its trainer. A neat and amusing dog act is offered by the Kormanows and Maurice Houcke presents several horse numbers, in one of which he is assisted by Mlle. Houcke.

Other numbers with a circus flavor are Joan Tanya in modest trapeze routine over the orchestra pit; Alto and Partner, novelty balancing bit atop a platform; Percou, antipodist, and the popular clowns, Boulicot and Recordier. George Dorlis clicks solidly in his amusing monolog on the origins of modern dance steps, which he demonstrates briefly. The Two Burleys also have an amusing act in which cute girl does comedy and dance bits while male partner juggles heavy objects. Fredo Gardoni and Jean Cyrano on in their familiar but good accordion and song bits. De Roze works on stage and in the audience producing tasty drinks of all sorts from clear water. The Harris Brothers offer excellent hand-to-hand balancing routines, and the Two Fokkers present their amusing acrobatic parody.

The ABC is packing them in with a program that holds interest from start to finish. Feature of the bill is a comedy sketch starring Gaby Morlav and Maurice. A really amusing skit in which these two splendid artists score a smash hit. Hal Sherman also wows them with his nut comedy and clever eccentric hoofing. Hal's "fan" dance and Apache bits are gems. Only other American on the bill is Cecil Ayres, roller skater, who appears with the Avallon Sisters, English skaters, in a speedy number with good solo bits, lifts and spins. Plenty of comedy on the bill with Charpini and Brancato pulling guffaws with their zany song and patter bits in which Charpini goes effeminate. Adrien Adrius is new, but reveals himself a clever artist with comedy talent,

musical ability and a pleasant voice. Puts his act over easily.

Samson Fainsilber, stage and screen favorite, presents a neat act in which he caricatures and imitates theatrical celebs. Fox and Rasco on in a comedy dance turn in which tall boy shows exceptional ability as a contortionist. Alina de Silva and Nita Raya are both pleasing singers and both have personality and appearance, scoring nicely. Novelty musical turn is that of Darius Cittanova, who demonstrates Martonot's "musical waves" instrument. Interesting but a bit too long.

London Bills

(Week of May 11)

Rex Weber makes his English vaude debut at the Palladium, where he is definitely successful. With his amusing pan and unique vocal illusions and bright and novel comedy, Weber chalked up a legit show-stop on his opening performance. His singing is a strong point, too, and his whole routine is discriminatingly chosen for English appearances. Carolyn Marsh, cute and appealing torch singer, is forced to encores. Girl is a great favorite with the Palladium audience. Al Trahan and Yukona Cameron with their sure-fire comedy act, and the Four Ortons, wire-walking comedians, are other winners here.

Back after an absence of five years, Molly Picon headlines at the Holborn Empire, where she registers heavily with well-chosen numbers in English and Yiddish. She had to beg off with a speech on her opening night and was further rewarded with floral tributes that had the apron resembling a florist's store. Further American talent at the Holborn includes Halls, Reading and Boyce, hitting solidly with a clever pot-pourri of comedy, acrobatics and dancing; Forsythe, Seamon and Farrell, comedy, vocal and dance novelty; Larry Adler, harmonica expert; Lee Donn, syncopated pianist, and Van Cello and Mary, foot juggling experts. Other notable entrants in a monster bill include Sherkot, ace pantomimist, with a corking routine, and Al Burnett, comedian and monologist, who works strictly on American lines.

Theater Royal, Dublin, has three American winners in Geraldine and Joe, sock juvenile entertainers and plenty versatile; Dezzo Retter, "the man who wrestles with himself," and Ray Saxe, smart novelty saxophonist and dancer.

Leonard Barr and Virginia Estes, bright and original comedy dancing eccentrics, and Dare and Yates, acrobatics, are American acts headlining and hitting solidly at the Swansea Empire.

De Wolfe, Metcalf and Ford, brilliant comedy dancers; Dave Seed and Company, with a comedy originality, and Radcliffe and Rogers, colored comics, all hit at Kingston Empire, while the Four Franks, youthful stars of steps and tunes, are a riot at Glasgow Empire.

Berlin Bills

Strong bill for the month of May at the Scala has Will Mahoney, American funster, dancing comedian and trick xylophonist, headlining and proving a sensational hit. Assisted by Evie Hayes, singer and comedienne, Mahoney does 45 minutes of swell entertainment without a single letup. Another hit from the States is scored by Powell and Nedra, who make their European debut on this bill. Act is most original and using multicolored sand team forms a series of remarkable pictures that are enhanced by clever lighting effects.

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Greta Kellar, attractive Viennese singer, and the Four Phillips, juggling equilibrist, are well liked. Both acts have had experience in American vaude. Miss Hoshi, Jap juggling miss, is another winner, while Beate Bradna shows some new tricks in acro-dancing. Rest of the bill is devoted to native talent.

Wintergarten has a fine American act in Arnaud, Peggy and Ready, who are tops among the many travesty dancing and comedy burlesque trios in Europe. Noteworthy hits on the same bill are Adrian Otero, Spanish dancer; Four Astons, girl gymnasts; D'Anselmi, ventriloquial comedian, and the Three Georges, perch act.

Det. Quartet Take License

DETROIT, May 16.—The former Detroit Artists Bureau booking license has been taken over individually by the four bookers who remain associated in the office. Abe Schiller is handling the cafe department; Kay Davison, club bookings; Fred Zierer, orchestras, and George A. Ranshaw, theaters.

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PLAY WAR TRUCE COMES

Managers and Dramatists Settle Compromise Contract for Scripts

Both sides satisfied—must still be ratified by Dramatist Guild membership—Guild recognizes League as bargaining factor—film split stands at 60-40

NEW YORK, May 16.—With both sides practically saying, "You first, Alfonso," the dramatists and managers amicably settled their differences May 12 with a five-year contract distinguishing between plays independently produced and those backed by Hollywood money, providing that the sale of film rights in the latter case be governed by a committee of five dramatists and five managers, three of the latter of whom must be independent, with film rights for indie productions to be disposed of by bidding in the open market. The percentage split realized from plays sold to Hollywood is to be 60 per cent for the author and 40 for the producer. At a meeting to be held May 25, the Guild membership will probably ratify the arrangement, thus bringing to an end the ill feeling engendered when the last contract expired March 1.

Figuring prominently in the newly reached accord is Joseph P. Bickerton, who will act as arbiter for the sale of independently produced plays, and who will also have in his keeping the stipulations drawn up by the committee of 10 relative to the sale of productions financed with the aid of film money. Should the committee fail to agree regarding these rules Bickerton will have power to cast a deciding vote. It has been so arranged that the drafted rules will vest control of the sale in the hands of the author, but will nevertheless not neglect the rights of the backer and producer. Little more than petty quarreling is expected when the committee is named and the rules announced.

Outside of the question of the sale of plays and the disposal of the money therefrom, there will be another committee representing both factions for the purpose of adjusting disputes. Difficulties involving legal entanglements will be placed at the disposal of 30 arbitrators chosen by both dramatists and managers.

In addition to the above-mentioned factors in the agreement, these points have been definitely settled: (1) Managers participate in sale of film rights when the production has had 21 performances, of which no more than five may be matinees. (2) Authors do not have to give a cut of film rights in the event that such rights had not been bought 10 years following production. (3) Producer and author will set the day on which the film adaptation of a play is to be released. (4) The author has power to approve the director of a play. (5) On the title page of the contract there will be a statement to the effect that this is a "basic agreement negotiated by the Dramatists' Guild, the League of New York Theaters and other producers." (6) Managers are authorized to make arrangements for the London production of a play during a six-month period; but a payment of \$100 is to be made for the seventh month, finally reaching \$400 for the 10th, and totaling \$1,000. Managers get a free option for the final two months of the second period. (7) Regarding foreign plays, they can be bought outside the basic contract, but a proviso rules that the adapters and translators be members of the Guild. And a producer can present one English play per year, this play to be outside the government of the contract. (8) If managers do not of themselves post a bond, the Guild can insist that they do. Some League members will not be required to post bonds. (9) In the event that the Guild has the manager's power of attorney, it may sign contracts for the manager; but contracts involving the League and the Guild are to be separate as far as each manager is concerned.

The settlement of the struggle marks the first time that the League of New York Theaters has been officially recognized by the Guild as a body representing producers.

"Tess" for the Coast

PASADENA, May 16.—Premiere of *Tess of the D'Urbervilles*, taken from the novel by the same name, will be held May 19 at Pasadena Community Playhouse. Gwen Mannering, English actress, will play title role.

Foundation. Has to do with the birth of a girl into the royal family when a boy is desired. Gal is reared as a male and finally takes the throne. Bit of a mixup at the trial of a princess accused of impending motherhood without marriage, and gal is exiled. "Prince" takes unto herself the father, who, for a time, impersonates a dame.

With exception of several minor points piece is said to be faithful reproduction of how it would be performed in China. Actors work on full stage with only plush drop background, and in full view thru-out performance is prop man, who walks about stage at will. On other side of stage is oriental orchestra which cues the sequences. Piece just isn't occidental theater fare, and probably won't survive subscription period. Only attraction is the method of production and the ever-present dead-pan props, Frank Wayne.

Peiser.

their positions in the social world, their love turns to hatred and results in tearing away their happiness when it might be so near. Catherine marries a nobleman, but is unhappy because of her true love to Heathcliff. Heathcliff wins the love of Edgar's sister, Isabel, and marries her in spite. The peasant is also unhappy because of his love for Catherine. In the closing act when both are reunited and happy love is near, Heathcliff's hatred for Edgar results in a tete-a-tete which brings death by shock to Catherine. Heathcliff, who has released Edgar, is heartbroken and left to his woe by all, even his and Catherine's dearest friend, Ellen.

Miss Hone in the role of Catherine was well cast. She carried the audience with her excellent acting and was given fine support by others in the cast, including Ellen Love, Charles Furcolowe, Charles Atkin, George Petrie and Ellen Day. Mr. Carter received fine help in his dramatization thru the efforts of Joseph Marra and J. Herbert Callister, whose sets and costumes were very good.

A 20-piece WPA orchestra played in between the acts. Colavolpe.

OUT-OF-TOWN OPENINGS

"Her Majesty the Prince"

(Hollywood)

Author, Raymond Cannon. Producer, L. A. Artists' Foundation. Director, Paul Fung. Incidental music by Arthur Kay. Opened May 10 at Hollywood Music Box.

CAST: Barbara Barondess, John T. Murray, Donald Gallaher, Carla Laemmle, Louise Glover, Grand Richards, Channon Weller, Gene Crotty, Barton Bosworth, Darryl Hampton, Minta Durfee, Donald Shafrp, Martin Glover, Jean Euer.

Done in the manner of the Chinese Theater, this piece is advertised as the Oriental *Well of Loneliness*, and is the first offering of the Los Angeles Artists'

"Wuthering Heights"

(New Haven)

A new play written and directed by Randolph Carter, of local WPA staff, from Emily Bronte's novel of same name. Settings: Joseph Marra and J. Herbert Callister. Costumes: J. Herbert Callister. Produced by the Federal Theater Project. Reviewed May 15, to close May 23.

Cast: Ellen Love, George Petrie, Charles Furcolowe, Mary Hone, Charles Atkin, Ellen Day.

The story, as portrayed in the play, involves the unsuccessful, happy love of a noblewoman, played by Miss Hone, and a peasant, played by Mr. Furcolowe. Because of their misunderstandings, due to

From Out Front

By EUGENE BURR

While everyone else is rushing around and figuratively slapping the Pulitzer Prize committee on the shoulders, this corner sticks its head out of its dusty recess and gives vent to a noise not very dissimilar to a rich Bronx cheer. Usually the spectacle is quite different. Pulitzer-Prize-batting has for years reigned as one of the leading critical sports—and, strangely enough, this corner has as often as not defended the embattled judges from Morningside Heights. Last year, for example, there were squawks that rent the blue spring heavens when the award went to *The Old Maid*; yet, except for a bit of bewilderment that the prize could be given to a dramatization of a story, this corner was well enough satisfied.

This year, suddenly, the boys have become soft, patting the judges benignly upon their quivering heads and even dishing out the sweetmeats of praise—sparingly perhaps, but still dishing them out. There are probably a number of reasons. For one thing, there are not quite so many columns to be filled this year, various of the boys being now on vacation. For another thing, the Critics' Circle has been formed to award its own prize, and the lads have the double deterrents of a safety valve to let off their steam and the tenancy of a pretty glass house. There is also the fact that, tho *Winterset* rightly received the critics' prize, *Idiot's Delight*, the Pulitzer Prize recipient, was generally considered the runnerup.

Thus, contrary to tradition, an aura of peace shines all the way from 42d street to Morningside Heights—except in this non-conformist corner. The facts that *Idiot's Delight* was well considered by the Critics' Circle and even better considered by the Pulitzer Prize committee give rise in this precinct only to discontent and to a sort of hurt, dumb bewilderment. For *Idiot's Delight*, despite the most fitting title of the decade, is regarded here simply as a cheap and over-pretentious mental burlesque show for pseudo-sophisticates, a formless and witless and self-conscious discussion of a tremendously important problem, an inept setting for a song-and-dance session from Mr. Alfred Lunt.

How anyone can conceivably consider it even for the dubious honor of a dramatic prize seems here both disconcerting and inexplicable. For just what is *Idiot's Delight*? It is a long, rambling, disconnected, ineffective and generally pointless discussion of the terrible problem of war. It consistently pats itself on the back for missing the most important points; it constantly takes self-conscious delight in smart-aleck quips that are so cheap that they very nearly cheapen even the subject under discussion. And into this somewhat unsavory melange is dumped what this reporter, borne down by weight of numbers, must consider the excruciatingly funny anecdote of a fourth-rate vaudevillian who is attracted by the paramour of a munitions magnate and who later finds that she is a dancer who once slept with him in a certain room of a certain hotel in Omaha. Or, maybe, Kansas City.

That is all. True, it is enlivened by a viciously wistful, a tenderly satirical portrayal by Mr. Alfred Lunt as the vaudevillian. It is made occasionally bearable by Miss Lynn Fontanne's nondescript but uproarious burlesque of the paramour-dancer. It is brought to its peak, somewhere near the middle of its formless second act, when Mr. Lunt indulges in a knock-down-and-drag-out song-and-dance, aided and abetted by six inimitable coryphees.

This reporter, with what must now be considered unfortunate naivete, thought when he saw the play that it had all been written out simply as a vehicle for the acting talents, for the grand rough-and-tumble of the Lunts. He thought that a contemporary and vital subject had been selected simply as a peg upon which to hang the zany acting chances which Mr. Robert Sherwood, the author, had afforded to the two leading citizens of Genesee Depot, Wis. But it seems that this reporter was wrong. It seems that *Idiot's Delight* is a fine play, a great play, using courage and thought and dramatic effect to deal with a tremendous contemporary problem. At least so say the reviewers who voted for it in preference to the magnificence of Maxwell Anderson's *Winterset*. So say the Pulitzer Prize judges. So say even some of the reviewers who voted for *Winterset*, with *Idiot's Delight* as their second choice.

But how anyone could possibly vote for *Winterset* and still consider *Idiot's Delight* the runnerup is still a poser to this reporter.

New Play on Broadway

MASQUE

Beginning Thursday Evening, May 14, 1936

A PRIVATE AFFAIR

A comedy by Gaston Valcourt, starring Oscar Shaw and featuring Helen Raymond and Betty Linley. Staged by Albert Bannister. Scenery by United Studios. Song by Billy Hill. Presented by Albert Bannister.

Nautica Bartlett Florence Britton
Madge Forester Helen Raymond
Mrs. Simon Bartlett Nelly Malcolm
Laura Hamilton Betty Linley
Bertha Andree Corday
A Young Man Oscar Shaw
Jimmy Mansard Charles Campbell
Col. Rufus Rhinebeck George Graham
Leo Hamilton A. J. Herbert
Agent De Police Paul Lamonte

The entire action of the play takes place in the living room of the Duchesse De Tarascon's Chalet in the Swiss Alps. Time—The Present.

ACT I—An Afternoon in May. ACT II—Morning—Three Days Later. ACT III—Evening—The Same Day.

The sewer drama hit a new low last Thursday night when Albert Bannister presented *A Private Affair*, described in the program as a comedy and attributed to Gaston Valcourt. Those of us who scraped our vocabularies for imprecations with which to crown the odoriferous head of *Pre-Honeymoon* may now feel properly abashed; compared with *A Private Affair*, *Pre-Honeymoon* is practically a perfume.

The plot of the production with which Mr. Bannister has seen fit to afflict the two or three audiences which may conceivably attend concerns four women restlessly vacationing in a Swiss chalet, who are overjoyed at the arrival of a wandering male. They are not so overjoyed when they think they discover that he is a crook—a polished rascal who, despite the advent of their various husbands and lovers, manages to make off with their jewels. Later on it is discovered that he is really the son of the countess who owns the chalet, whereupon the curtain descends, just two hours and four minutes too late.

A bare outline, of course, can give no idea of the overtones and undertones which clash and simmer about the comedy—which is a fortunate thing for the readers of this review.

A harried and harassed cast performs in a manner perfectly calculated to bring out all the idiocies, inanities and unsavory banalities of the plot, with Betty Linley being flamingly cute (in the ultra-English fashion) as a young matron, Helen Raymond playing with all the finesse of a burlesque blackout as a not-so-young matron, and Florence Britton, as the love interest, scoring with her looks rather than her acting. It would be pleasant to say that Oscar Shaw, who is starred, proves in the current play his fitness for musical comedy, but in view of his rendition of the single song, even that meager joy must be denied. The ineptitude of Mr. Bannister's staging can only be described as inspired.

The general devastation extends even to the press agent's program notes.

EUGENE BURR.

Nazimova Returns, Triumphs in 'Ghosts'

NEW YORK, May 16.—With Beatrice de Neergaard replacing Ona Munson and Horace Sinclair in place of Raymond O'Brien, Nazimova's revival of Ibsen's *Ghosts* came back to Broadway following a cross-country winter tour, to take up where it left off and round out its season of trouping with a limited engagement at the Golden Theater. Nazimova, McKay Morris and Harry Ellerbe remain as principals and continue to do magnificent jobs in the leading roles.

Opening-night business, with top prices at \$1.65, was heavy and the audience's response was enthusiastic. Last winter the company gave 44 performances at the Empire and Morosco theaters before starting on tour.

New Orleans Civic Theater Planned

NEW ORLEANS, May 16.—Working upon the instructions of members of the commission council of the city, architects last week began to draft plans for the erection of an open-air theater at West End Park in suburban New Orleans. The proposed theater would be for opera, concerts, legitimate plays and other entertainment and would accommodate between 3,500 and 5,000 persons. A WPA project is sought, with between \$50,000 and \$75,000 needed for the theater's erection, according to Mayor Walmsley. Prices to be charged would range from 10 cents up to \$2, with all profit going back into the enterprise for enlargement.

City Commissioner Earhart stated that he favored the project following a study of the complete setup of the St. Louis theater movement from its beginning "when benches were used to seat its first patronage" and believed that New Orleans could succeed in the same manner if necessary. WPA Administrator Crutcher says that he is "very willing" to co-operate with the proposed project.

Pitt Playhouse Goes Pro

PITTSBURGH, May 16.—The Pittsburgh Playhouse here, guided by Herbert V. Gellendre, will join Equity next season. Gellendre reports that he will select several featured performers on Broadway this summer to head next season's productions, which will be staged in the group's own theater here. The Playhouse is concluding its current season next week with *Springtime for Henry*.

"Road's" Bridgeport Click

BRIDGEPORT, Conn., May 16.—*Tobacco Road*, the first legitimate attraction to play this city in over five years, scored a tremendous success at the Loew Lyric Theater. The theater, which is a movie house, closed for the season last week, which allowed the quick booking in of *Tobacco Road*. Charles (Slim) Timblin played the part of Jeeter Lester. Because of the success of the presentation it is a possibility that *Three Men on a Horse* may receive a booking here soon.

"Paradise" for Detroit

DETROIT, May 16.—Clifford Odets' play, *Paradise Lost*, is to be presented at the Institute of Arts in Detroit May 22, 23 and 24 by the New Theater Union. The play will be directed by Gordon Slade.

The cast includes Paula Weiman, Hal Phillips, Allan Naylor, Elmore Lee, George Parker, Mernard Gould, Paul Olan, Dan Miller, Mario Trafelli, Loula Martin, Roger Bacon, Letitia Leybourn and Roy Simms.

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BROADWAY RUNS

Performances to May 16, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep.)	Mar.	30... 56
Boy Meets Girl (Cort)	Nov.	27... 202
Fury the Dead (Fulton)	Apr.	18... 33
Call It a Day (Morosco)	Jan.	28... 131
Children's Hour, The (Elliott)	Nov.	20... 633
Co-Respondent Unknown (Ritz)	Feb.	11... 111
Cyrano de Bergerac (New Amsterdam)	Apr.	27... 24
Dead End (Belasco)	Oct.	28... 234
Elizabeth Sleeps Out (Comedy)	Apr.	20... 32
End of Summer (Guild)	Feb.	17... 104
First Lady (Music Box)	Nov.	26... 203
Ghosts (return eng.) (Golden)	May	11... 8
Idiot's Delight (Shubert)	Mar.	24... 63
Love on the Dole (Longacre)	Feb.	24... 96
Moon Over Mulberry Street (second eng.) (44th St.)	Jan.	13... 144
Mulatto (Vanderbilt)	Oct.	24... 237
One Good Year (Fulton)	Nov.	27... 199
Parnell (2d eng.) (48th St.)	May	4... 16
Pre-Honeymoon (Lyceum)	Apr.	30... 20
Private Affair, A (Masque)	May	14... 4
Saint Joan (Beck)	Mar.	9... 80
Three Men on a Horse (Playhouse)	Jan.	30... 553
Tobacco Road (Forrest)	Dec.	4... 1058
Victoria Regina (Broadhurst)	Dec.	26... 165
Musical Comedy		
Gilbert and Sullivan Rep.		43
The Mikado (Majestic)	Apr.	10... 19
Jolanthe	May	4... 8
Pinafore and Trial by Jury	Apr.	27... 8
Pirates of Penzance, The	Apr.	20... 8
May Wine (St. James)	Dec.	5... 188
On Your Toes (Imperial)	Apr.	11... 41

"Chalk Dust" Held Over

CHICAGO, May 16.—*Chalk Dust*, current play of the WPA Theater No. 1 occupying the Great Northern Theater, is being held over until May 23, with a possibility of it staying another week after that. No decision has yet been reached on the play to follow, but the group, under the direction of Theodore Viehman, is reading five plays, among which is *Model Tenement*, by Meyer Levin, local playwright, and *Hamlet*. The American Repertoire Company, directed by Harry Minturn at the Blackstone Theater, is presenting *Broken Dishes*, beginning May 18, with Oscar O'Shea, character comedian, featured in the cast.

Worcester Goes for Legit

WORCESTER, Mass., May 16.—That the "road" is coming back to Worcester is indicated by the recent showings of *Three Men on a Horse* and *Tobacco Road* at the Worcester Theater and the booking of *Personal Appearance* and *Dead End* for later this month. Bookings are being arranged by Aaron Richmond, Boston impresario.

It has also been reported that a flock of legit productions will play here next season.

Three Men on a Horse did excellent box-office business in its two-day stand. *Tobacco Road* likewise drew very well.

Summer Theaters Get Going as Play Truce Releases Scripts

long drawn out and recently settled managers-dramatists war, summer theater managers who were unable to avail themselves of new plays while the battle was on will embark on their annual season of legit rather late. With plays in circulation, however, the arty folks are getting ready for their rustic doses of legit with all possible speed. Walter Hartwig, at Ogunquit, Me., has scheduled the opening of his 10th season for June 29. *Personal Appearance*, with Dorothy Mackaill in the title role, will open at West Falmouth and Nantucket under the direction of Luther Greene. And the Group Theater will try out its next season's Broadway offerings at Nichols, Conn.

The Coney Island Theater will be operated under the banner of G. H. Zachary, while up in Peterborough, N. H., Maria Ouspenskaya will attend to production activities. What goes on at Mt. Kisco and White Plains may be blamed on the Messrs. Tuttle and Skinner, whose plans thus far include *The Taming of the Shrew*, with Rollo Peters and Peggy Wood; *They Knew What They Wanted*, with June Walker, and *Liliom*, with Burgess Meredith and Margaret Perry. At the Urban Playhouse, Yonkers, John Simon Rodell's *Deny the Heart* will be given under the management of Elizabeth Miele, whose activities will

Pros and Cons Fly While Equity Prepares for Vote

Peggy Wood attacks independents in Equity Magazine article, as independents ask for individual consideration from voters—kicks at voting procedure made

NEW YORK, May 16.—With the meeting for election of members to Equity's council slated for May 25, adherents of both the regular and the independent tickets are getting primed for what looks like the bitterest battle within the ranks in years. Following George Abbot's letter, printed in last week's issue of *The Billboard*, in which he scored the administration's tactics and referred to its alleged back-stage electioneering strategy as "close to coercion," *Equity Magazine* published arguments for both the regular and independent candidates, written by representatives of both factions.

Peggy Wood, writing for the administration, in remarking upon the fact that a series of signed petitions appeared nominating independent candidates shortly after the slate selected by the regular nominating committee appeared, says, while admitting the legality of the procedure, "Is not this extraordinary? How does it happen that such a thing has never occurred before? The constitutional prerogative has been operative a long time and yet never before have exactly the same number of nominees been presented along with the ticket decided upon by the nominating committee."

Probing for a reason for this unprecedented use of a procedure which is, nevertheless, constitutionally authorized, Miss Wood forestalls some of the answers by saying, "But the Council has not been a closed shop exactly in years gone by; there is fresh blood in it at all times," further stating, "Last year we had a Forum which fathered an independent ticket. But while the Forum itself is not operative any more that does not mean that the former members of that group have ceased to plan or to consider ways and means."

Miss Wood closes her article with, "Think when you make your choice. And while you are thinking do not be put off by allegations that a 'small committee' nominates all those for the regular ticket. That word 'small' is a clever insertion designed to make you think of it as a cabal. You elected the nominating committee. You are included in the implication of conspiracy."

Objections of the independents are clearly stated in *Equity Magazine* by a committee on their behalf. A quotation of salient points follows:

"We regret that you have received separate ballots, since it leads you to the assumption that we are running for election is an 'opposition ticket.' Each of us is soliciting your support purely as an individual. A formal request was made that all names of nominees, whether nominated by committee or by petition, should be placed in alphabetical

order upon a single ballot. This request was denied.

"We feel that precedent rather than a specific constitutional provision actuated this denial. The precedent has been that a small committee should nominate all new candidates for Council vacancies, and that their nomination, since unopposed, should be tantamount to election. Doesn't it seem to you, as a qualified Equity voter, that it is more desirable that you choose your Council representatives from a wider field than from an automatically elected slate? Certainly the method established by precedent tends to make the important matter of your vote a rather routine gesture.

"We do not mean to disparage the ability or sincerity of our fellow-members who were nominated by the committee instead of the equally constitutional method of petition. All we ask is that you give unbiased scrutiny to the full list of candidates on both ballots, and use your own good judgment as to the names you may select."

Opinions have also been heard objecting to the complicated voting procedure as outlined in *Equity Magazine*. Some of the items called confusing are those provisions regarding voting by mail, and are said to be particularly a hindrance to those not voting a straight ticket. For instance:

"If you do not approve of the nominations on the Regular Ticket it is your privilege—(1) to erase one or all of them and write in the blank space provided the name or names of Senior Resident Members in good standing for whom you wish to vote. (2) If you prefer to vote for nominations listed as Independent Candidates you may use the ballot designated Independent Candidates, being careful not to vote for more candidates, if such there be, than there are members of the Council to be voted for. (3) If you prefer to vote for a number of those nominated on the Regular Ticket and also those on the ticket marked Independent Candidates this may be done by scratching the names of those on either ticket for whom you do not wish to vote, being careful that you do not vote in total for more than 14 candidates and to indicate those for whom you are voting for a full term and those you are voting for replacements, and stating which replacement. The Council has passed a rule that members not indicating that they are voting for a nominee who is to be a replacement will be considered as voting for nominees for a full term. Please note also that Article 3, Section 7, of the Constitution permits Senior Resident Members to vote for any person not nominated."

Objectors claim that the procedure could have been considerably simplified had the independent candidates been listed independently instead of as a ticket.

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News of the Week

The last threads of the federal government's anti-trust proceedings against Paramount, RKO and Warners were disposed of recently when State's Attorney Roy McKittrick of Missouri was granted his application for dismissal of both the Jefferson City and the St. Louis cases. According to McKittrick's application papers, the out-of-court settlement has accomplished everything that might have been gained by a successful prosecution. If, however, anti-trust abuses are carried on in the future the government, by dismissing the suit without prejudice, has reserved the right to prosecute again.

Governor Lehman has recently signed a bill extending the New York City sales tax until July, 1937. This measure, which accounts for about \$60,000,000 a year for unemployment relief, has been fought a long time by distributors.

C. U. Yaeger, of Denver, thru a recent partnership deal with Charles Klein, of Deadwood, S. D., has an interest in nine additional theaters in addition to his original nine, two of which are owned in partnership with A. P. Archer and Joe Dekker. Excepting Fox Intermountain, Yaeger now controls the largest group in the territory.

E. A. Schiller, recently arrived in New York from the MGM sales conference at the Palmer House in Chicago, will resume his supervision of theater operations of Loew's out-of-town localities now that his health is improved. Tho never actually divorced from the Loew organization, Schiller was replaced by his assistant, Joseph R. Vogel, a few years ago. Just how heavy Schiller's duties will be will depend upon his continued health.

ITOA claims credit for obtaining the co-operation of Mayor La Guardia regarding the passage of the Joseph Bill at Albany providing for the admittance of children between the ages of 8 and 16 to theaters under certain conditions. Passage of local law is required in various communities to put the finishing touches on the measure. Chief requirements will be that children be admitted only during non-school hours, that a portion of the house be segregated for their use and that a matron be in charge. Governor Lehman's signing of the bill on Saturday is the culmination of 25 years of effort to put thru a bill of this nature.

According to Henri Ellman, chief of the Capitol exchange in Chicago, about 20 new theaters are slated for construction in Chicago and the near vicinity. It is understood that independent exhibitors will be responsible for the financing.

Because of troubles arising when pictures labeled as B product prove superior to those labeled as A, Paramount will drop that method of classification, according to William Le Baron. As in the past, however, the money put into a film will be determined by the quality of the story, cast and director, the only difference being that pictures will not start off under a handicap by virtue of the B classification.

On May 12 Paramount settled its troubles with the Trail Company over rights to the *Trail of the Lonesome Pine* by a payment of \$10,000 to the latter organization. The agreement was reached out of court. Trail Company's injunction action claimed that certain dramatic rights in its possession were not legally obtained by Paramount.

RKO's new deal for the distribution of Van Beuren product for the next year is understood to call for 32 or 36 subjects instead of 48, as was originally understood. The drop results from RKO's deal for Walt Disney product, and be-
(See News of the Week on 4th Col.)

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"SHOW BOAT"

(UNIVERSAL)

TIME—112 minutes. RELEASE DATE—May 17.
PRODUCER—Carl Laemmle Jr.

PLOT—A beautiful story of wide renown concerning the showboat company and its life, with the leading man and lady soon displaced because of intermarriage, the daughter of Cap'n Andy and a waterfront gambler taking their parts and falling in love. They soon marry, have a child and leave, with hubby's gambling making them rich and more often poverty-stricken. Poverty soon makes him leave her and she struggles to the heights in the theater, her daughter following in her footsteps. The happy finish, with hubby returning.

CAST—Irene Dunne, Allan Jones, Charles Winninger, Paul Robeson, Helen Morgan, Helen Westley, Donald Cook, Hattie McDaniels, Sammy White, Queenie Smith, Francis X. Mahoney, Marilyn Knowlden, Sunnie O'Dea and others. Good casting, with Dunne, Winninger, Robeson, Morgan, Westley, White outstanding. Jones' voice beautiful, but acting mild.

DIRECTOR—James Whale. His good work overshadowed by draggy lengths to which pix is permitted to go.

AUTHORS—Novel by Edna Ferber, stage play by Oscar Hammerstein II and Jerome Kern, screen play by Hammerstein, music and lyrics by Kern and Hammerstein. Story treatment good, but dulled by slow action handling.

COMMENT—A shame that so beautiful a story must be hindered by a draggy tempo, caused by overdoses of singing and slow tempo of romance. Not enough attention to colorful background. Rates high in programmers, tho.

APPEAL—Wide. Should carry on strength of Ziegfeld and fame of story.

EXPLOITATION—Considerable opportunity, the music, fame of story, showboat tieups, anti-gambling societies and cast possibilities.

"THE MOON'S OUR HOME"

TIME—90 minutes. (PARAMOUNT) RELEASE DATE—April 10.
PRODUCER—Walter Wanger.

PLOT—Involved story on the boy meets girl basis. Cherry Chester, film star, nee Sarah Brown, meets Anthony Amberton, explorer-author, nee John Smith. Known to the other only under their true names, they fall in love, marry, but she leaves on their wedding night. Under the real names they can't find one another, but come together at a party given by Horace Van Steedan, forced upon Cherry as a husband by her dictatorial grandmother. They reunite, then battle again. He finally nails her down when she is on the verge of flying back to Hollywood and her career.

CAST—Margaret Sullavan, Henry Fonda, Charles Butterworth, Beulah Bondi, Margaret Hamilton, Henrietta Crossman, Dorothy Stickney, Lucian Littlefield, Walter Brennan, Brandon Hurst, Spencer Charters, John G. Spacey, Margaret Fielding. Lead parts are difficult to make true, but the players do fairly well. Butterworth and Hamilton really steal the picture, the odds toward Hamilton. Brennan good as the deaf justice of the peace and hackman and Spencer Charters has the funniest line in the picture, delivered with a sock. Crossman excellent as always.

DIRECTOR—William A. Seiter. Pretty good job, but the picture is too long and anti-climactic. Scenes showing the pix star's temperament not well handled.

AUTHORS—Original by Faith Baldwin. Adapted by Isabel Dawn and Boyce De Gaw. Additional dialog by Alan Campbell and Dorothy Parker. Dialog is better than average, with plenty of bright spots for good laughs.

COMMENT—Moderately entertaining comedy. Can stand solo most everywhere.

APPEAL—Adolescents and family trade. N. G. for kids.

EXPLOITATION—The two leads, their ex-marital relationship if you want to. Clash between film star and writing star.

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	Favor-able	Unfa-vorable	No Opinion	Comment
The Golden Arrow (Warner)	8	4	5	"Lightweight."—Hollywood Reporter. "Refreshing."—Herald-Tribune.
The Passing of the Third Floor Back (Gaumont-British)	9	2	4	"Limited appeal."—Harrison's Reports. "Singularly likable."—Times.
Champagne Charlie (20th-Fox)	2	6	7	"Almost plausible."—Sun. "Program attraction."—American.
Times Square Playboy (Warner)	7	1	8	"Swell family comedy."—Showmen's Trade Review. "Entertaining comedy."—Film Curb.
Till We Meet Again (Paramount)	10	1	9	"Pretty good."—Harrison's Reports. "Interesting."—N. Y. Exhibitor.
Absolute Quiet (MGM)	3	6	6	"Lively program number."—Film Daily. "Fair."—Harrison's Reports.
F Man (Paramount)	3	4	9	"For twin bills."—N. Y. Exhibitor. "Fair."—Film Daily.
Roaming Lady (Columbia)	2	6	3	"Fairly satisfying."—Film Daily. "Program."—N. Y. Exhibitor.
The Harvester (Rep)	4	3	2	"Old-fashioned."—Film Curb. "Fair."—N. Y. Exhibitor.
Three on the Trail (Paramount)	12	1	5	"Sure of good returns."—Hollywood Reporter. "Far above the average."—Film Curb.

Exhibitors' Organizations

Universal's scorecard charges will be abolished for next season, as well as restrictions pertaining to cancellation privileges, according to the MPTOA committee on trade practices. James R. Grainger, sales manager for Universal, apprised the MPTOA men of these new moves, further adding, in effect, that Universal was not averse to the setting up of boards in important cities for the purpose of settling various trade-practice disputes, such as forcing exhibitors to take shorts along with features, cut-rate competition, overbuying, etc.

These measures are the result of the second of a series of meetings to be held between the trade-practice committee and major distributor. Ed Kuykendall, MPTOA president, has stated that Universal has neither forced shorts nor has designated excessive playdates and therefore the conciliatory attitude is to be regarded as the utmost good will at present.

The meeting of the MPTOA committee with Paramount on May 12 was also fruitful regarding concessions, in that Neil F. Agnew, Paramount general manager, stated his organization would support both conciliatory boards and cancellation privileges, altho complete plans as affecting the latter point were not forthcoming.

At a meeting in New York recently ITOA, thru its board, criticized MPTOA for not allowing it to be represented on the trade-practice committee.

According to Edward G. Levy, of the MPTO of Connecticut and counsel for MPTOA, 20 per cent, and possibly more, of the theater houses in Connecticut are doing business on a double-feature basis, but the trend among circuit theaters has been toward single-features their own pictures.

Abram F. Myers and Nathan Yamins, of Allied, were authorized at a meeting of Independent MPTO of Connecticut May 12 to be representatives of local exhibitors in making efforts to effect the passage of the Pettingill Bill.

Independent Exhibitors, Inc., a Boston organization representing Allied States Association in New England, has practically consummated its plan for group insurance, according to Business Manager Arthur K. Howard. Main detail of the scheme calls for the collective insurance of 50 or more theaters at reduced rates. The final okeh will be the return of the certified policy, a matter of business being attended to in Boston by Nathan Yamins, local and National Allied prexy.

At its meeting on May 12 Independent Exhibitors, Inc., discussed State legislation, national block-booking activities and the Cleveland convention.

L. F. Wolcott, president of Iowa and Nebraska Allied, is planning a number of district meetings to discuss trade practices and legislation affecting the industry. Chairmen have already been appointed to supervise the meetings and interested exhibitors are invited to attend.

NEWS OF THE WEEK

(Continued from 1st Col.)
cause of the Disney negotiations Van Beuren will drop its color cartoons.

Luise Rainer, for her performance in *The Great Ziegfeld*, has been awarded first place for the month of April by the Screen Actors' Guild. Honorable mention went to William C. Powell, also in *Ziegfeld*, and to C. Aubrey Smith for his portrayal in *Little Lord Fauntleroy*. This is the first time this position has resulted in a tie.

Screen Writers' Guild awarded first place to William Anthony McGuire for *The Great Ziegfeld*, with honorable mention going to Hugh Walpole for *Little Lord Fauntleroy*. Second mention went to Herbert Fields, Gertrude Purcell and Nunnally Johnson, the latter two of whom did work on *Love Before Breakfast* and the *Prisoner of Shark Island*.

"ONE RAINY AFTERNOON"

(UA)

TIME—75 minutes. RELEASE DATE—May 13.
PRODUCERS—Pickford-Lasky.

PLOT—A young Parisian actor goes to the cinema one rainy afternoon, and there kisses the daughter of a publisher—by mistake, thinking she's his girlfriend. But a large fuss is raised, and it eventually becomes a cause celebre, the actor arguing in court for the sanctity of French gallantry, while the local blue-nose league is properly shocked. He's fined, and the gal pays it for him. Thereafter, romance—complicated by her silly fiancé and the fact that he becomes a prominent figure, with gals chasing him all over the place and his manager starring him in a new show on the strength of the publicity. Clinch, of course, in the end.

CAST—Francis Lederer, Ida Lupino, Hugh Herbert, Roland Young, Erik Rhodes, Joseph Cawthorn, Liev de Maigret, Donald Meek, Georgia Caine and others. Lederer charming and Lupino lovely. Herbert gives one of the best performances of his career. Young and Cawthorn excellent. All in all, a top-notch cast.

DIRECTOR—Rowland V. Lee. A fine farce job.

AUTHORS—Screen play by Stephen Morehouse Avery, from a story by Pressburger and Rene Pujal. Nonsensical froth, with the main plot silly, but excellently bolstered by light and delightful dialog.

COMMENT—Thoroughly enjoyable nonsense.

APPEAL—Upper brackets all the way. Somewhat on the class side, but should appeal to general trade, too.

EXPLOITATION—The situation centering around the kiss. Plenty of angles on this if you want to work them.

"SONS O' GUNS"

(WARNER)

TIME—79 minutes. RELEASE DATE—May 30.

PLOT—Jimmy Canfield, Broadway musical comedy comedian, does his bit for his country by selling Liberty bonds during the great war. But when he tries to dodge a gold-digger by falling in line with a regiment of doughboys he finds he is in the army in reality. A short time later in France he is detailed to wipe out a machine gun nest. Ambling across no-man's land he picks up a German helmet and uniform and enters the German lines, where he engages in amiable conversation with the Dutchmen, with the result that the latter are so entranced by his good will and reiterated statement that he bears no grudge against any man that they rise up en masse and accompany him to the American lines. Arrived, he is first arrested for treason, but after much nonsense finally decorated by an amorous French officer. Main sex interest is a French femme, whose love is such that Jimmy ditches the colonel's daughter for her.

CAST—Joe E. Brown, Joan Blondell, Beverly Roberts, Eric Blore and Winifred Shaw. Well cast and a frothy performance all around.

DIRECTOR—Lloyd Bacon. Good, but material is very thin and old.

AUTHORS—Screen play by Jerry Wald and Julius J. Epstein from the play by Jack Donahue. Music and lyrics by Harry Warren and Al Dubin.

COMMENT—Fairly amusing burlesque on war, with much humor being contributed by Blore, who is first Brown's valet and then his sergeant.

APPEAL—Wide non-class.

EXPLOITATION—Brown fans, stage play and war from the nonsense angle.

"SPEED"

(MGM)

TIME—72 minutes. RELEASE DATE—May 8.

PLOT—An automobile racing thriller with a six-cylinder love affair involving Terry Martin, a mechanic, with a new-fangled carburetor he is trying to develop; Jane McChell, supposed to be a worker in the advertising department but really the daughter of the automotive manufacturer; Frank Lawton, an engineer who incurs the displeasure of Terry when he tries to push over his old girl, Joan, in favor of Jane; Gadget, assistant to Terry and in love with a telephone operator. Plot is based on a misunderstanding between Jane and Terry when the latter feels that the girl is jilting him for Lawton. Ill will is intensified when the bosses order Terry to accept the help of Lawton in perfecting the carburetor and is brought to a climax when the faulty mechanism accounts for a smash up at the race track. All is righted when Terry later breaks the speed record with the aid of Lawton, who takes control of the car when fumes overpower Terry. Love snarl untangled all around.

CAST—James Stewart, very engaging as Terry; Wendy Barrie, swell as Jane, and good performances by Una Merkle, Weldon Heyburn, Ted Healy and Ralph Morgan.

DIRECTOR—Edwin L. Marin. Well paced and coherent.

AUTHORS—Screen play by Michael Fessler from original story by Milton Krims and Larry Buchman.

COMMENT—An oldtimer but well done.

APPEAL—Wide class.

EXPLOITATION—Plenty of good shots.

"ABDUL THE DAMNED"

(COLUMBIA)

TIME—81 minutes. RELEASE DATE not given.

PRODUCERS—Alliance-Capital.

PLOT—Story of the Young Turk revolt in 1908, when the Sultan was deposed. Emphasis is placed on the character of Abdul, showing him a man so driven and hounded by intrigue and the fear of sudden death that his cruelties and near-mania become not only understandable, but really inevitable. Also included is a hyped-up romance between a Young Turk leader and an Austrian dancer who enters the Sultan's harem in order to save him.

CAST—Fritz Kortner, Adrienne Ames, John Stuart, Nils Asther, Esme Percy and others. If Kortner had some eggs to go with him he'd be a perfect break-fast. Nothing like his emoting has been seen since Simon Legree last trod the stage of the Oshkosh Opera House. Ames has the emotional flexibility of a shop-window figure. Stuart, Percy and Asther try hard.

DIRECTOR—Karl Grune. He lays it on with a trowel.

AUTHORS—Screen play by Ashley Dukes, Robert Burford and W. Chatham-Strode, from a story by Robert Neumann. The conception of Abdul has depth and interest, but as it's played and directed it loses both. As for the rest, including the writing treatment, the boys must have thought they were in assignment for a followup to *Shenandoah*.

COMMENT—An oat opera in a fez.

APPEAL—Even the producers probably have their doubts.

EXPLOITATION—Material on the Young Turk revolt, love in a harem, the cruelest man in the world, a love slave of the Sultan, etc., ad infinitum.

"AND SO THEY WERE MARRIED"

(COLUMBIA)

TIME—75 minutes. RELEASE DATE—May 10.

PLOT—A divorced gal with her young daughter (who's been taught to hate men) and a young widower are marooned in a mountain lodge and fall in love. Later the guy's young son comes out, and the two kids, thinking they hate each other, join forces to prevent their parents' marriage. They're successful, but find that pa and ma (respectively) do love each other, so they stage a phony kidnaping of themselves to bring them together again. They do bring them together—in jail, where, unidentified, they are being prepared for the rap for snatching their own kids. All okeh, of course, in the end.

CAST—Melvyn Douglas, Mary Astor, Edith Fellows, Jackie Moran, Donald Meek, Dorothy Stickney, Romaine Callender and Douglas Scott. Douglas does what he can with the material. Astor strictly decorative. The kids are precocious, after the manner of film kids.

DIRECTOR—Elliott Nugent. A routine and for the most part ineffective job.

AUTHORS—Screen play by Doris Anderson, Joseph Anthony and A. Laurie Brazee, from a story by Sarah Addington. Just enough to play ping-pong doubles.

COMMENT—Poppycock.

APPEAL—Lower brackets—and even there it will probably fail to satisfy.

EXPLOITATION—Kids having a tough time directing their modern parents.

"THE SINGING COWBOY"

(REPUBLIC)

TIME—57 minutes. RELEASE DATE not given.

PLOT—Gene Autrey is asked to take care of little Lou Stevens when her father is killed by Martin, his partner, man who wants to gain possession of the gold mine on the Stevens-Martin ranch. But Lou, trying to save a litter of kittens when her father's stable had been set on fire by the bad men, is seriously injured. Gene, to raise the money necessary for the girl's medical treatment, organizes a television broadcasting company of singing cowboys with whom he tours the countryside, plugging Covered Wagon coffee. The sponsor's daughter, Helen, joins the troupe as a singer when her father refuses to put her on the air. Meanwhile Martin, the chief villain, tries to wreck the covered wagon broadcasting outfit when he realizes that its success will mean saving the life of Lou, who is heir to her father's property. Autrey circumvents Martin, and, after a tiff with Helen, wins her again by pulling a Loch-invar and rescuing her from an obnoxious marriage in the nick of time.

CAST—Gene Autrey, Smiley Burnette, Lois Wilde and Lon Chaney Jr.

DIRECTOR—Mack Wright. Dull, except in final sequences.

AUTHORS—Screen play by Dorrell McGowan and Stuart McGowan from story by Tom Gibson.

COMMENT—Yarn is different from usual Western, what with television and radio angles, but lacks sustained pace and action.

APPEAL—Horse opera trade.

EXPLOITATION—Radio-television best approach.

"DEVIL'S SQUADRON"

(COLUMBIA)

TIME—78 minutes. RELEASE DATE—March 12.

PLOT—Saga of aviation's test pilots, testing a new "X" (unapproved as yet) plane being submitted to the United States Army. Tex, one pilot, and Colonel Dawson, head of the plane manufacturing firm, and father of Martha, are killed in testing the ship. Forrester, another pilot, is maimed for life. Paul Redmond, former service pilot, once grounded for a year for allegedly bailing out with a student in his plane, with the student killed, sets fire to a plane in which he has put the body of Ritchie, Martha's kid brother, who has killed himself because of fear. When his license is taken away, Martha's fiancé, Dana, plans to make the final "9G" test, but Redmond kayos him, makes the test himself. Truth comes out about Ritchie, and Martha and Paul come together, Martha really loving our hero.

CAST—Richard Dix, Karen Morley, Lloyd Nolan, Shirley Ross, Henry Mollison, Gene Morgan, Gordon Jones, William Stelling, Thurston Hall, Gertrude Green, Boyd Irwin, Billy Burrud, Cora Sue Collins. Dix and Morley fair. Nolan good. Ross excellent as a singer in love with Tex, but Jones, as Tex, is high-schoolish. Mollison swell as the fatalistic English test pilot. Green and Morgan do well as comedy relief.

DIRECTOR—Erle C. Kenton, assisted by Cliff Broughton. Fairly effective job, with even the air crackups convincing. Suspense well maintained.

AUTHORS—Story by Richard V. Grace, screen play by Howard J. Green, Bruce Manning and Lionel Houser. Synthetic but acceptable.

COMMENT—A cinch for the male trade, but tough to sell the lassies.

APPEAL—Men and boys.

EXPLOITATION—The Dix draw, aviation instruction—picture is good on that angle—and the test pilot heroism.

"HUMAN CARGO"

(20TH-FOX)

TIME—66 minutes. RELEASE DATE—June 19.

PLOT—Packy Campbell, a reporter, is tracking down the alien import ring, which smuggles foreigners into the country and then preys on them for millions in hush money. Gang murders with impunity, etc. In his efforts he's annoyed by Bonnie Brewster, a society gal who's become a reporter on a rival sheet. After many mishaps they get a killer to name the big shot, who turns out to be the district attorney's best friend. Since Bonnie is at his house at the time, there's the usual marines to the rescue finale.

CAST—Brian Donlevy, Claire Trevor, Alan Dinehart, Ralph Morgan, Helen Troy, Rita Cansino and others. Donlevy excellent and Trevor okeh. Good jobs from Dinehart and Morgan.

DIRECTOR—Allan Dwan. Hops up the excitement to a nice pace and handles the frequent wise-cracking comedy interludes to best effect.

AUTHORS—Screen play by Jefferson Parker and Doris Malloy, from a novel by Kathleen Shepard. Okeh meller job, with the dialog unusually good in the comedy moments. But the presentation of a newspaper office still offers basis for a libel suit by the American Newspaper Guild.

COMMENT—Okeh of its type. Lifted to better than average by the comedy and Donlevy's performance.

APPEAL—Doubles.

EXPLOITATION—The alien smuggling racket.

BAA Meeting Revolves Into Talk of Important Issues

Discuss indie show decision—United Union's Supreme Court appeal—working hours—EBMA activity—booking field monopoly—transportation—midnight shows

NEW YORK, May 16.—Last Sunday's general meeting of the Burlesque Artists' Association at the Edison Hall here made several hundred members of the organization aware of various happenings in the field, a general outline being given them as well as the BAA's stand in most of the matters. While the meeting was generally believed to have been called for the purpose of rallying the support of the membership to the organization's dance and entertainment June 14 at the Manhattan Opera House for the establishment of a benevolent fund, it revolved into an important meeting covering many outstanding matters.

The membership was made aware as to the reason of the BAA's decision as to the Indie Circuit show, which folded prematurely, the case involving the one-nighters and Pittsburgh. The matter of the United Burlesque Artists' Union appealing to the Supreme Court in the case of its being refused a State charter was also related to the membership, and it was explained how easy it would be now for a company union to be formed. It was also explained why the working hours in theaters were granted in the local situation and not in the out-of-town theaters.

A general outline of activities with the Eastern Burlesque Managers' Association was also given, with Tom Phillips, head of the BAA, giving a report of his meeting last Saturday with Sam Scribner. He revealed that this meeting did not take place inasmuch as the managers wanted to talk about next season, whereas the meeting was originally called to go over existing complaints. Also, that H. K. Minsky was invited to the meeting without the BAA's knowledge and that Phillips felt a BAA committee should have been invited also. As to next season's contract, it has not been discussed as yet because it has not been discussed by the BAA membership.

A discussion of monopoly in the booking field came up, with various talks getting around to the fact that this condition was injurious to the performer. It was asked if the organization would be permitted to have anything to say about agents or perhaps even operate its own booking office. The problem of transportation also came up, the organization revealing that it is an age-old custom in the theater to provide transportation to and from the point of origination, and that this has been disregarded for the most part.

The matter of midnight shows in six-day towns was also discussed. It was agreed that if there was no pay for midnight shows in these towns that performers would not be called to the theaters on Sunday, and it was cited where some theaters lived up to the agreement and others did not.

THANKS! For a highly successful and pleasant season I wish to acknowledge my appreciation to Mr. I. Hirst and his associate house owners and managers of the Independent Burlesque Association; Mr. Dewey Michaels, Buffalo; Mr. Harry Hirsch, Minneapolis; Mr. George Young, Cleveland; Mr. Fred Hurley, Louisville; Mr. Phil Rosenberg, New York. Vacationing in "the wilds of Minnesota."

NADJA "The Girl who revolutionized Burlesque." Permanent Address, Knickerbocker Hotel, N. Y. City

"VIRGINIA" WOODS

The Golden Girl With the Golden Voice.
Burbank Theatre, Los Angeles, Calif.

MARY WOODS

THE VERSATILE SENSATION.
Burbank Theatre, Los Angeles, Calif.

BOOTS BURNS

THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON

Stripping, Singing, Talking, on the Indie Circuit—Dir. PHIL ROSENBERG.

NEW—NEW—NEW DYNA (MITE) DELL

The Hill-Billy Grooving Stripper.

NEW IN THE EAST TOMMY RAFT

ECCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR

The Million-Dollar Personality Stripper.

United Union Goes Into Supreme Court

NEW YORK, May 16.—The United Burlesque Artists' Union, last year's contender to the Burlesque Artists' Association, recognized American Federation of Labor organization, is carrying its State charter battle to the Supreme Court. Papers have been filed in the Appellate Division for a hearing on the charter refusal by the Industrial Board of the Department of Labor.

Three new names are listed in the papers of this organization, and they are Fred Keller, Alice Haggerty and Lawrence Rappaport. The names of Jeannette Held and Betty Schwartz remain as holdovers from last year.

Oxford, Brooklyn, Closes

NEW YORK, May 16.—The Oxford Theater, Brooklyn burly house, folded last night for the summer, with its re-opening scheduled for late in August. Charles Schwartz, operator of the theater, plans to make a trip to the Coast soon to visit his folks.

Gayety, Detroit, Folds

DETROIT, May 16.—The Gayety Theater, operated by Arthur Clamage and Charles Rothstein, is scheduled to close today for the summer. The Avenue, the other Clamage-Rothstein house, reopens today with a new cast.

Peluso Leaving Gaiety

NEW YORK, May 16.—In two weeks another set of musicians will move into the Gaiety Theater here, with Tommy Peluso and his pit ork exiting. Murray Friedman, pianist and contractor of the pit crew at Minsky's Gotham, is scheduled to come into the Gaiety at the head of another ork.

Burlesque Reviews

Republic, New York

(Reviewed Tuesday Afternoon, May 12)

Town Tattles is the Independent Circuit show here this week, and for an hour and a half, supplemented by a couple of house principals, the audience is afforded an all-round good burly show, overboard at times on spice, but generally good on a variety of entertainment. Business at this first show, a warm day, found almost a full lower floor, with the upstairs seats pretty well occupied also.

Steve Mills and Joan Carroll are the house principals, and they do much to round out the entertainment. Mills always has been an A-1 comic and he manages to corral a lot of laughs, not resorting to much spice this time. Miss Carroll is a lovely of the loveliest, a platinum blonde sporting gorgeous gowns. She does an expert strip and what's more does much handy work in bits.

Now for the unit. The comics are Billy Hagan and Bert Marks, a couple of in-the-know boys on dishing burly

comedy, with Hagan the biggest provider of the spice. They are ably assisted and fed by such able straight men as Jess Mack and Joe Devlin, who do a whole lot towards building up the laugh score.

The strippers are four in numbers and a very effective crew, comprising Louise Phelps, Gladys McCormack, Jean Lee and Jean Caton. They are all lovely dressers and individual hits in the art of disrobing. Fast work on the numbers, very little milking of encores and showing just enough to satisfy and not cause undue excitement.

Show's production, in addition to a nice array of settings and wardrobe, is enhanced by Mildred Adair, lovely blond prim, who hits nice high notes; Paul Miller, who dances, plays the harmonica and wields rhythmic spoons, and Joyce Breazelle, a cute little brunet, whose dancing is talented and diversified. She's tops in burly specialty acts. Besides, there are the 20 girls who are seen a lot, yet the more they're seen the more noticeable is their listlessness. SIDNEY HARRIS.

Burly Briefs

DINA MITE DELL, at the People's, New York, fell down early last week near the theater, sustaining a head injury that necessitated a couple of stitches. . . . She was back at work the next day. . . . She earned some side money recently posing for a lingerie house. . . . Jess Mack's brother, Joe Bob Mack, is about to undergo a sinus operation in Mercy Hospital, Baltimore. . . . Boob McManus was hospitalized last week, with Artie Lloyd jumping into his spot for the one day a week ago Sunday at the Gotham, New York, and Cress Hilliary finishing out the balance of the week. . . . Phil Silvers will open there this Sunday. . . . Annette entered a diving contest Monday at the Venetian Pool, Miami, the contest being limited

to natives, but no report as yet as to results. . . . Nat Mortan is scouting for talent on assignment for the Feenamint National Amateur Night program. . . . He's also doubling on lining up people for Walter Johnson to book into Australia.

A REPORT making the Broadway rounds last week was that Jimmy Lake's Gayety, Washington, D. C., may be taken over by a movie firm, the firm operating the Strand in that city. . . . Billy Fields turned down three New York offers to join the Bijou, Philadelphia, stock company Monday. . . . Others going into the Philly stock are Jess Mack, Jean Lee and Billy Hagan. (See *BURLY BRIEFS* on opposite page)

U-Notes

By UNO

EVELINE DAILEY, of the Dalley Twins, to principal it alone after June 28, when sister Eugenie middle-aisles with Eugene Huber, a brewery magnate, in Holy Cross Church, New York, and retires from the stage.

HARRY GARLAND, former straight and associated with Eddie Cantor and other celebs during his stage career, now the proprietor of a newspaper and candy store in Paterson, N. J.

GROVER FRANKE, number pro at the Irving, New York, played host last week to an old friend, Harry Poole, musical director at Colosimo's, Chicago, passing thru on a vacash trip.

PAUL KANE (Pasquale Cacace), producer, and Dottie Vaughn, chorine end at the Star, Brooklyn, were rewed May 9, this time in a Lutheran church in Jersey City by the Rev. Charles K. Fegley. Best couple were Leonard Raymond and Jerrie (sister of Dottie) Golding. Col. John Vaughn, Dottie's pa, gave the bride away. Also at the church were Henry (Baby Face) Dallo, sergeant at arms of the Star staff, who emceed; Mrs. Leonard Raymond, Frank Golding, the Charles Judges, Great-Grandma Henrietta Eisenblatter, Gus Shilling Sr., James (Lefty) Fabiano, Paddy Garrow, Bobby Golding and others. Following the ceremony was much whoopee at the Kane home in New York City. Entertainers during the reception were Romeo Romolo, Judge and his instrumental saw, Ma Eisenblatter in dances and Shilling. Among those who attended the festivities were the entire Star troupe and attaches; Charles Bella, of *Il Progresso* daily, and a large delegation of Dottie's friends from Jamaica, L. I. Other features were 400 sandwiches, a ton of salads, six kegs of beer and 20 gallons of mint julep punch prepared by the Colonel.

HELEN McMANUS, of the Gaiety, New York, celebrated a birthday backstage May 11. A cake gifted by Ray Syracuse, stagehand, was cut and passed around to the entire company.

BOWER SISTERS, who closed at the Eltinge, New York, May 7, opened May 11 for a week's engagement at Chin Lee's further uptown.

JEAN CATON, with an Indie show, gifted and happy with a new car that arrived May 12 to take the place of her old one.

GUS SHILLING JR., stage director and comic aid at the Star, Brooklyn, just finished lyrics and music of a new song, *You're as Pretty as a Picture*.

JERRIE MITCHELL and Janice Day, two former burlesk chorines, now doing a sister dancing act at the Garden Grille, L. I., in Helen Storey's revue of girls called *Club Royalettes*.

FRANK NALDI and Irene Cassini, former burlesquers, visited New York from Miami the first time in three years on their way to Havana.

VIRGINIA LEE, who did strips at the Gayety, Louisville, and in other houses south and west, now in the front line at the Eltinge, New York. Claims she was the one who induced Laura Wade to change her name to Jeanne.

INA THOMAS and Lew Petel, of the Eltinge, New York, stock, are daily commuters between West 42d street and their summer home in Lake Hiawatha, N. J.

CHARLES (KID) KOSTER, who advanced *Dodsworth* up to April 4 when (See *U-NOTES* on opposite page)

PRETTY PATTIE LEE

BURLESK'S NEWEST TEASE SENSATION.

EVELINE DAILEY

Formerly of the Dalley Twins.
Five Feet of Dainty Acro Strip-Tease.

BOWER SISTERS

HARMONIZING STRIPTEES.
Week of May 11, CHIN LEE'S, New York City.

Tab Tattles

COL. CHES DAVIS *Chicago Follies*, a Cushman unit, is enjoying a successful jaunt thru Mississippi and Louisiana after completing a tour of the Western States. . . . Charles (Kid) Koster, well known in tabdom and until recently ahead of *Dodsworth*, starring Walter Huston, has connected in an executive capacity with *Boy Meets Girl*, which is set for an extended run at the Cass Theater, Detroit. . . . Tabloid editor holds important message for Melba (Cessna) Bailey and Dorothy Brown. Please send in your routes. . . . Hap Moore, tab and burly funny man, has just wound up a 22-week season at the Mutual Theater, Indianapolis, to rejoin the Majestic Showboat for the summer. Hap says there'll be no \$27 fines this season, as he has purchased a fishing license. . . . The Steiner Sisters, song-and-dance team, have retired from the game and are now residing in New Kensington, Pa. . . . Featured with Dan Fitch's *Dixiana Revue*, currently touring the Southland, are the Three Arnolds, acrobats; Turk McBee, comedy any xylophone; Trevor Lewis, tenor; Ruth Ritzel, songs; the Brady Sisters, dancers; Miss Ardelle, dancer; Bob Fisher, magic, and a line of girls. . . . Opening of the Bert Smith company at the Ramona Park Theater, Grand Rapids, Mich., is set for May 30. Troupe is carded to remain there all season.

RALPH CANTON and Hazell Chamberlain have returned to the latter's home in Franklin, O., sadder but wiser, after several weeks with a carnival company. . . . Joe and Billie Franklin, who spent the winter at their home in Morgantown, Ind., expect to hit the road again around the middle of July. Billie has fully recovered from a lengthy illness and is anxious to get back into harness. . . . Cotton Watts' No. 1 show, currently playing the Bonita Theater, Chattanooga, will close May 30 to make room for a new tab for the summer. According to Art Almond, who has been with Watts for a long stretch, several people have been hanging bad paper recently to the effect that the Watts shows, both in Knoxville and Chattanooga, are workhouses. Art wants everyone to know that the companies do only four 30-minute shows a day, with a 40-minute midnight show on Saturdays, which seems to be in line with about everything else in the country. . . . Johnny (Jack) Delmar, former boxer, who spent quite some time in the tabloid field, is now engaged in the advertising promotional business. Johnny wants his many tab friends to know that he's doing okeh, altho he narrowly missed being fetched by the Grim Reaper the other day when his new Olds coupe was struck by a truck on the Cleveland-Elyria road, badly spraining Jack's left wrist and arm and reducing the car to the junk heap. He is laying over in Elyria, O., until insurance adjustment can be made.

EULA COUDY, musical leader with the A. B. Marcus show, currently on a six weeks' run at the Teatro Lirico, Mexico City, postcards to say that her hubby, Elmer, confined at the Sunshine Sanitarium, Grand Rapids, Mich., is showing rapid improvement. Friends are urged to drop him a line. Above address will reach him. . . . George B. and Beulah Hill are back home in Deadwood, S. D., where they will likely remain all summer. Yatz's brother-in-law has a tourist camp there and George has been named head flunky of the place. Hill says his brother-in-law is also chief of police of Deadwood and is this season "putting all his yeggs in one casket." En route west from Indianapolis George and Beulah spent two weeks with Pearl and Red Lindsey in Janesville, O., and a week in Chicago, and George wants to thank all his pals who staked him to the bowls of soup during his stay in the Windy City. Beulah has been losing lots of weight since her operation a year ago and hopes to get most of it back by taking things easy this summer. . . . Donald (Skippy) Smith, hebe comic with tab and burly outfits, is back at his home in Grand Rapids, Mich., after playing the Police Circus in St. Louis. He will handle *The Billboard* in Ramona Park, Grand Rapids, this summer.

Frisco's Chinese Fanner

SAN FRANCISCO, May 16.—Taya Jahn, native Chinese fan dancer, is at the Liberty Theater here, burlesque house, for a limited engagement. In current show she appears in an Oriental spectacle staged and directed by Garrett Price. Zorima is the Liberty's new "queen of burlesque." New specialty dancers include Dot Shannon and Nancy (Fuzzy) Trau. Grace Carlos is back in a return engagement. Jimmie (Hot Dog) Rose, comedian, after three seasons at the Garrick, St. Louis, has joined the cast.

U-NOTES

(Continued from opposite page) that play closed in Cincinnati and who is now ahead of *Boy Meets Girl* that opens May 24 at the Cass Theater, Detroit, for a short summer run, writes that Arthur Clamage opened the reconditioned Avenue on May 12 with stock burlesque to a packed house.

PATSY JOHNSON, before she left Minsky's Gotham, New York, recently purchased Mickey, a bulldog pup, to guard her valuables and Ann Valentine in the same dressing room.

VIRGINIA HELM is the current feature attraction at the Princess Theater, Youngstown, O. Others in the cast there are Curly Burns, Jimmy Walters, Joe Kilch, Viola Spaeth, Ann Lee and Allene Walker.

BURLY BRIEFS

(Continued from opposite page) Steve Mills and Joan Carroll are laying off this week but go into the Republic, New York, stock company next week. . . . Margie Bartell and Louise Stewart will go into the Republic also, as will Mike Sachs and Alice Kennedy. . . . George Katz is reported as being out of the People's, New York, after a short stay. . . . Artie Lloyd replaced Harry Stratton at that house Friday.

FRANK SCANNELL, Joe DeRita and Phyllis Vaughn left New York by auto Thursday for an engagement at the Roxy, Toronto. . . . Bobby Burns and John Head left the Gaiety, New York, Thursday night, with Phil Stone and Gordon Clark going in as replacements. . . . Roxanne opened at the Apollo, New York, Friday on a two-week book-

ing, with Jo Ann Dare also going into the house, moving down from Minsky's Gotham. . . . Louise Phelps replaced Jo Ann at the latter house. . . . Ed Ryan was in New York last week for talent and Eva Collins' wardrobe for the Howard, Boston, stock. . . . Eddie Nuts Kaplan and Georgia Sothorn went into the Star, Brooklyn, Friday, and exiting were Lillian Murray, Shorty McAllister and Stinky Fields.

NAT MORTAN'S recent placements were Louise Stewart, Werba's, Brooklyn; Ina Thomas, Lou Petell, Charles Kane, Arthur Rodgers and Margie Bartell, Eltinge, New York; Phil Silvers and Louise Phelps, Gotham, New York, and Sunny Lovett, Gaiety, New York. . . . Sunya (Smiles) Slane, who closes on the Indie wheel this week and has two weeks' booking with Minsky in New York, will head for Hollywood the middle of June. . . . Sid Fields, now gag man for Eddie Cantor, paid a visit to the Gaiety, Baltimore, while sojourning at his home town there last week. . . . Dave Hamill, manager of the Variety Theater, Pittsburgh, now closed for the season, left for Atlantic City for a six weeks' vacation.

MARION MORGAN and June St. Claire were the recipients of high newspaper praise in the Chicago dailies for their work in the new Colosimo's Cafe show. . . . Several Midwest burly houses have been shuttered for the summer. . . . The Capitol, Toledo, managed by Don Cameron, closed May 10. . . . The Grand, Canton, O., closed its season May 14; the Empress, Cincinnati, closed May 17, and the Gaiety, Milwaukee, former burly house which has been running sex pictures for the last 10 weeks, closed May 10. . . . Joan Barlow and Countess Vanya opened at the Rialto, Chicago, May 15, booked by Milton Schuster. . . . Kay Lopez opened at the Avenue, Detroit, May 16. . . . Palmer Cote and Billy Lee are opening there May 25, succeeding Russell Trent and Freddy Walker. . . . Bobby Taylor and Honeybee Kellar opened at the Avenue, Detroit, May 16. . . . Nora Ford is being held over for two more weeks at the Roxy, Cleveland.

POPKIN & RINGER have added Jean Evol, male toe dancer, to their New Capitol Theater burly show in San Francisco. . . . The Woods Sisters, Virginia and Mary, dance team, are also booked.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Carroll-Bernstein Are Dallas Winners

DALLAS, May 16. — The George W. Pughe Derbyshow ended May 11 with Ruth Carroll and George Bernstein taking first prize; Billy Willis and Billie Curtis, second, and Tom Day and Cloris



GEORGE W. PUGHE and wife, Eddie, taken recently in Dallas, where the Pughe organization proved that good, clean walkathon entertainment can still be combined with enterprising promotion in the production of a show to the satisfaction of customers, city officials and all concerned.

Wears, third. The Victory Ball the following night was a sellout and closed one of the most successful of Texas shows.

PA AND MA HARRIS write from Los Angeles to send felicitations to the contestants on the Hugh Talbott Springfield, Ill., floor, also to Talbott and Tony Lewis. Pa and Ma still remember the old one at Gary, Ind., where they pounded out 2,240 hours to finish second. Also would like to read news of Richard S. Kaplan and Pat O'Day, and wonder if Eddy (Stub) Moore is still on the map.

OSCAR DAVIS, Philadelphia, is anxious to locate Joe Palooka, who worked the Worcester, Mass., show with him, and will keep an eye on the Letter List.

JACK REYNOLDS, King Brady and Jerry Martone have been requested to communicate to the Column on how they're doing, etc. Yes, boys, the letter came from Lansing, Mich.

BEN (SCHNOZZLE) ROTH cards from Los Angeles: "Have been out of the field since reporting for the Denver show that never opened. Have been working here for two weeks. Would like to see communications from Doc Foster, (See *ENDURANCE SHOWS* on page 27)

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

Several letters have been received asking for information regarding the status of Michigan. Here it is in a nutshell: (See *TIDBITS* on page 27)

CONTESTANTS NOTICE

Opening May 27

The Ideal Summer Show on Minnesota's

MOST

POPULAR

LAKE

The spot and type of show you have been waiting for.

PRIZE MONEY GUARANTEED

CONTESTANTS

who have wardrobe and who can stand a real show, contact

MOON MULLINS

Majestic Hotel, Minneapolis, Minn.

No collect wires or phone calls.

(Pop Morrison, wire)

CONTESTANTS

And Complete Operating Crew Wanted for New York State's First

MARATHON DANCE TOURNAMENT

A Short and Snappy Show at Beautiful Oceanside.

Opens Wed. May 27

Prospects for Floor Money and Sponsors good. Address all correspondence to

METRO ENTERPRISES

Ernie Mesle, Manager

Box C, Oceanside, Long Beach, N. Y.

Don't come unless advised to do so, and don't send collect wires, as we won't accept them.

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We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for **BIG FREE CATALOG**, showing several hundred stock designs in color.

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WANTED FOR STOCK

Producing Comedian and two Singing or Dancing Straight Men. Also six young Chorus Girls that can lead numbers. Salary, \$18 a week. Otto and Ila Holland, Curley Burns get in touch with me. Pleasant engagement, eight weeks or longer. Pay your wires; I pay mine. Must be here for rehearsal May 29. Open on Sunday, May 31. Address **COTTON WATTS**, Bonita Theater, Chattanooga, Tenn.

WANTED—Agent and Sock Novelty Act. Agent must know New England and Canadian territory. Be able to get lucrative dates for nice Presentation of 20 people. Commission only. Sock Novelty Act. prefer youthful team or comedy acrobatic that is a show stopper. Salary in keeping with times. **OWEN BENNETT'S JOLLY JESTERS CO.**, Arcade Theatre, Salisbury, Md.

WANTED FOR SUMMER MUSICAL STOCK

People in all lines. Featured Ingenue Leading Woman for Script Bills, Prima Donna, Sou-brette, Stock Acts breaking jumps. Ten performances weekly. State **LOWEST**, age, height, weight, recent engagements.

HARVEY ARLINGTON, Manager

Ramona Park Theatre,

GRAND RAPIDS, MICH.

Thru Sugar's Domino



WHEN the Federal Theater Project was launched there was much rejoicing. The show business (so reasoned the welkin ringers) had at last received recognition from the government relief machine. There weren't many steps to go (they further reasoned) before the theater would be operated on a government subsidy; monopolistic practices of the film tycoons would be abolished and everything would be sweet and rosy under the protecting wing of a federal theater.

* * *

We are as far from a government-supported theater as ever we were. There is still a deplorable plentitude of unemployment in the actors' ranks—and the Federal Theater Project (with apologies to the poor vision of the idealists who predicted great things for it) is nothing more and somewhat less than a proposition of giving dole recipients blocks with which to play in order to take their minds off their real and imaginary troubles. In other words, despite the visions described by the dreamers and incurable optimists and despite administration propaganda the Federal Theater Project is no exception to the rules that guide human conduct in human institutions.

So constituted are Americans that whenever Washington puts its fingers into a pie (regardless of whether the fingers belong to a Republican or a Democrat) that pie is no longer edible for discriminating diners. The easiest way to kill something that's going great guns is to give it a kick in the pantaloons with the boot of government ownership or control. Private enterprise has its faults and they are legion, but the government quartered in Washington has excelled by far in the art of bungling—thanks to politics of the brand fabricated in these United States.

* * *

Despite generalizations we do not indict seriously either the intentions or acts of the overseers of the Federal Theater Project. More to blame are most of the actors and alleged actors receiving its doubtful benefits.

Favoritism has entered from the beginning into the selection of workers from the relief rolls and from the ranks of the unemployed not yet taken into the relief fold. The various projects are punctuated by officiousness, stupidity and ethical weakness on the part of regional heads. In one situation into which we inquired a woman reigns over the destinies of a project who has been dismissed from casting directories as a dead issue these past 20 years. Not because of favoritism and not because of any reason other than the general agreement on the part of all men who cast and produce shows that she is no longer of any use to the profession. This woman pulls wires, we assume, and she is placed in authority—casting discredit on the project, instilling in the minds of all mature actors with whom she comes in contact a disrespect for the project and all connected with it.

There are, indeed, many enthusiastic and sincere workers connected with the various projects. But these are outnumbered by the professional panhandlers, who haven't had a decent job in years simply because of incompetence. These are the ones who concentrated on pulling wires to get on the projects instead of trying to get a job in a private enterprise. These are the ones who yell loudest when they are threatened with a cessation of work relief; who engage in whispering propaganda to create unrest in the project so as to make a political issue of work relief. These, too, are the ones who are active in the movement to obtain two-week vacation periods for relief workers. This last is the payoff. Of all the unmitigated gall in creation this is the worst. Anybody who knows how the various projects operate will have to agree that the workers suffer less from overwork than from an unreasonable stretching out of their duties to fill a week required by WPA regulations. When one considers that most of the Federal Theater Project workers grasped at an assignment in a project with the eagerness of a drowning man for a lifebuoy it is sad indeed to contemplate their considerably changed attitude now.

* * *

As much as we would welcome the day when a government theater removed entirely from politics becomes a reality we must face facts and admit that the time is far off when this will be possible. And when a government theater is formed it will not draft for its personnel the flotsam and jetsam of the acting profession. It will draw the best talent and it will provide for that talent an incentive that will make competition from what is left of the commercial theater insignificant.

There are about 10,000 workers connected with the Federal Theater Project. This is an enormous body, capable of wielding much influence in communities where votes are as necessary to politicians as gas to the running of a motor car. With politics entering into and becoming an integral part of work relief in the amusement field, it is understandable how the original purposes of the project sponsors have gone astray.

Before the WPA was launched the thousands of workers now connected with it were mostly on the outer fringe of the business, requiring but a gentle shove to remove them entirely from its ranks. Their absorption by the WPA makes them an issue again, rekindling in the breasts of many a fire that should long ago have been extinguished—for their good as well as the welfare of their profession. Besides, the plumbers, carpenters, tailors, grocery clerks, etc., who have been grafted to the Federal Theater Project structure by reclassification geniuses, will spend most of their lives trying either to remain on some form of relief or break into the show business.

* * *

The outlook is not at all encouraging. Thru no fault of her own but because Washington made her the patsy, Hallie Flanagan has started something that it is going to be difficult to finish. Show business—that part of it still strictly commercial—is vitally concerned with the route taken by the Federal Theater Project as well as its effect on the various branches it involves. The show business no longer fears the Federal Theater Project as opposition (thanks to the inefficiency and bungling of lesser lights in the project setup) but it does look with alarm at the consequences of thousands of castoffs being brought back into the running and adding further to confusion and unemployment.

The Broadway Beat

By GEORGE SPELVIN

THE recent rescue of the three men trapped in a gold mine for 11 days up in the Moose River section of Nova Scotia has brought out practically all of the miners involved in the rescue for personal appearances. . . . The Morris Agency has about 15 of them already—or about enough to tie up the gold-mining industry. . . . John Pollock, RKO's former photo and press department boss, has returned to town after a long stretch, during which he handled the tours of *The Great Waltz* and the Chicago Civic Opera Company. . . . He'll be taking out *Waltz* again for another 30-or-so week tour. . . . In the new show of the Living Newspaper Unit of the Federal Theater Project, 1935, Eleanor Barrie plays the role of Ruth McKenny, who's a reporter. . . . There's a real Ruth McKenny on *The New York Post*. . . . The AFA has made a publicity tieup with the New York chapter of the American Newspaper Guild, centering around the latter's benefit show May 29 at the Manhattan Ballroom. . . . To grow gruesome for the moment, members of the stagehands' union, Local No. 1, die off at the average rate of about 40 a year. . . . The union does nothing to replace them, due to unemployment, so the ranks of the local have been steadily dwindling. . . . Sylvester Sullivan is in a dither because he can't get a script of *Rejuvenation*, a play which has been around a spell. . . . Which is interesting chiefly because Mr. Sullivan himself wrote it. . . . Mr. Spelvin, always eager to be helpful, suggests that he contact Meredith L. Kramer, formerly with the Shubert org. who has a copy, if our espionage department is operating with its customary perfection. . . . Audrey Wood has started her own play brokerage, opening offices at 730 Fifth avenue. . . . Doris Frankel is associated with her. . . .

MM. Derval and Armit, of Paris' original *Folies Bergeres*, are in town, planning to bring the show over as a fall legit production. . . . Last week Joey Jacobson, of Chicago's *Chez Paree*, and the Yacht Club Boys spent quite a bit of time in the Morris office drawing up a contract which was to embrace numerous clauses. . . . Soooooo, after it was all drawn up and there was a bit more talk, both sides decided to tear up the legal abracadabra, the boys going into the *Chez Paree* without a contract. . . . It's not often that you find such mutually trusting souls in show biz. . . . Jackie Terris, former agent, is now assistant manager of the New United Theater over in Brooklyn. . . . The campaign to put a statue of Father Duffy in Longacre Square has brought forth plenty of squawks from dissenters, with Longacre tenants now flooded with petitions arguing pro and con. . . . The latest rage along the Stem is the chain of nickel malted milk stands, which were started by a former burly candy butcher. . . . Tex Sherman, of roceos, is around town in his two-pint hat. . . . He says he wears his 10-gallon only when going after business, which makes his local visit practically a vacation. . . . The old pastime of flipping playing cards into a hat is getting a whole-hearted local revival these days. . . . A title-claimant was soundly trounced recently by one of Mr. Spelvin's scouts. . . . Milton Rubin, in association with Pearl Winick, has opened a publicity office at 1775 Broadway. . . . Bob Broder, who recently bought an estate down in Pennsylvania, is driving seven or eight Stem stalwarts down there Saturday afternoon. . . . But, taking no chances, he's driving them right back again Saturday night. . . . Have you played Lexicon, the English letter game? . . . It combines the best features of anagrams and a few others. . . . They're brightening up the eating-house electric signs for the summer, which is the season when the family goes away and papa eats out. . . . Mr. Spelvin said "eats." . . .

Chicago Chat

By NAT GREEN

SINCE the terrific brody taken by the Major Bowes unit on the Cole Bros.-Clyde Beatty Circus a lot of us who thought we knew a thing or two have had to revise our opinion. . . . Most plausible explanation of the flop of the amateurs is given by a circus man who says the unit failed because fundamentally it appealed to grownups and not children. . . . The Wild West, said this circus man, has a strong appeal to children and the kids are the ones who induce the grownups to stay for the concert—otherwise there would be no concert audience, for the average concert is a terrible show. . . . With no kid appeal, the Bowes unit failed to cause the kids to pester their elders into buying tickets and consequently there were few tickets sold. . . . Now with the Wild West back the kids are happy, their elders are at least resigned, and the circus management smiles at the count-up.

Death of Elizabeth Cherry, member of the Cherry Sisters' vaude act that flourished some 30 or more years ago, recalls the attempted comeback of two of the sisters, Effie and Addie, during the past two years. . . . Whether it was their idea or that of a promoter who saw possibilities in the veteran team I don't know, but the duo and their manager haunted Chicago booking offices and obtained a few scattered bookings in minor cafes around town. . . . Their act was designed to be comedy, but it was pathetic to watch these two aged women vainly trying to put their ancient and mediocre material across. . . . They hadn't a chance, and finally apparently realized it, for they went back to their Iowa farm, where doubtless they will spend the balance of their days reliving their vaudeville career.

We're in full accord with that newly organized A. P. T. O. H. E., which made its debut on NBC Saturday night. . . . In case you don't know what the initials stand for, it is the Association for Prevention of Taking Off Hats in Elevators, and the theme song is *Keep on Your Old Gray Bonnet*. . . . Maybe the association can dispel the idea that removing one's hat when there is a lady in the elevator is chivalrous and will give the hat-removers courage to keep their lids on. . . . Even Maury Maverick, picturesque son of Texas, is in favor of the move.

The management of the Hotel Sherman is pointing with pride but not viewing with alarm the record hung up by the College Inn's ice carnival, which has rounded out 50 weeks of top-notch popularity and shows no sign of abatement. . . . Gale Page has gone athletic with her four-year-old son—says he has a natural golf swing and handles a tennis racket like a Tilden. . . . Joyce Henry, young California contralto, who has just joined Xavier Cugat's Band, is coached in her singing by Gene James, who used to be musical director at the Palace Hotel, San Francisco, and who organized Cugat's first American band. . . . Rumor has it they are to be married in New York next fall. . . . Bob Griffin says the sudden jump from winter to summer has taken all the spring out of him. . . . Gardner F. Wilson closed with Dave Apollon and is vacationing in Mississippi. . . . Howard Hughes, pausing here at the Blackstone between planes, says that Chicago-New York record flight is off for the present.

Early Season Good For Justus-Romain

COLERIDGE, Neb., May 16.—Justus-Romain Company, which began its tent season April 20, a record early opening for the show under canvas, will play its usual territory this summer, with an occasional jump into a new spot. Altho the weather has been quite cool, business has held up remarkably well, Manager John J. Justus reports.

In the roster are John J. Justus, Ethel Romain, E. A. McNutt, Keith Gingles, Cecil Kenyon, Fred Lyle, E. F. Hawkins, Ted Wagner, Harry L. Wonner, Joe Chenoweth, Johnnie Davenport, Allen Klassen, Edna Booth, Margie Montgomery, Betty Brooks, Stella Chenoweth, Sara Wagner and Robert Justus.

Billroy Show Briefs

CONCORD, N. C., May 16.—This really should be old-home week or something, what with so many familiar faces about. In Greenville, S. C., Anthony Romeo, Sandra Lane, Riley King, Emaleen Staas, in fact, practically all of the members of Doc Shelton's *Paris After Midnight Revue* were out to witness our performance.

Incidentally, Greenville proved up to all expectations, providing excellent business.

Bob Fisher and Turk McBee, of the Dan Fitch unit, were also sighted, en route to Atlanta and rehearsals.

In Morrisville, Glenn Turner, formerly of the crew and veteran of many "rubes," dropped in for a visit with Cousin Eddie and the gang. Insists that when bigger and better (?) "rubes" are made—he'll be found in the middle of 'em.

Tom Hutchison, who has been assisting Charles Underwood on the 24-hour brigade, has been replaced by Henry Stutz. Tom moves over to the Milt Tolbert aggregation, where, according to his own allegation, he will take charge of the top.

Had the pleasure in Kannapolis of catching the *Flashes of 1936* unit and renewing acquaintances with Jenks Crider and wife, Jean. Other members of the above troupe are Bill Aderholt, George Royal, Betty and Bonnie and Bob Devron and Jo Bennett. Lerapi Purnu is featured in a sensational acrobatic turn. A seven-piece ork is also carried.

JOHN D. FINCH.

DeForrest Showfolk In Gala Stage Wedding

EAGAN, Tenn., May 16.—Erman Gray, of the Musical Grays, of Clovis, N. M., and Thelma O. Collins, daughter of Mr. and Mrs. W. W. Collins, of Amherst, Tex., were married here recently on the stage of the DeForrest Dramatic Company's big tented theater. The stage was gayly decorated for the event and after the ceremony a midnight supper was served in the clubrooms of the Diamond Coal Company.

The bride was given in marriage by James E. O'Brien. The bride was attended by Mrs. Edna V. O'Brien and Mrs. Rosalie Colley and Mrs. Stella DeForrest was matron of honor. James A. Colley was best man. Jimmie DeForrest, owner and manager of the company, sang *I Love You Truly*, and the wedding march was played by A. J. Marshall. June Colley served as ring-bearer and La Greta Morgan acted as flower girl.

Kilbuck Players Set For All-Summer Run

PITTSBURGH, Pa., May 16.—The Kilbuck Theater here will close its current bill May 19 after a run of 50 performances, two more than the record set by its previous production, Ibsen's *Ghosts*. The program now playing includes *Elsa Comes of Age*, by Aleen Wetstein; *Illusion of Glamour*, by Madeleine Skelly Foust, and *Faith Healing*, by Florence Diffenderfer.

The Kilbuck company includes Eula Mae Jackson, Kay Harmon, C. Paul Crawford, Mary Jo Rodrigues, Mary Hopper, Marie Zeller, Reid Jackson, Charles Kearns Jr., Stanley Russ and Frank Hamilton. The next bill will be a full-length play to open early in June for a summer run. Kilbuck is air-conditioned.

Rep Ripples

COWBOY GWINN and family are back with the Hefner-Vinson Show this season.

BESSIE LEIGHTON, character comedienne with H. D. Hale's Milt Tolbert Show, reports that the outfit is moving along in great shape.

"WHAT IS THE REP candy business coming to?" asks Otis Oliver, now on a Coast-to-Coast business and pleasure tour. "I recently observed a well-known tent rep offering a box of candy at 15 cents, which included with each sale a free ticket for the next night's show, a chance on a prize that night, a ticket good for winning a master prize on Saturday night and another due slip, in addition to the candy and slum prize in the box."

JEAN CULLEN is seriously considering opening a summer stock in Colorado.

VIC FAUST, veteran rep player and Swiss bellringer, is still working clubs in Detroit.

DOYNE DODD, ex-trouper and musician on several of the leading rep shows, was recently elected city attorney of West Memphis, Ark., where he has been practicing law for some time. Dodd is building a new residence there and invites all of his old friends to drive across the river for a visit the next time they are in Memphis.

Guy Palmerton Returning To Whalom Park, Fitchburg

FITCHBURG, Mass., May 16.—Guy Palmerton, owner-manager of the Manhattan Players, announces that his company will inaugurate its third season of stock at the Whalom Park Summer Theater here June 29. The opening vehicle will be Brock Pemberton's *Personal Appearance*.

Nancy Duncan and Frank Lyon will have the leads. Cast will also include Gertrude Dion Magill, Byrd Bruce and Erford Gage. Grace Carney, who appeared with the players in 1934, may also return. Manager Palmerton is now in New York selecting players and plays.

Chick Boyes' Plans Uncertain

LINCOLN, Neb., May 18.—Some doubt has been expressed here whether the Chick Boyes Players will take up their usual West Lincoln stand for the summer as they have done for the last two years. Boyes outfit is at the present time tented in Broken Bow, Neb., and said to be enjoying a fair play. If the tent show comes here it will probably only be for a short season of six or eight weeks.

Pick "Drunkard" Cast For Texas Centennial

DALLAS, May 16.—Cast of *The Drunkard* Company for the Texas Queen Showboat at the Texas Centennial Exposition left the West Coast yesterday and will go into rehearsals immediately upon arrival here. The Texas Queen is a Stanley Graham enterprise, under the management of Billy Collins, who is general manager of all Graham attractions.

Neeley Edwards, one of the original Hallroom boys, will serve as m. c. on the Dallas show. Margaret Snow, formerly of the silent films, and Ralph Neff, formerly with the Hollywood company, are also cast for here. Tom DeGraffenried will play leads, and the Dorans are scheduled for the comedy. Frank Ferguson, who directed a road show on *The Drunkard*, will direct the show here.

The Texas Queen is practically completed, one of the first amusement enterprises on the exposition grounds to be ready. The large front is typical of a river showboat and is one of the most attractive scenes on the grounds.

The Graham Enterprises are building and producing the show themselves, including the scenery and special lighting effects. The management plans to bring in movie stars as guest artists.

Kansas City Jottings

KANSAS CITY, Mo., May 16.—Fred Dunning sojourned briefly in the village this week en route from Western Kansas to Sabula, Ia., to join the Brooks Stock Company.

Jack and Emma Fleming, formerly with Abe (Slick) Rosewall, are visiting with friends and relatives in Cleveland.

Lawrence Deming has signed to pilot the Hal Stone Show thru Iowa this summer.

Grace Brennan left here this week to join the Silver Comedy Company in Iowa for the summer.

Jack Riply Players are slated to open under canvas at Aurora, Ia., next week.

Hila Morgan Stock Company is showing this week at Olathe, Kan., where it is said it opened to capacity business. Many rep folks and retired troupers drove from here to catch the opry. The show jumps to Iowa next week.

The Dodd Brothers' Tent Show has invaded Kansas after a winter in the South and is headed for Iowa for the summer.

Hal Stone, after signing his people and a repertoire of plays here, has departed for Murray, Ia., where the troupe goes into rehearsal next week for the season under canvas.

Creston Wright is a recent arrival after closing a long season with *Fasnacht Passion* Play.

Margie Baker has signed with the Neil Schaffner Players.

Hal Barber is closing with the Princess Stock Company to join the Rosewall-Terhune Show in Missouri.

Blanche Bradley, formerly with Jack Hart's Comedians, has joined the Glenn Brunk Company in Texas.

The Dore Sisters have signed with Hal Stone's Comedians for the summer run under canvas thru Iowa.

Joe Hoffman, manager of the Big Ole Show, has closed his Minnesota circle and moved the troupe to Grand Forks, N. D., for the summer.

Mrs. Urless Huff (Patsy), formerly with Hila Morgan and other rep shows, recently underwent a major operation at Nevada, Mo. Her condition was considered serious for a time, but late reports are that she is on the road to recovery. Friends are asked to write her care of State Hospital No. 3, Nevada, Mo.

The Morris-Davis Show has changed its base town from Zenda, Kan., to Alva, Okla.

E. C. Jones' one-nighter of *The Texas Ranger* is playing Iowa territory and headed for Minnesota.

Larry Nolan opened the season at Stella, Neb., recently and will play Midwest territory all season.

Denny's Comedians closed their Kansas circle recently and will reopen next week on a Colorado circle, with Los Animas as the base town.

Nell Schaffner Players will begin rehearsals next week at Carthage, Ill., and open under canvas two weeks later.

Blanche Cook left here this week to join the Rosewall-Terhune Show at Slater, Mo.

Mr. and Mrs. Steve Burton sojourned briefly in the village, en route to Rockaway Beach, Mo.

George and Ethel Adkins left here this week to join the Silver Comedy Company in Iowa.

Bert Black and Lynn Arden have closed with the Neale Helvey Company, now located permanently at Burlington, Ia., and have joined Hal Stone's Comedians for the summer.

Mickey Arthur recently closed with the John Caylor Players in Minnesota.

David Reese has joined the J. B. Rotnour Stock Company for the Wisconsin tour.

Al W. Clark, Midwest actor and author, will not be on the road this summer, having accepted a commercial position in Grand Island, Neb.

Kelly Masters is slated to close his circle, which has been in operation in Alabama all winter. Plans for the future have not been disclosed.

Bob Dexter, of the Hofeller Candy

Stock Notes

ARNOLD S. BERKE has been signed as director of productions for the summer season at the Cape May Playhouse, Cape May, N. J.

ALBERT LOVEJOY is directing the Carnegie Tech Players in Pittsburgh in *The Distaff Side*, the final production of the season. Settings are under the supervision of Lloyd Weninger. Cast includes Avis Lennon, Mary Hubley, Carmelita Jacques, Helen Bretzfelder, Mary Mehler, Theresa Graff, Alden Smith, Carl Dozer, William Davis, Milton Goldbloom and Barbara Tiegle.

GUY PALMERTON'S Manhattan Players will begin their third consecutive season at Whalom Park, Fitchburg, Mass., May 29.

REID JACKSON has replaced C. E. McPherson in the cast of the *Illusion of Glamour* now being offered by the Kilbuck Players in Pittsburgh.

THOMAS WOOD STEVENS, formerly with the Carnegie Tech Players in Pittsburgh, is assisting in the staging of 14 of Shakespeare's plays at the Great Lakes Exposition in Cleveland this summer.

Mrs. Billy Wagoner Stricken

ELIZABETHTOWN, Tenn., May 16.—Mrs. Billy Wagoner, wife of the well-known agent ahead of the Milt Tolbert Show, was taken suddenly ill during the show's recent engagement in Greenville, Tenn., and was moved to the home of Mrs. Lew Childre in this city. Physicians say it will be at least three weeks before she will be able to resume her work on the show. Friends are urged to drop her a line. Mail addressed to her in care of Mrs. Lew Childre, this city, will reach her.

Company, of Chicago, was seen on the village riatio this week.

Mal Murray, who has operated a circle all winter in Eastern Kansas, has closed his merry-go-round and was spotted on the main stem this week.

Hank Neal Players will have a No. 2 show playing Colorado territory this summer.

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Monroe Hopkins, Tent Theater, Houston, Tex., wants to hear from **BOBBY WARREN** Also Juvenile Man, Doubling Orchestra.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RAJAH RABOID cracked *The Pittsburgh Sun-Telegraph*, May 10, with a story headed "Rajah Claims Thurston's Throne," wherein the well-known mentalist proclaimed himself the logical successor to the late Howard Thurston and stated that he will bill himself as such in the mystery show which he will launch next fall. Raboid bases his right to bill himself as Thurston's successor upon a contract made between him and Thurston March 13, which provided that Thurston and Raboid combine their shows, with Rajah in charge and Thurston appearing only briefly to conserve his failing health. While the contract expressly reserved the Thurston show and name to Thurston, Raboid claims it inferentially names him as the chosen successor of Thurston. In the article, which also carried a two-column cut of Raboid, the latter is quoted as saying: "I'll defend my right to be his successor in court, if necessary. I'm sure Mrs. Thurston wants me to succeed him. Thurston selected me as his successor because he knew I could handle his show. I intend to carry out his wishes. I don't think Jane Thurston will like it." Raboid jumped into Pittsburgh from the South.

LES HUNT, billed as "Hollywood's favorite master of magic," who joined the floor show in the Walnut Room of the Bismarck Hotel, Chicago, May 1, has been held over at that spot. He is presenting a fast pantomimic routine, featuring lighted cigarettes, rainbow billiard balls, silks and sundry items. His recent engagements include an extended run at the 885 Club in the Windy City and a four weeks' stay in the Mayfair Room of the Book-Cadillac Hotel, Detroit.

PARENT ASSEMBLY, SAM, New York, will hold its annual meeting May 23, at which time a number of important problems will be discussed. Chief among the discussions will be the matter of changing the regular meeting night from Saturday, which has been in effect for 33 years, to some other night in the week; the proposal to place in good standing for life, without further payment of dues, all members who have been in good standing for 20 years, and the suggestion that all candidates for office represent a clean slate. Another important item will be the election of officers.

ANNUAL CONFERENCE of the National Council of the Society of American Magicians, which will be held in Springfield, Mass., May 28, 29 and 30, promises to be an interesting meeting and, in attendance, one of the largest ever held by the organization. Listed as possible 1937 convention cities are Cleveland, Cincinnati; Paterson, N. J., and Baltimore.

PRINCESS YVONNE, well-known mentalist and a familiar figure to Pittsburgh theatergoers, played the Granada Theater, that city, May 5, 6 and 7 and despite unusually warm weather attracted good business.

AMEDEO left New York recently for a return tour of New England, opening in Lewiston, Me. Tour includes two full-week vaude stands, Montreal and Lynn, Mass. Booked solid until June 5 thru Nick Feldman.

THE GREAT LELLEAR, illusionist, is now working club and cafe dates around New York.

IN ORDER TO INTEREST the public in feats of magic, a form of entertainment which has grown prodigiously popular within the last few years, Royal Villas Chapter No. 20, Society of American Magicians, of Bridgeport, Conn., held a free exhibition of magic at Holden Hall, Bridgeport, last week, and which

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was demonstrated by members of the organization. Among those taking part in the entertainment were Dr. William McLaughlin, Dr. Harold G. Schwartz, Harry Brock, Bernard Trager, Ted Seamon, Mark Twain, Harold Seltenrich, Dr. Joseph Watts and Bob Sherman.

BUNKER, of Charlotte, N. C., has a tieup with RCA and the Magic Eye radio.

LESTER LAKE (Marvel) will be inside lecturer with Leo J. Zolg's Temple of Mystery, which opens for the season at Coney Island, Cincinnati, May 23.

PROF. EUGENE SONDA, mentalist, is now working northward thru Indiana. "Still plenty business for mentalists working on the square," Sonda pens.

KARL ROETTING is doing card and cigaret manipulations, in addition to playing drums in his own orchestra in and around Baltimore.

TOMMY MARTIN has opened at Leon & Eddie's, New York, where he will remain until he sails for Europe on the Ile de France June 12. He played a successful week at the Roxy before moving into his present spot.

MCDONALD BIRCH and wife, Mabel Sperry, are spending a brief vacation at Mack's home in McConnellsville, O., after an enjoyable week in Chicago. During their stay in the Windy City Birch attended the annual stag party at Jim Sherman's home and met up with a lot of the magic boys. En route to McConnellsville the Birches caught Karston's act at Fort Wayne, Ind., and El-Wyn's spook party at Bucyrus, O. They report both of them as "very entertaining."

"WE HAVE WEATHERED the winter nicely under the leadership of Old Faithful Henry Hudson Davis," Mel-Roy writes from Fulda, Minn., under date of May 11. "Started the spring tour with a bang, adding to our outfit a new V-8 panel truck, equipped with a 20-watt public-address system, which necessitated the adding of an operator, making six people in the company, with four cars and a house trailer. Opened last fall in Colorado. Since that time have worked more than 300 performances and traveled approximately 25,000 miles, covering only nine States. Only layoff we had was a 10-day stretch in Texas over the Christmas holidays. Due to the inclement weather in Louisiana, business there was not so good, but, generally speaking, the season has been very good, with the last month exceptionally lucrative. It seems to be getting better the farther north we get. Have added another agent to contract July and August, while Mr. Davis starts with schools for the opening in September. The new agent is A. C. Gibson, who was formerly with me for three years."

MAGICIANS' DAY, May 10, at the California Pacific International Exposition, San Diego, was a success. The program was held in the Palace of Entertainment, with Mrs. Harry Houdini and Caryl G. Fleming, president of the Pacific Coast Association of Magicians, as guests of honor. Other guests included Superior Judge Charles W. Fricke, of Los Angeles, vice-president of the Society of American Magicians; Edward Saint, and Caro G. Miller, father of the late Marilyn Miller, and long-time showman, who had charge of production of the show. San Diegoans on the program were Sidney Fleischman, Eddie Reese, Franklin Shields, Alfred Henning, Thomas Bannon, Lyle Laughlin, Lanson Andrus and C. W. Fait. L. O. Gunn and Dr. U. L. Di Ghilini, of Los Angeles, also presented effects. Mrs. Houdini, Fleming and Saint were awarded honorary memberships in the San Diego-Los Angeles Conjurers Club.

W. C. DORNFIELD, magical emcee, continues at the Hi-Hat Club, Chicago, where his clever patter is going over big.

CLIFF HARD was re-elected president of the Rhode Island Assembly No. 26, SAM, at the annual meeting held May 11 at the Biltmore Hotel, Providence. Harry



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

PAUL HOWARD — young dancer caught recently at an AFA party. Does really remarkable contortionistic acrobatics, back kicks, bends and other eccentric dance steps. A show-stopping specialty for a vaude act or a night-club floor show.

JOYCE BREAZELLE — cute brunet dancer caught last week at the Republic Theater, New York, burlesque house. She'd be a welcome addition to any flash, doing all sorts of dancing, and doing them expertly. She includes taps, kicks, acrobatics and a general variety of routines, from an Indian dance to an assortment of snakehips.

For LEGIT MUSICAL

RUSSELL PATERSON MARIONETS — troupe of little figures which are now being seen at the Terrace Room

of the Hotel New Yorker. Marionets are put thru a complete little skit, including slightly risqué material, songs and imitations. A delightful novelty that should easily be able to hold down a spot in a revue.

EDNA JANIS — young tap dancer who recently appeared at the Paramount Theater, New York. Has good looks and is a topnotch hooper. It would be easy to spot her effectively in a Broadway revue, and she has the ability to score there excellently.

DRAMATIC

MONA CONRAD — recent graduate of the American Academy of Dramatic Arts, who appeared to excellent advantage in several of the student performances. Not an ingenue type, she seems fitted for young character roles, but in them should appear to great advantage. Displayed a wealth of emotional power and a clear insight and interpretation, turning in student performances that were easily of professional caliber.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

TOMMY COLLINS has returned to his home in Rochester, N. Y., after closing with Stan Stanley's *Varieties* unit. Writing under date of May 7, Tom says: "I have been reading Al Tint's sayings and those of some of the other boys and get a kick out of some of the gags. It will be 34 years in July since my old partner, Jimmy Castle, and I (Castle and Collins) joined Quinlin & Walls Minstrels and the following season Ted E. Faust's Minstrels, of whom quite a number have passed on. What has happened to Pete Detzel? Have not heard of him in a long

A. Scheer was also re-elected to the office of vice-president and appointed national delegate to the SAM. Waldo D. Rouviere again was elected secretary-treasurer. Harry Bellville was chosen sergeant at arms and Charles A. Ross-Kam was appointed to take charge of entertainment arrangements at meetings during the coming year. Two new members were added to the assembly's rolls during the meeting. The assembly is now busy with plans for its second annual Ladies' Night banquet, to be held June 8.

DR. PEN PARDO (Great Lorenzo) is in his seventh season with Pete Kortez' Side Show, now connected with the Beckman & Gerety World's Best Shows.

BECKER THE MAGICIAN, who opened his season in Indianapolis, April 27, is now in Wisconsin, where he says he is finding business a bit better for magicians. He has augmented his attraction and has placed an order for a ton truck to carry his equipment. Becker has just finished a swing thru Indiana and Illinois.

ART BURRIS, the "merry trixster," and Herbert Waters, who for a time operated the Waters Spook Party, have combined their acts and are playing independent theaters in the Carolinas.

AL CAROSELLI will open at the Commodore Club, one of Detroit's swankiest night spots, May 18 for an indefinite engagement. He will confine his act to sleight-of-hand.

time. What has become of Georgie Faust, 'Crip' Rogers, Glen DeBruin, Emile Subers, Virg Downard, Cliff Saum? Let's hear from the boys." Collins formerly trouped with Arthur Hauk's revues for 17 seasons.

JAMES D. WINNE, drummer with the old Faust Minstrels, is now located in Marion, Va.

WILLIAM PATTIE, formerly tenor singer with the Faust show, is in the picture business at La Grange, Miss.

"WHEN I WAS IN Salt Lake City a few weeks ago," Prof. Walter Brown Leonard writes from Glens Falls, N. Y., "I met George D. Pyper, who managed the Salt Lake City Theater there for 45 years. Up to the time the house was razed about two years ago I had access to many of the old house programs from about the opening, which was under the patronage of the late Brigham Young, who was a constant patron of the theater. Mr. Pyper informed me that J. H. (Jack) Haverly died in that city. He became ill while there, his family was sent for and, as this popular minstrel manager was insolvent, Mr. Pyper wired Charles Frohman, of New York, who was instrumental in raising a purse of \$1,000, which he sent Mr. Pyper to satisfy burial and other expenses. Mr. Pyper is author of the entertaining book *The Story of an Old Playhouse*. I found him to be a genial gentleman of the old school, with a vast knowledge of things theatrical."

JOLLY BERT STEVENS and Eddie Ackers visited the Kay Bros.' Circus at Corning, N. Y., recently and enjoyed a pleasant visit with Buck Leahy and Benny Kenner. The quartet had a great time mulling over by-gones. Kenner is in the Kay Bros.' band and Leahy is working in clown alley.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Cumberland, O.

For some time I have been thinking of writing this appeal to the profession regarding misuse by some persons of The Billboard's Letter List and mail-forwarding service. For instance, a letter addressed to John Doe is advertised in this week's issue. All right, John Doe in Chicago writes in for it and gets it. He sees that it is not

Sees Neglect In Retaining Mail of Others

for him, but he keeps the letter. Now there is another John Doe in New York to whom the letter really belongs, but he never gets it because of the carelessness of the first John Doe. As there are so many showmen in the world, the situation is that there are many having the same name. Troupers receiving mail via the mail-forwarding service and finding that it is not meant for them should put it in another envelope and return it marked "Opened by mistake." I missed a letter last winter, I know, for I later talked to the person who sent it to me. But another sent in for it and I lost the letter because of his neglect to return the thing that did not belong to him. I am not complaining, only trying to make troupers see where we might lose lots of things thru this carelessness, friends, propositions, money, etc. A little more consideration for others would insure our receiving mail and not losing it thru the fault of others.
HARRY E. MOORE.

does not have a fund and it would be impossible to pay for anything. However, any pictures sent would be handled carefully and returned promptly after the celebration. Assistance in helping us gather this material will be greatly appreciated. We want to make the exhibit as complete as possible and we feel that every city which has or ever had a theater should be represented. We are particularly interested in the theaters built before 1900, but we want material from the later ones also. Can you help us make the exhibit more complete?
JACK MORRIS,
McCord Theater Museum Representative, Southern Methodist University, Dallas.

Tulsa, Okla.

Circus season is here again and every boy, young and old, is thrilled because it is one of our greatest American institutions; it brings with it some of the cleanest, best entertainment that we have. I have noticed that the best theaters in our town treat patrons as guests and make them

Courtesy as Modern Asset For Circuses

feel that they are wanted. The day when one had to do a song and dance to get a room from a hotel clerk is past; today they greet one as a guest and treat him that way. For a long time some circuses looked upon towners as hicks and treated them as such: they would condescend to sell them tickets and from then on the personnel of the show acted as tho they were doing the customers a favor by performing for them. This has changed in the past several years, and the big shows treat one as he expects to be treated—as a guest. Now let's make this unanimous; let the smaller shows join in and do likewise. Towners are willing to co-operate with a show if the latter shows that it is so inclined. Bailey Bros. wintered here two years ago and on their opening day the mayor and other city officials rode in the parade. Crowds should be handled in such a manner that they will feel they are wanted and not in the way. I suggest that when the big show is over at night, all tearing down be stopped for 10 or 15 minutes to give patrons a chance to get off the grounds. As it is now, there is danger of being trampled by horses or run down by a wagon. The time that the show would lose would be made up in good will of patrons. Let everyone on the show take a personal interest in their work and in the people they are working for—the patrons who come to see performances. When the Ringling show was last here I talked 20 people into going by assuring them that the show really looked out for their comfort and that they would be treated as guests. (No passes, either, for I spent \$9 plus tax for my tickets.) Don't overcharge, be courteous, make patrons comfortable, be their host, treat them as they should be treated and they will be waiting for you at the ticket wagon when the doors open.
Yours for better circuses.
E. W. WISE.

Veterans' Home,
Napa County, Calif.

There have been several interesting letters in The Forum recently about the old Norris & Rowe Circus, one in the May 2 issue written by my old friend "Chick" Watson, who advised that he was the first band leader the Norris & Rowe show had. It is many a year since I have seen him or any of the rest of the gang who were "with it" in the old days. Chick was slightly in error in parts of his letter. He wrote that when he left the show in about 1900 it was a 12-car outfit. Well, I joined the show in March, 1900, as "premier" second peck-horn "artist," and when I joined out it was a three-car show. Later in the season we got a 60-foot flat, and in 1902 it had developed into a five-car show. I believe it started to develop into a circus

Error Seen in Norris & Rowe Circus Letter

about 1903-'04, for, as Chick wrote, it was strictly an animal show in the days when we were with it. And what a neat little trick it was, too! How proud I was to go "umpahhing" down the street in that new band wagon, all of us dolled up in new red uniforms and helmets! For I was young then and the whole world was before me. And I well remember H. S. Rowe, of whom I stood quite a bit in awe, and C. I. Norris, of whom I wasn't a bit afraid, and Joe Geisler, Herb Rumelin, "Dr." E. Lester Miller, "Shrimp" Settler, Frankie Smith, Bill Scott, "Screw" Gardner and all the rest of the boys. You were "with it" and anything else counted for naught. So "roll off," Frankie; let 'er go, boys, the good old "Iron King," fast and forty. "Hold your-r-r- horses-s-s-s; the elephant is coming-g-g-g!" Yes, those were the happy days.
R. E. (BOB) TAIT.

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R. E. (BOB) TAIT.

TIDBITS

(Continued from page 23)

The new law in Michigan, passed last summer, repealed a previous regulatory statute and now forbids the owning, operating or maintaining of any walkathon or similar endurance contest.

Therefore, any form of amusement which is not a walkathon or a similar form of amusement does not conflict with this State law and can be properly conducted in Michigan provided, however, that a permit of the conduct of such shows are not in conflict with this law is obtained in such communities in Michigan which provide for permits.

I've just received a drawing of myself from Lester Griesbaum, of 615 George street, in Alton, Ill., who was a contestant in Hugh Talbot's Decatur show. Lester is without a doubt one of the cleverest artists that has been my good fortune to meet in a long time. He has definitely broken away from the endurance field and is trying to make a success as a commercial artist. He did a great piece of work for me and I know that he will be tickled to death to hear from other members of the endurance field who may want to have him make up some likenesses of their own pictures. Here's an orchid for Lester and best wishes for success.

A suggestion has just come in from Ken Reeves, an ex-marathoner, now living at 2024 Seymour avenue, Cleveland, O., that really has considerable logic behind it. He suggests that inasmuch as there are many very good "troupers" in the endurance field that a "trouper's" organization be formed. Such "trouper's" with real entertaining ability, he believes, would be quick to join such an organization and a drive would be started to find the best "trouper" in the country, following the Major Bowes plan. Such members would be divided into units, arrangements to be made in advance for such units to be presented at various theaters for a week's run in each theater. A winner would be picked each night by a selected group of citizens and on the final night of the week all winners would compete for a grand prize. The final winner would be graduated to what the correspondent calls a star unit; composed of winners entirely. And thus, the most outstanding entertaining "trouper's" would be found. He further suggests that each of these units carry an intelligent and pleasing master of ceremonies who would present the acts. Just as Major Bowes started an amateur idea that has grown to tremendous proportions, so he feels that these "trouper's" would develop into a splendid organization of real talent with real earning capacity.

Of course, advance publicity would be needed in the towns which such "trouper's" would hit. They could be tied up, of course, with the name of walkathon, being known as former members of the walkathon industry, and in that way the theaters would obtain the patronage of thousands of walkie fans who would like to see the best that the endurance field could offer. He feels, and the writer joins with him, that this new idea would take.

Eventually, after the passage of a year or two, while these "trouper's" are touring the country, the endurance field could start all over again with a "trouper's" endurance contest with real promoters behind them.

What do you clean, intelligent promoters think of this idea? Why not sleep on it? This is merely the germ of an idea, but I do think it is a good one. Think it over. See how well you can

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No telegraphed advertisements accepted unless remittance is telegraphed or mailed, so as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. MAY 23, 1936. No. 21

develop it. Maybe there is something in it. It's thru suggestions of this nature, carried in the columns of The Billboard thru the co-operative efforts of this publication, that the endurance field is to find salvation.

I shall be very happy to hear from operators, contestants and emcees alike as to their reaction on this idea. Any promoter desiring to develop it is certainly welcome to take up the idea.

To promoters thinking of coming in to Illinois, which is still an open State, with shows this summer, may I make this suggestion: DON'T WASTE YOUR MONEY. The State has been run dry. Illegitimate operators have wrecked it and legitimate operators, who have tried to run in Illinois, have lost their shirts. One or two have made money; the present show there is doing very well, everything considered, but the rest of the State is burned up. Forget Illinois for a year or two. Likewise Kentucky.

And now let me put one question to every reader of this section of The Billboard. This question has come to me in more than 200 letters. I refuse to answer it. On the other hand, I would rather that you interested readers answer the question for me. WHAT ARE WE GOING TO DO TO SAVE THE ENDURANCE GAME FROM EXTINCTION? The writer has done everything he possibly can as a lone human being. He has fought an up-hill fight alone. Whether my work is appreciated or not is beside the question. The fact remains that one man can't do it. You readers are the masters of your own fates, and the captains of your souls. What do you think can be done and what should be done?

I shall be very happy to hear from you all on this score.

ENDURANCE SHOWS

(Continued from page 23)

Tony Berthelot, Danny and Milly Bramer. Will keep an eye on the Letter List for mail."

EDDIE BEGLEY, former walkathon emcee, has settled in New Haven, Conn., and is doing sports broadcasts over WELI. Eddie is doing all of the Yale baseball games, in addition to holding down a regular announcer's job.

GENE MONTGOMERY, Harrisburg, Ill., would like one from Zeke Youngblood. Zeke, incidentally, is said to be operating a show at Egg Harbor, N. J.

The Final Curtain

ALTHAUSER—Fred J., 71, president of Cincinnati Local No. 5, IATSE, and active in Cincinnati theaters for nearly half a century, at his home in that city May 13. Funeral services May 16. Survived by his widow.

ARLICK—Susan, 25, aerialist, of the Four Queens act with Conklin's All-Canadian Shows, was fatally injured in a fall while performing at Kitchener, Ont., May 7. Details (received too late for Final Curtain) appeared in the news columns of last issue.

BONNEMOY—Former manager of the municipal theaters of Bordeaux, Metz, Besancon and Rouen, France, at Royat, France, recently at the age of 52.

CHAPPELLE—Everett J., 33, musician, in Los Angeles May 7.

CHERRY—Elizabeth, 67, one of the four Cherry Sisters, popular to music-hall customers 40 years ago, in a hospital in Cedar Rapids, Ia., May 11. Two of the Cherry Sisters, Effie and Addie, are still carrying on, playing an occasional theater or night club date.

CHURCH—Frederick A., 58, superintendent of Playland, Rye, N. Y., for nine years, in White Plains, N. Y., Supreme Court May 11 while testifying in a suit against the park. He was born in Stamford, Ont., graduated from Tufts College, Boston, was in the U. S. Army Engineering Corps during the late war and was councilman of Venice, Calif., where his widow resides. He was a member of Pryor & Church, an old Chicago firm, which manufactured the devices he designed or created. Before joining that firm he was mechanical engineer for the Webster Engineering Company, Chicago, for 10 years. Among his inventions are the Airplane Coaster and the Kentucky Derby, at Playland, as well as the Grotto, about which the litigation revolved. Frank W. Darling, then director of the park, brought him east as superintendent. Body was removed to the Russell J. Shaw mortuary, Port Chester, N. Y., where services were held May 14. Interment was private. Widow, brother and sister survive him. Other details appear in the Parks department this issue.

CONTI—Jean, French playwright and theatrical manager, in Paris April 29.

DIXON—Fred J., 48, manager of Anderson Free Fair, at his home in Anderson, Ind., recently, following a long period of ill health. He had been active 15 years in connection with the fair, especially in the speed department, where he built up an outstanding harness program and secured installation of a lighting system for night racing. Survived by his widow, a brother and sister.

DOMBROWSKI—John, 43, owner of Johnnie's Bar, meeting place of many of the American vaude and circus pros when in Paris, succumbed to a heart attack at his home in Garches, France, May 3. Survived by his parents in Warsaw and two brothers in Rochester, N. Y.

EDWARDS—Eddie, legitimate, stock and vaudeville actor and formerly manager of the Fenkel Theater, Detroit neighborhood house, suddenly at his summer home near Milford, Mich., May 7.

FRANK—William, 67, musician in the Chicago Symphony Orchestra for 32 years, May 11 in a hospital in Shawnee, Wis. Frank retired in 1933 and had been living in Cecil, Wis.

FRITCHIE—Mrs. Burrill, 55, for many years a musical comedy singer under the name of Bessie Taylor, at her home in Chicago May 8. Burial was in Glen

Oaks Cemetery, Chicago. Mrs. Fritchie retired from the stage about 10 years ago. Survived by her husband, a son and a sister.

GOMEZ-ALORAS—Miguel, father of the well-known Spanish dancers the Gomez Trio, April 30 at Arnouville les Gonesse, suburb of Paris.

GUNN—Wilford J., 58, for 28 years clarinet player with the Cincinnati Symphony Orchestra, at his home in Cincinnati May 13 of pneumonia. He had been ill for 10 weeks. Gunn was a native of Turner Falls, Mass. Survived by his widow, Mrs. Lena Johnson Gunn, and one daughter, Mrs. Claudia Stewart, of Cincinnati.

HALLIER—Charles J., 65, a musician in theater orchestras and an organizer of the Second Regiment Band of New Haven, Conn., of a stroke May 8 in New Haven. Survived by a son, Walter C. Hallier.

HAWLEY—Hughson, 86, architect and water-color artist, who painted the scenery for Steele Mackaye's play *Hazel Kirke*, produced at the Madison Square Theater in New York February 4, 1880, at Brighton, England, May 11. Survived by his son, H. Dudley Hawley, a New York actor; Mrs. Jennie Hawley, three daughters, and another son, Charles.

HEINZE—Louis G., 78, organist and piano instructor, May 9 at his home in Philadelphia. Heinze was president of the Theodore Presser Foundation and of the Presser Home for Retired Music Teachers. His widow and one sister survive.

HILLBERG—Mrs. Wilma Hultgren, concert pianist and formerly soloist with the New York Symphony Orchestra when Walter Damrosch was director, May 8 at Mineola, L. I., N. Y. Survived by her husband, a son and two daughters.

HULIN—Charles, 27, French animal trainer and nephew of Jouviano, menagerie owner and animal trainer, was attacked and killed by one of the Jouviano lions which he was working at the Gingerbread Fair in Paris April 30.

JOHNSTON—Mary, 63, playwright and author of *To Have and To Hold* and many other popular historical novels, at her home, Three Hills, in Bath County, Va., May 9. Burial was made in Richmond, Va.

LA CENTRA—Joseph, 63, veteran musician and comedian, April 30 at his home in New Smyrna, Fla. He had been with the Barnum & Bailey Circus, Camp's Wild West Show, various minstrels and for many years in vaudeville as a member of the team of La Centra and La Rue, novelty musical turn. He also toured Europe. Survived by two daughters, of Bay City, Mich., and Miami.

LINDERMAN—William (Farmer Bill), concessioner with the Johnny J. Jones Exposition, of pneumonia in a hospital at Johnstown Pa., May 11. He had been with carnivals more than 20 years, including Rubin & Cherry, Zeitman & Pollie, Sheesley and other organizations. Body was shipped to his mother at Middletown, N. Y., May 12.

MCDONALD—George W., 65, veteran trouper, of heart disease at Marietta, O., May 1. He began his career at the age of 12 as boy cornetist with the Deffenbaugh Circus. McDonald worked as a band leader with the Lemon Bros., Washburn Arlington, French's New Sensation, Murry and Mack, Wiedemann, Rice's Minstrels and Bob Fitzsimmons shows. In 1901 he organized the McDonald Stock Company, which for 10 years was well known thruout the South and West. In 1912 McDonald entered vaudeville with his wife as the Musical McDonalds. They remained in vaudeville until 1922, when McDonald organized McDonald's Music Mixers, traveling dance band and floor-show unit, with which he was working at the time of his death. Survived by his widow, Hazelle; one son, Grood, and one sister. Funeral services and interment at Redkey, Ind.

MARBE—William, 65, father of Fay Marbe, actress, in New York May 14.

MARKS—Thomas H. (Tom), 81, veteran Canadian showman and comedian, at his birthplace at Christies Lake, near Perth, Ont., May 9. He worked for many years with the old Buffalo Bill show, first as advance agent and later as comedian. That was before Buffalo Bill had the Wild West show. Later with his brother, R. W. Marks, and cousins, Jennie and Emma Wells, he formed the Emma Wells Company, once

a popular troupe in Canada. A few years later the company became known as the Marks Bros. Show, with R. W. as manager and Tom as featured comedian. Several years later Tom formed his own company, which made some 18 trips to the Pacific Coast. Surviving him are one daughter, Mrs. L. E. Perrin, of Chicago, who formerly had out her own company known as the Arlie Marks Show, and four brothers, R. W. and J. E. C., of Christies Lake; Ernie, of Oshawa, Ont., and John, of British Columbia.

MARZ—Anna, 62, mother of Stanley Marz, operator of the State Theater, Saginaw, Mich., in that city recently. Survived by four sons and three daughters. Burial at Manistee, Mich.

ORLANDO—Fred, 25, musician with Billy Hastings' Orchestra, May 11 when an automobile in which he was riding overturned between Milwaukee and Hartford, Wis.

PASTACALDI—Antonio, 45, well known in America and Europe as an illusionist under the name Wetrik, in Italy recently.

RACARTE—Mlle., actress, from an accidental fall from a plane while waving to a friend at Biarritz, France, May 8.

RICHARDS—Charles N., 85, for more than half a century connected with the business end of the theater, at his home in Malden, Ill., May 5.

RINARD—Howard L., 52, prominent in the ownership and operation of riding devices and other businesses, particularly in Pennsylvania, at his home in Everett, Pa., recently. From 1903 to 1925 he was in partnership with his brother, George, in the amusement business. He was a member of Lutheran Church, a 32d degree Mason and a Shriner. Survived by his widow, Lillian; three children, Graffious, Ruth and Paul; two brothers, George L. and Cyrus, and two sisters, Frances Rinard and Mrs. Harry Manspeaker. Interment in Everett Cemetery.

SANDERSON—Gladys, 38, former radio entertainer, in Detroit May 9 following a major operation. For the last 18 months she had been entertaining in a double act in the hotels of the Dewitt chain. She was the first pianist for the old Red Apple Club, a weekly feature on WCK, and was later known as the Ukulele Lady on WJC, both of which stations have since gone off the air. For a long time she teamed up with Charlotte Meyers in radio. Survived by her mother, a sister and a brother. Burial in Forestlawn Cemetery, Detroit.

SELLERS—George, 31, athletic show worker, was instantly killed when he fell from a train between Nashville and Chattanooga recently. He opened the season with the Dixie Exposition Shows and was en route to join the Empire State Shows when the accident occurred. Sells was with the Cetlin & Wilson and Max Gruber's World's Exposition shows last season. Body was shipped to his home town, Mascot, Tenn., where interment was made May 7. His widow and brother survive.

SMITH—Ruth, 20, daughter of Mr. and Mrs. Ernie Smith, rube comedians, known professionally as Smith and Lavour, recently at a Toledo, O., hospital of pneumonia apparently caused by shock from a motor accident May 5.

STARKEY—Harry F., a sheetwriter for the last 25 years, in a Milwaukee hospital May 11 of pneumonia. Funeral services in Milwaukee May 14. Roy Graham, F. E. Wieflicker and 10 other paper men served as pallbearers. Survived by one sister.

STEVENS—Mrs. T. A., professionally known as Madam Mozelle, this season with Sol's Liberty Shows, of lobar pneumonia at Burham Hospital, Champlain, Ill., May 14. Interment in Showmen's Rest, burial plot of Showmen's League of America, in Woodlawn Cemetery, Chicago.

STILTS—Levi (Snake), 72, former circus musician, was burned to death recently when his home near Marion, Ind., was destroyed by fire.

TEARLE—Mrs. Godfrey, 26, formerly an actress and wife of Godfrey Tearle, actor, of pneumonia May 13 in London. Survived by her husband, who, tho an American by birth, became the first president of British Actors' Equity in 1932.

THORNTON—Richard, 63, actor who had played with Lillian Russell, Leslie Carter and Mildred Holland, May 9 of

heart failure in New York. Thornton was a member of the Players. Survived by Cecilia Donahue, a niece, who claimed the body.

WALTHALL—Junius L., 47, brother of Henry B. Walthall, legit and movie actor, May 10 of a heart attack at his home in Birmingham, Ala.

WEBB—Capt. Thomas E., 85, who claimed to be the originator of trained seal acts and who traveled with the Barnum & Bailey Circus in this country and abroad, recently at his home in Tonawanda, N. Y. Burial in Eimlawn Cemetery, that city. Webb built a fortune with his seals, which he began to train 40 years ago after a friend had given one to him as a pet. Nephews now carry on his work. They are Charles, Harry and William Pickard, of Tonawanda. Webb also played vaudeville circuits in this country and Europe. Survived by the widow, Mrs. Diana Webb.

WEIDENER—Eugene Z., 58, director of the Ringgold and Rajah Shrine bands, Reading, Pa., May 8 at his home in that city. A native of Pottstown, Pa., he had played with Sousa, Creatore and Pryor.

WRIGHT—Charles T., 71, father of Harold Clyde Wright, musical comedy singer, May 9 at the University Hospital, Philadelphia, of pneumonia. Surviving are his widow, two sons and four brothers.

Coming Marriages

Bart Woodyard, orchestra leader, and Carolyn Hessemer, of Portland, Ore., announced their engagement May 2. Wedding in July.

Sam Lyons, theatrical agent and manager of Johnny Green and Jack Benny, and Joy Lynne, vocalist with Johnny Green's Orchestra, June 19.

Engagement of Paul Lupo, saxophone player with Ken Moyer's band, and Helen Smiling, acrobatic dancer at the Ring-side Club, Fort Worth, was announced at the club May 8.

George Tolin, special features announcer for KGGC, San Francisco, and Dorothy Edna Thomas, vocalist, in that city June 6.

Mary Bernstein, recently with Eddie Cantor's revue on the Pacific Coast, has announced her engagement to Phil Rubin, of Des Moines.

Marriages

COLLINS-DUNN—Maurice (Monte) Collins, screen comedian, and Gladys Dunn at Yuma, Ariz., May 9.

GORDON-MAYES—John Gordon, concessioner with Dodson's World's Fair Shows, and Peggy Mayes at Pittsburgh recently.

GRAY-COLLINS—Erman Gray, of Musical Grays, and Thelma O. Collins, daughter of Mr. and Mrs. W. W. Collins, recently on the stage of the DeForrest Dramatic Company tent theater at Eagan, Tenn. Both are members of the DeForrest show.

KAYE-SHADE—Jesse Kaye, booker with the Fanchon & Marco office in New York, to Lillian Shade, singer, in New York May 9.

KENDALL-JENKS—Francis Read Kendall, Los Angeles motion picture columnist, and Jean Sydle Jenks, Pittsburgh society girl, in Los Angeles May 2.

KENT-FOY—Paul Kent, nonprofessional, and Gloria Foy, musical comedy actress, in Oakland, Calif., recently.

KNAPP-GRAFTON—Orville Knapp, leader of the dance orchestra at the Waldorf-Astoria Hotel, New York, and Gloria Grafton, leading woman in *Jumbo*, until recently at the Hippodrome, New York, May 10 in Harrison, N. Y.

LANKOW-LARSON—Edward Lankow, basso, who sang with Caruso and other Metropolitan Opera notables, and Mrs. Edna Lloyd Larson, nonpro, in Armonk, N. Y., recently.

MORSE-DAVENPORT—Edwin H. Morse, stage manager of *Dead End*, now current on Broadway, and Alice Davenport, actress now with NBC, in Greenwich, Conn., May 15.

MOSKOWITZ - KANNER—Abraham Moskowitz, violinist and orchestra director, and Rose Kanner, both of Bridgeport, Conn., in Bridgeport May 10.

ROLF-SWARTZ—Cal Rolf, manager of the Cal Rolf Trio, and Elsie Swartz recently at the Coliseum, St. Louis.

ROUARK-CARPER—M. H. Rouark, songwriter, singer and former orchestra (See MARRIAGES on page 77)

Edwin Clifford

Edwin Clifford, 64, for many years one of the outstanding theatrical producers in the country as partner of Edward Rowland, at the home of his sister in Hollywood May 10 after a lingering illness. He was a native of Wisconsin and for more than 30 years operated with Rowland as Rowland & Clifford, out of Chicago. Production team made their first big strike in "Over Niagara Falls" and followed it with "The Rosary," which is said to have earned them \$1,000,000. Another financial hit produced and toured by Rowland & Clifford was "Divorce Question," first play by William Anthony McGuire. They concentrated on melodramas for many years and during the '90s their firm was outstanding in the legit field.

Surviving are two sisters, Mrs. Henry A. F. Schroeder, wife of the former auditor-manager in Los Angeles for Oliver Morosco, and Mrs. T. W. Burgelans, of Seattle.

ACTS, UNITS AND ATTRACTIONS

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

A

Adair, Ted (Palmer House) Chi, h.
 Adler, Larry (Palladium) London 18-23, t.
 Adler & Taubman (Ambassador) NYC, h.
 Adreon, Emilee (French Casino) NYC, nc.
 Adler, Jerry (Earle) Phila 18-21, t.
 Alfredo, Don, & Ruth (Gloria Palast) NYC, nc.
 Allen, Jean (Swanee Club) NYC, nc.
 Allen, Martha (Fifth Avenue) NYC, h.
 Allen, Patsy (606 Club) Chi, nc.
 Alvin, James (Leon & Eddie's) NYC, nc.
 Amstel, Felix (Russian Trolley) New York, nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Anger, Harry, & Girls (Loew) Montreal 18-21, t.
 Anise & Aland (Connie's Inn) NYC, nc.
 Anson, Bill (Shubert) Cincinnati 18-21, t.
 Anthony, the Bird Man (McAlpin) NYC, h.
 Apollon, Dave, Co. (Paramount) Waterloo, Ia., 18-21, t.
 Arden, Dorothy (Grosvenor House) London 1-30, nc.
 Arden, Elaine (Colonial) Dayton, O., t.
 Arnaud, Peggy & Ready (Wintergarten) Berlin 1-31, t.
 Arrel, Joe, & Co. (Wivel's) NYC, re.
 Arren & Broderick (Chicago) Chi, t.
 Avila & Nile (Radio City Rainbow Room) NYC, nc.

B

Bachelor, Paul (Tower) Kansas City, t.
 Baduc, Ray (New Yorker) NYC, h.
 Bailey, Bill (Riverside) Milwaukee, t.
 Bain, Betsy (Viking) Phila, nc.
 Baines, Pearl (Ubangi Club) NYC, nc.
 Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.
 Baker, Josephine (Chez Josephine Baker) NYC, nc.
 Baker, Babe (Howdy Club) NYC, nc.
 Baker, Bill (Roxy) NYC 18-21, t.
 Baptle, Norval (New Yorker) NYC, h.
 Barbetta (Chicago) Chi, t.
 Barker Trio (Lincoln) NYC, h.
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Barnes, Ruthie (Lyric) Indianapolis, t.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barr & Estes (Palladium) London 18-30, t.
 Barrett & Smith (Chez Maurice) Montreal, nc.
 Barrina, Olga (Buckingham) NYC, h.
 Barrie, Gracie (Earle) Washington, D. C., 18-21, t.
 Barthelmy, Lillian (Dan Healy's) NYC, nc.
 Bartlett, Wayne (The Gleam) San Antonio, Tex., nc.
 Beale St. Boys (Broadway Room) NYC, nc.
 Beaujean, Pierre (Buckingham) NYC, h.
 Bee, Connie (Broadway Room) New York, nc.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell & Grey (Hotel Osborne) Auburn, N. Y., h.
 Belostozky, Boris (St. Regis) NYC, h.
 Beno, Ben; Sturgis, Ky., 18-23.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Bergen, Edgar (Chez Paree) Chi, nc.
 Bernard & Henri (Club Alabam) Chi, nc.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Bernie, Al (Marden's Riviera) Fort Lee, N. J., nc.
 Bernie, Harry (Club Richman) NYC, nc.
 Berry, Robert (Buckingham) NYC, h.
 Bessinger, Frank (New Yorker) New York, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Beauvel & Tova (Waldorf-Astoria) NYC, h.
 Bickford & Crandall (Lotus Gardens) Cleveland, nc.
 Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc.
 Blake, Larry (Roxy) NYC 18-21, t.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Terry (Normandie) New York, nc.
 Blane, Rose (Hollywood) New York, re.
 Blank, Sol (Place Elegante) NYC, nc.
 Boles, John (Fox) Washington, D. C., 18-21, t.
 Boreo, Emile (London Casino) London 1-30, nc.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Bowman, Sybil (Fox) Washington, D. C., 18-21, t.
 Bower Sisters (Chin Lee's) NYC, nc.
 Bowers, Major, Amateurs (Loew) Richmond, Va., 18-21, t.
 Bowers, Major, Amateurs (Michigan) Detroit 18-21, t.
 Bowers, Major, Amateurs (Georgia) Atlanta 18-21, t.
 Bowers, Major, Amateurs (Uptown) Chi, t.
 Bowker, Betty (Man About Town Club) NYC, nc.
 Braatz, Mickey (Brown Derby) Boston, nc.
 Branker, Bill (Kit Kat Club) NYC, nc.
 Brant, Kathleen (Mon Paris) NYC, nc.
 Bernie, Al (Marden's Riviera) Fort Lee, N. J., nc.
 Bredwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bar Intime) New York, nc.
 Brito, Phil (Mount Royal) Montreal, h.
 Briefer, Gertrude (Hollywood) N. Y. C., re.
 Brooks Twins (Club Vogue) NYC, nc.
 Brown, Ada (Connie's Inn) NYC, nc.
 Brown, Arthur (Hector's Club New York) New York, nc.
 Brown, Evans (Lamb's Cafe) La Fayette, Ind., nc.
 Brown, Sussey (Kit Kat Club) NYC, nc.
 Browne, Louise (Gaiety) London 1-30, t.
 Bryant, Rains & Young Revue (Century) Baltimore 18-21, t.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Buckley, Neil (Roosevelt) NYC, h.
 Budd, Arthur (Barrel of Fun) NYC, nc.
 Burns, Dave (Wyndham's) London 1-30, t.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Byrie & Martini (Anna Held's) NYC, re.
 Byrne Sisters, Three (Shea's Hipp.) Toronto 18-21, t.

C

Caldwell, Edith (Waldorf-Astoria) NYC, h.
 California Varsity Eight (Shubert) Cincinnati, t.
 Callison, Jimmy (Von Thenen's) Chi, nc.
 Cantor, Eddie (Pal.) Cleveland 18-21, t.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Carenina, Lena (Club Gauch) New York, nc.

Route Department

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

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

Carson, Jack (Tower) Kansas City, t.
 Caperton & Columbus (Pierre) NYC, h.
 Carlisle, Sally (Town Club) Calumet City, Ill., nc.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlton, Jack (French Casino) NYC, nc.
 Carol, Helen (Harry's N. Y. Bar) Chi, nc.
 Carol, Nita (Shelton) NYC, h.
 Carroll, Della (Colosimos's) Chi, nc.
 Carroll & Howe (State) NYC 18-21, t.
 Carroll, Nita (Snelton Hotel) NYC, h.
 Castain & Crane (Larue's) NYC, re.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Caston, Bobbie (Connie's Inn) NYC, nc.
 Catalina, Rose (606 Club) Chi, nc.
 Celia & Renells (Bon Air) Wheeling, Ill., cc.
 Charles & Bararba (Chez Ami) Buffalo, N. Y., nc.
 Charles & Celeste (Kenmore) Albany, N. Y., h.
 Charles, Ernest (Normandie) New York, nc.
 Charleston, Helen (Century) Baltimore 18-21, t.
 Cherie & Joe (French Casino) NYC, nc.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Claudet, Marguerite (McCurdy) Evansville, Ind., h.
 Clayton, Pat (Vogue Club) NYC, nc.
 Clymas Troupe (Tower) Kansas City, t.
 Codolban, Cornelius (St. Regis) New York, h.
 Coleman, Arlene (Wivel's) NYC, nc.
 Collette & Barry (Hollywood) NYC, re.
 Collins & Petersen (Fox) Washington, D. C., 18-21, t.
 Comeford, Marie (New Yorker) New York, h.
 Conchita, Senorita (State-Lake) Chi, t.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Conti, Jean (Meurice) NYC, re.
 Coogan, Jackie, & Betty Grable (Stanley) Pittsburgh 18-21, t.

Dornfield, W. C. (Hi-Hat Club) Chi, nc.
 Dorris, Joe (Marden's Riviera) Fort Lee, N. J., nc.
 Dossena, Adelina (Club Minuet) Chi, nc.
 Dougherty, Marie (All-Stars Club) NYC, nc.
 Drake, Connie (Deauville) New York, nc.
 Drena & Her Dancers (Casino) London 1-30, nc.
 Drew, Cholly (Number One Bar) NYC, nc.
 Drew, Hotcha (Ubangi Club) NYC, nc.
 Drum, Dotty (Hector's Club New Yorker) New York, nc.
 Duncan, Midget Jackie (Rialto) Canton, O., nc.
 Dunn, Francis (Barrel of Fun) NYC, nc.
 Dunn, Jimmy (Century) Baltimore 18-21, t.
 Duval, Sheila (New Town Bar) New York, nc.
 Dyer, Hubert (State-Lake) Chi, t.

E

Earl, Jack & Betty (Loew) Montreal 18-21, t.
 Earl & Josephine (Book-Cadillac) Detroit, h.
 Edwards Rascals, Four (Club Caliente) NYC, nc.
 Edwards, Cliff (Earle) Washington, D. C., 18-21, t.
 Edward's, Jack, Revue (Chez Paree) Indianapolis, nc.
 Elissa, Senorita (Nini's French Cabaret) New York, c.
 Ellsworth, "Rocky" (Casino) Chi, nc.
 El-Wyn (Colonial) Postoria, O., 20; (Rivoli) Toledo 21; (Mal.) Wyandotte, Mich., 22; (Downtown) Detroit 23.
 Emanuel (State-Lake) Chi, t.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Enos, Rue, Trio (Theater) Portland, Ore., 23-29, t.
 Erma, Gypsy (New Town Bar) New York, nc.
 Errante, Charles "Happy" (Place Elegante) NYC, nc.
 Estelle & Leroy (French Casino) N. Y. C., nc.
 Evans, Rex (Beachcomber Bar) NYC, nc.

Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Cook, Alline (Greenwich Village Inn) NYC, nc.
 Continental Varieties (Club Clicquot) NYC, nc.
 Coogan, Mac (Edison) New York, h.
 Cook, Gloria (Hollywood) New York, nc.
 Cook & King (Petroleum Club) Hobbs, N. M., nc.
 Cooley, Marion (Stork Club) NYC, nc.
 Corday & LaMonte (Silver Dollar) Cleveland, nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornell, Wes (After the Show Club) Chi, nc.
 Cornwell, Frank, Trio (Biltmore) NYC, h.
 Cortez, Al & Toni (Connie's Inn) NYC, nc.
 Corvino & Yorita (Green Mill) Saginaw, Mich., nc.
 Costello, Don (Fox) Washington, D. C., 18-21, t.
 Cotter, Hazel (State-Lake) Chi, t.
 Covert & Reed (Hollenden) Cleveland, h.
 Covey, Edna (Alhambra) Paris 8-21, t.
 Craig, Henry "Giggles" (Jungle Inn) Youngstown, O., nc.
 Crocker, Dorothy (Shea's Hipp.) Toronto 18-21, t.
 Cromez, Camille (Paddock Club) Cleveland, nc.
 Crone, Roberta (Tojo Farms) Detroit, nc.
 Cropper, Roy (Wellington) NYC, h.
 Cuneo, Dave (Mansfield) NYC, h.

D

D'Arcy Girls: Natrona Heights, Pa., 18-23.
 D'Ivons, The (Chez Paree) Chi, nc.
 D'Loris & Howard (Paradise Grill) Flindlay, O., nc.
 Dailey, Cass (Hollywood) New York, nc.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dalton, Jack, Co. (Shubert) Cincinnati 18-21, t.
 Dancing Debutantes (Nut Club) NYC, nc.
 Danis, Mary (McAlpin) NYC, h.
 Danny & Edith (Kit Kat Club) NYC, nc.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dario & Diane (Morrison) Chi, h.
 Dau, Rilla (Club Gauch) New York, nc.
 Davis, Dorothy (Club Caliente) NYC, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Daw, Dorothy (Broadway Room) N. Y. C., nc.
 Dean, Carol (Hi-Hat Club) Chi, nc.
 Dee, Dottie (Stein Club) Wallace, Ida., nc.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeMarcos, The (Plaza) NYC, h.
 DeRing, Trudy (Yacht Club) NYC, nc.
 DeVega & Ynez (Le Mirage) NYC, re.
 Dells, Three (Salih's Circus, Playland) Rye, N. Y.
 Deone, Miss (Club Minuet) Chi, nc.
 De Soter, Madeline (Man About Town Club) NYC, nc.
 Desmond, Dot & Buddy (Mayfair Club) Toledo, nc.
 Deuces, Four (Times Square) NYC, h.
 Diamond Brothers (Dorchester Hotel) London 1-30, nc.
 Dickson, Dorothy (Saville) London 1-30, t.
 Dietrichs, The (Vanity Fair) Chi, nc.
 Dimtri & Helen (Club Gauch) New York, nc.
 Dolores (Wivel's) NYC, re.
 Donahue, Red (Roxy) NYC 18-21, t.

Everett, Ruth (Town Casino) NYC, nc.

F

Farrell, Frances (Town Casino) NYC, nc.
 Parell, Marita (French Casino) New York, nc.
 Farrell, Bill: (Place Elegante) New York, nc.
 Farries, Jean, & Dean Goodelle (Vanderbilt) NYC, h.
 Fay, Paul (Club 429) Chi, nc.
 Feindt, Cilly (French Casino) New York, nc.
 Felicia & DelRey (Club Avalon) Cleveland, nc.
 Fernin & Mary Lou (El Toreador) N.Y.C., nc.
 Ferris, Dolores (Yacht Club) NYC, nc.
 Fields, Benny (Hollywood) NYC, re.
 Fields, Irving (Buckingham) NYC, h.
 Fields, Lillian (Monte Carlo) NYC, nc.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Five Nit Wits (Tin Pan Alley) New York, nc.
 Flash, Serge (Palmer House) Chi, h.
 Flore, Dany (French Casino) NYC, nc.
 Fogarty, Alec (Weylin) NYC, h.
 Fordham, Louise (Number One Bar) NYC, nc.
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Polly (London Casino) London 1-30, nc.
 Frazee Sisters (Royale-Frolics) Chi, nc.
 Frazer, Jack (Playland Park) Rye, N. Y.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Freddy & His Dogs (French Casino) New York, nc.
 Fredez & Laurenza (Dudley) Salamanca, N. Y., h.
 Freed, Carl, Co. (Century) Baltimore 18-21, t.
 Fry, Bob & Virginia (Man About Town) New York, nc.

G

Gailoyd, Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
 Gale, Tracy & Leonard (Royale-Frolics) Chi, nc.
 Garcia, Louis (Congress) NYC, b.
 Gardner, Beatrice (Harry's N. Y. Cabaret) Chi, nc.
 Gardner, "Poison" (Dizzy Club) NYC, nc.
 Gaston & Edouard (Monte Carlo) NYC, c.
 Garbell, Al (Tuite & Dean's) Chi, c.
 Garland, Lynn (Dan Healy's Broadway Room) NYC, nc.
 Gautschi & Sonnen (Brown Palace) Denver, Colo., h.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Georges & Jalna (Palmer House) Chi, h.
 Gerard, Justine (Dutch's) Chi, nc.
 Gibney, Marian (Denham) Denver 22-28, t.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gilbert, Bobby (Tower) Kansas City, t.
 Gilbert, Ethel (Gay Nineties) NYC, nc.
 Gilbert, Gloria (London Casino) London 1-30, nc.
 Gillam, Marjorie (Colony Club) Chi, nc.
 Givens & Karol (Wivel's) NYC, re.
 Glory, Camille (Broadway Room) NYC, nc.
 Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
 Gonan, Inez (Silver Cloud) Chi, nc.
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
 Gooding, Sally (Kit Kat Club) NYC, nc.

Goodman, Jack (Club Caliente) NYC, nc.
 Goodwin, Jack (Yacht Club) NYC, nc.
 Grahame, Miriam (Hollenden) Cleveland, h.
 Granoff, Burt (Palmer House) Chi, h.
 Gray, Frank (Club 429) Chi, nc.
 Gregory, Kay (Morrison) Chi, h.
 Green, Bennett (Barrel of Fun) NYC, nc.
 Green, Eddie (Connie's Inn) NYC, nc.
 Green, Johnny, & Orch. (Earle) Phila 18-21, t.
 Green, Terry (Commodore) NYC, h.
 Grilli Sisters (Anne Millstone's) Chi, nc.
 Growler Man, The (Gang Plank) NYC, nc.
 Guido & Eva (Jurvin's Rumanian Rendezvous) NYC, nc.
 Gulba - har, Mme. (Sherry - Netherland) NYC, h.
 Gwynne, Jack (Shubert) Cincinnati 22-28, t.
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Gypsy Lee (Dizzy Club) NYC, nc.

H

Hacker & Sidell (Mayfair Club) Kansas City, nc.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzl (Hollywood) NYC, re.
 Hall, Bob (Orph.) Minneapolis 18-21, t.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris, Harry (Thompson's 16 Club) Chi, nc.
 Harris, Irve (Place Elegante) NYC, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (St. Regis) New York, h.
 Hauser, Violette (State-Lake) Chi, t.
 Healy, Dan (Broadway Room) New York, nc.
 Healy & Garnella (Tabor) Denver 21-27; (Orph.) Salt Lake City June 1-6, t.
 Hearn, Bobby (New Yorker) NYC, h.
 Hector & Pals (Shubert) Cincinnati 18-21, t.
 Heller, Jackie (State) NYC 18-21, t.
 Henning, Pat (Oriental) Chi, t.
 Herbert, Grace & Charlie (Paddock Club) Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hess, Edith (Cedarwood Cabin) Melaga, N. J., nc.
 Hess, Jimmie & Chuckie (Marquette Club) Chi, nc.
 Hildegarde (Gaiety) London 1-30, t.
 Hin Low, Florence (Royale-Frolics) Chi, nc.
 Hines, Earl, & Band (Riverside) Milwaukee, t.
 Hollis, Bessie (State-Lake) Chi, t.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Holtz, Lou (Versailles) NYC, nc.
 Honan, Helen (Shea's Hipp.) Toronto 18-21, t.
 Howard, Jay (Radio City Rainbow Room) NYC, nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howe, Dorothy (Bossert Grill) NYC.
 Howell, Adelaide (Sherry-Netherland) NYC, h.
 Howell, David (Archmont Club) NYC, nc.
 Hubert, Elsie (All-Stars Club) NYC, nc.
 Hurok, Jemma (Sherry-Netherland) NYC, h.
 Hutton, Ina Ray, & Band (Shea's Hipp.) Toronto 18-21, t.

I

Inge, Benito (South River) South River, N. J., c.
 Ivy, Toto (State-Lake) Chi, t.

J

Jackson Jr., Joe (Hansa) Hamburg, Germany, 1-30, t.
 Jackson, Lawrence (President) New York, h.
 James, Virginia (Silver Cloud) Chi, nc.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Johnson, Eleanor (606 Club) Chi, nc.
 Johnson, Jay (Silver Tavern) Chi, nc.
 Johnson, Mae (Kit Kat Club) NYC, nc.
 Johnson, Rose (Club Dixie) San Francisco, nc.
 Johnston, Dorothy (Harry's N. Y. Bar) Chi, nc.
 Jordan, Louis (Connie's Inn) NYC, nc.
 Jordans, Musical Rainbow Review: Vancouver, B. C., Can., 18-23, t.
 Joyce & Freddie (Kit Kat Club) NYC, nc.
 Joyce, Marion (Leon & Eddie's) NYC, nc.
 Joyce, Vicki (Yacht Club) NYC, nc.

K

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.
 Kaloah (Connie's Inn) NYC, nc.
 Kane, Patsy (Roosevelt) NYC, h.
 Kauff, Benn (Place Elegante) New York, nc.
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.
 Kaye, Johnny (Trota's) Baltimore, nc.
 Kaye, Phil (Club Minuet) Chi, nc.
 Kaye, Sybil (Wivel's) NYC, re.
 Keating, Fred (Radio City Rainbow Room) NYC, nc.
 Kedrova, Lill (St. Moritz) NYC, nc.
 Kelly, Bernice (State-Lake) Chi, t.
 Kenanedy, Billie (Howdy Club) New York, nc.
 Kennedy, May (Butler's Tap Room) NYC, nc.
 Kenny, Lillian (Hotel Montclair) NYC, h.
 King, Bert (Shelton) NYC, h.
 King, Blanche (Brill's) Newark, N. Y., nc.
 King's Jesters (Morrison) Chi, h.
 Kirk, Jean (885 Club) Chi, nc.
 Kirkoff, Adelaide (Silver Cloud) Chi, nc.
 Kirk Maxine (Hi-Hat Club) Chi, nc.
 Kirkland, Paul, Co. (Colonial) Dayton, O., t.
 Kirkwhite, Iris (Casino de Paris) Paris 1-31, t.
 Kitaros (Roxy) NYC 18-21, t.
 Komisarjevskia, Elena (St. Moritz) NYC, h.
 Korte, Nadia (St. Regis) NYC, h.
 Kramer, Dolly (Shadownland Club) Wichita Falls, Tex., nc.
 Kramer, Ida (Swanee) NYC, nc.
 Kroll, Lottie (Bon Air) Wheeling, Ill., cc.

L

LaFleur, Arthur (Loew) Montreal 18-21, t.
 LaMae, Trixie (Butler's Tap Room) NYC, nc.
 La Palomas (Deauville) New York, nc.
 La Pierre, Paulette (Colony Club) Chi, nc.
 LaRue, Bobby & Kenn (Frolic Inn) Hollywood, Calif., nc.
 LaZellas, Aerial (Pal.) Minneapolis, t.
 Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.
 Lalage (London Casino) London 1-30, nc.
 Lamb, Gladys (New Yorker) NYC, h.
 Lambert, Helen (Man About Town) NYC, nc.
 Lambert, Prof. (Colonial) Dayton, O., t.
 Lambertson, Charlotte (Hollywood) NYC, nc.
 Lemonte, Marguerita (Hollywood) NYC, re.
 Lemonte, Jean (Jungle Inn) Youngstown, O., nc.
 Lane, Emily (Plaza) NYC, h.

Lane & Lee (DelMar Dinner Club) Galveston, Tex., re. Lane, Leota (Number One Bar) NYC, nc. Lane, Lillian (Dizzy Club) New York, nc. Lane, Ted (Hickory House) New York, nc. Lang, Jeannie (Lyric) Indianapolis, t. Large & Morgner (Mayfair Casino) Cleveland, nc. Larimer & Hudson (State-Lake) Chi, t. LeRue & LaVale (Lobby) Juarez, Mex., c. Larson, Al (Top Hat) Union City, N. J., c. Lathrop Bros. & Virginia Lee (Earle) Washington, D. C., 18-21, t. Laugh, Town, Laugh (State-Lake) Chi, t. Laurie Jr., Jack (All Stars Club) NYC, nc. Lawler, Alice (Calliente Club) NYC, nc. Lawrence, Lucille (Swanee) NYC, nc. Lawton, Reed (Park Central) NYC, h. Lavene Sisters (State-Lake) Chi, t. LaVola, Don: Texarkana, Ark., 18-23, nc. Lazaro, Leo (Place Elegante) NYC, nc. Lee, Ada (885 Club) Chi, nc. Lee, Bob (Wivel's) NYC, re. Lee, Gabby (Trotta's) Baltimore, nc. Lee, Joe & Betty (Biltmore) NYC, h. Lee, Linda (Hotel Biltmore) NYC, h. Leed, William (Dizzy Club) New York, nc. Leonard, Jeni (Adelphi) London 1-30, t. Leonard, Edna (606 Club) Chi, nc. Lenli, Steve (Place Elegante) New York, nc. Leonard, Elenore (Club Minuet) Chi, nc. Leonard, Jack (Lincoln) NYC, h. Leslie Sisters (Club Bagdad) Providence, R. I., Leu, Paul (Windmill) Pittsburgh, nc. Lewis, Ann (Kit Kat Club) NYC, nc. Lewis, Margaret (Tabor) Denver 21-27, t. Lido & La Vonne (Silver Cloud) Chi, nc. Lilley, Joe & Harold Woodall (Number One Bar) NYC, nc. Lima Trio (Earle) Washington, D. C., 18-21, t. Liptova, Schura (St. Regis) NYC, h. Lischeron & Adams (Royale-Frolics) Chi, nc. Lodiensky, General (Sherry - Netherland) NYC, h. Logan, Ella (Leon & Eddie's) NYC, nc. Logan, Marjory (Stork Club) NYC, nc. Long Jr., Nick (Adelphi) London 1-30, t. Lopez & Anita (Brill's) Newark, N. Y., nc. Lorna & Carr (Capri) Lawrence, Mass., re. Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc. Lorraine, June (Broadway Room) NYC, nc. Lowry, Ed (Paradise) NYC, re. Lucas, Nick (Hollywood) NYC, re. Luce, Claire (Adelphi) London 1-30, t. Lydia & Joresco (Plaza) NYC, h. Lynch, Louise Dudley (Stork Club) NYC, nc. M McCabe, Sara Ann (Biltmore) NYC, h. McCoy, Frances (Yacht Club) NYC, nc. McElroy, Judy (Marquette Club) Chi, nc. McGill, Billie (Wonder Bar) Owasso, Mich., nc. McGlynn Sisters (Broadway Room) NYC, nc. McKay, Doreen (Paradise) NYC, nc. McMahon, Larry (Village Barn) NYC, nc. Mae, Edna (Paradise) NYC, re. Mae Thio (State-Lake) Chi, t. Magnante, Charlie (Waldorf-Astoria) NYC, h. Mahoney, Will (Scala) Berlin 1-31, t. Malm, Elmer (429 Club) Chi, nc. Mandell, Kitty (New Town Bar) New York, nc. Mann, Sid (Mon Paris) NYC, nc. Manners, Gene, & Bernice Lee (Paradise) NYC, re. Manning & Class (Humlen) Oslo, Norway, re. Montes, Gus (Moon Tavern) Albany, N. Y., nc. Mara & Ranata (Jack Dempsey's) NYC, re. Maravellas (El Chico) New York, nc. Maree & Pals (Grand St. Louis 18-21, t. Marguerite & Arthur (Embassy Club) Toronto, nc. Marianne (St. Moritz) NYC, h. Mariko, Princess (Oriental) Chi, t. Marion & Irma (Trocadero) London 1-30, nc. Marlowe, Gwen (Village Nut Club) NYC, nc. Marlowe, Selma (Marbro) Chi, t. Marlow, The Great (Times Square Club) Rochester, N. Y., nc. Martin, Marion (Hollywood) NYC, re. Martin, Muriel (Dizzy Club) New York, nc. Martin, Tommy (Leon & Eddie's) NYC, nc. Martinet & Crow (Grosvenor House) London 1-30, nc. Masked Countess, The (Leon & Eddie's) NYC, nc. Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc. Mathews, Babe (Ubangi Club) NYC, nc. Maurice & Cordoba (Savoy-Plaza) NYC, h. Mauss, Willie (State) NYC 18-21, t. Mavely, Jackie (Kit Kat Club) NYC, nc. Max & His Gang (Ufa Palast) Hamburg 1-30, t. May, Marty (Lyric) Indianapolis, t. Mayfields, The, & Virginia (Colonial) Dayton, O., t. Meade & Meeres (Adelphi) London 1-30, t. Mele, Vi (Commodore Hotel) NYC, h. Melzoras, Six Flying: Williamson, W. Va., 18-23. Mercedes, Eileen (Calliente) NYC, nc. Mercer, Mary (Hickory House) New York, re. Meroff, Benny, & Orch. (Fox) Detroit 18-21, t. Miaco (Radio City Rainbow Grill) NYC, nc. Michon, Joe & Pete (Oriental) Chi, t. Miller, Joan (Jimmy Kelly's) NYC, nc. Miller, Marty (Turf Club) Pittsburgh, nc. Mills, Kirk & Howard (Brown Derby) Boston, nc. Mills, Tommy (Place Elegante) New York, nc. Mitchell & Durant (State) NYC 18-21, t. Mitchell, Maurice (Riverside) Milwaukee, t. Mogul (French Casino) NYC, nc. Monroe, Freddie (Club Richman) NYC, nc. Monte, Hal (Royale-Frolics) Chi, nc. Montgomery, Anne (Brill's) Newark, N. Y., nc. Monty, Paul (Man About Town Club) NYC, nc. Moore & Revel (Palmer House) Chi May 8-28, h. Morales, Felix (State-Lake) Chi, t. Moreno, Consuelo (El Chico) New York, nc. Morgan, Grace (St. Regis) NYC, h. Moreno, Conchita (Chesapeake House) NYC, re. Morris, Dwight (Gabriel's) NYC, nc. Mossman, Earl (Colonial Village) Peoria, Ill., nc. Munoz & Balan (Club Gaucho) NYC, nc. Mura, Corinna (Waldorf-Astoria) NYC, h. Muriel, Mimi (Meurice) NYC, re. Murphy, Edna (New Yorker) New York, h. Music Hall Boys (Gaugmont Theaters) London Musical Rogues, Three (Essex House) NYC, h. Myra (Thillie's Chicken Grill) New York, nc.

Nawrot, Harriet (State-Lake) Chi, t. Naylor, Marjorie (Hickory House) NYC, nc. Nazarenka, Tasha (St. Regis) NYC, h. Nelson, Nelle (Colony Club) Chi, nc. Nelson Sisters (New Yorker) NYC, h. Nelson, Walter (Playland Park) Rye, N. Y. Nesbit, Evelyn (All-Stars Club) NYC, nc. New Yorkers, Three (Stork Club) NYC, nc. Newdahl, Clifford (St. Regis) NYC, h. Newman, Harry (Beverly Bar) NYC, nc. Niles, Noma (Swanee) NYC, nc. Nissen, Myrna (Wivel's) NYC, re. Niva, Vira (Versailles) NYC, nc. Noble, Leighton (Waldorf-Astoria) NYC, nc. Noble, Ray, & Orch. (Paramount) NYC 18-21, t. Nolan, Nancy (Governor Clinton) NYC, h.

THE THREE NONCHALANTS

Dir.: MUSIC CORPORATION OF AMERICA. Nonchalants, The (Morrison) Chi, h. Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc. Norton & Kane (Alexander Young) Honolulu, T. H., h. Novak & Fay (State-Lake) Chi, t. Novels, Three (Connie's Inn) NYC, nc. Novoa, Fantasia (El Toreador) NYC, nc. O'Connor, Eileen (Adelphi) London 1-30, t. O'Doherty, Molly (Chesapeake House) NYC, re. O'Halloran, Mickey (Marquette Club) Chi, nc. O'Neil, Cackles (Hollywood) NYC, re. O'Neill & Williams (Riverside) Milwaukee, t. Odey, Guy (Jack Dempsey's) NYC, re. Omar (Parisian Grill) Budapest, Hungary, 1-30. Orda, George (St. Regis) NYC, h. Original Rhythm Boys (Weylin) NYC, h. Orlins, Toddy (Nut Club) NYC, nc. Ortega, Eva (Radio City Rainbow Grill) NYC, nc. Osterman, Jack (All Stars Club) NYC, nc. P Padilla, Leandra (Bruns' Palm Garden) Chi, r. Page, Harriet (All-Stars Club) NYC, nc. Page, Powell & Nona (Tivoli Park) Stockholm, Sweden, June 1-July 4. Palmer, Kay (Vanderbilt) NYC, h. Palmer & Peaches (Connie's Inn) NYC, nc. Pape & Conchita (State-Lake) Chi, t. Parker, Lew (Stanley) Pittsburgh 18-21, t. Parra, Emile (Starland) Winnipeg, Can., nc. Parsons, Kay (Club Calliente) NYC, nc. Patricia & Don (Commodore) NYC, h. Patterson's Personettes (New Yorker) NYC, h. Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc. Pendleton, Andy (Gabriel's) NYC, nc. Pepper, Jack, Co. (Shea's Hipp.) Toronto 18-21, t. Perona, Anthony (Gabriel's) NYC, re. Phelps Twins (Colony Club) Chi, nc. Pinto, Louis (Cocoon Gardens) Chi, nc. Piroksa (French Casino) NYC, nc. Plaut, Jerry (Dizzy Club) NYC, nc. Fope & Thompson (American Music Hall) NYC, mh. Pranker, Ray (Kit Kat Club) NYC, nc. Prince & Princess Orelia (Connie's Inn) NYC, nc. Pryme, Alberta (Kit Kat Club) NYC, nc. Purdy, Lee (Royale-Frolics) Chi, nc. Q Queens of Rhythm, Four (Grey Wolf Tavern) Sharon, Pa., nc. R Radio Aces (Morrison) Chi, h. Rafael (Sherry-Netherland) NYC, h. Ramon & Lucinda (El Toreador) NYC, nc. Randall, Andre (French Casino) N. Y. C., nc. Randall, Billy (Club Ritz) Superior, Wis., nc. Ranson, Glenda (Broadway Room) NYC, nc. Ray, Retta & Tommy Hayden (Jack Dempsey's) NYC, re. Raye, Allen (Biltmore) New York, h. Raye, Gilbert & Vicky (Club Continental) Buffalo, nc. Raye, Prince & Clarke (Park Central) NYC, h. Rayes, Billy (Lido) Montreal, nc. Rea, Kit (Park Central) NYC, nc. Reasons, Three (Jack Dempsey's) NYC, re. Rebel, Margot (Harry's N. Y. Cabaret) Chi, nc. Reed, Billy (Dizzy Club) NYC, nc. Reed & Biane (Wellington) NYC, h. Rees, Jack (Normandie) New York, nc. Regan, Jimmy & Eileen (Beverly Gardens) Beverly Park, Mich., nc. Reillys, Five (Fox) Phila 18-21, t. Remos, Paul, & Midgets (Fox) Phila 18-21, t. Rene & George (Town Casino) NYC, nc. Rhodes, Doris (Paradise) NYC, re. Rhodes, Dorothy (Kit Kat Club) NYC, nc. Rhythm Boys (Weylin Hotel) NYC, h. Rhythm Debs, Three (Connie's Inn) NYC, nc. Ricker, Abby Morrison (Caret's) NYC, re. Richman, Harry (Chez Paree) Chi, nc. Rimacs, Ciro (Adelphi) London 1-30, t. Robbins Family, The (Marden's Riviera) Fort Lee, N. J., nc. Rodrigo & Francine (Brown) Louisville, h. Rogers, Buddy, & Band (Lyric) Indianapolis, t. Rogers, Jimmie (Mon Paris) NYC, nc. Rogers, Muriel (Chateau Moderne) NYC, nc. Rohckast, Marianne (Club Normandie) NYC, nc. Rollins, Bobby (885 Club) Chi, nc. Rollins, Mimi (Hollywood) NYC, re. Rolph, Wynne (Wivel's) New York, re. Rooneys, Riding (State-Lake) Chi, t. Rosita & Fontana (Ambassador) NYC, h. Ross, Dr. (Waldorf-Astoria) NYC, h. Ross, Pierre & Schuster (Orph.) Minneapolis 18-21, t. Rosseau, Sue (Dutch's) Chi, nc. Rossi, Pat (Cafe Loyale) NYC, re. Rover Boys (Jack Dempsey's) NYC, re. Rowe, Dorothy (Bossert) Brooklyn, h. Royal Hawaiians (Dizzy Club) NYC, nc. Russell, Frank (Gay Nineties) NYC, nc. Russian Choir (Sherry-Netherland) NYC, h. Ryan, Sue (Shubert) Cincinnati 18-21, t. S Sabile, Mickey (Man About Town) NYC, nc. Sadovskaja, Lidia (Sherry - Netherland) NYC, h. Sae, Letty (Lindy's) Boston, Mass., nc.

Samuels Bros. (Casino de Paris) Paris 1-31, t. Sandino & Fairchild (Firenze Restaurant) NYC, re. Santelli, George (Hotel St. Regis) NYC, h. Santos & Elvira (Jimmy Kelly's) N. Y. C., nc. Santry, Ned (Von Thenen's) Chi, nc. Sarita (St. Moritz) NYC, h. Savage, Jean (Southern) Baltimore, h. Sawyer, Bobby (Gabriel's) NYC, nc. Schapps, Sid (Palace Gardens) Chi, c. Scott, Catherine (Kit Kat Club) NYC, nc. Scott, Mabel (Ubangi Club) NYC, nc. Scott, Virgie (Ubangi) NYC, nc. Sedgwick, Edna (Chez Paree) Chi, nc. Sedley, Roy (Vanity Fair) Chi, nc. Seymour, Ann (Vanity Fair) Chi, nc. Shaw, Wini (Stanley) Pittsburgh 18-21, t. Shawn, Jack (Club Royal) McAllen, Tex., nc. Shea & Raymond (Earle) Phila 18-21, t. Shelton, James (Club Normandie) NYC, nc. Sheridan, Eleanor (Stork Club) NYC, nc. Sherman, Dale (Morrison) Chi, nc. Sherwin, Patti (Anne Millstone's) Chi, nc. Shipstad & Johnson (College Inn) Chi., nc. Simon, Arlette (French Casino) NYC, nc. Simpson, Carl (Fay) Providence; (Hipp.) Baltimore 25-30, t. Sims, Lee, & Ilomay Bailey (Marbro) Chi, t. Sissle, Noble, Trio (Yacht Club) NYC, nc. Skldmore, Kay (Hotel Piccadilly) NYC, h. Slate, "Curly" (885 Club) Chi, nc. Smith, Alma (Connie's Inn) NYC, nc. Smith, Bill (Fifth Avenue Hotel) New York, h. Smith, Chubby (Swanee Club) NYC, nc. Smith & Sully (Dizzy Club) NYC, nc. Snyder, Marguerite (Hotel Shelton) N.Y.C., h. Sonia, Gansser, & Andre (French Casino) NYC, nc. Spelie, Mary Lou (French Casino) NYC, nc. Spirits of Rhythm, Six (Jack Dempsey's) NYC, re. Sprigg, Jack (Shubert) Cincinnati, t. Springer, Chet (Southern) Grand Rapids, Mich., nc. St. Clair, June (Colosimo's) Chi, nc. St. Clair, Putnam (Ubangi) NYC, nc. St. Clair & Day (Casino de Paris) Paris 1-31, t. Stanley, Toni, & Mae Four (Scala) Copenhagen, Denmark, 1-30, t. Stars Over Shanghai Revue (Three Taketas, Honey Payne, Hitt & Raney, Dot Osmon, Freddie Oakes, Musical Mandarins, Monette Sisters) (Logan) Logan, W. Va., 19-20, t. Steel, John (Paradise) NYC, re. Steele, Billy (Lyric) Indianapolis, t. Stevens, Harry (Brown Derby) Boston, nc. Stewart Sisters (Dlzy Club) NYC, nc. Stiles, Beebe (Show Bar) Forest Hills, L. I., nc. Stone, Harold (Chateau Moderne) NYC, nc. Stone & Lee (Marbro) Chi, t. Stone, Mary (Colony Club) Chi, nc. Stone, Neil (Howdy Club) NYC, nc. Stretch & Strain (The Rancho) El Cerrito, Calif., nc. Stritt, Freddie, Co. (Colonial) Dayton, O., t. Sullivan, Bobby (Swanee Club) New York, nc. Suter, Ann (American Music Hall) NYC, mh. Suttle, Florence (Book-Cadillac) Detroit, h. Swann, Evelyn Eppee (Vanderbilt) NYC, h. Swedish Bellringers (Chicago) Chi, t. Swift, Evelyn (Silver Cloud) Chi, nc. Swifts, Three (Marbro) Chi, t.

T Table Tooners (Chateau Moderne) NYC, nc. Tanner Sisters, Three (Bat Gormley's) Lake Charles, La., nc. Tanya & Emmett (Club Troyka) NYC, nc. Tappan, Maxine (Ambassador) New York, h. Tegnor, Michael (Number One Bar) NYC, nc. Tennill, Frank (New Yorker) NYC, h. Teplova, Schura (St. Regis) NYC, h. Tervis, Norma (Versailles) NYC, re. Thals (Nut Club) NYC, nc. That Quartette (American) NYC, mh. Theodore & Denesha (Montclair) NYC, h. Thomas Sisters (Illinois) Macomb, Ill., t. Thompson, Kay (St. Regis) NYC, h. Thrillers, The (Orph.) Minneapolis 18-21, t. Tic-Toc Girls (Yacht Club) Chi, nc. Tien, Paul (Old Rumanian) NYC, nc. Tip, Tap, Toe (Chicago) Chi, t. Titan Trio (Oriental) Chi, t. Toots & Al (Connie's Inn) NYC, nc. Torres, Ralph (Edison) NYC, h. Trask, Billy (Number One Bar) NYC, nc. Tremaine, Roberta (Jack Dempsey's) NYC, re. Treys & Violeta (El Toreador) NYC, nc. Trickeykassy, Alexis (St. Moritz) New York, h. Turry, Dorothy (Chateau Moderne) NYC, nc.

V Valencia, Magda (Club Gaucho) New York, nc. Valerie, Armand (Town Casino) NYC, nc. Valle, Rudy, Co. (Met.) Boston 18-21, t. Valley, Vivian (Club Normandie) NYC, nc. Valors, Two (Alhambra) Paris 8-21, t. Van, Billy (Venetian Gardens) Newport, R. I., nc. Van Loon, Willem (Chez Josephine Baker) NYC, nc. Vasilio & Yoanna (Nixon) Pittsburgh, nc. Velas, Ester (Roosevelt) NYC, h. Velloz & Yolanda & Band (Orph.) Minneapolis 18-21, t. Vestoff, Florida (Paradise) NYC, re. Vietro, Tony (Chateau Moderne) NYC, nc. Villa, Celia (Chateau Moderne) NYC, nc. Villano & Lorna (Embassy Terrace) Montreal, nc. Viniegra, Fermin (El Toreador) NYC, nc.

W Wahl, Dottie (606 Club) Chi, nc. Waite, Kenneth, Troupe (State-Lake) Chi, t. Waldron, Jack (Hollywood) NYC, re. Walker, Kirby (Hickory House) NYC, nc. Walker, Mildred (Colony Club) Chi, nc. Wallace, Frank (Butler's Tap Room) NYC, nc. Walsh, Clara Bell (Ambassador) NYC, nc. Walsh, Mary Jean (Pierre) NYC, h. Walter & Lee (Shubert) Cincinnati 18-21, t. Ward, Aida (Kit Kat Club) NYC, nc. Ward, Helene (Italian Garden) Pittsburgh, nc. Washington, George Dewey (Kit Kat Club) NYC, nc. Watson, Hot Foot (Ubangi) NYC, nc. Wayne, Wanita (Town Casino) NYC, nc. Webster, Hazel (Number One Bar) NYC, nc. Weicker, Florence (Ambassador) NYC, h. Wells, Dickie (Ubangi) NYC, nc. Wells, Johnny (Chez Paree) Chi, nc. Wencil, Ray (Silver Tavern) Chi, nc. Weylin Knightcaps (Weylin) New York, h. Whalen, Jackie (Happy's) Glendale, L. I., nc. White, Ann (Town Casino) NYC, nc. White, Jack (Broadway Room) NYC, nc. White, Jerri (Dizzy Club) NYC, nc. White, Jerry (Gay '90s) NYC, nc.

White, Teddy (Normandie) New York, nc. Wilbert, Gus (Gay Nineties) NYC, nc. Wilbeck, Raymond (Stanley) Pittsburgh 18-21, t. Willard, Clarence E. (Jack Dempsey's) NYC, re. Willard & Hurley (Roxy) NYC 18-21, t. Williams, Jerry (Man About Town Club) New York, nc. William, Robert (London Casino) London, nc. Willis, Claire (Radio City Rainbow Grill) NYC, nc. Wilson, Browning & Mitchell (Leon & Eddie's) NYC, nc. Winstead Trio (Lido) Montreal, nc. Winton & Diane (Oasis Club) Detroit, nc. Wood, Britt (Loew) Montreal 18-21, t. Wright, Charlie (St. Moritz) NYC, h. Wright, Chuck (Club Silhouette) Chi, nc. Wright, Eadythe (Lincoln) NYC, h. Wynn, Natalie (Club Beauville) NYC, nc. Wynton, Victoria (Dizzy Club) NYC, nc. Y Yontz, Ducky (Roosevelt) NYC, h. Yorke & Tracey (Loew) Montreal 18-21, t. Young, Irwin (Valhalla) NYC, nc. Youngman, Henry (Yacht Club) NYC, nc. Z Zay, Freddy (French Casino) NYC, nc. Zetta, Madame (New Howard) Baltimore, h. Zudella (Louise's) Detroit, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates are given.) A Adams, Johnnie: (Holden) Dayton, O., h. Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc. Aguilar, R.: (Palm Room) San Bernardino, Calif., b. Alvin, Danny: (Gold Coast Embassy Club) Chicago, nc. Arias, Ramon: (Otis Tunnel) Chi, c. Armstrong, Mrs. Louis: (Silver Grill) Buffalo, nc. Aven, Al: (Greyhound) New York, h. B Bannen, Al: (Club Arcada) St. Charles, Ill., nc. Barrie, Dick: (Bill Green's Club) Pittsburgh, nc. Barron, Blue: (Paradise) Rochester, N. Y., re. Bass, Paul: (Anna Held's) NYC, re. Batkin, Alex: (St. Moritz) New York, h. Belasco, Leon: (Club Mayfair) Kansas City, nc. Bender, Val: (Antoine Club) San Francisco, nc. Berger, Jack: (Astor) New York, h. Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc. Bestor, Don: (Roosevelt) NYC, h. Black, Art: (Yacht Club) Detroit, nc. Black, Bob: (Pere Marquette) Peoria, Ill., h. Bonroe, Larry: (Chester's Tavern) Cincinnati, nc. Brandwynne, Nat: (Stork) New York, nc. Brees, Louis: (Weylin) New York, h. Brigode, Ace: (Lake Worth Casino) Ft. Worth, Tex., nc. Bromberg, Sammy: (Von Thenen's) Chi, nc. Brooks, Bobby: (Weylin) NYC, h. Brown, Tom: (Bal Tabarin) San Francisco, nc. Buccaneers: (George Vanderbilt) Asheville, N. C., h. Bunchouk, Alex.: (Russian Eagle) NYC, re. Burkarth, Johnny: (Utah) Salt Lake City, h. Busse, Henry: (Chez Paree) Chicago, nc. C Caceres, Emilio: (Villa D) Detroit, nc. Campbell, Jack: (Wagon Wheel) Nashville, Tenn., nc. Campbell, Jimmie: (16 Club) Chi, nc. Carper, Don: (Old Country Club) Phoenix, Ariz., cc. Carroll, Frank: (Maples Inn) Lakeside, Que., Can., nc. Caruso, Ben: (Old Algiers) NYC, re. Cavanaugh, George: (Webster Hall) Detroit, h. Chassy, Lon: (Greenbrier) White Sulphur Springs, W. Va., h. Chester, Bob: (Webster Hall) Detroit, h. Childs, Reggie: (Greyhound) Jeffersonville, Ind., nc. Christie, Geo.: (Club Silhouette) Chicago, nc. Codelban, Cornelius: (St. Regis) New York, h. Cole, Eddie: (Panama Cafe) Chi, nc. Conrad, Judy: (Tower) Kansas City, t. Continental Gypsies: (L'Algon) Chicago, c. Cornelius, Paul: (Club Joy) Lexington, Ky., nc. Crosby, Bob: (Lexington) NYC, h. Cugat, Xavier: (Stevens) Chi, h. D Dailey, Frank: (Meadowbrook) Cedar Grove, N. J., nc. Damar: (Madelaine) New York, nc. Dantzig, Eli: (St. George) Brooklyn, h. Darrell, Pat: (Wonder Bar) Zanesville, O., nc. Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc. De Torre, Emile: (El Chico) NYC, nc. Delman, Cy: (Bellevue-Stratford) Phila, h. Denny, Jack: (French Casino) New York, cb. Dickerson, Carroll: (Sunset Cafe) Chi, nc. Dictators, The: (885 Club) Chicago, nc. Dixon, Dick: (Gloria Palast) NYC, nc. Dolen, Bernie: (Vanderbilt and Sherry-Netherland) NYC, h. Donahue, Al: (Bermudiana) Bermuda, h. Dornberger, Charles: (Paradise) NYC, cb. Dorsey, Tommy: (Lincoln) NYC, h. Drummond, Jack: (Club Loftus) Menands, N. Y., nc. Dubrow, Art: (Chop House) Hartford, Conn., nc. Duchin, Eddie: (Plaza) NYC, h. Duerr, Dolph: (Vanity Fair) Cleveland, re. Durand's Rio Grande Rangers: (Grand) Peoria, Ill., 20; (Orph.) Hillsboro, Ill., 21; (Capital) Taylorville, Ill., 22-23; (Illinois) Macomb, Ill., 24, t. Durst, Henry: (3 States Club) Rodessa, La., nc. E Edmund, George: (Loyale) NYC, c. Ellington, Duke: (Congress) Chi, h. Elliott, Baron: (William Penn) Pittsburgh, h. Emery, George: (Four Tours) Cedar Grove, N. J., nc. Engles, Charles: (Marquette Club) Chi, nc. Ernie, Val: (Maxim's) New York, h. Eslick, Jay: (Paul's Inn) San Diego, Calif., re.

F

Fan, Billy: (Club Hollywood) Springfield, Mass., nc.
Farmer, Willie: (Leon and Eddie's) New York, nc.
Ferdinando, Angelo: (Great Northern) NYC, h.
Fielding, Max: (Towne Club) Pittsburgh, nc.
Fields, Shap: (Pierre) NYC, h.
Finch, Freddie: (Club Paramount) La Salle, Ill., nc.
Fischer, Art: (Dutch's) Chi, c.
Fisher, Mark: (Roosevelt) New Orleans, h.
Fodor, Jerry: (Veterans' Club) Toledo, O., nc.
Fomeen, Basil: (Waldorf-Astoria) NYC, h.
Four Aces: (Roxby Club) Chi, nc.
Francisco, Don: (Bal Tabarin) San Francisco, nc.
Franklin, Sid: (Yacht Club) NYC, nc.
Fray, Jacques: (St. Regis) NYC, h.
Frisco, Sammy: (Tuite & Dean's) Chi, c.
Funk, Wash: (4444 Club) Cincinnati, nc.

G

Gasparre, Dick: (Savoy Plaza) New York, h.
Geering, Bob: (Jockey Club) Dayton, O., re.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gentry, Tom: (Walled Lake) Detroit, b.
Gilberto, Don: (Toreador) New York, nc.
Gill, Emerson: (Lotus Gardens) Cleveland, nc.
Graham, Eddie: (Nut Club) New York, nc.
Grant, Douglas: (Leonardo) Newbury, Mass., re.
Gray, Glen: (Rainbow Room) NYC, nc.
Green, Johnny: (Earle) Phila, t.
Grunau, Harry: (Torch Club) Canton, O., nc.

H

Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Taft) New York, h.
Hall, Sleepy: (Lord Baltimore) Baltimore, h.
Halstead, Henry: (Jefferson) St. Louis, Mo., h.
Hamilton, George: (Mark Hopkins) San Francisco, h.
Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Handelman, Phil: (Fifth Avenue) NYC, h.
Hanson, Lloyd: (Marcus Whitman) Walla Walla, Wash., h.
Hargraves, Bobby: (Kit Kat Club) NYC, nc.
Hartley, Hal: (Fairmount) Hull, Que., Can., cc.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Phil: (Arcadia) Phila, nc.
Heidt, Horace: (Drake) Chi, h.
Henderson, Fletcher: (Grand Terrace) Chi, nc.
Herbeck, Ray: (Multomah) Portland, Ore., h.
Hess, Edith: (McClellan) Pensauken, N. J., nc.
Hessberger, George: (Old Heidelberg) Milwaukee, re.
Hill, Teddy: (Ubangi) New York, nc.
Hines, Earl: (Riverside) Milwaukee, t.
Hoffman, Earl: (Bon Air) Chi, cc.
Holmes, Herbie: (Ringside Club) Ft. Worth, Tex., nc.
Hopkins, Josh: (Club German) Pawtucket, R. I., nc.
Howard, Ben: (Silver Tavern) Chi, nc.
Huntley, Lloyd: (Mount Royal) Montreal, h.
Hutton, Ina Ray: (Shea's Hipp.) Toronto, t.

J

Janis, Freddie: (Parody Club) Chicago, nc.
Jergens, Dick: (Palomar) Los Angeles, b.
Johnson, Charlie: (Small's Paradise) New York, nc.
Jones, Isham: (Palomar) Los Angeles.
Jordan, Faye: (Edgewater Club) Lafayette, La., nc.

K

Kavanaugh, George: (Blossom Heath) Detroit, nc.
Kavelin, Al: (William Penn) Pittsburgh, Pa., h.
Keener, Lee: (Madison) Jefferson City, Mo., h.
King, Bert: (Shelton) NYC, h.
King, Henry: (Mark Hopkins) San Francisco, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Klein, Jules: (Statler) Detroit, h.
Krapp, Orville: (Waldorf-Astoria) NYC, h.
Korbin, Van: (Madison Casino) Chicago, c.
Krauss, Eddie: (Cocoanut Gardens) Chi, nc.
Krumlin, Costya: (Russian Bear) New York, re.
Kyser, Kay: (Trianon) Chi, b.

L

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.
Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Lou: (Bossert) Brooklyn, N. Y., h.
Lang, Syd: (Hi-Hat Club) Chi, nc.
LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
LeRoy, Howard: (McCurdy) Evansville, Ind., h.
LeBrun, Duke: (La Salle) South Bend, Ind., h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.
Lehmas, Al: (Granada) Chi, b.
Levant, Phil: (Bismarck) Chicago, h.
Light, Enoch: (McAlpin) New York, h.
Lindeman, Udo: (Gloria Palast) New York, cb.
Livingston, Jimmie: (Club Chalfonte) Philadelphia, N. C., nc.
Lombardo, Guy: (Palmer House) Chi, h.
Lopez, Vincent: (Lavaggi's) Baltimore.
Lube, Jacques: (Princess) Bermuda, h.
Lucas, Clyde: (New Yorker) NYC, h.
Lucas, Nick: (Hollywood) NYC, cb.
Lyman, Abe: (College Inn) Chi, nc.
Lyon, Bob: (Commodore) Vancouver, B. C., Can., cb.
Lyon, Russ: (Northwood Inn) Detroit, nc.

M

McCarn, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McDonald's Music Mixers: (Hi Hat Club) Boaz, W. Va., nc.
McGowan, Loop: (Exchange Club) Tampa, Fla., nc.
McKenzie, Red: (Famous Door) NYC, nc.
Mack, Austin: (Harry's N. Y. Cabaret) Chicago, c.
Madriguera, Enric: (Riviera) Englewood, N. J., ro.
Maitland, Johnny: (St. Paul) St. Paul, h.
Mann, Milton: (Village Barn) New York, nc.
Mannone, Wingy: (Hickory House) NYC, nc.
Mantes, Gus: (Birch Gardens) Albany, N. Y., nc.
Manuti, Al: (Man About Town) New York, re.
Mansfield, Dick: (Governor Clinton) NYC, h.
Mantes, Gus: (Moon Tavern) Albany, N. Y., re.
Maples, Nelson: (Showboat) Pittsburgh, Pa.
Marsico, Al: (Club Mirador) Homestead, Pa., nc.
Marshall, Bill: (Bellevue Stratford) Phila, h.

Martel, Gus: (Stork) New York, nc.
Martel, Paul: (Arcadia) New York, b.
Martin, Ted: (Childs' Paramount) NYC, re.
Matteson, George: (McPherson's Point) Co-nesus Lake, N. Y., nc.
Masters, Frankie: (Edgewater Beach) Chi, h.
Mayno, Artie: (Belmont Grill) Bridgeport, Conn., re.
Meadowbrook Boys: (Versailles) NYC, re.
Meeker, Bobby: (Pal.) San Francisco, h.
Meir, Harvey: (Gayety Village) Chi, c.
Meeker, Paul: (Shawnee) Springfield, O., h.
Meo, Jimmy: (Royale-Frolics) Chicago, nc.
Meroff, Benny: (Fox) Detroit, t.
Messner, Dick: (Park Central) NYC, h.
Meyers, Jack: (Club New Yorker) New York, nc.
Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.
Minor, Frank: (Barrel of Fun) NYC, nc.
Mooney, Art: (Oasis) Detroit, nc.
Moore, Carl: (Normande) Boston, b.
Morgan, Russ: (Biltmore) NYC, h.
Mullaney, Johnnie: (Brevort) Chi, h.

N

Nagel, Harold: (Rainbow Room) New York, nc.
Nance, Ray: (Dave's Cafe) Chi, c.
Nash, Joey: (Mounds Country Club) St. Louis, Mo., cc.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.
Navarro, Al: (Belvedere) Baltimore, h.
Newman, Ruby: (Rainbow Grill) Rockefeller Center, N. Y., nc.
Niebauer, Eddie: (Casino Moderne) Chicago, nc.
Noble, Ray: (Paramount) NYC, t.
Norvo, Red: (Commodore) NYC, h.
Nolan, Bob: (Gibson) Cincinnati, h.

O

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Olman, Val: (Ambassador) NYC, h.
Olson, Walter: (New Julius) Gardenville, N. Y., re.
Oregonians, The: (Veterans') Myrtle Point, Ore., b.
Osborne, Will: (Lowry) St. Paul, h.

P

Pablo, Don: (National Roof) Peoria, Ill., nc.
Pancho: (Pierre) NYC, h.
Panico, Louis: (Olympic) Chicago, b.
Parham, Tiny: (Club Havana) Chi, nc.
Parker, Johnny: (Stables) Chi, c.
Pearce, Red: (Jeff Davis) Tupelo, Miss., h.
Peary, Bob: (Graemere) Chi, h.
Pecoraro, Dick: (Monte Rosa) NYC, re.
Perry, Ron: (St. Moritz) New York, h.
Peterson, Dee: (Anchor Club) Sandusky, O., nc.
Platt, Earl: (Broad Street Grill) Harrisburg, Pa., re.
Pollack, Ben: (Peabody) Memphis, Tenn., h.
Prima, Louis: (Famous Door) Hollywood, Calif., nc.
Provost, Ed: (Donahues) Mountain View, N. J., nc.
Pryor, Louis: (Rustic Tavern) Jasper, Ind., b.
Purvis, Jack: (Thru Looking Glass) New York, nc.

R

Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
Raeburn, Boyd: (Muehlebach) Kansas City, h.
Rainbow Ramblers: (Club Moose) Haverhill, Mass., nc.
Ramos, Ramon: (Forge Club) Miami, nc.
Ravazza, Carl: (St. Francis) San Francisco, h.
Reader, Charles: (Port Montague) Nassau, B. W. I., h.
Redell, Herbie: (Casino) Chicago, c.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Regis, Del: (Anchorage) Phila, nc.
Reichman, Joe: (Statler) Boston, h.
Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.
Ricardel, Joe: (Jimmy Kelly's) Greenwich Village, NYC, nc.
Richards, Barney: (Limehouse) Chicago, c.
Rines, Joe: (Mayfair) Boston, nc.
Ringer, Johnny: (Casino Venezia) NYC, nc.
Ritort, Staa: (Club Rajah) Chi, nc.
Rodrigo, Namo: (Rainbow Room) Rockefeller Center, NYC, nc.
Rodriguez, Jose: (LaRue's) New York, nc.
Rogers, Buddy: (Lyric) Indianapolis, t.
Romano, Phil: (Roseland) NYC, b.
Rosenthal, Harry: (LaRue's) New York, re.
Royal Arcadians: (Allyn House) Hartford, Conn., b.
Russell, Jack: (Melody Mill) Chicago, b.

S

Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.
Sanders, Joe: (Blackhawk) Chi, c.
Schneider, Sol: (Old Rumanian) New York, re.
Scholl, Jack: (Coronado) St. Louis, h.
Schreiber, Carl: (Oriental Gardens) Chicago, c.
Schulman, Julius: (Venez Park) St. Petersburg, Fla., h.
Scoggin, Chic: (Jefferson) St. Louis, h.
Singer, Lou: (Three Little Pigs) Hollywood, Calif., nc.
Smith, Joe: (Copley Plaza) Boston, h.
Smith, Leroy: (Connie's) NYC, cb.
Smith, Stuff: (Onyx) NYC, nc.
Snyder, Frankie: (Winona Gardens) Chi, nc.
Souders, Jackie: (Uptown) Portland, Ore., b.
Spaeth, Karl: (Marco's Grill) Detroit, nc.
Sprigg, Jack: (Shubert) Cincinnati, t.
Stanley, Al: (Saunders' Beach) Pensacola, Fla., nc.
Sterney, George: (Plaza) New York, h.
Stewart, Jack: (Chickasaw Gardens) Albany, Ga., nc.
Stone, Al: (Leighorn Farms) Trenton, N. J., ro.
Sweeney, Bud: (Winter Casino) Buffalo, N. Y., br.

T

Terry, J. Frank: (McVan's Club Padlo) Buffalo, N. Y., nc.
Terry, Ron: (St. Moritz) New York, h.
Thurn, Otto: (Alpine Village Hofbrau) Cleveland, re.
Tinsley, Bob: (Colosimo's) Chicago, nc.
Todd, Mitch: (Sky Rocket) Chi, nc.
Tompkins, Tommy: (Arcadia) NYC, b.
Toppas, Al: (Nut House) Chicago, nc.
Torney, Bob: (Cesa Loma) South Bend, Ind., nc.
Toscuna, Tommy: (All Stars) NYC, nc.
Travers, Vincent: (French Casino) NYC, nc.
Tucker, Tommy: (Henry Binns) Albany, N. Y., h.
Turner, Al: (Bachelor's Club) Pittsburgh, nc.
Turner, Jimmie: (Last Round Up) Detroit, nc.

V

Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.
Veil, Tubby: (Brun's Palm Garden) Chi, c.

W

Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Waterhouse, Frank: (400 Club) Wichita, Kan., nc.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.
Weeks, Ranny: (Cocoanut Grove) Boston, re.
Weems, Ted: (Palmer House) Chicago, h.
Weikly, Wee Willy: (Columbia) Columbia, N. J., h.
Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.
West, Nell: (Colonial) Postoria, O., 19-20; (State) Greenville, O., 21; (Murphy) Wilmington, O., 22-23, t.
White, Dave: (Oasis Grill) New York City, re.
Widmer, Bus: (Gladstone) Casper, Wyo., h.
Williams, Griff: (Aragon) Chi, b.
Williams, Joe: (Mark Twain) Hannibal, Mo., h.
Woods, Howard: (Robert Treat) Newark, h.

Y

Yuhasz, Johnny: (Durant) Flint, Mich., h.

Z

Zarin, Michael: (Waldorf-Astoria) New York, Zatur, Joseph: (Biltmore) New York, h.
Zwilling, Sid: (Bellevue) Belleaire, Fla., cc.
Zwolin, Ted: (Moulin Rouge) Detroit, c.

DRAMATIC AND MUSICAL

At Home Abroad: (Grand) Chi 18-23.
Awake and Sing: (Selwyn) Chi 18-23.
Boy Meets Girl: (Victory) Dayton, O., 20-21; (Hartman) Columbus 22-23; (Cass) Detroit 25-30.
Old Maid: (Boulevard) Jackson Heights, N. Y., 18-23.
Personal Appearance: (Belasco) Los Angeles 18-23.
Three Men on a Horse: (Harris) Chi 18-23.
Three Men on a Horse: (Wilson) Detroit 18-23.
Three Men on a Horse: (Broad St.) Phila 18-23.
Tobacco Road: (National) Washington, D. C., 18-23.
Tobacco Road: (Pal.) Hartford, Conn., 18-23.
Winterstet: (Cass) Detroit 18-23; (Nixon) Pittsburgh 25-30.

INDEPENDENT BURLESK

Beauty Parade: (Werba) Brooklyn 18-23.
Hello, Paree: (Republic) NYC 18-23.
Melody Maids: (Bijou) Phila 18-23.
Rounders: (Gayety) Baltimore 18-23.
Sporty Widows: (Howard) Boston 18-23.

MISCELLANEOUS

Almond, Jethro, Show: Hemp, N. C., 18-23.
Baker's, M. L., Side Show: Knoxville, Tenn., 18-23.
Becker, Magician: Madison, Wis., 18-23; Dodgeville 25-30.
Bragg Bros.' Show: West Canaan, N. H., 18-23; Canaan 25-30.
Daniel, Magician: Avon, Ill., 18-23.
Dressen & Purcell Circus: Mt. Pulaski, Ill., 20; Stonington 21; Maroa 22; Assumption 23; Bement 25; Sullivan 26; Pana 27; Shelbyville 28.
Harlan Med. Show: Brownsville, Pa., 18-23.
Mel-Roy, Magician: Wheaton, Minn., 20; Elbow Lake 21; Breckenridge 25; Crosby 26-27; Chisholm 28; Bovey 29; Cass Lake 30.
(See ROUTES on page 76)

Suit Over Time In Bank Night

TAMPA, Fla., May 16.—Bank-night purse of \$1,550 offered by Sparks Theaters recently is in dispute. W. A. Rice, whose name was called as the winner, threatening to sue if he is not given the money, while the management of the Tampa Theater, where drawing occurred, contends he arrived at the stage 60 seconds too late. Theaters plainly advertise that the bank-night purse will be given away to the person whose name is called, provided that person makes himself or herself known to the management within two minutes from the time winner is announced. Due to Florida law prohibiting lottery winner cannot be required to have a theater ticket to claim the money, and crowds have formed the habit of standing outside the theater until drawing is made. Hence the two-minute limit instigated by Sparks. Rice was not in the theater when his name was called, but reached the stage in three minutes instead of the required two. The altercation has caused much discussion pro and con among theater public here, and unless the money is paid may possibly hurt the bank-night business.

Frohmman Still Fund Prez; \$129,599 Spent

NEW YORK, May 16.—Daniel Frohman was re-elected head of Actors' Fund of America at the 55th annual meeting of the association at the Lyceum Theater last Friday. Other officers, all elected unanimously, are Walter Vincent, first vice-president; Major Reinold, second vice-president; Sam A. Scribner, treas-

Saranac Lake

By BETTY HUNTINGTON

Jackie (Kiki) Roberts (Mrs. Cook to you) is back in town for the summer with her husband, Ted Cook, who has accepted an engagement at the Hotel Saranac as piano player with the orchestra. Jackie looks well and is taking her pneumo refills here at the Lodge.

Tommy (Hoover) Vicks is still in town and curing at Downing's cottage on Main street. We're glad to know he is up and around again after a rather serious attack of pneumonia.

John (Harry Lauder) Loudon will go in for dramatic stock this summer. At present he is busy directing *Peg o' My Heart* with some of Saranac's local talent and sponsored by the Saranac Lake Craft Guild.

Hannah (Zimmie) Zimmerman had a surprise visit from her hubby and friends last week, who drove up from New York and found her well on the mend.

Eddie (Four Carltons) Ross has returned to the Lodge after his second rib operation, which was performed at the General Hospital here by our "Old Reliable" staff surgeon, Dr. W. Woodruff, of Saranac Lake. Eddie is doing nicely.

Jimmie Cannon, former saxophone player with Ray Noble's Orchestra and husband of Marion (NVA) Cannon, is curing at Northwoods San, and with good reports. Marion is here at the Lodge and doing well.

Ruth (Davis) Hatch, ex-NVA patient, who left here last year, has given up her position in New York to take a much-needed rest, when she will again resume her duties in the fall.

Johnnie DeGiovanni, who blew in town for a brief visit and checkup last week, has returned to Ramsay, N. J., to continue his position as manager of a theater there.

Please check on your health to avoid "the cure" and write to those you know in Saranac Lake.

Jewish WPA Unit Opens With Success

NEW YORK, May 16.—The Jewish unit of Federal Theater Project last Friday presented at the Public Theater, 66 Second avenue. *We Live and Laugh*, a musical revue made up of a series of sketches portraying various phases of Jewish life, both modern and old, and with settings depicting scenes in this country and abroad. Fourteen individual numbers in all were offered, something after the fashion of a vaudeville show, and were introduced by a master of ceremonies.

A large crowd witnessed the opening-night performance and responded enthusiastically to the production which, compared to the usual Jewish musical show, was a new departure in the direction of better staging and settings. Outstanding on the bill were *A Village Wedding*, a jazzed-up version of a Cantor's audition, and *Prisoner of '36*, which surpassed all the others in comedy. An opening prolog by a Jewish song-and-dance man told how the WPA theater project had made the show possible.

Production was under the supervision of Stephen Karnot, directed by Judah Bleich and Zvee Schooler and assisted by Wolfe Barzell. More than adequate music, choreography, settings and costumes are credited to Maurice Rauch, Lillian Shapiro, Andrei Hudiaokoff and Emile Stoner.

urer, and Robert Campbell, secretary. Elected to trusteeships of three years are A. O. Brown, Richard Herndon, Chrystal Herne, Donald Brian, Frank McIntyre and George H. Nicolai. Hugh Cameron will finish out an incomplete term of one year.

With the exception of a speech by Frohman, in which he discoursed on the different nature of today's theater as compared with that of Shakespeare's period, the 100 attending members were concerned with financial statements of the Fund's various activities relative to caring for sick and aged theater folk. Of \$155,898 received by the Fund last year, \$129,599 was spent for medical treatment, hospital fees, burials and allied items. Approximately 186 people per week received aid from the association. These figures, together with a depreciation of real estate values, account for a balance of only \$7,593 on the right side of the ledger.

Trucks or Delivery Units . . Fleet Owners select CHEVROLET For Power and Economy

"Our average cost ran a trifle in excess of 3.6c per mile, including depreciation on a 3½-year basis, licenses, insurance, storage, washing and the ordinary operating expenses."



CHEVROLET TRUCKS
prove stamina and record-breaking economy in amazing coast-to-coast run

Look at this great record

Location of Test . . .	Los Angeles to New York
Distance Traveled . . .	3511.5 miles
Running Time129 hours, 24 minutes
Average Speed . . .	27.14 miles per hour
Gasoline Used . . .	308.6 gallons
Gasoline, miles per gallon . . .	11.378
Oil Consumption2 quarts
Cost of Fuel . . .	\$57.59
Cost of Oil . . .	\$.67
Fuel and Oil (cost per mile) . . .	\$.016
Average cost per ton mile . . .	\$.00328
Water Consumption . . .	1 gallon
No mechanical failures	

Entire test conducted under supervision of A. A. A. Contest Board—Sanction No. 3300.

THE CHARLES E. HIRES CO., nationally prominent manufacturers of famous Hires Root Beer, provides another example of how fleet users have recognized the outstanding economy and the great and dependable power of Chevrolet trucks and delivery units. Quoting from a statement made by this company:

"We selected the Chevrolet Sedan Delivery because it was economical in operating cost, provided ample room for carrying dealer display advertising and samples of our products, and afforded a desirable source of advertising.

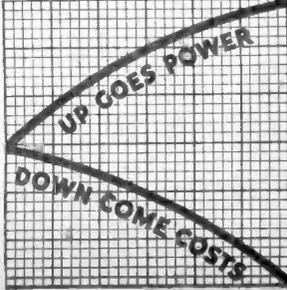
"In addition to the Sedan Delivery cars (59), we have ten half-ton Panel trucks and six 1½-ton trucks for delivery work—a total of 75 Chevrolet units in our fleet.

"Our average cost ran a trifle in excess of 3.6c per mile, including depreciation on a 3½-year basis, licenses, insurance, storage, washing and the ordinary operating expenses."

Chevrolet trucks are the world's *thriftiest high-powered trucks*—as fleet owners the country over are discovering! So, if you haven't already done so, get the facts on how powerful, dependable and economical 1936 Chevrolet trucks can reduce your haulage and delivery costs. Your Chevrolet dealer will co-operate with a demonstration—on your jobs!

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

GENERAL MOTORS INSTALLMENT PLAN—
MONTHLY PAYMENTS TO SUIT YOUR PURSE



CHEVROLET TRUCKS

FOR ECONOMICAL TRANSPORTATION

Ringling Show Hits the Road

Breaks in new Brooklyn lot to fair biz—layout marvel of white-topism

BROOKLYN, May 16.—Fresh from a triumphant week in Boston, where turn-aways were the order of the day (and night), Ringling-Barnum inaugurated its road tour here on Monday, playing the entire week, as per custom. Show broke in a new lot in a new and clean-looking residential section at Albany avenue and Avenue D, between Utica and Nostrand avenues, an out-of-the-way location necessitating a nickel bus fare from the subway stations. This fact probably accounted for a decrease over last year, which was played on the perennial lot a station away, where the city is building a school. Current area superior to the one at Flatbush and Nostrand, tho less populous, and in a year or two should be sufficiently established to bring heavy returns. Good weather except on Wednesday, which brought spasmodic storms but no letup in show routines.

Show caught Thursday afternoon, with a fine-looking sun but bursts of winds, causing performers to shiver under wraps in tents and the backyard. Perfect azure sky furnished a suitable overhead scenery for a white city which this year spreads more canvas than ever before and offers a resplendent picture of the Greatest Show on Earth at its greatest.

Except for the customary addition of two stages on the ends not much change registered as compared to the performance shown at the Garden opening with its three rings and two stages. Change is in the physical part, which is (See RINGLING SHOW on page 37)

Ida White Falls; In Serious Condition

LANCASTER, Pa., May 16.—Ida White is in a serious condition at St. Joseph's Hospital with a possible fracture of the back when she fell 25 feet during a performance of Downie Bros.' Circus here Wednesday. She and her husband, Ernie, were doing perch pole balancing act.

White, according to co-troupers, probably saved his wife's life by manipulation of the pole to break her fall, which occurred when her husband, walking backward with the balance pole, stepped in a hole and threw the act out of balance. The Whites are old troupers, altho this is their first season with Downie Bros.

Barney Doing Well

ST. LOUIS, May 16.—According to reports received here, the Barney Bros.' Circus is enjoying nice business at most of its stands thru the Dakotas.

Executive staff includes Tom Atkinson, general manager; John Foss, general agent; Charles (Butch) Cohn, legal adjuster; Harry Bray, equestrian director; Capt. John Hoffman, wild animal trainer; Lee Hinckley, band leader; Art Powell, lot superintendent; George Adams, charge of motor transportation; Elmer Voris, steward; Bob Leeds, mail and *The Billboard* agent; Barney Unrath, banners and 24-hour man; Billy Dick, Side Show manager.

Washingtonians Attend Downie Show at Annapolis

WASHINGTON, May 16.—The nation's capital turned out to witness the performance of Downie Bros.' Circus at Annapolis, Md., May 9. About five bus loads represented guests of Dr. Sterling Meade, nationally known dentist, active Circus Fan and formerly one of the American Belfords. Special features of the performance for the guests of Doctor Meade were introduced in the spec and in clown numbers. The guests were welcomed by Charles Sparks, Charles Katz and Harry Mack.

Dr. William Mann, director of the United States National Zoo, also had several guests at evening performance, and other Washingtonians included Mr. and Mrs. Melvin D. Hildreth, Col. Jack Beck, Harry A. Allen, Rex M. Ingham, Mr. and Mrs. Charles Mander, William Wetmore; Edward Hilleary, of Baltimore; Mr. and Mrs. Walter Jennier, Dr. Richard Paine.

Performance was highly commended by those attending. A unique feature is the resurrection of the old-time minstrel parade in the opening spec. George Hanneford, Picard's seals, and the Larkins, in their furniture balancing act, long a Sparks feature, received much applause.

Show has new canvas and with the extensive menagerie makes a beautiful appearance on the lot.

Major Bowes Unit Closes With Cole

MUNCIE, Ind., May 16.—Major Bowes' Amateurs on Tour, a unit with the Cole Bros.-Clude Beatty Circus appearing in the concert, closed here. The circus management was loud in its praise of the excellent entertainers, but the unit did not seem to draw enough business to warrant continuance with the show and it was mutually agreed upon by Sam Goldberg, manager for Major Bowes, and Adkins and Terrell, the owners, to discontinue it.

Everything was harmonious and pleasant, but the people just didn't seem to relish that sort of entertainment under canvas, but preferred the Wild West, which was withdrawn from the big show performance and placed back in the concert.

Three for Bridgeport

BRIDGEPORT, Conn., May 16.—Bar-num's old home town will again have a number of circuses. Thus far bookings include Gorman Brothers, May 20; Downie Bros., May 26, and Ringling-Barnum, June 13.

Canton, O., Mayor Seeking Lower License Charge for Truck Shows

CANTON, O., May 16.—Mayor James Secombe has openly declared himself in favor of a lower license charge for motorized circuses here. He told a representative of *The Billboard* this week that he would request license ordinances from Youngstown, Akron and Dayton, and after a study of these would recommend that the existing license ordinance be repealed and new legislation passed in its stead. He admitted the charge was excessive for a motorized show and said the existing ordinance was drafted years ago before the advent of the truck show and applied at that time to the railroad circuses.

He said he would demand immediate

Webb Clicking In Middle West

Concert is holding large percentage of crowds — building trailers, cages

BRIDGEPORT, Neb., May 16.—Business with the Joe B. Webb Circus has been very good thru Western Kansas and Nebraska. Schools are being dismissed nearly every afternoon and matinees have been packed. The concert is holding a large percentage of the crowds. Program consists of singing, dancing, comedy and Wild West numbers. Ralph Noble, who has added some new acts, is doing well with the Side Show.

Roy and Dorothy Hillbert recently joined and are working in big show. Hillbert is training Mr. and Mrs. Webb's six English collies, which are eight months old. Some trailers and cages are being built for the show.

The program, with Fred Crandell as equestrian director and presented in three rings, follows in order:

The Program

Spec., Valencia, Spanish tango, Betty Webb. Pony drills, Miss Woodcock, Jimmy Hamiter. Roman rings, Betty Webb and Gene Rogers; Kester Duo; the Hillberts. Clowns. Riding dogs and monks in all rings. Clown baseball number. Rolling globe, Tetu Morimoto; barrel kicking, Charles Dryden. Swinging ladders, Grace Orton. Betty Webb, featuring Janev Taylor with swivel, center (See WEBB CLICKING on page 37)

New Lexington Lot for R-B

LEXINGTON, Ky., May 16.—When Ringling-Barnum Circus appears here July 11 it will use a new lot, at Euclid avenue and Tates road, instead of the fairgrounds, where a race meet is set for the afternoon of show day. Lot, about 10 blocks from the heart of town, was contracted this week by Al Butler, who had been after it for some years.

LANCASTER, Pa.—William Cunningham, trainer for the Walter L. Main Circus, was arrested here recently on a charge of cruelty to animals and fined \$10 and costs before a Justice of the Peace. It was alleged he beat a camel while loading it on a car until the animal collapsed and suffered a broken front leg.

National Amateur Unit Scoring With Eddy Show

GREAT NECK, N. Y., May 16.—Manager Charles T. Hunt, of Eddy Bros.' Circus, has an amateur unit for the after-show. Early last winter he closed a deal with the National Amateur Unit, which is composed exclusively of first prize winners from Major Bowes', Fred Allen's, Ray Perkins' and other leading broadcasting amateur contests, to present the concert with the new Eddy show.

This has proved a pleasing innovation and the concert business has averaged big in all stands.

Maynard Biz Increases

LOS ANGELES, May 16.—The Ken Maynard Show is now in its third week at the ranch at Van Nuys. Last week-end business increased considerably over opening week-end. The menagerie is a fine setup, with 11 cages, lead stock and thru center is an Indian Village. Bert Myers has done a good job of painting the equipment. Nate Alpert has joined and is on tickets. Anna Veldt was laid up for several days with dislocated shoulder, injury suffered while working elephant act. Oscar Gahan received a foot injury.

Conroy Has Good Opening

BLUE SPRINGS, Mo., May 16.—Conroy Bros.' Circus opened here May 2 to good matinee and night crowds. Show is sponsored in each spot by local merchants. Pop Lawless and Jim Pennington are in advance. Show is managed by Small Burdette. Others with show include Mrs. LeRoy Easter, Karnava Duo, Todd Woods, Dorothy Kelly, A. Bowman, Charles Gordon, Roy Kelly, Walt Carner, R. C. Burdette and George Howard.

Remarkable Biz For Cole-Beatty

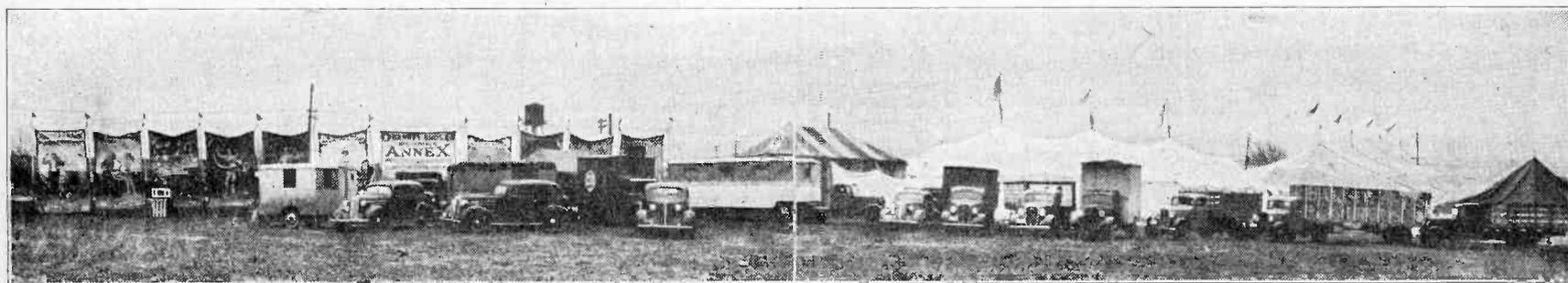
LOUISVILLE, Ky., May 16.—The "pep" talk that Jess Adkins and Zack Terrell gave before the assembled bosses on opening day at Rochester, Ind., has produced results for the Cole Bros.-Clyde Beatty Circus. Now in its second week under canvas, show has been moving on schedule. Nine parades have been staged and not one has been over 20 minutes late in leaving the grounds at advertised time of 11 a.m.

South Bend, Kokomo, Muncie, Anderson, Terre Haute, Evansville and Owensboro produced sensational business at front door. Indianapolis stands were pre-eminent, as over 34,000 people attended the four performances there. The co-operative spirit of the various bosses is responsible for the on-time schedule. Henry Brown, boss hostler; John P. McGrath, trainmaster; Charley Young, superintendent of canvas, and Orville Wilbur, boss property man, are entitled to take (See REMARKABLE BIZ on page 37)

Locals To Take Action

PITTSBURGH, May 16.—Leo Abernathy, national president of the International Alliance of Billposters and Billers, states that all locals are being instructed to take action against circuses which have not signed a contract with the union.

Mr. Abernathy, who just returned from Cleveland, revealed that the local there signed a two-year contract with the Central Outdoor Advertising Company, calling for increased rates and better working conditions.



SOME OF THE CHEVROLET equipment used by Barney Bros.' Circus. The trucks were sold to the show by Charles Goss, of the Standard Chevrolet Company, E. St. Louis, Ill.



With the Circus Fans

By THE RINGMASTER

President, CFA, Secretary, W. M. BUCKINGHAM, 2930 West Lake Street, Chicago, Ill. (Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

John R. Shepard, former editor of *White Tops*, and Mrs. Lois Simm, of Chicago, were visitors at office of *White Tops* May 8.

Bugs Raymond and Walter Buckingham, Circus Fans of Norwich, Conn., were guests of Frank Wirth at Grotto Circus in Waterbury May 9. The Grotto officers and performers of show presented Wirth with a wrist watch. Many of the performers of the Grotto show joined Gorman Bros.' Circus.

Ed M. Hilleary, charter member of the CFA, of Baltimore, Md., accompanied by his son, John R. Hilleary, and

Bill Reed Jr., made Downie Bros.' Circus at Annapolis May 9. Hilleary states that in addition to seeing a fine performance they were treated royally by management. Show had a fair matinee and good crowd at night. On May 21 and 22 Ringling-Barnum will show Baltimore and the Hilleary family is anticipating spending two days on the lot renewing acquaintances.

Mr. and Mrs. Sverre O. Braathen and Dr. and Mrs. Tormey, Circus Fans of Madison, Wis., made Atterbury Bros.' Circus in Richland Center May 16. Seils-Sterling Circus has contracted Madison for May 25, and as it will be there Sunday Wisconsin Fans are planning a party for members of show on Sunday night.

Bill Kasiska, Circus Fan of Baraboo, Wis., writes that Atterbury Bros.' Circus will play the former circus city under auspices of Veterans of Foreign Wars May 18 and is looking forward to spending day on lot. Bill writes that Harry Lakola, 11 Spruce street, Mansfield, O., is an old-time juggler, who is now unable to walk without the aid of crutches, due to an auto accident four years ago. He is 75 and would like reading material.

Barnes Coast Business Continues To Be Good

PORTLAND, Ore., May 16.—Leaving Sacramento, Calif., the Al G. Barnes Circus stopped off in Chico for an afternoon show only. This town had not been visited for three years. There was a well-filled tent. The run out of Chico was to Medford, Ore. An accident occurred at Talent, near Medford, where the circus train struck an auto, killing two men, Al and Roy Dobbins. This delayed arrival at Medford until shortly after 11 a.m. Doors opened at 1:30 and splendid trade at both performances. At Roseburg 24-hour man Peterson found the original lot location soft from recent rains. Tract of land used here is a large one and by moving two blocks was able to find much firmer ground without making new contract. Good business. At Eugene rain had preceded the circus, making grounds a bad one. Not taking any chance, wagons were lined along the paved street and everything was "gilled" on the lot. Business here, very big, is something that the circus folks are still talking about.

With an early arrival at Portland Sunday, May 10, and a supply of Oregon spruce for a complete set of poles for big top delivered on the lot, Cap Curtis was busy with his crew getting them ready for use later in the week. Portland has always given the show big business, but Monday proved to be the biggest in its history. At night the first turnaway of the season. Portland is the home of old-time trouper, "Portland," who joined a circus here June 3, 1899. Very few know "Portland's" real name, which is Charlie Lehman.

A recent visitor was Wally Ware, chairman of the California Railroad Commission. He is an old friend of Manager S. L. Cronin and spent a day with him on circus lot, accompanied by his two daughters. Attorney-General Moody, of Oregon, and wife were guests at Salem and Portland. Arthur Hopper, general agent, was with show in Portland and left Tuesday night for points east. Lee McDonald left recently for his

Waterbury Circus Leads 1935 Take

NEW YORK, May 16.—Frank Wirth's Grotto Circus in Waterbury, Conn., which closed May 9 in the armory, drew a 25 per cent increase over last year at the gate when it opened on Monday, and there were several turn-aways during the week, Wirth reported to *The Billboard*.

Total attendance was 47,000. Three shows were given May 9. Wirth announced signing contract with the same auspices to produce next year's show. Sponsors rewarded Wirth's efforts with a beautiful engraved wrist watch, Hartford Shrine giving him a silver ringmaster's whistle suitably inscribed.

It was his third straight time in there. Layout was three-ring for the first time under Grotto here. Publicity, handled by Dick Slater, of *The Republican American*, included a 12-page supplement, with stories and art daily.

Lieutenant Governor Frank Hayes opened the show and commented about it over the air. The program.

Poodles Hanneford, Five Jansleys, Will Hill's Elephants, Demnati Arabs, Eugene Randow, Brengk's Golden Horse and Posing Girls, Minerva, Miss Ora, Ray Goody, Jim Wong Chinese Troupe, Christiansen's Great Danes, boxing, mechanical riding, Hip Raymond, Billy Rice, Tony Leland, Three Wilsons, Hill's Ponies and Joe Basile's Band.

Wirth said his Shrine Show in Hartford, week of April 20, went over big, with a decrease of only 10 per cent over last year, despite flood conditions. Afternoon biz lighter because school children were not permitted to get away early, having lost time when institutions were closed during flood. Night grosses ahead however.

Van Ormans Entertain Members of Cole Show

EVANSVILLE, Ind., May 16.—Following the night performance of the Cole-Beatty Circus here May 12, Mr. and Mrs. Harold Van Orman entertained at a dinner at their McCurdy Hotel for 125 guests, all performers of both dressing rooms having been invited and many executives. Some, of course, could not attend. In addition, Evansville members of the Circus Fans' Association and their wives attended. Col. William Soaper Sneed, chairman of the Chicago CFA, was here and was a special guest. The banquet hall, decorations, menu and ices bore out the circus motif in a clever manner.

Mrs. Van Orman, who until her marriage last fall was Harriet Hodgini, feature equestrienne on this circus last season, enjoyed her visit with her former associates, as did Colonel Van Orman, who in courting Harriet last season learned to know everyone on the lot.

A short run that night to Owensboro, Ky., permitted the party to continue until around 2 o'clock. The hotel orchestra and some added acts entertained and the host, who is well known as a toastmaster, presided.

Sunday Permit Refused

YOUNGSTOWN, O., May 16.—Mayor Lionel Evans refused a permit to the Cole-Beatty Circus to show here on a Sunday late this month.

William J. Lester, contracting agent, is understood to be seeking a suitable lot outside the corporate limits. Show is slated to play here May 24.

home in Venice. His last position was 24-hour agent. Karl Knudson replaced him. Howard Y. Bary, circus advertising salesman, flew from the East to Oakland to look over the show and then went to Detroit by plane. He is scheduled to return with an automobile exhibit at Tacoma. George Reader, for last eight seasons connected with privilege car, returned to Hot Springs, Ark., where he has interests.

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We are taking orders now

For Tents for car to be delivered

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Freight Free

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At regular Kansas City Prices.

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America's Big Tent House

EASTERN REPRESENTATIVE—A. E. CAMPFIELD, 152 W. 42d St., N. Y. C.

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TENTS

SHOW and CARNIVAL NASHVILLE TENT & AWNING CO.

Nashville, Tenn.

HARRY HUSBAND, Mgr.

TENTS

Satisfaction Guaranteed

Get Our Prices Before You Buy

DIZE AWNING & TENT CO.

1512 S. Main St. WINSTON-SALEM, N. C.

USED TENT LIST

Now Ready. A Great Number of Bargains. Sizes from Frame Tents to Big Tops. Write Today.

United States Tent & Awning Co.

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SHOW TENTS

WRITE FOR PRICES

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O. HENRY TENT & AWNING CO.

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100 - 1.95 — Guaranteed — 12 - 2.25

250 - 4.00 ONE SUBJECT PER LOT 25 - 4.25

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1000 - 11.75 ORCAJO PHOTO ART SERVICE 100 - 9.75

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TIGHTS

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Write for our Finance Plan. CHAS. GOSS,

Standard Chevrolet Co., East St. Louis, Ill.

End your correspondence to advertisers by mentioning *The Billboard*.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

BALTIMORE, MD., May 20-21.

WILMINGTON, DEL., May 22.

ATLANTIC CITY, N. J., May 23.

PHILADELPHIA, PA., May 25-30.

THE GREATEST SHOW ON EARTH

FLASHY PATRIOTIC DESIGNS IN Posters, Cards Banners, Etc.

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4th of July Celebrations

ALSO FOR

Special Features SUCH AS RODEO, CIRCUS, AUTO RACES

THE DONALDSON LITHO. CO. NEWPORT, KY. (Opposite Cincinnati, O.)

EXPERT SEA LION and ANIMAL TRAINER

JUST ARRIVED FROM EUROPE.

Worked With Leading European Circuses.

IMMEDIATE ENGAGEMENT DESIRED.

BOX 711, Billboard, 1564 Broadway, N. Y.

BARNETT BROS. CIRCUS WANTS

Side-Show Ticket Seller, must make good second openings, reserve and concert ticket seller, sober circus cook. Route: Dravosburg, Wednesday; Duquesne, Thursday; Homestead, Friday; Coraopolis, Saturday. All Pennsylvania.

TIGHTS KOHAN MFG. CO., 290 Taaffe Place, BROOKLYN, N. Y.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

Under the Marquee

By CIRCUS SOLLY

RADKE SISTERS recently returned from a three months' tour with Santos & Artigas Circus in Cuba.

ED HILER, general agent of Norris Bros.' Circus, reports nice business since going into the Ozarks.

DON TAYLOR opened May 15 at Kenywood Park, Pittsburgh, with his Punch and Judy show for the picnic season.

HARRISBURG, Pa. — Near-capacity audiences greeted Downie Bros.' Circus here May 11.

BOCKUS & KILONIS Circus was at Fitchburg, Mass., May 6, having fair house in afternoon and capacity at night.

R. L. ATTERBURY, manager of Atterbury Bros.' Circus, states that S. L. Stoltz was contracted with the band, but did not join.

CRAWFORD DROEGE, former billposter, saw Kay Bros.' Circus at Plymouth, Pa., and reports a nice show. Canvas is new.

C. T. CASS, contracting agent for Atterbury Bros.' Circus, booked the show at Chippewa Falls, Wis., on the Hill street lot for Sunday, May 31.

HAL SILVER joined the Barnes show April 19, doing his bounding tight-wire turn, and is working alone in center ring as a featured act.

FRED RINGLER, formerly with Cole Bros.' Circus, has entered the theater business, and with Stanley Keepin will operate Wolverine Theater in Detroit.

CLARENCE AUSKINGS has closed with the Jack Riddle show and returned to his home in Ohio. Says his car burned last Monday on highway from North Judson, Ind.

W. K. WARNER, announcer, who has been with various shows and for last 10 years general announcer at Million-Dollar Pier, Atlantic City, has joined Ringling-Barnum Side Show.

TOM MIX Circus was greeted by high-school bands in every town last week, informs Cliff McDougall, who is doing the contacting. Business has been excellent in Oregon.

ABE GOLDSTEIN, with Tom Mix Circus, is working with Jimmy Davison, who does a tramp character. Abe is still doing his cop character. They work together all thru the big show.

CHARLES A. (CHUCK) O'CONNOR is confined to the Heart Ward, B 2, in Naval Hospital, Philadelphia. He has not been very well for the last three weeks.

ORA FRITZ, of Pittsburg, Kan., states that Marlow Bros.' Show did not send

AT LIBERTY Circuses or Rep. Agent, account James Cole Circus closing. Have car. Go anywhere. Salary your limit. **CLYDE MALLORY**, 508 Market Street, Williamsport, Pa.

the body of Jim C. Fritts, her brother, to Pittsburg, but was sent at her request and had insurance to cover all expenses.

CHARLES ROBINSON and Lew Kish closed with Reo Bros.' Circus. The former will remain in Philadelphia indefinitely and the latter is planning to join another show latter part of this month.

K. E. SIMMONS, of Crawfordsville, Ind., had a nice visit with Jess Adkins and Bob Courtney while attending the Cole show at Indianapolis May 10. A. B. Jones saw the show at Terre Haute.

"HI-BROWN" BOBBY BURNS is with Reo Bros.' Circus as general contracting agent. Following him is a billing crew and two press agents. Show is reported to be doing nice business.

ATTERBURY BROS. entered Wisconsin at Darlington May 11. A fine day's business was done at New Hampton, Ia. Show played its first Sunday date at East Dubuque, Ill., matinee only, to fair business.

CHARLES (KID) KOSTER, formerly (See Under the Marquee on page 57)

Bert Cole Entertains Members of Eddy Show

TOTTENVILLE, N. Y., May 16.—When the Eddy Bros.' Circus played here, the home of Bert Cole, now retired, Mr. and Mrs. Charles T. Hunt and Mr. and Mrs. Al F. Wheeler were entertained at a dinner party at the home of Bert Cole. Mrs. Cole, the former star of *Tango Shoes*, proved a charming host and the menu provided under her supervision was an elaborate one.

Bert's father, George S. Cole, was a very close friend of Al F. Wheeler, who always refers to him as his tutor in the show business. The Eddy show played to two capacity houses here, with all the public schools given a half holiday.

Russell Straws 'Em at Hamilton

CINCINNATI, May 16.—The Russell Bros.' Circus, Mr. and Mrs. C. W. Webb, owners-managers, was at Hamilton, O., last Monday, playing to a light house in afternoon and had 'em on straw at night. Weather conditions were ideal. Since opening at Rolla, Mo., April 16, show has been doing okeh, but not quite as good compared with last season at this time, Mr. Webb stated. Show recently had a big day at Danville, Ill.

The show makes a dandy appearance on the lot, with its practically new canvas and its first-class motor equipment. Gene Enos, who had not trouped since 1933, when he was with Downie Bros.' Circus, is equestrian director and has the performance moving at a lively pace. There were so many acts that there was no need for the fill-ins being of unnecessary length. L. Claude Meyers, director of a peppy nine-piece band, furnishes a first-rate program.

A very good line of acts is offered in (See *RUSSELL STRAWS* on page 45)

Polack Kicks Back

CINCINNATI, May 16.—Irving J. Polack, of Polack Bros.' Circus, takes exceptions to some paragraphs in the story pertaining to his show in issue dated May 9. Among other things, it was stated that Barry Breden, the show's press agent, left the organization at Lin-

we agreed to give him \$50 for each straw and his gas and oil from town to town. We paid him the right amount due him, sometimes advancing part of his money. I finally dismissed him at Lincoln after allowing \$25 extra for the St. Joseph, Mo., engagement, as we had a week's layoff there. He was paid on a settlement in full April 23; \$50 for Lincoln, \$25 extra for St. Joseph and \$18.50 expenses, for which we took a receipt. On April 25 he came around in Lincoln and stated that he was broke, did not have money for his hotel bill, and we gave him \$15 in cash to get out of town.

"Ours and the Shrine money was in a joint bank account in Lincoln. I understand Breden had an attorney call on the Shrine in Lincoln after we left town, claiming a balance due from us, and that they gave him \$29 in cash for which he gave them a three weeks' note promising to return the money.

"There was no party given on the show by the showfolk during the Lincoln engagement. Regarding buying calliope from Doc Howell, I don't know anyone by that name. We purchased one from the National Calliope Company.

"If Breden had action of any kind it should have been against us and not the Shrine. Our bank account in Lincoln was not closed until May 5."

Dressing Room Gossip

AL G. BARNES—Recent visitors to the backyard have been many, the CrA being well represented by Jim Chloupek, Dave Cavanero, S. E. Van Wyck, Dr. Murray, Mr. and Mrs. Frank Croe, Mr. and Mrs. Eddie Silbon, Colonel Ed Burke, Mr. and Mrs. I. C. Marks, Mr. and Mrs. J. Raffetto, A. V. Schubert, Mrs. Forbes and Mrs. Tschudy bid their husbands good-by until fall when they left for Los Angeles after driving thru to Oakland. Olga Poydras, who took her sister's place in the Side Show working snakes, left at Oakland to return to Los Angeles. Miss Josephine, in turn, took her place. Mr. and Mrs. Harry L. Heintz saw two of the six shows at Oakland.

Earl Chapin May, accompanied by Dr. Partello, visited at Oakland. Arthur Blanchard, San Francisco printer, said good-by to his many friends on the lot at Oakland for another year. Backdoor "Arky," after having been with show for many years, left at Oakland to work for the Ford Motor Company. Nick Nichelson is back with Bill Leonard and high-bar act, after being out for several weeks with broken ribs. Fred Ledgett was visited by several of his close relatives in Oakland. At Medford, Ore., Nettie Dill and Harold Ward spent most of the day visiting their friends. In Harold's case it was his mother, Mrs. Mayme Ward Smith.

At Roseburg, Ore., Alma Taylor was visited by her mother, Mrs. Martin, accompanied by Alma's two brothers and her niece. Eugene, Ore., is the home of Frank Cherry, clown and performer, and friends and relatives visited him. At Salem, "Chic" Dale was busy with his lifelong friend, Vic McMahon.

Little Maxine Woeckener not only rides daily in hurdles but rehearses between shows. Marion Bendixon, who does solo dance in aftershow, also making her first season with the circus, was right at home in Portland, this being her native city. Blonde (Cookie) Hamlin was sporting new red high-heel shoes and a pretty red alligator bag Sunday in Portland, and when asked what it was all about, replied: "This is my birthday anniversary and I am 20 years old."

Dexter Fellows

(CSCCA)

Tent Tattles

By FRED PITZER

NEW YORK, May 16.—The initiation of Grantland Rice went over with a bang, altho the fact that the meeting was held on an off day was sorely reflected in the attendance. A telegram was received from the governor of New Jersey, Harold G. Hoffman, regretting his inability to be present, as well as a letter from Lowell Thomas reading: "Wish I could be there on Thursday, but, blast the luck, I'm out of town that day." The new thing introduced was a calliope, which was arranged for by John Carey, and he promises to have it at all of our future meets.

Among the worth-while guests introduced were Neal Mooers, vice-president Abraham & Straus; Steve Hannagan, the man who made Miami Beach—Miami and Coral Gables—when he came north in 1933 he left behind him the most elaborate system of municipal publicity to be found in the world. . . . Louis Ehret Jr., of the great family of brewers, who promised two kegs of beer for the next meeting; Albert Siebert, scout executive; Harry Hahn; Jock Lair, comptroller of the I. T. & T. Corporation; John Hooper, comptroller of the American Machine and Foundry Company; E. B. Brook; Charles Sinclair, president Columbia University Club . . . of course, one must be present to hear Jolly Bill Steinke make these introductions in his inimitable way.

By the way, we suggested to Louis Ehret Jr. that he buy Jolly Bill and put him on the air as a German dialect bartender commenting with customers on the topics of the day. No commission wanted, Bill. . . . Lester Kramer, in his police togs, was better than ever. His manner of chasing long-winded speakers wows 'em. . . . President Tony Sarg gave a very pleasant burlesque biography of Grantland Rice, telling how he had been editor of a golf magazine, etc.

After this the tent's Poet Laureate was called in and recited a fishy rhyme which was well received—then Grantland was crowned as the Kingpin of Sportsman, and then after a magician fried eggs in the crown, pulled ducks from the back of his neck and live goldfish from all around him—finally Grantland was allowed to fish and pulled out a pair of pink what-ya-macallems and then received the medal of admission to the tent, his medal dubbing him Golf Clown. One mishap, which was regrettable, was the breaking of an egg by the magi. Instead of the contents going into the crown, as intended, it spilled all over Grantland's clothes, and ever since he has been picking scrambled eggs out of his vest pocket.

Advance of Atterbury Bros.

EAU CLAIRE, Wis., May 16.—The advance department of Atterbury Bros.' Circus includes J. C. Admire, general and routing agent, three weeks in advance; Gladys Admire, advertising banners and merchants tickets, three weeks ahead; S. T. Cass, local and press contracting agent, three weeks ahead; W. Allen, special agent, opposition car; Roy Roberts, manager Car No. 1, 14 days ahead, with six billers and two country route cars; Harry Hones, No. 2 car and programs, three days in advance.

For the last two years Admire and Roberts held the same positions with Sells-Sterling Circus. Gladys Admire is having her biggest sales on banners since 1929.

No stock paper is used, but all special paper, dates, heralds, etc. The show, owned and managed by R. L. Atterbury, is moving on 20 trucks.

Italian Act to Cole Show

NEW YORK, May 16.—Zavatta Zoppe Troupe, Italian riding act imported by Ferde Simon, local theatrical agent, joined Cole-Beatty Circus in Rochester, Ind.

Wonder if she bought her own birthday presents.

Hal Silvers, on the tight wire and a recent addition to the dressing room, has made himself right at home. He works out daily between shows and is perfecting a forward somersault.

RICE BROS. CIRCUS

Want The Following To Join At Urbana, O., May 21

A-1 CLOWNS who play instruments in Clown Band. Must feature all-white wardrobe.

FOR BIG SHOW BAND—Real Circus Musicians. Must be sight readers and able to cut it. Especially want good Strong Trumpeters. Also Drummers, both Bass and Snare. You must have complete line of traps.

FOR SIDE SHOW—Want completely organized Colored Minstrel Band. No women. Just men musicians. Or will hire individual musicians. Must play strictly jazz.

Want Snake Act. Eva La Tour, wire. Also strong Musical Act. Lady accordionist preferred.

PRIVILEGE DEPARTMENT—W. R. Henry wants "Candy Red" O'Neill for prize package candy. Also clean-cut, fast-stepping seat butchers.

WORKINGMEN wanted for all departments. Prefer old-time Circus troupers. Riggers, seat men, property men, big top and side show canvasmen.

All guaranteed long season, good treatment, best of cookhouse and sleeper trailer accommodations. Pay day every Sunday. In regard to all above, reply to

RAY MARSH BRYDON—Rice Bros. Circus, URBANA, OHIO, MAY 21

The Corral

By ROWDY WADDY

WINNERS of first at the recent show at Kernville, Calif.: Bronk riding, Leonard Ward; mule riding, Frank Aluiso; calf roping, Lawrence Conley; team roping, Howard Westfall; steer stopping, Red Sublette.

DOWN IN LOUISIANA Vinton is planning for its summer rodeo. Ed Corbello has been appointed stock manager; Bill Bemont, charge of concessions, and Leon L. Meaux in charge of publicity.

DICK SHELTON is one of the new colonels appointed on inauguration day by Gov. Richard W. Leche of Louisiana, May 12. Dick, all dressed up in one of those bright white uniforms, took part in the inaugural parade.

H. W. (DUSTY) WALLER, showman and rodeoist, after three weeks in hospital with broken shoulder and collarbone, has returned to his hotel headquarters in San Antonio, Tex., his wife and daughter having joined him from El Paso.

TOM KING officiates neatly in charge of the Indians in the Side Show with Russell Bros. Circus and is a capable emcee during their performances. Indians also take part in the opening tournament and also in the concert, in which Red Russell is heavily featured.

FORT WORTH, Tex.—Bob Calen, Chester Byers, Tommy Kirnan, Rube Roberts, Dick and Reine Shelton, Hub Whiteman and Rusty McGinty were the first rodeo performers to be signed for *The Last Frontier* show to be produced at the Fort Worth Frontier Centennial, at which Verne Elliott will be rodeo director.

THE National Broadcasting Company gave a portion of its network *Western Farm and Home Hour* May 14 to talks on the relation of the rodeo to the cattle business and also the Rodeo Association of America. Released to a bunch of Western stations, including KGO, KECA, KFSD, KEX, KJR, KGA, KLO, KGIR, KGHL and KTAR.

AS CUSTOMARY with the Calgary (Alta.) Exhibition and Stampede, July 6-11, the cowboys' sports portion of the combined show is receiving heavy advance publicity. There are various productions of booklets, window hangers, etc., a number of them in attractive atmospheric colors. There will be more than a dozen competitive events, the usual list and some new ones. This year marks the 51st year of the Calgary Exhibition.

WITH highways remarkably improved and a great list of entertainment being arranged citizens of Prescott and officials of Prescott Frontier Days are looking forward to their annual event July 2-5. Many tourists are expected. Performances will be broadcast over radio with Lester Ruffner assisting Happy Wintz at the mike. Catch lines of the Frontier Days' announcements include "Wild, rough, fast and furious" and "Stay, Cowboy! We turn 'em out wild!"

DES MOINES, Ia.—Rose Weir, cowgirl, is in Mercy Hospital in danger of losing her left foot as result of being attacked by a horse in Cleveland the night of May 10. Miss Weir, bucking-horse rider, lost two toes when she attempted to stop a fight between two horses. Given emergency treatment in Cleveland, she drove to this city, scheduled to appear in the Police Rodeo at the Coliseum. An examination revealed that gangrene had set in and she was ordered to hospital.

NEW YORK—National Rodeo, recently incorporated, is staffed by Fred Beebe, producer, in charge of performance; John Paffrath, president and treasurer; Arthur Paffrath, secretary, and Jack Price, business manager and publicity director. J. Paffrath and Beebe were associated with the late Tex Rickard when he staged the Garden's first "World Series Rodeo." Price is prominent in newspaper circles and is columnist for *Editor and Publisher*, organ of the newspaper field. Price and Beebe were in Buffalo last week negotiating a date.

DES MOINES, Ia.—People already here

to start the season of Milt Hinkle's Texas Rangers Rodeo, the first engagement for the Iowa State Police Association at this city starting May 25, include Pete and Alice Adams, Mr. and Mrs. Cherokee Hammond, Hike Walrich, Auvil Gilliam, Lew Weir, Jackie and Babe Wamel, Carl Dykes, Ralph Johnson, Ole Rice, Chief White Horse and family and Ken Myerhoff. Iva Dell Jacobs and Alice Greenough were here a few days but left to spend the time until the show opens with Miss Jacobs' folks at Clarinda, Ia.

AMONG officials and contestants in Tulsa, Okla., a week ahead of the Pawnee Bill Rodeo in connection with the Petroleum Exposition (this week) were Bob Hulett and Tom Gilbert (managers), Bill Hulett (arena secretary), Fog-Horn Clancy, Leslie Brooks and Glenn Condon (working publicity), Nowata Slim (judge), Jimmy Nesbitt, Shorty Grugan, Rose Davis, Rube Roberts, Lonnie Rooney (arena director), Ray Larson, Tom Hogan, Pauline Nesbitt, John Beasley, Bill Watts and about a score of others who had not registered when the report was sent.

NOTES FROM Clyde S. Miller's Rodeo Company: Will open the season at Waterloo, Ia., May 20. Miller has a new arena. Show will carry about 40 cowboys and cowgirls. Weaver Gray will be one of the features. Staff includes Clyde S. Miller, owner-manager; Belle Miller, secretary-treasurer; J. Howe, head of advertising and publicity; Juanita Gray, publicity with the show; Roy Strauss, superintendent. Participants in performances include Kenneth Williams, Earl Strauss, Weaver Gray, Veldine Hammer, Juanita Gray, Bill Miller, Effie Dickey, Marjorie Roberts Boyson, Eddie Hovencamp, Red Breckenridge, Les Karstad, W. T. Woods, Bill Fell, Eddie Boyson, Kenneth Roberts, Jack Lingle, Bobby Jones, Tuffy Campbell, Cliff Pickering, Sam Brammer, Roy Loy, Martin Gulick, Kid Fletcher, Jimmie Hazen, Jack Ankrum, Goldie Corbin, Scott Carmen, Maxine Miller, Oklahoma Slim (clown) and others. Mrs. Sewell will have charge of the cookhouse.

CLEVELAND—The Harris Bar S. Q. Ranch Show closed its 12-day run at the Equestrium here the night of May 10. Attendance was very light thruout the run, which may be attributed to fact that word had passed around town the show would not open as scheduled. The Milt Hinkle outfit was originally booked. According to report, Art Mix, who had been here for some 10 days prior to opening date, received word at the "eleventh hour" that Hinkle would not be here to present the show and went to Pittsburgh, where he succeeded in getting Col. Jim Eskew to agree to show here. By this time the auspices had weakened and Eskew was enforced to take a chance or leave. With only a few hours to work before the scheduled opening time, Tex Sherman, rodeo and circus press agent, got busy with the local papers and received a favorable break with space. Too late now to start a real cowboy and cowgirl contest, Eskew did the next best thing, present an exhibition Wild West show. Cy Compton, Monte Reger, Carl Preston, Buddy Medford, Dolly Eskew, Grace Runyon, Charles Aldridge and Chief Winnesheik's Indian Band were featured.

Business Spotty For Rice Bros.

CINCINNATI, May 16.—Rice Bros.' Circus was at Hillsboro, O., last Saturday and was visited by several members of *The Billboard* staff in the afternoon. Weather was fine and attendance fair.

General Manager Ray Marsh Brydon stated that since opening at Jackson, Tenn., April 11, the show has had some good as well as bad days. At Portsmouth, O., the date previous to Hillsboro, attendance was capacity at night.

The management is offering a very pleasing performance in three rings and the directing is done in speedy fashion by Fred Nelson. The band of 13 pieces is ably directed by John Dusch, who has returned to the big tops after several years' absence. Brydon has truck equipment of the very best and movements are made in good time. He is planning on having a new and larger top a little later in the season.

The show was fully covered in a recent issue as to program and personnel, therefore only brief mention will be made at this time of some of the acts. Among the features are Madame and Vic Bedini,

with their several splendid horse numbers; the Great Kodaz, on the slack wire (he has a novelty in the way of a wire turn); the versatile Mary Miller, presenting cloud swing, wire, aerial loop acts; Rojas Duo, balancing ladder on trapeze; the show's dog, pony and elephant numbers (show has three bulls); Perez Trio of acrobats, featuring back drop (about 15 feet) from pedestal to cushion on ground. Harry Taylor heads a very good Wild West concert. Danny McPride, Jimmy Thomas, Rube Egan and several others offer some good clown numbers.

With its fine truck equipment, splendid stock, etc., the show is scoring with the parade.

Visitors included John Robinson IV, and his mother; George Thompson, trainer of Robinson's Military Elephants; E. W. Evans, A. C. Hartmann and Clarence Latscha with their families and Charles Wirth, all of *The Billboard*.

RINGLING SHOW

(Continued from page 34)

better as circus because it's on Mother Earth. Much faster, too, completing the route in two hours and 20 minutes. Romeos and Spurgats supplement the Display 18 acrobatic number, with Young Kam Troupe, Antaleks, Repenskis, boomeranging Valdos and Canastrellis surrounding the Naitto tight-wire act, featuring Nio Naitto, which was solo on the building dates. Rest of program retained, with exception of acts booked only for Boston and New York arenas.

Clyde Ingalls' Side Show adds Makaenas Hawaiians, Disco's Punch and Judy and Wright's Minstrel Band. Flo and Dot Carlson, fat duo, leave after this engagement to join World of Mirth Shows in Philly. Madame Zindra has the mentalist offering. Paneled front huge and socko, with plenty of good color and a quartet of ticket boxes.

Frank Miller, who has the privileges inside and outside, features an extravagant looking diner on wheels and a custard truck which is neonized and splendidly decorated. Another fine truck outfit is the Mayer Bros.' commissary.

Eddie Vaughan, of legal department, thinking ahead to the Cincy date. . . . Frank Cook, legal adjuster, giving pep talk to a kid who lost his mom. . . . Dorothy Rouland, aerialist in aloft ballet, leaves show here for Detroit to marry Dr. Edward Morse, with wedding a June celebration. . . . Ben Williams and Phil Isser on adjacent lot with rides and concessions and getting a little money. . . . Dexter Fellows, press division, doing his front-door chores. . . . Mrs. Ira Robertson, sec to Chief Gumpertz, helping him rib visitors. . . . Ray Gram, announcer, getting acclimated to things, this being his first season, bidding fair to becoming one of the most popular on the show. . . . Fred Bradna speaking French as she should be spoke, to them's on the show what does same. . . . Pat Valdo grabbing some magnificent movie shots of the performance on his trusty kodak. . . . Merle Evans, head man of the band, serving up hot and cold tunes in happy mixture. . . . Felix Adler, producing clown, reports creation of a Fred and Ella Bradna CFA Tent in Boston. . . . Barry Buchanan making photos to illustrate his dictionary of show biz. . . . Carl Hathaway, superintendent, resting a bit after directing the setting up of the majestic traveling city.

REMARKABLE BIZ

(Continued from page 34)

plenty of bows. All of these departments function under the direction of Fred Seymour, superintendent.

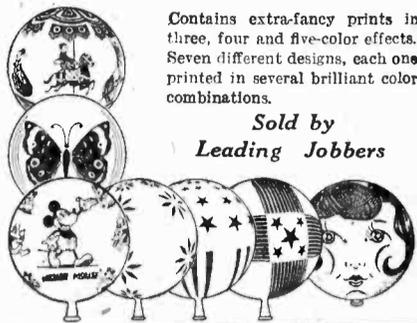
Movements on the L. & N. Railroad last year in Kentucky were brutal for the show, but in two 1936 moves, Evansville to Owensboro and Owensboro to Louisville, officials of the railroad have been on the job.

The parades have attracted thousands of folks and in Indianapolis it was claimed that approximately 75,000 people were on hand. Managers Adkins and Terrell pride themselves on the street pageant, which contains plenty of horses, floats, open dens of wild animals, clowns and mounted people. There are four bands, two directed by Victor Robbins; a clown band under Otto Griebling and the colored band of P. G. Lowery. Also there are two callopes, a steam played by Ray La Cholsser, and an air, by Julian Rogers. In addition there are Scotch bagpipers and other musical instruments.

To facilitate handling the big parade Equestrian Director H. J. McFarlan has selected Ray Dean, Jack Joyce, John Smith, Walter Radde and Jimmy Foster as assistants. These men keep the

OAK BRAND: HY-TEX BALLOONS

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Contains extra-fancy prints in three, four and five-color effects. Seven different designs, each one printed in several brilliant color combinations.

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EDDY BROS. CIRCUS

WANT, to join on wire, Versatile Circus Team doing two or more Acts. Clowns, TRAP DRUMMER, Sousaphone and other Musicians, BANNER SOLICITOR, Girl for Ball Game, Side Show Acts. May 20, Babylon, L. I., N. Y.; 21, Farmingdale, L. I., N. Y.; 22, Syosset, L. I., N. Y.; 23, Port Washington, L. I., N. Y.; 25, New Rochelle, N. Y.

WANTED FOR NORRIS BROS. CIRCUS. Musicians of all kinds. CAN PLACE good Circus Acts, two Clowns, Oriental Dancing Girls. Salary must be low. This is a small show. All Privileges to let. CAN PLACE good Banner Man. Address Stockton, Mo., May 20; Eldorado Springs, Mo., 21; Osceola, Mo., 22; Lowry City, Mo., 23; or as per route.

wagons and cages at proper distance and also ward off the local traffic. Their efforts have been appreciated by the police.

CINCINNATI, May 16.—The Cole-Beatty Circus, in Covington, Ky., today, will be the first big circus in years to exhibit in Cincinnati on a Sunday. Date is May 17. The Queen City will be played for two days on the downtown lot on Fourth street. There are over 25,000 sheets of paper posted in Cincinnati and Covington. This campaign was directed by Floyd King, general agent, and handled by William Backell, Clyde Willard and Mike Lyons.

WEBB CLICKING

(Continued from page 34)

ring. Clowns. Dogs, presented by Jimmy Hamiter. Clown band. Orton wire performers. Comedy juggling, Charles Dryden; contortion, Betty Webb. Single traps, Janey Taylor, Tetu Moromoto, finishing with muscle grind; Dorothy Hillbert. Elephant, Bill Woodcock presenting "Big Vera." Clowns. Menage and high-school horses, Buck Brenner, Babe Woodcock, Jimmy Hamiter. Introduction of Col. Joe B. Webb and his Wild West concert. Slack wire, Gene Rogers, Web, Hazel Kester, Janey Taylor; perch, Orton Duo. Balancing trapeze, Norman Kester. Clowns. Iron-jaw, Hazel Kester, Tetu Moromoto, Janey Taylor. Clown walkarounds. Riding school.

Show is moving on 12 trucks and trailers and a score of private cars. Has chair grand stand. Big top is an 80 with three 30s; Side Show menagerie a 60 with three 20s and a nine double-deck bannerline. Show is not only putting out plenty of billing matter, but also going strong on newspaper publicity and radio announcements. George Felix is publicity director.

The Staff

Joe B. Webb is owner-manager; Betty Webb, secretary; Mrs. Ivan Espy, treasurer; Joe Cole, auditor and superintendent front door; Jack Turner, assistant manager; Cash Wiltsie, legal adjuster; "Slats" Beeson, inside tickets; Charles Martin, on tax box; Willard Isely, band director; Martin Smith, boss canvasser; George W. Henderson, steward; William Durant, contracting agent; William Jackson, advertising brigade; Louis Ingleheim, lithos; Edward Hays and Joe McCoshla, billposters.

McCoshla, show, managed by Ralph Noble, has Pete Cramer and Horace Ballard on tickets, Rex Taylor is inside lecturer, Joe Rigger has Annex band. Monty Lewis is superintendent of candy stands and has Slim Chambers, Jelly Vanzant and White Moore as butchers; "Slim" Cantrell has the pitch; Mrs. Crandall, prize candy in big show.

ADD RISK PLAN REP

Griswold, Chi, Joins Campbell; Territorial Agreement in Effect

Windy City brokers will co-operate with national association on liability insurance setup—last-minute applications swamping carrier, says Secretary Hodge

CHICAGO, May 16.—Secretary's office of the National Association of Amusement Parks, Pools and Beaches announced appointment by John Logan Campbell, Baltimore, of Jack Griswold, of Fred S. James & Company, 175 West Jackson boulevard, Chicago, as special representative on the NAAPPB public liability risk plan. "The Fred S. James office," said Secretary A. R. Hodge, "is one of the outstanding insurance brokerage offices of the country, well qualified and equipped to give Mr. Campbell exceptional co-operation and service in connection with all insurance matters pertaining to the industry. Mr. Griswold is vice-president of Fred S. James & Company, which has recently consolidated with the Jenson-Murray Company, also of Chicago, which latter company submitted to the special public liability insurance committee of the NAAPPB a plan for public liability insurance last August at the special meeting in New York City."

Local Agents Named

The territorial agreement between Mr. Campbell and the James office gives the latter the territory lying west of Ohio and south of West Virginia and the Carolinas, generally, with privilege on the part of both parties to handle certain accounts in each other's territory. In addition, special local agents have been appointed in Indianapolis, Memphis and Denver to service certain accounts. It is believed by officers that the new tie-up will give members of the NAAPPB the strongest insurance service ever enjoyed by the industry.

"Just as was anticipated, far too many (See ADD RISK on page 41)

Sun Finds Demand in Parks

SPRINGFIELD, O., May 16.—That demand for sensational acts in parks has increased heavily is word from Gus Sun Booking Agency here, which has taken over booking of acts in Forest Park, Dayton, O.; Moxahala Park, Zanesville, O., and parks in Michigan, Pennsylvania and other spots. General Manager Bob Shaw finds that park operators are demanding the best in free acts. More than a dozen parks and numerous celebrations will have attractions on Decoration Day, booked by the Gus Sun Agency.

Beano in Whalom to Legion

FITCHBURG, Mass., May 16.—A modern bowling alley, to replace one which burned several years ago, is being erected in Whalom Park, which General Manager Louis Cushing, Fitchburg & Leominster Street Railway Company, said will open on May 29. Beano privilege has again been leased to Lunenburg Post, American Legion, which also has taken Whalom Spa.

Fairyland Has Aerialists

KANSAS CITY, Mo., May 16.—Five Flying La Mars were presented at opening of Fairyland Park here today. General Manager Harry Duncan has made many improvements, and he announced there will be a free gate after the Parent-Teachers series of picnics. With George McMinn again in charge, Crystal pool opened yesterday. Opener in the ballroom has Andy Kirk and his Thirteen Clouds of Joy.

Frankle Improves Riverview

DES MOINES, Ia., May 16.—Riverview Park, opening on May 26, according to Manager Abe Frankle, has improvements costing \$15,000 under way, including doubling size of ballroom and outdoor restaurant, and installation of new mirrors and lighting. Al Morey, New York, former Des Moines orchestra leader, has signed for the ballroom opening. Contracts have been let for sodding and landscaping.

ROANOKE, Va.—Lakeside Swimming Club, Inc., has been chartered to operate swimming pools and amusement parks, with H. L. Roberts as president.

Black Has Kleeb Post in Conneaut

PITTSBURGH, May 16.—John A. Lucas, Peoples-Pittsburgh Trust Company, operator of Conneaut Lake (Pa.) Park, appointed Kenneth Black general supervisor of the resort, succeeding William A. Kleeb, deceased. Mr. Black, former vice-president and cashier of Wilkesburg First National Bank, will reopen the spot for the season today.

Mr. Lucas said Maurice Bigelow will be manager of Conneaut Lake Hotel, night club and beer garden. Work is progressing on new park rides, to be ready for operation late this month.

Prospect Good in Calgary

CALGARY, Alta., May 16.—Bowness Park, which opened on May 2, has concessioners Harry Kettley and Ed Clancy prepared for biggest season since 1929. Opening came much earlier than in former years after a short warm spell in April. Extensive changes have been made in Woodland Dance Gardens and Sportland. Housey-housey was added to Sportland equipment by Operator Clancy. Addition of a lunch counter adjoining Sportland has met approval of patrons. Concessions under Johnny MacDonald, park superintendent, have been freshened, rides renovated, boats painted and grounds improved. Harry Kettley Jr. will be emcee in Woodland Gardens, with Jerry Fuller's Orchestra.

May Bring Test on Bingo

MILFORD, Conn., May 16.—Beach concessioners are confident their Bingo games will not be interfered with unless complaints are made, and they declare that if such action is taken they will bring a test case to determine whether many fraternal and church organizations, said to be profiting thru operation of Bingo, are entitled to do so. A movement is on foot among business men and property owners at all beach and amusement parks here to seek a single bus fare to and from Bridgeport.

Fred A. Church, Superintendent Of Playland, Rye, Dies Testifying

NEW YORK, May 16.—Frederick A. Church, one of the country's foremost show and device creators, who had served as superintendent of Playland, Rye, since 1928, died in the witness chair of the Supreme Court in White Plains, Westchester County seat, Monday afternoon while testifying in a negligence suit brought against the County Park Commission, operator of the park.

He collapsed while being cross-examined in connection with the safety of the Grotto, which he built, suit having been entered in behalf of Anna Smith, 11, who asked \$60,000 damages for injury suffered in the ride, allegedly from a prop ghost, which caused fright and permanent harm, it was charged. Child rode in the Grotto on August 12, 1933.

After Mr. Church had refused to answer certain questions put to him by the attorney for the plaintiff, pronouncing



J. EUGENE PEARCE, manager of Walled Lake (Mich.) Park, who has had wide experience in the amusement park field on the staff of Fred W. Pearce Enterprises. Walled Lake's 1936 opening indicated improved conditions, reflected in better attendance and concession receipts. Bid is being made for major outing business.

Denver Is Scene of Much Beautification for Season

DENVER, May 16.—With opening of Elitch Gardens today, Manager Arnold B. Gurtler is preparing for biggest crowds in the garden's history. The park, started in 1890, has been thoroly spruced up and thousands of dollars have been spent. Roller Coaster has been rebuilt. One of the beauty spots of the nation, Elitch's is expected to look even more enticing than ever. Theater is scheduled to open on June 13. Bernie Cummins Orchestra is in Trocadero Dance Pavilion.

Herbie Kay will open El Patio Ballroom in Lakeside Park on May 23. Crews are putting finishing touches to the 160 acres. Every building has been painted in bright colors, new lawns and flower beds have been added and a modernistic lighting system has been installed along the midway.

The Derby ride has been overhauled to make it faster and safer than ever. This is the third engagement of Kay in Denver. Entertainers with him include Shirley Lloyd and the rhythm trio, the Three Kays.

Zolg Is in at Cincy Coney

CINCINNATI, May 16.—Leo J. Zolg, Dayton, O., will present a new illusion show at Coney Island here when it opens on May 23, housed in the former Merry-Go-Round building. Frank Dailey and his Meadowbrook Ork will hold forth for the opening in Moonlite Gardens. The Coney steamer, Island Queen, has been in excursion dance service several weeks.

Aerial Gate Crashers

ATLANTIC CITY, May 16.—Captain John L. Young, 34, who hasn't missed a fish-net haul since Young's Million-Dollar Pier was built, is vet showman enough to know how to handle tent creeper-unders, but was stumped this week by an aerial attack on his net hauls. Two baby blimps from U. S. Naval Station, Lakehurst, anchored over the pier as the first nets were hauled up, getting a ringside view. "Well, there isn't much that can be done about that kind of gate crashing," remarked the captain, "but as the blimps gave me an extra attraction, I suppose things are evened up."

Walled Lake Opener Is Up

Pearce-operated Michigan spot has some reconstruction—Sport Shop is added

DETROIT, May 16.—Walled Lake (Mich.) Park, 30 miles northwest of Detroit, opened with business that has every prospect of a big season. Last week-end brought out the biggest early-season crowd seen in recent years. Promotional work is being concentrated upon picnics and the spot will have a large number of industrial and fraternal outings from Detroit, Pontiac and other towns. Concessioners report business much better than at this time a year ago.

Considerable reconstruction work was done. A Whip was installed, Manager J. Eugene Pearce said. Work included enlargement of parking lot. In the restaurant C. A. Shepard doubled its size. Addition of a beer garden tripled seating capacity. New equipment was placed in all refreshment stands by Mr. Shepard. Excavation work on the restaurant unearthed skeletons of three Indians. The find drew attention of archaeologists of the University of Michigan and received

(See WALLED LAKE on page 41)

Casino's Opening Clicks Big

FORT WORTH, Tex., May 16.—Opening business, beginning May 1 in Casino Park on Lake Worth, was better than in any week in 1935, Manager George Smith said. Gus Arnheim's Orchestra was in Casino Ballroom. Night of May 26 a local girl will be selected to compete with State-wide winners for title of Texas Sweetheart No. 1 on May 30. Winner gets a job in Fort Worth Frontier Centennial Show, opening in July. John Murray Anderson, New York stage director, aiding on the Frontier Centennial, will be one of the Casino judges.

Bayley Will Build in '37

NORWALK, Conn., May 16.—Neville Bayley, proprietor of Roton Point Park, plans extensive alterations after the 1936 season, main change to be replacement of the bathing pavilion with a modern building. Park will open on Decoration Day with a special program. Mr. Bayley said \$15,000 is being spent readying for the opening and repainting, repairing and redecorating the dance pavilion.

Plum Outings to Clementon

CLEMENTON, N. J., May 16.—With the George Hamid office assuring a season of acts, Clementon Lake Park grabbed off two of the largest outings in the Philadelphia area, RCA-Victor Athletic Association, with expected attendance exceeding 10,000, and WIP-Homemakers Women's Club, with 6,000. In addition to free acts, Theodore W. Gibbs, park manager, has provided for championship swim meets, speedboat and canoe races and fireworks.

YOUNGSTOWN, O.—Jack Malloy and Company, after a winter of indoor circus and night club dates, launched the summer season in Idora Park here on May 16. Nancy Darnell, flying trapeze, is featured daily. The Malloys were recently in Rochester, N. Y., and in Merrill Wood's Club Circus, Mansfield, O.

American Recreational Equipment Association

By R. S. UZZELL

All Sundays in April and the first one in May have been unfavorable for operation of amusement devices at parks and beaches. But May 8 was the warmest May 8 in 60 years, almost 90 degrees in New York.

Does this presage a hot summer? Shall we be wearing straw hats before Decoration Day? One year we did not wear them until the last of June, and we wore overcoats on July 4. When straw hats are worn before the last of May it usually means two for the season instead of the one if bought the last of June. The same is somewhat true of summer clothes.

A warm spring means activity in many lines. This puts money into circulation. Building trades are more active. It all means better business. Proof: Ringling-Barnum Circus in Madison Square Garden had the best month of any opening since 1929, better than last year, which was a five-year record. Baseball has hardly had a chance because of weather. It also is a business barometer for us. We shall soon have their starting records.

Expo Never in Doubt

New York City Exposition is now a certainty. It has been from the first announcement in the press. It seemed doomed when appropriations were not forthcoming from city, Legislature and Congress. Large bodies move slowly, especially when so many relief measures and tax bills are shouting for attention. New York Legislature has come thru with its first appropriation of more than \$2,000,000 and has promised a second contribution of equal amount.

This sets a lot of wheels in motion. Contracts for filling, grading and landscaping are being made. Dirt will be on the move now until the site is complete and ready for buildings. Administration buildings will soon be under way. Exposition site is now no place for doubting Thomases. The talk of postponement of the opening until 1940 is premature. We have two and a half years in which to complete the job for a 1939 opening. It can be done. We are not going to be balked in putting on the world's greatest exposition.

Playland Colorful Riot

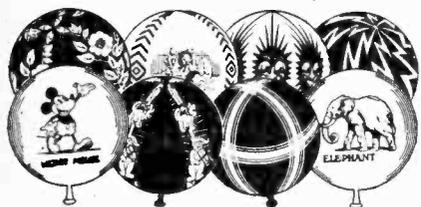
Playland, Rye, N. Y., formally opened the season on May 16 in a riot of color,

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CAN PLACE Kiddie Rides and Ferris Wheel. Lo-
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both natural and artificial. Artists and nature are in competition on displaying color with generous hands. Nature has advantage in changes of color as the season progresses, while work of the artists must remain for an entire season. The procession of the flowers has a sentimental appeal that cold paint on the structures does not produce, yet it is the master hand of an artist that selects and blends the flowers into one gigantic picture with the beautifully colored mall for a frame. Here is an outdoor picture always well dusted and lighted. Good housekeeping is here always on animated display. People travel far to see it.

International Mutoscope Reel Company is rising to the emergency in converting Sportlands into Cranelands since pin games have been banned in New York City. It was not caught unawares, with no supply of cranes. Surely it must have had one grand-stand rush when the new demand for them was made. The crane was on the way for some time. It will be remembered that the company displayed a good one at our meeting in Toronto a year ago last December. It is one of our live and aggressive members.

Joseph Stone, Paragon Park, Nantasket Beach, Boston, stopped in and said they are still on the way up. One more year will put them back to sweet independence, he declared. Glad to hear it. The foundation is there, while he and his father know how to make the most of it. He spent the winter in Florida and is impressed with its gains the past winter.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, May 16.—A string of events promoted by the city, starting on Decoration Day, will make a busy June. Determined to have President Roosevelt here for a summer vacation, a committee headed by Senator Smathers presented a special book of resort highlights, including beach-front amusements. Tuna Club, with elaborate headquarters, invited him here to fish, and the Headliners' Club issued an invitation to its event.

Warren Warner, who did bally on the front of Young's Million-Dollar Pier the past three years, has returned to the circus and joined the Ringling Side Show. . . . Mayor Sweigert of Ventnor is overrun with requests from groups in New York to fence off parts of the downtown beach for nudist camps . . . and a flood of other requests from telescope concessioners in the event he does.

Vincent Martino, former operator of Garden Pier and Sportland, North Wildwood, following a breakdown last year, went to the West Coast and word is that he made good selling stories to the movies. He will return for the summer.

Adrian Phillips made a good job of Horse Show publicity. . . . Jim Brown, old-time circus man, will be posting for several beach-front spots this season. . . . Harry Carroll, songwriter, will have a beach-front spot. . . . G. H. (Daddy Long-Legs) Phillips, still man, down for season. . . . Johnny Mack will have a promotion here this summer. . . . Red Thornton, who emceed M.-D. Pier last summer, has returned for the season at a popular night spot. . . . Night baseball fell flat and will be switched to afternoons. . . . Charley Doolin doing a WPG program. . . . Betty and Benny Fox will do high-pole act over the new Press-Union newspaper offices.

Lenape Park, Mays Landing, for first time in many years, will be without a regatta on Decoration Day due to failure to raise necessary funds. . . . Frank and Milt Britton pulled 'em in at Steel Pier last week-end. . . . Burlington Jarrett is assembling a movie exhibit collected for Steel Pier by late Ed Corcoran. . . . Jim McIntyre, of McIntyre and Heath note, motoride from Florida.

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A. C. Horse Show Drawing

ATLANTIC CITY, May 16.—Again demonstrating the great variety of uses to which the convention hall can be put, seventh annual Atlantic City Horse Show opened in the main auditorium this week before crowds of social elite and good representation of general public. Latter attendance could have been improved if a little more advertising effort had been given toward bringing 'em in, it was said. Credit should go to Phil Thompson, auditorium manager, and Ed Dougherty, assistant manager, in creating an outdoor setting, even to paddocks on the huge stage.

Coney Island, N. Y.

By LEONARD TRAUBE

Week-end biz was lively enough to warrant prediction that the formal season, swinging into being at the end of the month, will be sprinkled with nice marks on the black side of ledgers. . . . Luna Park is really the place everyone's looking to for originality springing from the brain and pencil of artist Tony Sarg, of marionette fame. . . . Billy Jackson's Midget City is gradually assuming some semblance of completion. Billy the Kid is definitely on the gold standard, blossoming out with gilt-smearing admission ducats. . . . Now for this week's feature, a policy we expect to pursue thruout the season.

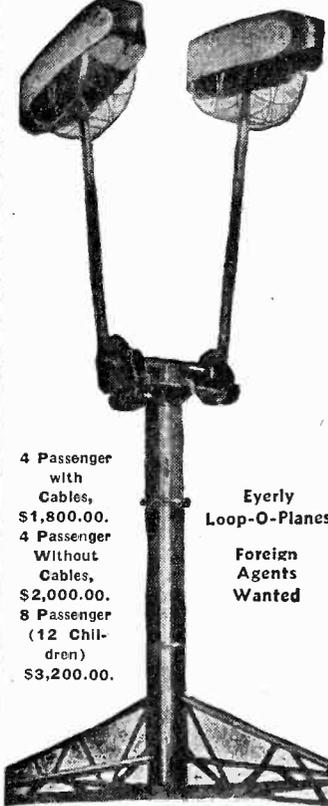
George Bernert is starting his second season as physical and swimming director of the Irving Baths and Athletic Field on the Boardwalk. He will direct activities in the gym, ath field and natatorium, being more than fitted for the job because he was a member of the first American Red Cross swimming corps in Baltimore and among the first Red Cross examiners in New England. He was a member of the Springfield (Mass.) YMCA swim teams for eight years and an active life guard for 12 in Baltimore, Springfield and Chicago. In between time he supervised athletics and swimming in high schools and playgrounds for the Chl recreation board

and functioned as camp director in Maine and Massachusetts.

As if this career weren't enough, he became physical director at Pennsylvania State Training School, Morgantown, and attended Springfield College, where he was enrolled in the physical education course. For the last 15 years he has been superintendent of concessions at Springfield's Eastern States Exposition, and once managed Riverside Park (1928) and Joyland Park ('32-'33), both in Springfield. That would make Springfield his favorite city, and that should make the Springfield Chamber of Commerce leap with joy, for Bernert is a native of Baltimore. He's an army man, having served as a member of the 76th Division, and for one season tramped with the late 101 Ranch Wild West. Coney Island and your correspondent welcome him.

PWA Is Cleansing Beaches

BRIDGEPORT, Conn., May 16.—Connecticut beaches between New Haven and Norwalk will be freer of pollution than ever before due to a sewage disposal program under way at 16 Connecticut cities under a PWA program, involving expenditures of \$7,111,000, said William J. Farley, head of Connecticut PWA work. In Connecticut, New York and New Jersey total program includes expenditure of \$70,350,000.



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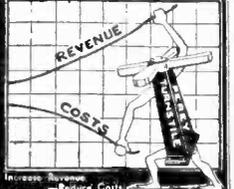
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The Pool Whirl

By NAT A. TOR

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

Eleventh Hour

As you read these lines contestants from various parts of the country are pouring into New York ready to compete for the first world's championship high-diving meet, which, you should know by this time, will be held in Palisades Amusement Park, Jersey side of the Hudson, starting on Decoration Day. Exactly at 3 p.m. one week from this Saturday the first diver will leap 60 feet into a portable tank and the world's championships will be under way. When the highest dive is executed some one performer, be it man or woman, will be \$500 richer and possessor of the official world's title, besides a six weeks' booking route, should the winner have his or her own equipment, guaranteed by the George Hamid offices, of New York City.

Yes, I think you all know by this time the details of the contest. You've been told here time and time again that \$1,000 in cash prizes is the purse to be divided as follows: First, \$500; second, \$200; third, \$75; fourth, \$50; sixth, \$25; also \$100 to the first woman to finish in addition to whatever other prize she may win, and \$25 to the second best woman performer in addition to whatever other prizes she may win.

And you've been told of the various male and female diving stars who have entered. Of how Harald Arlas, who claims having made 183 feet, coming all the way from Berlin, Germany, to substantiate that boast. Also you'll recall that I have repeatedly pointed out that many divers were giving up bookings that week just to be able to take a crack at the title, such as Miss Bench Bentum, of New York City; Ethel Guthrie, White Bear Lake, Minn., and Miss Pauline Black, Salt Lake City, three charming feminympths, to coin a word.

Then, too, I think you know that another popular woman diver entered is Lucille Anderson, New York City, who has been waiting around fair Gotham town for the big tourney. And you have also been advised that among other entries are Stephen Driscoll, Farrell, Pa.; Kenneth Blake, Chicago; Capt. G. E. Craig, Union City, N. J.; Capt. Jimmy Jamison, Newark, N. J.; Frank H. Cushing, known as the "Flying Gob," New York City, who incidentally expects to have a flock of sailors on hand at Palisades to cheer for him. And also Capt. Sol Solomon, Miami, one of the favorites. But, of course, in a contest of this kind everyone is a favorite. Those are the things you already know about the forthcoming championships that which has been told to you. But there are many things which have just developed which haven't been reported as yet and in which you are sure to be interested.

For example, Hon. Harold J. Hoffman, governor of New Jersey, will personally welcome the visiting divers Friday afternoon, May 29, day before the competition. And his honor is also expected to personally start the contest on its way. Then, too, the publicity ball has already started a-rolling on the big event, with most of the newspapers in the East running stories announcing the competition. The famous International News Photos, which furnishes all of the Hearst dailies, took a series of so-called magic-eye pictures of Helen Osborne and Capt. George Craig, practicing for the big affair last week, which resulted in *The New York American* devoting half of its front page one morning to a group of marvelous high-diving action photos.

Too, the newsreel companies representing Fox Movietone, Hearst Metro-tone News, Pathe News, Paramount News and Universal, as well as Grantland Rice's Sportsreel and Ripley's Believe It or Not, have made arrangements to have cameramen perched all about during the competition to record the

dives. And Radio Station WHN in New York, with a possibility of a national chain also joining in, will broadcast the complete play, or rather dives, made thruout the meet.

Suggestions Well Taken

In the three years that this column has been in existence the writer has offered many suggestions to operators of pools. I've tried to give hints on proper exploitation schemes and, as often as possible, have reported the very latest ideas employed in the industry. Whenever a suggestion which first appeared here or a new idea, related in this department, has been picked up by a pool man and put in use, I've felt deeply honored. And so this week I am experiencing a double honor, for the well-known St. George indoor pool, Brooklyn, N. Y., has put two hints, first presented here, into practice, and both, I understand, are proving successful.

St. George is advertising that swimmers can brush up on their strokes before the outdoor season begins by attending its indoor tank. Management tries to persuade patronage by showing them that they will enjoy themselves all the more during the summer if they start swimming indoors now. This idea was first suggested here two years ago and repeated a number of times, and I am glad that an aquatic establishment as big as the St. George has thought well enough of it to give it the ballyhoo it is.

Then, too, about a year ago I printed a letter from Arthur Murray, internationally known dance teacher, concerning possibilities of teaching dancing at pools. Mr. Murray thought it might be a good idea as extra revenue or as a sideline attraction, and I believe I commented that it deserved consideration on the part of every indoor and outdoor operator. And now St. George comes forward, offering free dance lessons on certain evenings as an added incentive to draw them in.

Yes, sir, rather than sit back, the St. George is one natatorium which is going out after the biz despite the fact that the summer is on hand and the open-air plunges will soon get the play. More power to the St. George and an appreciative nod in its direction for taking my advice.

Swim-for-Health Week

Martin Stern is working like the proverbial Trojan these days to get things in shape for the National Swim-For-Health Week which will be observed thruout the country on June 22-23. Newspapers are tying up in various cities and States, and I understand about two dozen big national radio programs will plug swimming and aquatic activities during that week on the various chains. Therefore it would be wise to tie up now with the week so as to get the benefit of the nation-wide publicity and exploitation. Martin writes in to tell me that the following pool men are among those who have made elaborate tieups for the week: Julian M. Bamberger, Lagoon, Salt Lake City; Robert Ferguson, Capitol Beach, Neb.; Harry Hall, Crystal Beach, Buffalo; Louis Meisel, Rockaway's Playland, Rockaway Beach, L. I.; A. J. Metzendorf, Wildwood Park, St. Paul; W. H. Myers, Pla-Mor amusement pool, Kansas City; J. E. Nelson, Nelson pool, Tucson, Ariz.; Charles H. Potter, Miramar pool, New York City; Mack Rose, Riverside Cascades pool, New York City; Jack Rosenthal, Palisades Amusement Park pool, Palisades, N. J.; Ray Steck, Lake Heliums, Enid, Okla., and many, many others.

Just a Thought

Wonder why so many high divers are called "captain." Seems as tho nearly every competitor in the forthcoming championships is "captain" this or "captain" that. Does anyone know how the practice came about?

Lincoln Pool Plug Scoring

LINCOLN, Neb., May 16. — Capitol Beach staged the earliest opening in some years last Sunday when the pool was made ready by its manager, Ralph Beechner. For the dance pavilion opening band is that of Coonie Conrad. Frederick Bros. probably will furnish most of the bands this summer. Season ticket sale sponsored by the pool indicates its largest season.

Poutchartrain, Improved, Has Best Opening in Years

NEW ORLEANS, May 16.—About 35,000 attended opening of Poutchartrain Beach last Sunday. New Loop-o-Plane, Wildcat and Skooters drew best, tho the Whip, Ride in the Dark, Caterpillar, Bug and other rides were well patronized. It was one of the best openings in years, completion of several new roads as part of a \$27,000,000 lake-front project helping.

Manager Harry Batt's installation of neon lighting gives resort a wonderful night flash. New boardwalk has been laid, concessions increased more than a score, a pin-game playland installed with about 25 machines and thousands of shrubs planted to add picnic grounds adjacent to the beach. Dixie Ramblers ork went into the Casino for the first month. Beach has remote with WDSU, New Orleans.

Free acts start tomorrow with the Three Aces, aerialists, who will stay thru May 30, to be followed by Blondin-Rellins Troupe, high wire; Al G. Marriots' Aerial Age, and Avalon Troupe, acrobatic tight wire. At least six more acts will be offered during the season, Manager Batt said.

City Park's opening drew 20,000. On the midway, near the Casino, crowds stood in line to get on the Ferris Wheel, Chair-o-Plane, Scenic Railway and other rides. A freak show did well.

Better for Finger Lakes

AUBURN, N. Y., May 16.—Amusement parks in the Finger Lakes region are looking for the best season since 1929. Nine State parks under Finger Lakes State Parks Commission have been restored after disastrous floods. But amusement parks were uninjured and have added attractions and concessions. Enna Jettick Park, Owasco Lake, is largest. Roseland Park, at foot of Canandaigua Lake, extends along U. S. 20 and State Route 5 which are here merged into a single highway. It is catering heavily to tourists. Stewart Park, head of Cayuga Lake, is Ithaca's playground, and has attractions and concessions of wide variety.

Asbury Park, N. J.

By RICHARD T. HOPPER

Trouble looming in the offing for scale men, talkers and Boardwalk solicitors if campaign under way to abolish noise on the seaside stretch bears fruit. Board of Trade will ask City Fathers to ban ballyhooing and soliciting from 'Walk and official sources say all members of city council highly in favor of the move. Some even willing to order removal of bells from rides and the like on kiddies' playgrounds. . . . Leases to concessioners bear clause prohibiting all outside solicitation and effort may be made to move scales off 'Walk into stores along the way. Scalemen noncommittal as to protests. Guess-weight and correct-weight scales operated by Bob and Jerry Carton safe this year anyway, as spots are leased thru this season.

Edward T. Mitchell, banker and operator of city's bathing beaches on lease proposition for last 23 years, back in town after spending winter in Florida. Beaches will be open shortly. . . . Ed Slater, salesman, back at his customary spot for ninth season. Al Friedman, *Billyboy's* Long Island scribe, says Jack Dempsey and family all set for Long Beach (L. I.) apartment for the summer. Same family ready to move into Villa Marseilles, West End, for the summer, taking spot Maxie Baer lived in while training here for the Louis fiasco.

'Walk visitors slated for tulip presentations tomorrow as windup of Holland Tulip Week in America here. Dutch maidens promenade Boardwalk giving away cut tulips. Events during past week have drawn big, to the joy of concessioners and city folk alike. City glowing with half a million tulips in bloom in every available spot. . . . Town getting a new thrill Wednesday night as New St. James Theater hanging out SRO sign during presentation of amateur hour on stage and tieup with WCAP, local Monmouth Broadcasting Company outlet. Eddie King, emcee, getting a lot of credit. . . . Season opens here next week-end, with everybody holding his breath and hoping for the best. Rumors flying thick and fast over operation of several big shore night spots by new faces this summer, with West End Casino and Ross Fenton Farms figuring in most of the chatter.

Belmont Briefs

By REX D. BILLINGS

Gen. Mgr., Belmont Park, Montreal

As a bit of brag stuff, I think we are the first to apply tropical colors—red, blue, black, white and yellow—to an amusement park. They were used extensively at the Chicago World's Fair and have now been lavishly smeared over beautiful Belmont Park, all with a remarkable effect. . . . R. S. Uzzell is installing a 20-boat Scoota Boat ride which will provide a head-on shot to our beloved patrons as they enter the park. He is building his own lake. The result will be known as the Cartierville Navy and will feature honeymoon trips on salt water without time out for seasickness.

We are adding a Lindy Loop, enlarging upon our picnic facilities, increasing indirect colored lighting, initiating frozen custard and mechanical photos, doubling the size of the Penny Arcade to 125 machines, buying a troupe of baby bears to be fed from milk bottles by the customers. . . . Bill Beasley, who has concessions at the Toronto Exposition, is installing a Casino game in a beautiful modernistic building to seat 100. . . . Alex Dayton and Dave Mulvie, Toronto, will operate restaurants and vending concessions, including beer and wine.

Stan Wood and His Music, just in from Miami and Nassau, will hold forth in the ballroom with 10 men. . . . Eric the Great will open, and among acts to follow will be Honey Troupe, Demnatl Arabs, the Kimris (from *Jumbo*), Four Laddies and others. We have pretty well exhausted aerial names and so will use some large platform acts. Free outdoor talkies will be continued.

Our gate admission will continue at 15 cents for adults and 5 cents for children, which includes attraction taxes in the park, all collected at the gate. Free parking will be the rule and an additional parking field will be placed in use to reduce street parking, which prevailed on many occasions last season due to overflow crowds.

James Brathwaite and Jean LeMyre, working since January, have sold 61 picnic dates, with more to follow. This is an accomplishment on their part, as local industries are not so picnic-minded as in the States and their job has involved a lot of pioneering. . . . Going back to the painting, this is a complete job, including Coaster, which has been done in aluminum and bulletin red. We were the first to use tropical colors at Luna Park, Coney Island. . . . Maurice LaMarre continues as secretary and assistant manager.

Directors are L. M. Lymburner, president; J. R. Gauvreau, H. H. Racine, L. N. St. Arnaud and George Beauregard. Messrs. Gauvreau and Racine are the guiding spirits in the Royals, Montreal ball club, which won the championship last year in the International League. Leo Tessier is superintendent of grounds and equipment, and Pauline Lymburner is cashier. Exploitation is handled by Ronald Advertising Agency for the commercial stuff and Editorial Services for press. Later also functions for the Toronto Exposition. . . . Painters are over there calling for information as to whether it will be black, yellow, white, red or blue, so must sign off.

With the Zoos

MILWAUKEE—First buffalo birth in Washington Park Zoo this year occurred on May 5, increasing the herd to eight.

MADISON, Wis. — Felix, 450-pound South American tapir, in Vilas Park Zoo 11½ years, has been sent to a circus menagerie. Zoo has acquired four swans, two Orinoco geese, three Mexican curassows, two macaws, two Demoiselle cranes and a pair of marmoset monkeys.

PITTSBURGH.—Arthur W. Henn, secretary of Pittsburgh Zoological Society, said a wealthy man here donated \$2,000 to purchase animals for Highland Park Zoo. Thru Louis Ruhe, animal dealer, orders have been placed for a pair of mountain lions, female leopard, female jaguar, pair of armadillos, pair of peccaries, African antelope, ocelots, wolves and coyotes.

NEW ORLEANS — A chimpanzee, named Susie, believed by Audubon Park (See WITH THE ZOOS on page 45)

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Bathers Buying Own Swim Suits

FROM NAAPB BULLETIN

(Continued from last week)

Another view was that decline in use of rental suits was due to "the retail prices of suits in department and sporting goods stores being much less than formerly, and also that they run sales much earlier than formerly." This manager, however, opined that in recent years more people have taken up swimming as a means of exercise and recreation and prefer their own suits. He also said that while at his beach they had formerly charged 50 cents rental and dropped the price to 25 cents in an attempt to resurrect the business, the reduction did not increase the volume as far as he could tell.

"The automobile has made a difference," another manager reported, particularly "in reference to privately owned beaches." In St. Paul and Minneapolis (where he is located) he said, "There are six municipal beaches to which people bring their own suits; they undress at home and proceed to public beaches in their cars, to the detriment of privately owned beaches." This situation is true, of course, in innumerable other sections.

Cites His Problems

Mr. Steck, of the Enid park, expressed a rather graphic view of his experiences with rental suits. "First," he said, "they are quite a little investment. Second, a rental suit on the average swimmer just 'don't fit' and when he goes out into the pool he doesn't make a very attractive appearance, as we find the suits stretch out of shape when some 180-pound fellow shoves himself into a suit designed for a 125-pound stripling. Thus you ruin the pleasant atmosphere around your pool.

"Also," he said, "when they own their own suits they will use them more and spend more money in attendance, as those who rent a suit go swimming about once in a year or every five years. Another thing, your customers do not respect the rental suit as they do their own and, therefore, the suits are very short-lived. At the present rate of rental the amount received in fees just about pays for investment, wear and tear and labor for laundering and mending."

Investments in the stock of rental suits were variously estimated at \$800 to \$2,000 annually, which many owners felt was money well saved in view of the benefits accruing from increased attendance and the slump in rental rates, and the fact that depreciation runs to 33 1/3 per cent a year or more.

However, a few managers admit that they would like to see the return of "the old days, regardless of laundry costs, when people did not own their suits, came out to the beaches and rented suits, towels and lockers." In some cases, one manager said, the bathhouse proprietors have been at fault. "They purchased cheap cotton suits that would not hold their shape when wet and then expected repeat business."

Change Is Encouraging

But it is a significant fact, observers point out, and one which manufacturers of knitted bathing suits can well take to heart, that there has been such a decided and encouraging change in the attitude of swimming enthusiasts toward owning their own suits. There are still, to be sure, wide and fertile fields to sow in this direction.

Undoubtedly, it is pointed out, self-ownership is as much to the advantage of the beach or pool manager as to the bather, despite ensuing loss of revenue. For the bather himself, considerations include sanitation as well as style and personal appearance; but from the point of view of the bathhouse manager, appearance of his beach is a matter of paramount importance. It is obviously not an alluring sight to see men or women walking about in awkward, ill-fitting, bedraggled and often torn or poorly patched suits, and not one that will bring aesthetic style-conscious bathers, who are generally of the desirable clientele, back again.

Also, as has been shown, self-owned suits leave more money for admittance fees and induce greater patronage of the nearest beach or pool. Bathing suit manufacturers thus can be of service to both themselves and the beach and

pool industry by doing all in their power to stress the "own your own" idea in bathing apparel.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Weather's still a little spotty and the newly painted stuff gets the same way when it rains. . . . Jones' Beach life guards will be headed by Captain Johns again. . . . Joe Wilton, erstwhile Jamaica Arena promoter, is gracing the boards of the Irving Place (New York City) Theater as a burlesque straight. . . . Long Island's Tercentenary celebration should be something of an occasion when it gets under way next month, having all the notables' support. Under present plans the affair has been arranged on a basis where each county (Kings, Queens, Nassau and Suffolk) will provide its individual offering. Brooklyn (Kings), it appears, will be the scene of most of the doings, as would be expected with its population, larger than the other three combined. Paradoxical as it seems, Coney Island will take part in the celebration, 'cause Tercentenary moguls have cast aside geographical technicalities, figuring Coney is a good place to have on your side, and mapped a parade for that neck of the woods.

Glen Cove's Italian colony staged a grand rah-rah Mussolini celebration when Il Duce formally put Ethiopia under his belt. . . . Arrivals from Florida include Whitey Sammis, Barney Becker and "Sunburned" Sornborn, flasher monarch. . . . Nassau District Attorney Martin Littleton promises to fight a bitter battle against dog races in the county, and sponsors of the events at Mineola Fairgrounds are girding themselves for a legal tussle to the finish.

ROCKAWAY BEACH: Ocean House, Central avenue, Far Rockaway, one of the best known local hostelrys, being salvaged. Could not be made to be financially okeh. Third w-k. spot to go in year, others were Edgemere Club and Oriental Hotel. . . . Most of the extra cops assigned here will be detailed to duty on the Boardwalk, 'tis been announced. . . . Improvements being made to Ostend Beach, Far Rockaway. . . . John Gordon's hammer game gets big trade early in the season. . . . Sand being pumped on the beach at Riis Park. . . . Harbor Inn not rented yet, which means a late opening, if any. . . . Concessions and apartments being erected on site formerly occupied by the Oriental Hotel. . . . Joe Schwartz, ex of the Steeplechase pool, now an auto salesman. . . . Barney Sternback, former Rockaway Park beach-chair king, contemplating a try at the retail liquor biz. . . . "Banjo Eddie" Noto putting up in Manhattan haunts. . . . Eddie De Lange, band maestro, back from a jaunt.

LONG BEACH: Bill Farnsworth, *New York Evening Journal* sports editor,

nominates Police Chief Phil Kohut as the handsomest cop in the State. . . . Civil service test for life guards is on and the pay continues at \$4 per day, against \$5 received by guards on other beaches. . . . Long Beach's West End will buzz with beer spots. . . . High Tide Inn gets the auto trade, attracting 'em as they come into the town. . . . Nassau Hotel prepped for the summer's start. . . . Walking around in bathing attire on the streets (good form or not) is strictly taboo, and the cops will enforce the law strictly. . . . By the way, who remembers the old days when bathing suit censors tape-measured swimming garb and got their pix in the papers? When the city eds stopped using photos the moral surveyors stopped.

Acts and Orks Lined Up For Enna Jettick Season

AUBURN, N. Y., May 16.—Enna Jettick Park, foot of Owasco Lake, opening today, and running thru until September 13, according to William B. Haeffner, president of Cayuga Amusement Company, operator, will have the earliest bow in recent years. Workmen have been clearing grounds and improving buildings.

Several concessions have been replaced by new ones. Free attractions were so popular the past two seasons that management contracted with George A. Hamid, Inc., to bring in numerous big acts. Music Corporation of America, to supply orchestras for the season, is taking Johnny Johnson and his orchestra from the Commodore Hotel, New York, and sending them for the opening.

Park will again be under personal direction of Charles A. Parker, assisted by E. N. Rouse, superintendent; C. Earle Race Jr., auditor, and Francis Muldoon, manager of pavilion restaurant. Personnel numbers more than 100.

All Ohio Field for Buckeye

BUCKEYE LAKE, O., May 16.—With more outings in sight than for several years, Manager A. M. Brown, Buckeye Lake Park, has a promotional staff that will seek to bring in gatherings from all over Ohio. Keith M. Lowery, Newark, O., is promotional manager in charge of Convention Hall, where many recreational and industrial shows will be held. Howard Rhoades, press representative the past four years, will add booking of picnics in the Columbus area to his duties. A swimming-pool manager is to be added.

DETROIT—John T. Millen, zoo director, received permission from city council to take out holdup and burglary insurance of \$5,000 to protect revenues. Since a \$1,300 robbery last year Mr. Millen has put receipts in the lions' den to insure safety.

In Memory of Frederick A. Church

By R. S. UZZELL

He passed out in the harness, loyal to Playland to the last moment. As a general superintendent and maintenance man, he had made a large place for himself at this famed resort with which he had been connected since he went there to assist in building the big Coaster at the inception of the construction up there on the Sound. He and Dudley Scott, of Euclid Beach, Cleveland, stand out as the prominent maintenance park men of America.

Born on October 31, 1878, in Stamford, Ontario, Canada, he was educated thru high school and we find him a young man with the Webster Manufacturing Company, Chicago, where he put in 10 years of useful service. Among other things in the amusement field, he became familiar there with turning out gearing, machinery frames, steel castings, shafting and steel rods of our Circle Swing, as it was called in those days.

Imported to Playland

Then for about 15 years in California we find him designing, building and operating amusement devices. He had much to do with the Derby Racer and Bobs Coaster conception and development to successful operation. They became well known as Pryor & Church products and gave Mr. Church national recognition. The Racing Derby is a unit of five horses racing against one another and enough units to make a capacity equal to the largest Coasters. Many

large resorts installed the daring circular wooden horse-racing ride. But for bold innovation and daring financial venture, the Bobs was an eye-opener.

He was imported to Playland, ideas and all. On completion of the great park the mantle of superintendent fitted him like a glove and he wore it well. Playland's staff was struck dumb by the sudden and sad news of his untimely death. He was a 33d degree Mason, a member of B. P. O. Elks and had served two years as councilman in the city of Venice, Calif. He had been planning with the writer for two large attractions at New York City Exposition.

Safety Code Worker

As late as 11 o'clock Sunday night, May 10, he transacted business with Alfred Uzzell at Playland and seemed in the best of spirits. He had worked hard to put the place in prime condition for opening and felt cheerful over the fine day's results. He was at the organization meeting of the manufacturers in the Drake Hotel in Chicago in 1926 and continuously remained a member. He made valuable contributions to the work of our safety code committee, of which he was always a member.

We shall all miss this quiet, efficient, friendly man. He leaves a wife in California. Last rites and interment are being planned as we close this tribute of respect to one who did his job well.

WALLED LAKE—

(Continued from page 38)

front-page publicity in Detroit newspapers.

More Merchandise Shown

F. H. Laubach, principal independent concession operator, remodeled all his stands. A Sport Shop has been added and a dart game, both with flashy fronts. A new corn game is to be opened. Receipts of milk bottle game and high striker have shown considerable increase, due to more attractive settings and larger display of merchandise.

On staff of Walled Lake Park Company, operator, are Fred W. Pearce, president and general manager; J. Eugene Pearce, park manager, third season; George Michela, superintendent; Ad Exniclos, office manager; Frank Danahey, picnic manager; Joe Jeannette, chief of police; Charles Olsen, electrician; Phil Kinsella, superintendent of construction; Wallie Coe, Frank Granada, assistant police; Charles Nelson, head carpenter.

Operated directly by the park company are Roller Coaster, Louis Resner, manager; Currie Heliker, George Shuler; Mrs. McInerens, Mrs. Van Eppe, cashiers; Carousel, Charles Schroeder, manager; Ed Baker; Miss Cooper, cashier; Skooter, Ray St. Pierre, manager; L. Bentley; Mrs. Cooper, cashier; Airplanes, G. Resner, manager; M. Resner; Crystal Maze, Mrs. L. Michello, manager; shooting gallery, George Parker, manager; Skee-Ball Alley, Fritz Pelletier, manager; Billy Spear; Penny Arcade, Fred Jackson, manager; Lester Travis; Mrs. B. Dello, cashier; Ferris Wheel, Herman Schroeder, manager; Mrs. Schmidt, cashier; skating rink, Orville Godfrey, manager; Howard Denio; Mrs. M. Lawes, cashier; Speed Boats, Ralph Cuyler, manager; Miss V. Whiteside, cashier.

Roster of independent concessions: C. A. Shepard, all principal refreshment stands and restaurant; Mrs. Anna Shepard, restaurant manager; Mildred Johnson, Thelma Graham, pop corn; Alice Monroe, Frances Batchelor, Don Monroe, hot dogs; Ethel Lindstrom, Eleanor Ayres, soft drinks; Lois Morris, skating rink stand; William Most, stockroom; Ed Boyd, chef; Howard Geiger, Gerald Williams, waiters.

F. H. Laubach, milk bottle stand; Bill Westlake, manager; Don LaFond, Gene Hilliard, Sport Shop, Mrs. F. H. Laubach, manager; Dorothy Houghton, Paul Laubach, Ray LaFond, Dart Game, Basil Farley, manager; cigaret shooting gallery, Jerry Hazen, Ray Dawson; Fishpond, Jimmie Farley; High Striker, F. H. Laubach, Bill Farley.

Ed Williams, weight scales; Madame York (Mrs. Ed Williams) reader; Kasper Babigan, custard stand, with Sidney Kent, Jack Rogers, Doris Lara; Jack Staveling, candy floss; Fred Bushey, Bushey's Place, with Elizabeth Bair, Ellen Polanski, Mrs. Matilda Bushey, Martha Peniski, Marguerite Keeling.

Ballroom is operated independently by Louis Tollettene, who co-operates with park program on policy, such as dates and advertising. Formal opening of New Casino Ballroom had business considerably better than at last year's opening. Mr. Tollettene, ill three weeks, has returned to the Casino. For the first time two orchestras have been engaged for the ballroom, to play continuously thru-out evenings. Tommy Gentry and Carleton Coons, each with two specialty soloists, are opening bands. A new stage has been erected at south end of the ballroom.

ADD RISK—

(Continued from page 38)

operators have delayed this most important subject of insurance until the last minute, with the result that both brokers and the Associated Indemnity Corporation of California are rushed to the limit with orders for coverage," remarked Mr. Hodge.

Calls Results Okeh

"It is, of course, recognized that this is a brand-new experience for many of the operators who have been jogging along with one company year after year.

"Despite the tremendous amount of work, however, the results are most gratifying to the able committee of the association, headed by N. S. Alexander, Philadelphia, as well as to President Baker and the secretary of the NAAPB, all of whom have contributed so largely to success of the plan. Last-minute applications should be addressed to brokers, according to the territorial arrangement above mentioned, or to the secretary's office, Suite 317, Hotel Sherman, Chicago."

REVUES TOP SPOTS IN EAST

Seven Are Circuited by Hamid With Equipment Nut of 40 G's

Investment applies to four major, three abbreviated musicals—CNE, Toronto, building five rotary stages to supplement circuit's three—11 weeks for one layout

NEW YORK, May 16.—Hippodrome revues continue to be the No. 1 grand-stand attraction in the East and Canada, with reports from the Central and Western States indicating similar supremacy. George A. Hamid, Inc., has seven of the fem musicals, with costumes, scenery and equipment costing \$40,000 before a leg stamp on the stage. On the Hamid circuit are four shows classified as extravaganzas and three playing smaller stages. *Revue of Revues*, one of the presentations, will get four to six weeks of still date or celebration priming before appearing for the two-weeker Canadian National Exhibition, Toronto. Latter's production plans are ambitious, with General Manager Elwood Hughes and attraction chief Charles Ross setting up a quintuplet of revolving stages to move scenery, discarding railroad sidings in use for many years on scenic changes. Revue itself carries three revolvers. Total of eight is unprecedented in outdoors, which means the entire amusement business, indoor space imposing limitations. Use of rotary idea was predicted by *The Billboard* months ago in connection with the Toronto Fair.

From Toronto the layout moves to Brockton and Springfield, Mass.; Rich- (See REVUES TOP on page 44)

Hankinson Leases Philly's Stadium for Racing Events

PHILADELPHIA, May 16.—Philadelphia's athletic stadium, built during the Sesquicentennial for the Dempsey-Tunney bout and other major events, came under control of Hankinson Speedways, Inc., when lease contracts were closed by Ralph A. Hankinson and Mayor S. Davis Wilson on May 12. The amphitheater, which seats 80,000, is equipped with sound, lighting, modern gate turnstiles and every facility for handling immense crowds.

On June 9 Hankinson will present midget car auto racing, when Mayor Wilson will officially open the stadium for the season. Joe Basile and his Madison Square Garden Band will provide music. Hankinson has linked up stadium midget car racing with Madison Square Garden bowl operations in New York. He plans other stadium events during summer.

Army and Navy football game expected to draw more than 125,000 to the stadium, seats are being added in a \$120,000 improvement program by the city to bring capacity to 120,000.

NATCHEZ, Miss.—Adams County Fair, newly chartered, elected Charles H. Blewett, president; R. E. Enochs, vice-president; Martin Burke, secretary; Lewis Martin, treasurer; Robert Walcott, manager.

Asks Clean Ga. Annuals

Legion committee aims for 65 creditable fairs to be conducted by local posts

VALDOSTA, Ga., May 16.—In a move for better fairs Harold K. Wilkinson, newly elected American Legion commander for this district and a member of the State Legion fair committee, has sent out a letter to all post commanders and adjutants, asking their co-operation in eliminating objectionable features from agricultural fairs.

Commander Wilkinson declares the committee is endeavoring to sponsor 65 clean American Legion fairs in Georgia next fall and he has asked that all posts which are interested in the conduct of fairs contact a member of the State fair committee immediately.

Other members of the committee are C. B. McCullar, Milledgeville, chairman, and John P. Gilchrist, Thomaston, secretary.

Pa. Mutuels Bill Favored

HARRISBURG, Pa., May 16.—A bill to legalize pari-mutuel betting at horse races in Pennsylvania has been prepared for introduction in the current special session of the Legislature. Representative Charles C. A. Baldi, Philadelphia, who introduces a similar bill perennially, is sponsor of the measure, which this time is going in as a revenue producer. He estimates yearly revenue of \$2,000,000. At last session the bill passed the House and nearly went thru the Senate. Solons favoring the bill believe Governor Earle will sign the measure if passed.



SPACIOUSNESS, NEATNESS AND BEAUTY best characterize the new-type fun zone created for the second season of California Pacific International Exposition, San Diego, under direction of Executive Manager Wayne W. Dailard. Photo shows the altered game palace, now called Darto, in middle foreground and the central strip of flower gardens and illuminating pedestals housing giant sun arcs for night lighting. Midway avenue also was realigned, new buildings being constructed to provide unobstructed view of entire fun zone from southern limits.

Regulations for Wisconsin Fairs

MADISON, Wis., May 16.—A committee representing Wisconsin County Fairs Association has submitted to the Department of Agriculture and Markets a list of regulations governing county fairs for 1936.

State aid will not be allowed any fair which permits games offering or paying cash awards or cash in lieu of awards or using any buy-back merchandise; games with control devices and cappers; girl shows using blowoff or strip show or selling tickets inside for special shows for men only; gypsies with any form of concession and fortune telling. Several other games besides those mentioned above are also banned. Price per game is limited to 10 cents.

No Fed Funds for Expo Plan

PITTSBURGH, May 16.—PWA officials in Washington notified city council here that no federal funds are available to assist Pittsburgh's Greater Exposition Society in construction of the planned \$5,000,000 exposition building at the Point. It was said a new federal relief bill anticipates end of the Public Works Administration. Society now plans to look for new channels to finance the project.

Great Lakes Advance Big

Record prelim sales start off campaign—buildings, lighting beat schedule

CLEVELAND, May 16.—Advance sale of more than 750,000 tickets was recorded during first week of the campaign, which was started on May 4, it was announced by George C. Whitehead, associate director of special admissions for Great Lakes Exposition, who declared this to be record, so far as he knew, for all expositions. Advance sales goal had been set at 1,000,000 tickets up to midnight on June 26, and it is now possible that the campaign will be closed by June 1.

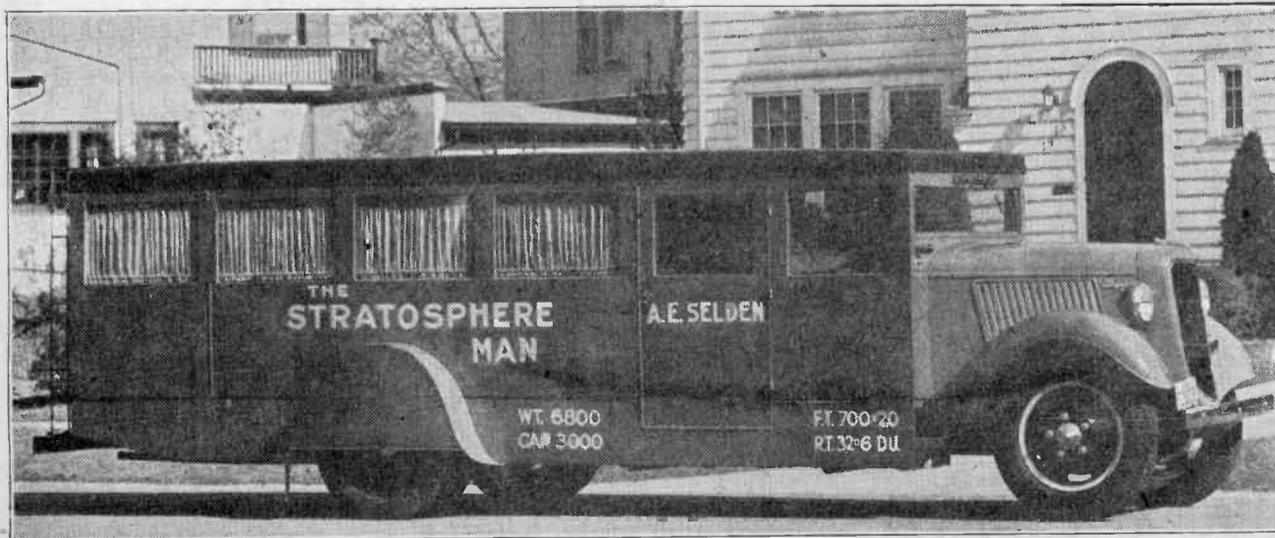
Advance tickets, evenly divided between Cleveland and outlying territory, offer the public one-third saving. With total value of \$4, souvenir ticket books are available for \$2.50 during the campaign. Books are transferable and may be used any time during the 100-day run. The \$4 value is based upon five general admissions at 50 cents and admissions to five places or events having (See GREAT LAKES on page 44)

Raleigh Lessees Control; Construction Contract Let

RALEIGH, N. C., May 16.—Control of North Carolina State Fair, including maintenance of the property, has been transferred to George Hamid, New York, and Norman Y. Chambliss, Rocky Mount, N. C., for five years in accordance with a new contract. They have been operating the fair under one-year contracts; the new lease calls for a 15 per cent cut of gross receipts, with \$8,000 annual guarantee rental.

State agriculture department has awarded a contract for rebuilding a wing of the main building destroyed by fire in 1934, to be double former size and to cost \$26,819 and be completed by September 1.

HILLSBORO, Ore.—Washington County Fair elected H. T. Hesse president; C. D. Minton, vice-president; R. M. Banks, treasurer. Ed L. Moore, who was fair manager in 1929-'30 and later employed by Oregon State Fair, was elected secretary-manager.



NEW TRUCK IN WHICH A. E. SELDEN, THE STRATOSPHERE MAN, will group this season. It is of high speed, with a specially built aluminum body, has latest type air-cushion seats in passenger compartment and a special lighting plant built in the Ford chassis. Under the body are spacious compartments for aerial equipment and on top is a rack for carrying long sections of the aerial rigging.

Speed Village Work in Dallas

Paris and All Nations are being rushed—Crime Show getting much publicity

DALLAS, May 16.—With 21 more days to go, contractors and exhibitors are breaking speed records daily at Texas Centennial Exposition. Streets of Paris location two weeks ago was surveyed in dark of night and now exterior of the entire village is practically completed. Large boat entrance was erected in two days. Johnny McMahon and Dick Hood are on the job supervising work.

Streets of All Nations, started about the same time, is also showing speed, supervised by Nat D. Rodgers. Both villages will be completed for the opening on June 6. Invitations are out for preview openings. Texas Queen, Stanley Graham's Showboat, is ready. Cast for *The Drunkard* will start rehearsals next week.

Massman's Added Duties

Warden Lawes' Crime Prevention Show, a Dufour-Rogers attraction being equipped with exhibits, is getting much publicity. A lock company in national publications has called attention to its exhibit in the Lawes show. A serial story by Lawes runs in 280 Southwestern newspapers. A weekly broadcast from the show starts opening week, to run six months.

Paul Massman continues as director of exhibits and concessions, but also takes on the special events because booking of exhibits and concessions is about completed except that part dealing with operations. At Old Nuremburg opening on Thursday Manager Otto Muller had 250 guests. On Friday he dined exposition employees.

Jones Goes to "Streets"

E. Paul Jones, who handled publicity of the State Fair of Texas many years, has been retained by Streets of Paris for duration of the exposition. Frank Harting, formerly in publicity department of Adolphus Hotel Company, will handle General Motors Centennial publicity. Don Long, Ford's publicity man at the San Diego Exposition, has arrived to serve Ford here. Hollywood, a John Sirigo attraction, occupies practically a city block of ground.

Tol Teeter's Gorilla Village has been completed since early in the month. He left for San Pedro, Calif., to receive a shipload of animals, including a white sacred elephant, two pygmy elephants, 20 Gibbon apes, six python snakes and numerous other animals, including one monster Maus Kutus, which Teeter, the library, Southern Methodist University and the publicity department cannot identify. Charlie Maxvill and W. T. Cox are holding tournaments for an amateur boxing finale in the Cotton Bowl at the expo on August 17-22.

More Space for Paris Expo

PARIS, May 11.—Large demand for space at the coming International Exposition of 1937 from foreign countries, as well as from local groups, caused expo promoters again to seek additional ground. Arrangements are on to include large plots along the Seine River from Passy to Grenelle Bridge and from Alexandre III to the Concorde Bridge in the space reserved for the exposition. At least six theaters have been planned for the exposition, aside from such others as may be erected in the amusement park sections. Largest will be in the Trocadero, seating 3,400. Other houses will seat from 500 to 1,300.

Noted Breed Authorities Are To Be Judges at ESE

SPRINGFIELD, Mass., May 16.—Livestock judges for the 20th anniversary Eastern States Exposition here include noted breed authorities. Holsteins will be judged by Clarence Goodhue, Raymondale Farms, Vaudreuil, P. Q., Canada. T. F. Fansher, Martin City, Mo., manager of Hallmark Jersey Herd, Kansas City, and formerly manager of Longview Farms, Lees Summit, Mo., will judge Jerseys, and George M. Newlin, Fond du Lac, Wis., manager of Corium Farms, will return as judge of Guernseys. Professor M. H. Campbell, Burlington, Vt.,

head of the University of Vermont's animal husbandry department, will judge Ayrshires.

V. S. Culver, Baker Farm, Exeter, N. H., will judge Brown Swiss cattle, and Devons will be passed upon by Professor L. V. Tirrell, University of New Hampshire, Durham.

Milking Shorthorns will be judged by W. Arthur Simpson, Lyndonville, Vt., and Herefords, Aberdeen Angus, steers and fat cattle and 4-H Club baby beef steers will be judged by Professor W. L. Blizard, Oklahoma State College, Stillwater. He will also judge draft horses.

Dairy calf club classes, in which animals of 4-H Club boys and girls will be shown, will be judged by respective open-class judges prior to placing of senior rings, giving winners among junior entrants opportunity to compete for major cash awards in their respective breeds.

Midget Troupe to Dallas

LOS ANGELES, May 16.—After a winter at the Midget Circus at California Pacific International Exposition and a rest in Los Angeles of three weeks, Graham's Midgets will leave Los Angeles by special train for Texas Centennial Exposition, Dallas.

Major James D. Doyle, mayor of Midget City in Dallas the coming season, will have with him the midget fire chief, John Banbury; official G-man midget, Fred Duccini; Little Johnny Leo, California midget cowboy; emcee, Victor Wetter; Prince Dennis, midget lion tamer; the Singing Night Owl, Walter Miller; Midge Potter, goat getter and trainer; Chicago's midget dancer, Benny Stone; Miss Johnny Fern, "May West of the midgets"; Babe Ruthe; Lady Ethel, trainer of midget doggies; the well-known little Nona Cooper and Danny Montague, from the Cotton Club, midget Bill Robinson.

Acts Appear in Theaterette

ST. JOHN, N. B., May 16.—First "Theaterette" to be presented at an indoor fair was in St. Andrew's Rink here at a Community fair under joint club auspices and two posts of the Canadian Legion. George A. Hamid, Inc., furnished Lew Fitzgibbons, xylophonist; Gladstone and Moore, knockabout clowning; Paul and Esther, rolling skating and balancing; Raymond Pike, juggler, and Hop and Step, novelty tap dancers.

Lakewood Races Draw Well

ATLANTA, May 16.—Summer racing season got off to a good start in Lakewood Park, with AAA races staged by Bill Breitenstein doing good business. Honors were carried off by Maury Rose, Frank Beeder and Ken Fowler. Maynard Clarke and Billy DeVore received injuries, confining them to a hospital. Mike Benton, president of Southeastern Fair, and Virgil Meigs, secretary, have booked several new concessions and have added a new ride.

Grand-Stand Shows

STERLING ROSE TRIO, playing merchants' expositions and booked for July 4, will play parks until their season of fairs.

AFTER six weeks' engagement with the Truex-Hubbell unit at merchants' expositions in Kansas and Oklahoma, Chappell and Drumm were to open as a free act on May 18 with Bremer Midway Attractions.

GRAND-STAND acts for South Mississippi Fair, Laurel, have been contracted with Barnes-Carruthers, reported E. P. Ford, fair secretary-manager.

RITA AND DUNN, Flying Valentinos and Foust's Flying Circus have been contracted for Decatur (Ind.) Centennial Celebration.

AL ACKERMANN, manager of Six Tip Tops, is visiting his home in Norwood, O., to see his son, Albert J.; his sister, Frieda Buckman, formerly of Bailey and McCree; niece, Clara Sponsler, formerly of Fed and Fancy; brother, Walter, non-pro, and Mrs. Ackermann. This is his 40th year as an acrobat, his first pro appearance having been as apprentice boy under Sie Hassan Ben Ali in Cincinnati Zoological Gardens on May 24, 1896. Tip Tops are booked for a string of fairs for Northwestern Fair Office, St. Paul, opening on July 1 in North Dakota. Mr. Ackermann is keeping in condition by practicing tumbling routines in the home back yard.

Fort Worth Publicity On

Aviators, paper, booklets, p. a.'s and signs mediums —big order to Donaldson

FORT WORTH, Tex., May 16.—Publicity for the Frontier Centennial Show is getting under way, with several methods being used by Ned Alvord, press agent. D. E. Ervin and R. H. Clements, barnstorming aviators, have been signed to travel the country in a specially painted plane. Contract for outdoor advertising was let to Donaldson Lithograph Company by John B. Davis, general manager of show. More than 500,000 sheets and banners are included in the order for 20 billing routes.

Sign to be erected atop a building in Dallas, across the street from the Texas Centennial Exposition grounds, will be the second largest, it is said, next to a chewing gum sign in New York, being 130 feet long and 60 feet high off the two-story building. The words Fort Worth will be 17½ feet tall. City of Dallas has made no objection to the sign, but the building inspector plans to test strength of the building.

Press agents have been appointed in New York, Chicago and Los Angeles by Billy Rose to ballyhoo the show and 50,000 booklets are being mailed. Richard Maney, press agent for the local show in New York, was here getting material, as was Whitney Bolton, amusement editor of *The Literary Digest*. Board of control is considering having busses run directly between the Fort Worth and Dallas shows.

Contracts have been signed for Shirley Temple and Dick Powell in appearances at the Fort Worth show, Miss Temple to head *Frontier Follies* during opening week and Powell to head the second week's show.

Stambaugh Is Hanover Aid

HANOVER, Pa., May 16.—R. D. Stambaugh, York, Pa., will be secretary of Hanover Fair, working with President William Jordan and General Manager H. S. Warren. Hanover Post, Veterans of Foreign Wars, having revived the annual three years ago after a lapse of some years.

THE STRATOSPHERE MAN

At the Top of the Highest Aerial Act in the World. Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.



WANT WANT WANT Shows, Rides, Concessions LADOGA COMMUNITY CENTENNIAL

LADOGA, IND., JULY 22-26. In Heart of Town. 5,000 People Daily. Only Legitimate Shows and Concessions need reply. NO GRIFF—NO RACKETS.

Wanted Carnival

June 28 to July 4, Inclusive, for VETERANS FOREIGN WARS CELEBRATION, JULY 3 AND 4. 20,000 people daily. Location South Plains Fair Grounds, Lubbock, Tex. Good Carnival Town. Wire FRANK McPHERSON, Harris Bldg., Lubbock, Tex.

WANTED—INDEPENDENT RIDES, SHOWS AND CONCESSIONS

FOR LEGION-FIREMEN FIELD DAYS, June 19-20-21. 20,000 Advance Ticket Sale. Write HAL SHERBURNE, Fennimore, Wis.

WANTED

Merry-Go-Round and Concessions for ALEXANDRIA FAIR, SEPT. 5, 6 and 7. Address J. W. SHAW, Secretary, 335 York St., Newport, Ky. AN ATTRACTION IN ITSELF. NEED'S CONCERT BAND 323 West 9th, Columbia, Tenn.

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.

WANTED a Carnival for the American Legion Celebration

Week of June 29 to July 4, at Penn Yan, N. Y. Rides, Concessions and other Attractions. Correspond with GEORGE D. WOOD, JR., Adjutant, Johnson Costello Post 355, Box 362, Penn Yan, N. Y.

SALESMEN ★ DEMONSTRATORS ★ SALESWOMEN

Your Best Bet For 1936

LET - MO - GRAPH

The Self-Selling Wonder. DEPARTMENT STORE—FAIR—PARK—RESORT DEMONSTRATORS, Get in the MONEY. Write for details. LET-MO-GRAPH CO., 216 N. E. 2nd Ave., Miami, Fla.

SENSATIONAL ACT WANTED

For Cuvier Press Club Picnic, Thursday, June 25, at Coney Island Race Track, Cincinnati. Send description of act and salary expected. Address BOX D-30, Care The Billboard, Cincinnati, Ohio.

OAK BRAND: HY-TEX BALLOONS



STARS and STRIPES

NEW, brilliant "all-over" designs. Choice of full-color assortment, or patriotic colors only. Flashy supplement to Oak's regular Patriotic Prints. You'll find them profitable for Memorial Day.

At Leading Jobbers.

The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

ATTENTION!

Shows, Rides and Concessions are wanted at **HAWKINSVILLE, GA., JULY 3rd** FOR

CENTENNIAL CELEBRATION

Preparations are being made for 25,000 Guests.

We have as Attractions: Horse Racing, Free Barbecue for All, Pageants and Street Dancing. July the 4th will be given free to the ones making contract. The Shows getting in on this can make good money. Make all inquiries to

CHAMBER OF COMMERCE,
C. A. HOUGH, Chairman Shows, Rides and Concessions, Hawkinsville, Ga.

NORTHERN CENTRAL NEW YORK VOLUNTEER FIREMEN'S ASS'N CONVENTION

EAST ROCHESTER, N. Y.,
JUNE 22 TO 27, INCLUSIVE.

WANTED

Shows, Rides, Acts and Clean Concessions.
No Grift.

Carnival Park located in center of city.
Write or see CARNIVAL COMMITTEE, East Rochester Fire Dept., East Rochester, N. Y.

CONCESSIONS WANTED

WEEK JUNE 1.

"No Racket," ACTS for Annual Strawberry Festival. Wire, write JACK C. ROBERTS, Wallace, N. C.

WANTED

For 4th of July Celebration
ACTS, CONCESSIONS, SHOWS,
CHAMBER OF COMMERCE, INC.,
Livingston Manor, N. Y.,
T. G. ALLEN, Chairman.

DANFORTH WANTS CARNIVAL

FOR WEEK OF AUGUST 2-9,
Celebrating Centennial.
Expect 2,500 to 3,000 daily. If interested contact
BOX 87, Danforth, Me.

WANTED

SHOWS, FREE ACTS, CONCESSIONS,
AMERICAN LEGION 3-DAY CELEBRATION,
July 2-3-4, Casey, Ill.
K. J. CRANDALL, Post Commander.

CARNIVAL WANTED

For American Legion 17th Annual Homecoming
WENONA, ILL., AUGUST 3 TO 8,
Played on Street.
4 or 5 Rides, Shows and Concessions. Must be clean.
FRANK J. ZULZ, Secretary, Wenona, Ill.

CARNIVAL WANTED

AMERICAN LEGION FOURTH OF JULY WEEK,
Annual Affair.
At least five Rides. Big Fireworks.
CECIL L. DAY, Post Adj., Dexter, Mo.

WANTED—For 4th July Celebration. 4 to 5 good Rides and Concessions and looking for one act. Exclusive rights. Free space; good location; 10,000 people every 4th July. Write at once. Address ADOLPH ZORN, Chairman, Chatsworth, Ill.

NEWS

CALIFORNIA PACIFIC International Exposition

NOTES

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

Midway Is Up On Cash Night

Lindbergh flight is commemorated—more free attractions to be offered

SAN DIEGO, May 16.—A score of special events last week drew fair crowds. On Thursday a \$1,750 Exposition Cash Night, with a drawing on the midway, attracted a large attendance. Features included celebration of Mexican Independence Day, Kid's Nickel Day, National Candy Day, Campers' Day, California Teachers' Day and inauguration of Cartoon Week.

Tommy Bond, 8-year-old movie star, as candy king, led a colorful procession from organ amphitheater to Rock Candy Mountain in Enchanted Land, where 40,000 candy bars were distributed. Maglin Kiddies and Merkle Musical Maids, 60 pieces, entertained. Commemorating the ninth anniversary of Lindbergh's takeoff from San Diego on first leg of his transatlantic flight, a program was held in House of Hospitality. Exposition Festival Chorus of 350 gave a performance in Palace of Entertainment, under direction of Dr. Earl Rosenberg.

Stellar Acts Booked

Press Building is open to the public with a display of master cartoonists, with 400 original cartoons brought to the exposition by Crawford Hill, chairman of American Cartoonist Guild. Collection contains one of the originals of Thomas Nast.

Hustrel Troupe, tight wire, opened a week's engagement as free attraction, working twice daily in Spanish Village. Other free attractions include Marietta with the 30th Century Ballet of 12 girls and Chiquita De Montes, Mexican Nightingale, their second week.

Exposition will be open seven days a week, beginning on May 29. Wayne W. Dallard, executive manager, announced that Anniversary Week, beginning on May 29, will be celebrated with a production starring Olsen and Johnson in *Anything Goes*, with a cast of 50. Other attractions booked for May and June are

REVUES TOP

(Continued from page 42)

mond, Va., and Raleigh, N. C., latter a possibility. Standard Edgar I. Schooley unit, billed *Fascinations of 1936*, will have a huge pyramid revolver and stylish scenic effects featuring magic, with Jack Gwynne and a company of five supplying the illusions. Seven dates booked so far, including Batavia, N. Y.; Ottawa, Can.; Rutland, Vt.; London, Ontario; Allentown and Bloomsburg, Pa., and Winston-Salem, N. C.

Revelations of 1936, using a movable platform for acts and ork, similar to that created by picture de Luxers, is down for 11 weeks, playing Lewistown and Reading, Pa.; Greensboro and Shelby, N. C.; Cumberland, Md.; Charleston, W. Va., and five others.

Winter Garden Revue plays Harrington, Del.; Skowhegan, Me.; St. John, N. B., and other spots. General business on act, fireworks and bands constitutes a five-year record, according to Hamid. Bureau's leading band concert name, Edwin Franko Goldman, will play Trenton, N. J.; Reading, Pa.; Afton, N. Y.; Ottawa and Springfield, plus a four-day still date in the Forum, Montreal, following Ottawa.

Hamid office awarded contract to furnish novelty attractions for the Kenmore-Tonawanda (N. Y.) Centennial, of which Frank C. Moore is general chairman. Event exploits the 100th anniversary of the twin cities. Will mark first date for *Revelations* unit and will have a pageant by John B. Rogers and midway by World of Mirth Shows.

Ben Bernie and All the Lads; Barcelonas, Spanish tumbling ensemble; Valencia, high-pole act, and Latotsky, whirlwind skating act. All were booked by Stanley W. Wathon and will be presented as free entertainment.

Gate Totals 726,759

Fortune Players, successors to the cast of the Old Globe Theater, opened an engagement in *The Tempest* and *King Henry VIII*. Cast includes Norman Wess, Charles O'Neal, Robert Nachtman, Edgar Tegner, Michael Ferrall, William Franklin, Tom McDermott, Bernard Phillips, Frank Gardner, Gordon Sommers, R. Lyle Hagan, Guy Runnion, Fred Heider, Wiedner Slevers, James Diehl, Sarah Selby, Ruth Aston, Harriet Foote, Joyve Hayward, Olga Rosenova, Franklin Heller, Gordon Sommers, Fred Heider and Richard Spater.

Staff includes Thomas Wood Stevens, director; Marc T. Nielsen, president and general manager; R. M. Parker, secretary; Helen Rahn, musical director; Burt McKee, festival director; Lillian Wenzel, costumer; Maud Emily Lennox, company manager; R. Lyle Hagar, stage manager; James Diehl, assistant; Margaret Middleton, William Oltman, musicians; L. C. DeSelm, electrician; Lois Keith, wardrobe; Charles Gaupp, town crier; English Country Dancers, Parker Totten, director; Joe Swedellus, Richard Wershaw, Claire Totten, Dorothy Swedellus and Edria Janicki. This week's repertoire included *Two Gentlemen of Verona* and *Falstaff*.

Attendance, including Sunday, May 10, was 726,759, and for the week ending on May 10, 49,600, it was announced.

GREAT LAKES

(Continued from page 42)

admission charge ranging from 25 to 40 cents.

Press headquarters will be at the main entrance, and a substation for news flashes will be located in the amusement sector. Main-gate quarters will include individual desks, typing and telephone equipment, national wire services, two general service rooms, two dark rooms for photographers, a studio for rainy day and night pics and multi-graph room for the news handouts on the show.

Among visiting newsmen to confer with Harold J. (Johnny) Miskell, director of publicity, have been Jim Hurley, *New York Mirror*; Brooks H. Bettler, former managing editor *Chicago Daily News*; Ben Atwell, New York publicist, and Spearman Lewis, mayor of Surfside, Greater Miami, Fla., and correspondent for *The Chicago Tribune* and *New York Times*.

Buildings are going up all over the area and Albert N. Gonsior, chief of construction, said special lighting units are being readied for night construction, but this may be unnecessary, since construction schedule is more than a week ahead of schedule.

Space Moving Fast

Contracts for construction of more than 200 concession stands were awarded to Ralph T. Alger Company, to be erected in units of two, three or more thruout the amusement zone and along sides of the Court of Presidents. Additional contracts for exhibit space, announced by Peg Willin Humphrey, chief of space sales division, were to U. S. Truck Lines, Your Garden Publishing Company, General Chemical Company, Christy Sales Company; Wayside Gardens, an additional exhibit; James Vernon Company, Daisy Hill Farms, Henry Kohankie & Company and American Brake Shoe and Foundry Company. Lincoln G. Dickey, general manager, said Chrysler Motors Corporation had contracted for 10,000 square feet of space in the Automotive Building. Director Humphrey said less than 20,000 square feet remain to be sold.

Visitors' List Varied

Visitors' roster shows names of Stanley Graham, Graham's Midget Village; Elwood T. Bailey, executive vice-president California Pacific International Exposition, San Diego; Angelo Vitale, veteran theatrical musical director; John F

Royal, program director National Broadcasting Company; Leslie G. Smith, advertising manager Standard Oil Company; Spearman Lewis, mayor of Surfside, Fla.; Orrin Davenport, winter circus unit producer; Miss Portia Thompson, Detroit; Art Mix, of Hollywood and rodeo note; Al Ross, Paris show; William C. Schmidt, managing director Grotto Circus; George Young, operator-manager Backstage Club and Roxy Theater; Dick Carpenter, C. & B. Steamship Lines, and Larry Collister, president of Thrills, Inc. Frank Hines, chief of the theatrical division, back from Detroit, reported much expo interest in the Auto City. Ben Atwell, publicist, returned to New York on expo biz, and Almon Shaffer, director of concessions, is planning another flying tour of the South.

Fair Grounds

RIESEL, Tex.—Riesel Fair Association has been granted a State charter, incorporators including C. L. Wiebusch, W. O. Moers and Truman Pundt.

ELYRIA, O.—Lorain County's two annual fairs, both more than 80 years old, were met last week by a county commissioners' cut in annual appropriation to these institutions of about 25 per cent. Commission agreed to give Lorain County Fair \$2,400 and Wellington Fair \$1,300.

DOVER, O.—No beer will be sold at Tuscarawas County Fair here, President Harold E. Boltz said, the association believing the fair can discontinue sale of beer without inconvenience to patrons. G. M. Earle, New Philadelphia, O., has been named starting judge for the two-day harness program.

HILLSBORO, Mich.—Board of managers of Hillsdale County Fair voted many major improvements to grounds and buildings. Dining hall will be discontinued and used as an additional display building due to increased exhibits.

DETROIT—Michigan Horticultural Society will have the entire former Electrical Building at Michigan State Fair this year, practically the same scale as the annual Flower Show in the spring in Convention Hall, which always draws big. Event will be in charge of Thomas H. Berry.

ROANOKE, Va.—After a September date had been set, Roanoke Valley Fair Association decided not to hold a 1936 fair here, Secretary Erskin L. Hill announced.

OSHKOSH, Wis.—Start has been made on construction of a \$10,000 judging and sales pavilion to seat about 1,000. Building will be about 60 by 112 feet and is to be completed in July with county material and WPA labor.

SACRAMENTO—California State Fair will sponsor the largest individual talent quest ever conducted in this State, according to President J. D. Miller. Some \$15,000 in prizes and professional engagements will be awarded in contests to be conducted thru co-operation of civic organizations in 58 counties.

WANTED SHOWS — RIDES — CONCESSIONS

AUGUST 25 TO 28.
Write H. R. SHIMEALL, Secretary,
N. W. Kansas District Free Fair Association,
Goodland, Kan.

CARNIVAL WANTED

FARMER CITY, ILL., FAIR,
August 24, 25, 26, 27, 28.
Must have at least 6 Rides and 6 Shows.
E. R. RINEHART, Secretary.

CARNIVAL WANTED

For Week of June 29 to July 4, Inclusive,
Sponsored by Greenup Fire Dept. A GOOD SPOT.
Address V. V. KENDALL, Greenup, Ky.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

DETROIT BRANCH, American Skating Union of the United States, elected as new officers Melvin W. Crawford, president; Ray Marr, Jesse Bell, Joseph Gagnier, vice-presidents; Lloyd Gunther, secretary and treasurer; board of control, Melvin R. Crawford, Charles Delpier, Lloyd Gunther, Ray Marr, R. H. Ross, Ray Fritz, Joseph Gagnier, Fred Martin, Jesse Bell, Sam Levinson, Benjamin Bagdad. Crawford was elected representative to the national association. Crawford, Ross and Marr were elected delegates to the national association.

FLYING ACES, Clayton Cornell and Joseph Enthor, working the act together again after a split of more than a year, reported they were in their eighth week in the Hotel Syracuse, Syracuse, N. Y., featured and holding the spot well. Previously they played in Canada, and during a Buffalo engagement found biz good in Scott's Rink there, Manager Edward Scott having operated all winter and being booked for parties until July, when he expects to close for a summer spot. White's Rink in Syracuse had a great winter, Manager Jack White told them. He will operate for the summer in Sea Breeze Park Rink and anticipates a big play.

THREE SILVER CYCLONES, roller-skating act, appeared in Lexington Rink, Pittsburgh, last week.

THE JEWELS, acrobatic roller skaters, are at the Cirque d'Hiver in Paris.

WEST VIEW PARK Roller Rink, Pittsburgh, gave way to a ballroom on Sundays for the summer. Manager Charles L. Beares Jr. said skating will be resumed in fall. Rink had good business this season. Sessions have been held on week days and on Sundays with large crowds on hand.

GYPSY MYERS DAVIDSON has left the Earl, Jack and Betty roller-skating act, she advises, to accept a steady position in Doctors' Sanatorium, Port Wash-

ington, L. I., N. Y. "I surely hated to leave the act," she said, "as they are three grand kids; the act is to open in Montreal on May 15 and is booked solid for several months. But after all it seems that my only real happiness is in the nursing field."

MANAGEMENT of Flint (Mich.) Amusement Park reports Mr. and Mrs. Kiefer, Chicago, have been placed in charge of the park rink and that there will be a course for patrons in waltzing on rollers.

TEAM of Meiller and Averling, who have been giving exhibitions in Iowa, Nebraska, Kansas, Colorado, Utah, Nevada, Wyoming, Idaho and Oregon, is temporarily broken up, advises Kenneth Averling, Vancouver, B. C. Walter B. Meiller, veteran walker, racer and roller skater, has been taken to a sanitarium pending his recovery from an attack of mountain fever.

BACK for a return date, Jim Curry, dancing clown, writes that he is clowning in Penn Rink, East End, Pittsburgh.

COLISEUM Roller Rink, Mansfield, O., after a successful winter, closed for summer. Manager Merrill Wood announced. Rink has been converted into a night club, known as Club Circus, and will be operated by Wood thruout summer, roller skating to be resumed next fall.

CECIL AYRES and Avallon Sisters, roller skaters, are at the ABC in Paris.

RUSS GOLDEN, manager of roller rinks in Summit Beach Park, Akron, O., and Land o' Dance, Canton, O., said the outside rink near the park entrance in Akron is operating nightly, including Sundays. During winter skating was held in the Casino. Improvements have been made to the outdoor rink and special events will be held thruout summer.

On Rollers in Europe

By CYRIL BEASTALL

Referring further to the European championships in Stuttgart, Germany, last month, official times of the winners were: 500 meters, Ross, England, 1 minute 1-5 second; 1,000, Mathis, France, 2 minutes 4½ seconds; 1,500, Wilkinson, England, 3 minutes 11-10 seconds; 2,000, Wilkinson, England, 4 minutes 6-4-5 seconds; 3,000, Mathis, France, 6 minutes 27 seconds; 5,000, Reed, England, 10 minutes 21 seconds; 10,000, Ross, England, 21 minutes 28-7-10 seconds.

Result of the roller hockey matches in the European championship in Stuttgart at the same time: Switzerland 6, France 2; Germany 4, Belgium 0; England 1, Italy 1; Portugal 2, Switzerland 0; England 5, Belgium 0; Italy 3, Germany 2; Switzerland 3, Belgium 1; Germany 1, Portugal 2; France 1, Italy 2; England 6, Portugal 0; Germany 0, Switzerland 2; France 0, Portugal 3; Belgium 0, Italy 4; Germany 3, France 3; Belgium 0, Portugal 2; England 4, Switzerland 1; France 0, England 1; Italy 3, Portugal 2; Belgium 1, France 2; Switzerland 3, Italy 3; England 4, Germany 0.

On May 2 I was in Pavillon Rink, Herne Bay, Kent, for the big hockey night of the season. Two cup competition finals were scheduled, and when I arrived I found every seat taken and little standing room left, about 1,000 being present.

Thanks to courtesy of R. W. D. Taylor, entertainment manager of Herne Bay U. D. C., I had an excellent view of the matches in comfort. The first game, for Herne Bay Cup (junior championship), was between two Herne Bay United teams, A and B, and it was a splendidly fought affair, clean and fast, D. Spence Whyte officiating as referee in his usual capable manner. After extra time the A team won 3-2, but there was little to choose between these sides. F. K. Harlow, president of Herne Bay Roller Hockey and Skating Club, presented trophy and medals.

Second match was the piece de resistance of the evening, Herne Bay I vs. Whitstable Alberts to decide the championships of England. Herne Bay I turned out with five international players, while the Alberts included three "capped" performers.

When the teams came on the floor the din was deafening. I have never seen so much evidence of excitement over any skating event before. Whit-

stable Alberts gained an early lead while their opponents had not settled down, Sutton netting twice in six minutes. Then the Bay team lived up in such a manner as to make the Whitstable boys appear almost outclassed, Spice and Bown putting matters even before change of ends.

Second period saw Herne Bay maintain superior teamwork. Payton, Hoile and Walters playing most brilliantly, while both forwards were in sparkling form, Bown (2) and Spice bringing the final score to 5-2 in favor of the Bay team. Cornford, the Whitstable "crack," had little support except from Sutton, who played an excellent game. Herne Bay I was full value for their success. Referee, H. Williams (London).

WITH THE ZOOS

(Continued from page 45)

Zoo officials to be first born in captivity south of Chicago, arrived on May 10. Two other older ones were moved to a separate compartment, pending completion of the new chimp house. Frank E. Neells, zoo superintendent, believes Susie will survive to set a new Southern record. Coati mundi residents were increased by births of triplets.

SALT LAKE CITY—No official action has yet been taken on removing the zoo to Liberty Park from Hogel Gardens. A group fighting removal declares the zoo will become a mere menagerie if it goes back to its former location, as there is limited space. A public hearing has been held for both sides, but the city commission has not acted. In the meantime Capt. Ralph McCollin, zoo director, goes ahead trading animals and building up the collection.

OKLAHOMA CITY—With nine new field pens completed much stock was transferred on May 4, reported Superintendent Leo Blondin, Lincoln Park Zoo. As a monkey island, an old ship was sunk in sand, hull being the shelter and rigging the play spot for 50 Rhesus monkeys. Among recent births were those of six black wolves, and a lion cub to Princess, usually bearing four. New entrance will be completed soon and then 150 WPA workers will finish flying cage, commissary, barn, alligator swamp and paving. Second project includes landscaping, elephant house, nine cat cages, four bear pits and eight pits for small mammals. Plans for a several years' program include new administration building, large aviary, museum and reptile garden. Donald Gordon is superintendent of parks, and Mr. Blondin has Elmer Hubbard as assistant keeper and staff of six men. During May 20 schools will visit the zoo, with 200 daily attendance. April had more than 40,000 visitors. New amphitheater in the park was opened on Easter with a sunrise pageant attended by more than 20,000.

RUSSELL STRAWS

(Continued from page 36)

three rings. One of the outstanding numbers is Walter Jenner with his masterly trained seal, Buddy. Another is Bob Fisher's Five Fearless Flyers, with Bob doing some exceptionally good flying. As in former years, act is presented broadside to the front and back reserves. Still another is the menage act, the horses being trained and presented by Frank B. Miller. Then there are the Great Dalbeanie, balancing on a wagon wheel up a flight of stairs; Hodgini Riding Act, with Albert Hodgini Jr. doing most of the work; the Conners Trio on the wire; the elephant turns (show has four bulls); Ethel Jenner, on trapeze, featuring a standing ankle drop and somersault in mid-air, catching on a suspended rope; Miss Athleta, also on trapeze, doing some excellent heel and toe work; Rennot, backward foot slide; Violetta, teeth slide, and some other good numbers.

Clowning is good. Roy Barrett scored with his several numbers. Reb Russell

has a fast-moving program with his rodeo after-show. Side Show features an Indian Village, Tom King in charge of Indians. (Show was covered in full in issue dated May 2.)

Among visitors were Walter Harvey, of the Donaldson Lithographing Company; Mrs. John G. Robinson and son, John IV; George Thompson and C. C. Emrie, of Cincinnati; Mr. and Mrs. Eddie Mason, Hamilton, O., and the following from *The Billboard*—E. W. Evans, Clarence Latscha, Mr. and Mrs. A. C. Hartmann, Mr. and Mrs. Charles Blue, Mr. and Mrs. Claude Ellis, Mr. and Mrs. Bill Sachs and Charles Wirth, of the Cincinnati office; E. E. Sugarman, New York office.

CAMBRIDGE, O., May 16.—Russell Bros.' Circus today is completing the first week of its tour of Ohio, the week having been marked by business which was generally satisfactory. This followed a week in Indiana, where business was more or less spotty, varying as to local industrial conditions.

At Hamilton, Roy Barrett joined as producing clown, replacing Buck Baker, and was welcomed by numerous friends on performers' row. He is also doing the come-in before the show. An engagement at Columbus, May 22 and 23, is being sponsored by the Pepper Club, a live-wire civic organization of that city.

The first "blessed event" of the season took place at Paris, Ill., where Mary, the camel, gave birth to a healthy "son." The little fellow has made a strong bid for the spotlight in the menagerie, but Topsy, the trained chimpanzee, still attracts her full share of visitors, putting on her own show with her playthings and miniature bathroom.

Reb Russell has been in demand as a speaker before high-school student assemblies and luncheon clubs, and several radio broadcasts have been arranged. He continues to hold an unusually large percentage of big-show customers with his rodeo after-show. Reb was host in Columbus, Ind., to Mr. and Mrs. W. H. Maynard, parents of Ken and Kermit Maynard.

At Newcastle, Ind., Mrs. C. W. Webb and Justus Edwards drove over to Anderson to catch matinee of Cole-Beatty show, and between performances Mr. and Mrs. Clyde Beatty and Kinko, clown, drove to Newcastle to visit the Russell show.

H. B. Gentry spent the day on show at Bedford, Ind., and was joined by Mr. and Mrs. Harry Howard and Mr. and Mrs. Roy Feltus, also of Bloomington, Ind. Other recent visitors were Mrs. Jack Bigger, wife of the Ringling-Barnum trainmaster, at Brazil, Ind., and Charley Thomas, old-time showman, who visited Frank Miller and others at Mattoon, Ill.

The Side Show has been augmented by Mr. and Mrs. Chick Townsend; Dalbo, the "human torch," and Ira Reser's one-man band. Chick is making first openings and Lady Dorothea (Mrs. Townsend) is proving a hit with her mental act.

Three Turnaways for Eddy

GREAT NECK, L. I., N. Y., May 16.—Eddy Bros.' Circus played here May 11 to excellent business. Canvas is all new, big top being an 80, with two 30s and a 40. Side Show, under direction of Al Wheeler, is also new, with new banner line.

Show is presenting a fine program, featuring Welby Cooke, Hazel Williams, Mildred Hunt, the Riding Eddys, the Damm Duo and a number of animal acts. Concert, composed of amateurs gathered from various radio programs, is proving a surprising hit. Even in the sophisticated New York area more than 90 per cent of the audience stays for the concert.

Business has been unusual—three turnaways since opening and business up to this point has exceeded anything in the last five years. Show has excellent motor equipment and has no difficulty in making the jumps. Charles, Eddie and Harry Hunt are this year in positions of executive capacity. Charles T. Hunt Sr. is general manager and director of the advance.



RICHARDSON BALL BEARING SKATE CO.
Established 1884.
3312-3318 Ravenswood Avenue, Chicago, Ill.
The Best Skate Today

GREATEST ACTION SKATE EVER BUILT
The "Aristocrat" of Roller Skates
Fastest
Smoothest,
Lightest.

BE UP TO DATE
Write for Catalogue
ROLL-AWAY SKATE CO.
12435 EUCLID AVENUE
CLEVELAND, OHIO

PORTABLE RINK WANTED
to locate in my park. Low rental; good skating territory. **FRANK ORNDORFF**, Mattoon, Ill.

\$1.75 Men's New White Buckskin Skate Shoes, all sizes. Special Price on Dozen Lots. **WEIL'S CURIOSITY SHOP**, 20 S. 2nd Street, Philadelphia, Pa.

SEND US YOUR ORDER NOW!

Skates. Repairs.
Non-Slip Powder.
Broadcasting Systems.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., Chicago, Ill.

SHOWS BUNCH-UP AT PEORIA

Several Large Ones Concerned

R. & C. and RAS the same week—USA a week ahead—Imperial in East Peoria

PEORIA, Ill., May 16.—There has been an influx of booking amusement organizations into this city and vicinity. Three organizations, United Shows of America, Rubin & Cherry Exposition and Royal American Shows, all slated their plans for the same week—next week. United Shows apparently decided to break in a week ahead and jumped from Wichita, Kan., where they exhibited last week, and opened here Tuesday night at the fairgrounds to good business, according to report.

John Francis Shows had also booked here but canceled and went to Pekin, Ill.

Imperial Shows are across the river, in East Peoria.

According to the present setup, Rubin & Cherry and Royal American will be opposition here the coming week, the former with a much nearer-to-town location.

Show Owners Urged To Submit Advance Routes

NEW YORK, May 16.—Many merchandise and equipment houses have appealed to *The Billboard* to aid in getting shows to supply routes a week ahead. Some showmen when ordering merchandise or equipment late in the week fail to mention their coming stands in letters and wires. As a result parcels are sent to the addresses appearing on communications and are frequently returned to the sender or, as sometimes happens in the case of freight, forwarded to the next town with extra charges.

Forwarding wastes two to three days, sometimes more, thus inconveniencing shows. Wherever possible, all organizations should either send in two weeks' routes to *The Billboard* or advise outside agencies with whom they are doing business. The ideal thing would be to report their routes to all interested parties.

Maynes-Illions Rides To Royal American Shows

CINCINNATI, May 16.—The Maynes-Illions Patented Novelty Rides that have been with Beckmann & Gerety's World's Best Shows several seasons are making a change to the Royal American Shows, to open with them Monday at Peoria, Ill.

A communication from Harry A. Illions informs that the best of feelings between Beckmann and Gerety and himself prevail—he pronounced them "the finest, squarest bunch of folks I ever met"—but some different territory and longer season for his rides were the major points toward his making the change.

Majestic Expo Shows In Storm in Virginia

NORTH TAZEWELL, Va., May 16.—The personnel of Majestic Exposition Shows, by co-operative activity, saved very heavy damage during a wind, rain and hail storm here early this week. However, there was some damage done. Some of the concession tops were badly damaged and the Minstrel Show and Athletic Show tents were blown down and the Merry-Go-Round top was badly torn.

Manager R. G. McHendricks was on the grounds and worked tirelessly among the other members of the troupe when a storm seemed sure to strike the midway and also after it had passed. Harry Harris, lot man, got his crew busy, attaches of shows and concessions labored with their outfits and, in fact, all the troupe commendably worked in the spirit of saving equipment.



BOBBY MACK, general agent for Pan-American Shows. Has had about 10 years' show experience, last season special agent with Cettin & Wilson Shows.

W. J. Bunts Changes His Show's Title

MARYVILLE, Tenn., May 16.—W. J. Bunts is changing the title of his amusement organization next week from Bunts Greater Shows to Crystal Exposition Shows. For the last several winters Mr. Bunts and his family and many employees who have been with him for years

(See W. J. BUNTS on page 54)

Simpson in St. Louis

ST. LOUIS, May 16.—James C. Simpson, general agent Johnny J. Jones Exposition, arrived here Tuesday from Birmingham, Ala., where he underwent a second successful operation on his eyes. He attributes his recovery to the marvelous services of Dr. K. W. Constantine and his two nurses, Margaret Cutcliff and Emily Ferrari, of Birmingham. Simpson arrived here hale and hearty and will be back "in harness" from now on. Mrs. Simpson, who was also in constant attendance to Jimmy while in hospital, arrived with him, and will remain in St. Louis visiting relatives and friends for several weeks.

Lion Trainer Killed at Paris

PARIS, May 16.—Charles Hulin, young animal trainer, assisting his uncle, Jouviano, at the "Big Cage" menagerie, playing the Gingerbread Fair, was attacked by Choura, big lion, recently, and before help arrived Hulin's throat had been torn open and he succumbed before reaching the hospital. Hulin was 27 years of age. Choura, who some time ago attacked and seriously injured her owner, Jouviano, was shot to death.

Five Shows Make Their Bows

Sims Combined at Windsor, Ontario, Can.

WINDSOR, Ont., May 16.—Sims' Greater and United Shows of Canada Combined opened here recently on the Erie and Louis lot, auspices Canadian Legion. The owner and general manager, Fred W. Sims, has developed growth and attractive appearance of his amusement organization. The shows have new canvas and new banners. The Caterpillar and the Tilt-a-Whirl have neon signs. In fact, the whole midway is brightly illuminated. Following is a roster:

World's Wonderland—120-foot top and 150-foot banner line, management of Great Ramon, assisted by Mrs. Ramon, Mr. and Mrs. J. Hunniford, Doris Barrowlift, Claude Eden, Bruce Perkins, Patricia Hill and Hadji Singh. Congress of Wonders is operated by the Stanley family. They have a 100-foot banner line, a 70-foot top, featuring Madame Ella, mentalist; Prof. William Stanley in charge, assisted by Herman Stanley, Jean Shannon, Audrey Turner, William Stanley Jr. and J. Carstairs. European Mystery Show—Severin Signal, manager, assisted by Clarence Stenton, James Stenton and Helen Clayburn. Arcade—Jack Claney, manager, assisted by Austin Keelan and J. Mercer.

Rides: Merry-Go-Round—John Ozark, foreman, assisted by R. O'Brien and R. Arseneau. Ferris Wheel—Roland Thi-

(See SIMS COMBINED on page 54)

Mabel R. Weer At Benton Harbor

NILES, Mich., May 16.—The Mabel R. Weer Shows, playing here this week, ushered in their season last week at Benton Harbor on the fairgrounds. Opening night had cold weather, which changed to warm weather and good crowds the remainder of the week.

The rides were repainted and decorated in winter quarters. The new 40-foot entrance arch gives the show a wonderful appearance from the outside. New show fronts are being built as rapidly as possible.

Staff: Mabel R. Weer, owner-manager; Robert Plummer, secretary; J. H. Duane, general agent; Sailor Harris, superintendent; Doc Day, special agent; Mrs. Ruth LaMarr, *The Billboard* agent.

Shows: Slim Phillips, Girl Show; J. S. Robertson, Circus Side Show; Tex Smith, Wild West.

Concessions: J. W. Arbaugh, cookhouse, assisted by Mr. and Mrs. Henery Young and Pete Adams; Cliff Thomas, corn game; C. W. Pence, carnal corn; J. Kile, photo gallery; Mrs. Harris and Happy Jack Decker, penny pitch; George McQuirk, one; Mrs. Duane and Mrs. Ruth LaMarr, one; Frank Nicholson, one.

Rides: Merry-Go-Round, Bill Greaver; Ferris Wheel, Gene LaMarr; James Davis, Tilt-a-Whirl; Leo Mantyck, Chairplane; Cookie Ryan, Loop-o-Plane; Slim McQuirk, Kiddie Ride foreman. Ride assistants, Red Moon, Byrle Wyrick, Jack Davis and Buckley Moore.

Wade Starts His Regular Season

DETROIT, May 16.—W. G. Wade Shows opened their regular season last week at Fort and Miller roads, on the West Side, auspices Our Lady of Mt. Carmel Catholic Church, to the best business of any opening spot in eight years, according to Wade. More money in circulation was given as the principal cause. Opened informally a few weeks ago, playing a small outfit on lots.

Wade Shows are carrying seven shows, six rides and 41 concessions this season. W. Geiger joins at Monroe, where the show moved Monday, with a Minstrel Show and a Girl Show. Shows returns to Highland Park, North End, Wade's home town, next week. A new No. 5 Ell Wheel is to be delivered on May 25.

Roster as given to a representative of *The Billboard*: W. G. Wade, general manager; William Malone, general agent; Mrs. Mildred Miller, secretary. Ride foremen, Carl Purdie, Merry-Go-Round; H. Higgons, Ferris Wheel; Frank Jerome,

(See WADE STARTS on page 54)

Wallace of Canada At Simcoe, Ont.

SIMCOE, Ont., May 16.—Wallace Bros.' Shows of Canada played their opening engagement here last week. Located on the fairgrounds. Rain interfered with the opening day's (May 2) attendance. Business was at a low ebb during the week except on Saturday.

The show presents a neat appearance, with new paint and canvas and an abundance of electrical illumination. The Side Show has a complete new outfit, including 120-foot banner line. "Follies of 1936" has a new top and new panel front. Joseph Dion joined here with his Animal Show, which includes his eight-footed mare and colt which also has eight feet. Phil Cronin's six concessions have new tops. Capt. Duncan Fairly's fire dive is the free attraction. Following is a roster:

Staff includes J. P. Sullivan, owner; Mollie Lovole, manager; William Graff, general agent; Harry Prioux, assistant general agent; Joe Williams, secretary; Joe Walsh, electrician; Capt. Baldwin, artist; Bill Stewart, lot man.

Rides: Popeye's Cabin—Arthur Ross, foreman; Charles Sandbach, tickets. Whip—Joe Corbit, foreman; H. Oaks, assistant; H. Angell, tickets. Caterpillar—

(See WALLACE OF CANADA page 54)

Golden West Shows At Denver, Colo.

DENVER, Colo., May 16.—Golden West Shows played their opening engagement here last week at Knox Court and Alameda to unusually large crowds. The show consists at present of 6 shows, 5 riding devices and 19 concessions.

All rides and shows have been newly painted and nearly all canvas is new. Max Levine, of Western Novelty Company, and Sam Horwitz, of Denver Novelty Company, co-operated with Bishop to make it a pleasant opening.

Staff includes: Bill Bishop, manager; Guy Winn, lot superintendent; Mrs. Rose Winn, secretary-treasurer; Charles L. Keyes, general agent; Glenn Winn, ride superintendent; Charlie Coggins, electrician.

Shows: Nights in Hawaii and Nalda Show, Mr. and Mrs. Don Chaney; Athletic Show, George Burns; Snake Show, Doc Austen; Side Show, Frank Wright; Micky Mouse, Tom Reynolds.

Rides: Ferris Wheel, Al Wadlow; Merry-Go-Round, Bill Collins; Loop-o-Plane, Art Schaeffer; Mixup, Roy Jones; Kiddie Ride, Billy Cruze.

Concessions: Cookhouse, Jimmie Phelps; pop corn, Mimi Martin; corn game, Ed Green. Carl Jones and Micky Cooper managing two concessions for Mrs. Bill Bishop. Bill Bailey, three; Curly White, one; W. A. Forty, two; Harry Miller, two; Kenneth Harper, two; Dorothy Martin, one; Marge Cooper, one; Jack Morris, one.

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

By STARR DeBELLE

BLOWING STOCK.
Indian Reservation,
Week ended May 16, 1936.

Dear Charlie:

This the most unusual spot that the show ever played. Playing right in the heart of the reservation, which is located on the corner of four different States, and belonging to none. So secluded that even the map printers haven't been able to locate it. Much credit due General Agent Lem Trucklow for locating the spot. How he did it no one will ever know. Some claim

that his wife located it thru her crystal. Others say he stumbled into it when he got off of a train and was looking for the jungles.

The reservation the home of the Jolopy Indians, of whom there are four tribes, the Concession Brakes, the Hit and Miss, the Kick-It-Backs and the Beefs-o-Plenty. All ruled by Big Chief Grabem Cash and Princess Takem Doe.

The spot well billed with tanned hides carrying quaint Indian writing. Most of our advertising done on a mountain

(See BALLYHOO on page 54)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 16.—Visitors during the week were Charles Hall, C. R. Fisher, M. Siebrand, I. Steier, Howard Gloss, John L. Lorman, Julius Wagner, M. J. Doolan, Harry Gibbons and A. F. Beard.

Letter from Joe Murphy states that he is now with the Pollie & Latto Shows. Julius Wagner has left to join the same organization.

Brother Will Wright advises that things are going along nicely with the new show.

Army Beard, in town for a few days, was a caller at the rooms.

Howard Gloss, late of Gooding Shows, is now playing Chicago lots.

Late reports are that Brother Paddy Ernst is improving nicely and is in hope of soon leaving the hospital.

Harry Gibbons, back from Florida, says he may stay in Chicago.

Many nice compliments on the signs recently sent out. Hope they will all be given advantageous locations.

Secretary Joseph Streibich off for Ottawa for a short business call on President Patty Conklin. After his return work on the Cemetery Fund Drive will receive full attention.

Brother Gibbons advises that Brother Harry E. Thurston is still in Florida.

The League was advised of the death of Brother George I. Henderson, who dropped dead in the depot in St. Louis. Arrangements were being made for burial but relatives claimed the remains. William Harper passed away at hos-

pital in Chicago. Remains were laid away in a cemetery here.

Brother Harry Coddington was the guest of the Ladies' Auxiliary at its last meeting of the season.

Many of the larger amusement organizations are playing close to Chicago, which will mean quite a few visitors.

Report is that Brother Morris Hutner is spending his time down Arkansas way.

LADIES' AUXILIARY

CHICAGO, May 16.—Members of the Auxiliary met and journeyed to "Chinatown" for a farewell dinner ere the closing meeting of the spring. Those who made the trip were President Mrs. Lew Keller; Mae Taylor, first vice-president; Mrs. Bob Brumleve, second vice-president; Hattie Latto, third vice-president; Cora Yeldham, secretary; Edith Streibich, treasurer; Mae Loring, Mrs. Al Latto, Ida Cook, Marge Pearl, Tillie Rhode, Mattie Crosby, Gladys Reichel, Minnie Murdo, Mrs. Ida Chase, Mrs. Mary Vitale, Mrs. Dot Lissenden, Mrs. Elizabeth Ernst, Mrs. Maude Geiler, Rose H. Page, Lucille Pope, Mrs. Romano, Marion Ward, Mrs. Singleton, Mrs. Thorson, Mrs. William Carsky, Mrs. H. Yardly, Cleora Miller Helmer, Alberta Helmer, Mrs. Ora Miller, Florence Garzini, Mrs. F. W. Burrows, Mrs. Charles Driver and Selma Kordin.

President Keller returned from her trip east and presided at the meeting.

The Auxiliary presented its dear friend Harry Coddington with a beautiful leather wallet in appreciation of his many acts of kindness thruout the past year.

The next regular meeting will be held on October 1.

Mr. and Mrs. Carsky have returned from their Eastern trip but will remain here only a few days, as business will take them away again indefinitely.

Dallas

DALLAS, May 16.—Fred Beckmann celebrates his birthday anniversary on May 29. On a recent trip to Monterey, Mex., for his age on his passport he inserted "over 21."

A. (Booby) Obadal, co-owner of Western States Shows, spent several days in the city early this week, devoting much time to the Centennial grounds, where he visited the showmen and exhibitors.

Buddy Ryan, president of the Southern Premium Manufacturing Company, spent several days around San Antonio and Waco, where he visited showfolks.

Mr. and Mrs. Ralph (Kentuck) Ray celebrated their 15th wedding anniversary last Saturday.

Dick Hood, of the "Streets of Paris" at the Centennial, arrived here Monday. He will return to Chicago for a week and will then establish himself here indefinitely.

Billy Levine, "candy king," arrived Wednesday to join the Graham Enterprises for the exposition season.

Elwood Ballev, vice-president of the San Diego exposition, is in the city, coming from the West Coast fair.

Harry Somerville, of Baker-Lockwood, has returned to the company's headquarters after several weeks in this territory.

Jack Ruback, manager and co-owner Western States Shows, was a visitor here last Sunday, en route from his last week's stand (Waco) to Wichita Falls, where the show played this week.

Mrs. Percy Morency (Alyne Potter) spent several days here this week en route from Greater United Shows in East Texas to Louis Berger Shows in Michigan, where her husband has been connected the last few weeks.

Detroit

DETROIT, May 16.—Detroit swung in to the carnival season last week, with several shows on various lots.

Mamie Krause Shows played on the lumber yard lot, Joseph Campau avenue, in Hamtramck, under American Legion auspices. Moved Monday to Eight Mile and Van Dyke roads, near Center Line, northeast of Detroit.

Berger & Ziegler Shows opened for the season last week at Troy and Woodward avenues in Ferndale, just north of Detroit. The home town stand for Charles J. Ziegler, who lives in the community, under auspices of Metropolitan Club, local association of policemen and firemen. Moved Monday to Pontiac, 20 miles north, under auspices of Pontiac Metropolitan Club, on Telegraph road (the Dixie highway). This the first

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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE 1201-S

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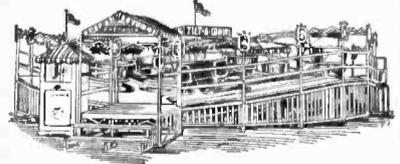


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We will submit designs, created exclusively for your show.

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This New TILT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

SPECIAL FREE FREIGHT DELIVERY
To New York City Terminal.
See Advertisement on Page 35.
BAKER - LOCKWOOD
AMERICA'S BIG TENT HOUSE

GIL

Heard you had left last place. Phone, wire or write HARRY AND WAYNE, at 526 N. W. 13th, Oklahoma City, Okla.

JOHNNY J. JONES EXPOSITION

WILL BOOK

12 Big Fairs 2 Celebrations

WILD WEST OR FAMILY CIRCUS — HAVE COMPLETE NEW OUTFIT — MONKEY CIRCUS WITH OWN OUTFIT

Booked Solid to Nov. 7

CAN PLACE—Real Fat Girl Show, Bug House, Unborn or any New Novel Grind or Platform Shows. (Interested in any new Attraction.)

WALTER A. WHITE, Gen. Mgr., Pittsburgh, Pa., Circus Grounds, This Week. Sharon, Pa., Week May 25.

FRUIT CONCENTRATES

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE SOFT DRINK OR ICE BALL STANDS.

Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the finest you have ever used.

Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price \$2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35c each, any three for \$1.00. SEND FOR YOURS RIGHT AWAY.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati

CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years.

UNITED STATES TENT & AWNING CO.
701 North Sangamon Street, Chicago, Ill.

CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents floss, \$45 up. Gasoline Poppers, \$28. Elec., \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free. **NATIONAL FLOSS MACHINE CO.**

310 East 35th St., New York City

Owing to death of HOWARD L. RINARD

The family will carry on his business on same basis as heretofore. **MRS. HOWARD RINARD.**

time Ziegler has had a show on the road for four years. The smaller additional rides will be opened at Island Lake Park for the season on May 30, with Ziegler in direct charge, and Mrs. Grace Ziegler will go on the road to manage the show with Louis J. Berger. They are carrying 5 shows, 4 rides and 30 concessions.

Dumas & Reid's Happyland Shows closed a week's stand Sunday for the American Legion in Lincoln Park, south of Detroit. Their formal opening after playing a few small city lots with a few rides. Show now carries 5 shows, 8 rides and 30 concessions. Opened Monday at Grand River and the Six Mile roads for the Redford Exchange Club, of which Paul Heinze, veteran operator of Edgewater Amusement Park, is committeeman.

Another show to be playing the East Side, on Van Dyke avenue, this week, was the Doc Flack Shows.

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
\$12.00

BINGO GAME
75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 136. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15
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ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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19 West Jackson Blvd., CHICAGO.
Instant Delivery. Send for Wholesale Prices.

EYERLY LOOP-O-PLANE
PROFITABLE
DURABLE
PORTABLE
PERMANENT
ECONOMICAL

"EIGHTY Units Sold in 1935."
"THERE'S A REASON."
Write for Our Easy Finance Plan.

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SALEM, ORE.
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BINGO CORN GAMES
100 CARD SET, \$3.00
200 CARD SET, 6.00
300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

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(Over Thirty Years in Business.)

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NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

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198 S. Third Street, Columbus, O.

500 BINGO
Size 4x5 1/4. Pads of 25. 500 different Cards to a Set. Each Set has a different serial number. Single Set, \$1.50, or \$10.00 per Dozen. No advertising on these.

SYL-MAGIC, 189 Eddy, Providence, R. I.

DARE-DEVIL OLIVER
World's Premier High Diver has some open time in 1936. Permanent Address, Tonawanda, N. Y.

SHOOTING GALLERIES AND SUPPLIES.
Write for Circular Real Targets. G. W. TERPENING, 116 Marine St., Ocean Park, Calif.

AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS
MILLARD & BULSTERBAUM
2894 W. 8th St.
CONEY ISLAND, N. Y.

Midway Confab

By THE MIXER

AROUND MARKS SHOWS 'tis talked that Jean Tisdale will soon be an aerialist in the free-act department.

GEARY AUSTIN, publicist for Majestic Exposition Shows, left Tazewell, Va., last week to do advance exploitation work.

Five shows sent current-week "show letters" for this issue, which explains why they did not get into type.

BILLIE WINGERT recently left Zeiger's United Shows in California and joined Bill Chalkis' Side Show with Snapp Greater Shows in Missouri.

MRS. "HAPPY" HAWKINS' smiles make red ones grow where bloomers flourish, is the message The Mixer gets from Marks Shows.

FRIDAY of this week H. (Doc) Allen, general agent Bloom's Gold Medal Shows, and his wife celebrate their Silver Wedding anniversary.

LUDDY KAESER recently joined Eddio Roth's Blue Ribbon Shows in Kentucky with his Girl Show. Made the jump from some point in the Central States.

one daily and one weekly newspaper in advance of that show's coming to town.

DANNIE LA RUE'S eating emporium with Dodson's Shows fed four committees last week at Pittsburgh. Maybe that had some bearing on Mel Dodson getting contracts.

MRS. MARY MONEY writes that she is confined in St. Joseph's Hospital, Parkersburg, W. Va., and asks that the information be given to her husband (Whitey).

HARRY L. GORDON has joined the staff of W. C. (Spike) Higgins' West Coast Shows as advance representative. He was lately with the State Fair Shows. Gordon was formerly for six years with the Levitt-Brown-Huggins Shows.

BOBBY MACK is in good spirit regarding this year's outdoor amusement season. Says Bobby: "People are in a more optimistic frame of mind, employment conditions are better and money is being spent more freely."

THE FIRST WEDDING of the season on Dodson's World's Fair Shows took place in Pittsburgh, the contracting



SOUND TRUCK of Dee Lang's Famous Shows, snapped while standing in front of the midway entrance recently.

WINGY SHAFFER was in Cincinnati recently and was a caller at *The Billboard*. Usually works fronts of colored minstrel shows. Looked over routes toward joining some show.

BILL CAREY AND WIFE and daughter joined Col. M. L. Baker's Side Show with Bunts Greater Shows. Bill talking on front; the missus and miss working in illusions.

RELATIVE TO report of Madam Zenda, mentalist, being at Eighth Street Museum, Philadelphia, Lillian Zenda writes that she has not been at that place of amusement.

FRANK RAFFERTY, contracting press agent the Marks Shows, made an excellent showing in Martinsburg's (W. Va.)

parties being John Gordon, concessioner, and Peggy Mayes. The couple received heaps of congratulations and presents.

THOMAS J. (FUZZY) HUGHES, West Coast ride owner, after spending several weeks in Kansas City, Mo., with his partner, George Kogman, left that city last week for New York City, where he will spend the next several months.

JIMMY RAFTERY, Marks Shows' office impresario, enlarged his concession business by adding a hoop-la. Set it next to the office so he could see it in operation,

and every time a customer spent Jimmy grinned at his associates and yelled, "See, I told you it'd get money."

AMONG recent joiners to Smith's Greater Atlantic Shows was Larry Osborne, with cookhouse, frozen custard, peanuts and pop corn. While the "Brownie" Smith midway opy was at Martinsville, Va., visits were exchanged with Cetlin & Wilson Shows.

FRANCIS J. MCFARLAND, who recently returned to Marine Hospital, Louisville, Ky., for treatment, was discharged from that institution on May 1 and after taking in the Kentucky Derby jumped to Coatesville, Pa., to take the front of a Motordrome.

FRANK GEYER and wife, Dolly Dimples (fat girl), late of Bunts Greater Shows, arrived at their home in Cincinnati a few days ago and are preparing to open the summer season with Austin & Kuntz Palace of Wonders at Cedar Point, Sandusky, O.

A. F. SCHRIMCHER, some years ago operator for one of J. C. McCaffery's frozen custard outfits, later having his own stands at Coney Island Park, Cincinnati, and playing dates, will have two outfits en tour this season. A. F., as customary, operated his restaurant at Norwood, O., the past winter.

GEORGE (BINGO) RICHARDS rambled into Cincy a few days ago from somewhere in the South. Is still removing corns from people's footies. Despite his 68 years, George looks good, has very few gray hairs and the proverbial "rocking chair" is still far from getting him. Like the multitude of other World War veterans, he is awaiting the June allotment of the bonus.

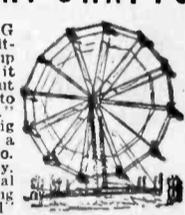
CHARLES GOSS, of Standard Chevrolet Company, is on a trip thru the East and plans visiting many circuses and carnivals. During his absence Mrs. Goss is the guest of Mrs. Noble C. Fairly, of Hennes Bros.' Shows, who is living in East St. Louis, while the show is playing in Granite City, Ill.

LOUIS BRAN, of the Advance Novelty Company, injured his kneecap last

SAYS O. N. CRAFTS

"We figure the BIG ELI our most profitable ride. Right up in front when it comes to receipts, but low when it comes to cost of maintenance." The Crafts 20 Big Shows now feature a 3-in-line unit of No. 5s on their Midway. Write for additional information regarding the "Standard Model" BIG ELI Wheel.

ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.



POP CORN

SOUTH AMERICAN, Fancy Shelled, \$7.00 per 100-Lb. Sack, F. O. B. K. C., Mo. Cash With Order.

BAGNALL COMPANY
Station A, Kansas City, Mo.

CONCESSIONAIRES!!!

If You Operate Any of the Following Stores, Then Write for Catalog Immediately. Don't Delay. Get in on Our New Exclusive Items Quick.

BINGO — BALL GAMES — FISHPOND — CIGARETTE GALLERY — SLUM SPINDLE — WHEELS — CANDY — DEVIL'S ALLEY — ROLL DOWN — ADD 'EM BOARD — DART BOARDS — PITCH-TILL-U-WIN — TRACK — BUMPER — WATER BOWL — CANE PITCH — CRANLAND — HOOPLA — WATCHLA — AUCTION STORE — NOVELTY STORE.

You'll save money—you'll get better service—you'll get the new things first—you'll eliminate grief.

We ship same day; we carry tremendous stocks; we sell and please the biggest operators. May we serve you?

Established 1923.
HEX MFG. COMPANY, 468-470 Seneca St., Buffalo, N. Y.

week while unloading some merchandise but kept busy with his duties despite doctor's orders. Incidentally, Fred Miller, formerly branch manager for the Advance Novelty Company, is now operating five concessions with the W. G. Wade Shows.

Well, anyway, the opposition at Peoria, Ill., has given interested persons opportunity to look several big outfits over, last week and this week, at a minimum of traveling expense.

TEX FORRESTER is reported as orating nicely on the front of Richard Scott's Minstrel Show with Johnny J. Jones Exposition.

ACME UNITED SHOWS had a good week's business at Burnside, Ky., after a 150-mile jump from further south, info Happy Preston.

IT IS Lloyd's Pony Ride with Imperial Shows, instead of "E. Floyd's," as appeared in the show's printed roster. Lloyd Meverden is manager, and Glenn Meverden officiates in the ticket box.

MERRY ROSE PERRY, of great weight, info that her attraction with Marks Shows has been getting satisfactory business. Rose also informs that Mr. and Mrs. E. Beaudet's Motordrome, to which a miniature auto has been added (Mrs. Beaudet on the straight wall), has been having a nice business.

K. F. (Brownie) Smith received a letter from John T. McCaslin, and therein was something about Harry Bowen wanting to organize a quartet, and wanting Smith to sing tenor at a very attractive salary. "Brownie" might leave management of his shows to someone else and accept the offer, but—well, he sings bass.

C. W. CRACRAFT, general representative Mighty Sheesley Midway, was in Cincinnati a couple of days last week, a return after arranging for the show to play this week at Reading, O., suburb of Cincy. The first big railroad show there in many years. Cracraft is still wearing a cane because of sprained ankle. E. C. May, special agent, was also here in advance interest of the Sheesley organization.

M. JACKIE MILLER (formerly billed as Mollie Jacke) is out of hospital after 10 months' confinement at Excelsior Springs, Mo., and undergoing two or more operations. Will be with a side show again this season, but not in usual work. Has sold all side-show paraphernalia and two trucks, and purchased a Studebaker convertible coupe; also has housecar. With brother, Bud, and son, Jackie Jr., has been visiting shows in that territory.

MOTHERS' DAY was observed on the Pan-American Shows in honor of all mothers with the show. Program, presented in the Minstrel Show top, included singing, dancing, readings and instrumental music numbers. Those taking part were the Page kiddies, Lola Larsen, Mary Wallace and Pauline Bushong. The mothers present were Mrs. H. B. Page, Mrs. Joe Cramor, Mrs. Lyle Bushong, Mrs. Jim Wallace, Mrs. Robert Garrison, Mrs. Mazie Moore and Mrs. H. B. Knapp.

Statements of "This show has only clean shows and concessions" and similar wordings have been deleted from all show letters (any and all shows). Probably some of the writers have been wondering "why." First, it would be superfluous—such methods are expected by the masses. Second, some of the writers were known to be "fibbing." Third, in order to be even-skeever among all shows, it's better to not print it in the news columns, giving space to more interesting news. By the way, the show letters are far more for show-folks' readings than for committees and fair secretaries. They never were intended as "readers," or "writeups"; instead, news "letters" on happenings (including members of the personnels) at stands played by shows.

TWO HOURS before he was scheduled to do his part in the Four Sensational Jacks, free act with Rubin & Cherry Exposition, at Jackson, Tenn., Ray Marion, manager the act and one of its features, was informed by telegram of the death of his wife, Sue Arlick, of the Four Queens, on Conklin's All-Canadian Shows at Kitchener, Ont. Sue Arlick Marion and Ray Marion were married about five years. She formerly worked in the same act with him, a Jack Schaller unit. The other members of the act, Jean Le Marr, Bob Blackstone and Jack Brick, presented the act that

night, and Ray returned to the act at Decatur, Ill., May 11. Owing to the fact that the remains of Mrs. Marion were cremated at Kitchener, Ray was unable to attend the funeral services.

PICKUPS from Hilderbrand's United Shows at Woodland, Calif.—Long jump from Los Angeles made in good time. . . . Many of the folks visited relatives en route. . . . Walton de Pellaton spent a day in Stockton and another in Oakland, visiting his family. . . . Mr. and Mrs. O. H. Hilderbrand visited Foley & Burk Shows. . . . Lucille King entertained with a dinner party. . . . Great Valencia departed and was substituted by Four Jacks as the second free attraction. . . . Mr. and Mrs. E. Pickard gave a dinner party. . . . Mrs. Charles Soderberg rapidly recovering from illness. . . . Mrs. Edith Lenzer joined with palmistry. . . . Hazel Fisher and Verna Seeborg visited relatives in El Cerrito. . . . Jerry Foster joined Sam Popkin's concession. . . . Frank Nosler departed for San Francisco. Mrs. Lester Howell meeting friends as cashier at Groff's cookhouse. . . . Charles Hellman returned to the Ben Martin concession.

Beckmann & Gerety Get River-Front Lot at Alton

ST. LOUIS, May 16.—For the first time in 12 years a carnival will play on the city-owned lot in Alton, Ill., known as Riverview Park, on the river front and two short blocks from the heart of the city. Thru the untiring efforts of L. S. (Larry) Hogan, general agent, and Macon E. Willis, special agent, of the Beckmann & Gerety Shows, they were finally able to swing the "city dads" to allow the show to exhibit there, starting May 18 and closing May 23.

Shows for years have been trying to get the city council and officials to allow them to play this choice lot, but to no avail. Willis, formerly with various carnivals, was appointed special agent of the Beckmann & Gerety Shows last week when the show arrived in St. Louis.

Jack Smith's Kinfolk Sought

CINCINNATI, May 16.—The following letter was received from A. J. Smith, Smith Funeral Home, Carthage, N. C.:

"We have had a body in our morgue since April 6 and have been unable to get into communication with any relatives of the man. His name was Jack Smith and he advised a party in this community prior to his death that he had at one time been connected with a carnival company. The name of the carnival was not given, nor the length of time elapsed since his connection with a carnival company.

"The height of the man, five feet and nine inches; black hair, blue eyes, sal-low complexion and blind in left eye.

"We would be pleased if you put a notice in *The Billboard* about this man, and no doubt either his relatives or some of his close friends can be reached."

Kentucky Slaps on Refreshments Taxes

FRANKFORT, Ky., May 16.—Decision on amounts of taxes on soft drinks, candy, ice cream, chewing gum, nuts and other items to go into effect July 1 was completed last week by the State of Kentucky Legislature except for formal adjournment of the legislative body on Saturday.

Among the taxes are soft drinks, 1 cent a bottle; ice cream, 7 cents a quart; chewing gum, 1 cent a package or part of a package; candy, nuts and other items, 20 per cent.

Some weeks ago a sales tax which covered nearly all items was discontinued. The new tax is claimed to be toward balancing the State's next fiscal year budget.

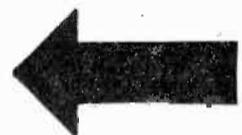
Naill Playing Monroe Lots

MONROE, La., May 16.—C. W. Naill opened his riding devices here recently at Louisville avenue and Seventh street, three blocks from the new traffic bridge, to a very nice business. Merry-Go-Round—Leonard Figgins, clutch; Bill Johnson, ticket taker; Mrs. Naill, box office. Ferris Wheel—Sam Langford, clutch; Ben Owens, tickets. Mixup—George Barns, clutch; Virginia Amonns, tickets. Mr. Naill, after playing in Monroe a few

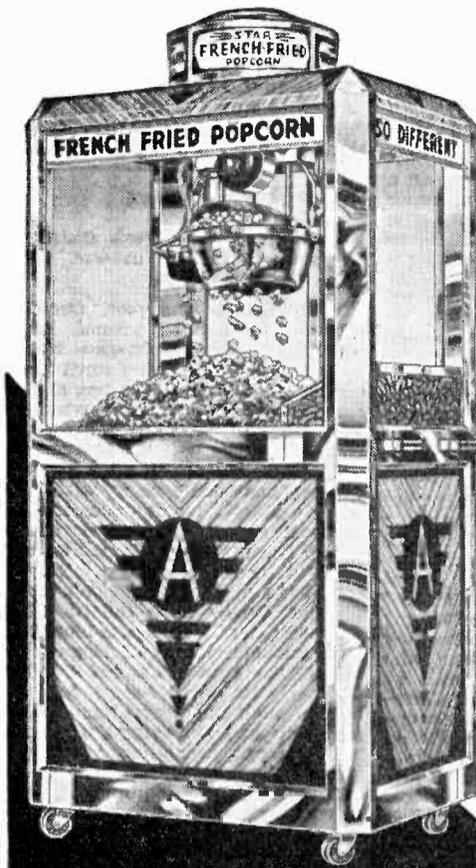
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**NEW
POPCORN
MACHINE**



THE
**World's
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Special**
With
**"Automatic
Eye"**



It's a new modern Popcorn Machine that gets the "play" and gets all the nickels and dimes. It has the "flash", with lights, color and motion. It really sells Popcorn.

AND BEST OF ALL!

It Pays a Handsome Profit of 70c Clear on Every Dollar in Sales!

It is a large capacity model, with a new "automatic eye" and thermostatic kettle that controls popping temperature. This positively takes the bother and guess work out of popping delicious corn and assures you of perfect results—always.

Made to Order for the Location That Needs Large Capacity and Ease of Operation.

All electric with new efficient popping unit that produces better than \$15.00 worth of corn per hour. Has display peanut compartment. New modern cabinet design, attractively trimmed in Chrome Plated steel with panels finished in red and black porcelain enamel.

Size—75" high, 36½" long, 26½" wide. All electric. Produces \$1.00 worth of corn for less than 1c in electricity, at average rate. Nowadays it takes an up-to-date Popcorn Machine to get the maximum profits. Keep in step with this new, modern machine.

Low Priced!

This big capacity, full cabinet size machine is unusually low priced. Convenient terms make it easy to own. Write for catalog.

ADVANCE MFG. CO.
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Also manufacturers of "PROGRESS" model—new modern full-cabinet size machine. All electric. Capacity \$8.00 per hour. Only \$30.00 down. Write for catalog.

weeks, will go on the road with his shows and rides and some concessions. Naill is in much better health than he has been for some time. The local newspapers have given the show some nice notices. Manager Naill has had everything newly painted and everything was repaired.

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., May 16.—Joe Glacy resigned as manager Hicks' "Strange as It Seems" show and left for Los Angeles. La Goldie and Dave Francis, neon tube artists, and Cal Lipe, with flea circus, also left the show, which has been taken over by the exposition management. Bob Crawford is inside lecturer; Nick Young, in charge of front; Barry Grey, ticket taker. . . . Zaharee, rice writer, and Victor Roper, lecturer on Boulder Dam, left for Dallas, where they will be connected with Ripley's "Believe It or Not" show. . . . George Dobbs has opened a penny pitch concession at the entrance to Midget Circus. . . . Lew Nan, who operates the Chinese Emporium in Spanish Village, left for Dallas to install a branch store. . . . The Dufour & Rogers' "Life" building has been demolished. John Odum was appointed manager of Boulder Dam while Keene is on vacation. . . . Dutch Treat Club had its weekly meeting in Granada Cafe. Among those present were Prof. May, Harry Foster, Judge Wood, Larry Belger, Jerry Carmen. Entertainment was provided by Joy Williams and members of Hollywood Secrets Company, with Happy Johnson as emcee.

Whitey Woods left for Dallas, where he will be manager of Stanley Graham's Midget City. . . . Eddie Comstock now manager of Nudist Colony in Zoro Gardens here. . . . Charles Dodson, until recently lecturer in "Strange as It Seems," was appointed manager of Midget Circus by the exposition, which recently took over the show. . . . Harry Wooding, who had ponies, goats and comedy mule in the show, closed and will leave for Cleveland. . . . Mack (Doc) Zeitlin, scale operator, was a week-end visitor while en route to Dallas, where he will operate concessions. . . . The San Diego Troupers' Club—John Allison, director; Edward Tidwell, secretary—will have a special day, June 10, at the exposition, and will present a special program to be known as *Variety Days of 1890*. . . . Charles McCarthy, midway manager, is in Los Angeles on business. . . . City Council turned down a request of Wayne Dailard, exposition manager, for a "border-line game" zone ordinance, which would permit operation of such games in the fairgrounds under exposition management. A council majority decided it would stand on its original platform that there would be no border-line or gambling games at the exposition, a stand to which they said the exposition officials agreed when the exposition control ordinance was under consideration.

Chiquita de Montes, featured singer free attraction, was on the air last week from the exposition radio studios over NBC system. The program was released locally thru KPSD. . . . Among the visitors on the midway last week were Reginald Owens, Jimmy Gleason and wife and son, Perry Ray, Lynne Overman, Cary Lincoln, Gail Sheridan, Edgar Kennedy, George Raft and party; Cyril H. Cane, British consul at San Francisco; Mrs. Harry Houdini and Edward Saint. . . . Mrs. Frank G. Belcher, wife of exposition president, was honored at a luncheon by the exposition's women's executive committee. The courtesy on her return to exposition social life after an extended illness was given on the House of Hospitality's Mexican loggia. . . . Streets of Paris show opened, gave one performance, and was closed by the police.

Happy Days Shows

Dickson, Tenn. Week ended May 9. Downtown location. Pay gate. Auspices, Lions' Club. Weather, fair; business same.

Prof. Vincent Bellemo's seven-piece Italian band now has new uniforms and makes the flash. Plays for the free acts and concerts. James DiRago and party of Colbert County Fair, of Tusculumbia, Ala., visited and enjoyed a steak dinner with Col. Dadrick in Cunningham's midway cafe and signed contracts for their fair in September. Daniels' 140-foot Circus Side Show joined from Nebraska. Many visitors from near-by shows, including L. J. Heth. Mrs. Nona Snodgrass had an accident with her car. Both fenders and one side of the car smashed in and her left side was painfully injured. Dutch Worley and crew have the giant Twin Wheels and the Merry-Go-Round shining and doing

business—cash, no coupons. Mr. and Mrs. Arthur E. Walsh left to join the South Nashville Welfare Carnival Company, playing lots in Nashville, Tenn., until fall. The writer's new funhouse will soon be ready. The Loop-o-Plane is coming along nicely. Hugh Henry, electrician and Mixup foreman, doing okeh. J. C. Duffey joined as lot superintendent. Trainmaster Ben Tosh making the moves in good time. Mike Conti doing good on advance promotions-contests. General Agent Joe J. Fontana contracting engagements in Illinois and Indiana. Mrs. Albert Heth's corn game, with Happy Bouldinghouse in charge, clicking. S. W. Nickerson visiting friends in Cookeville. Mrs. Jack Casey arrived from Florida. Mr. and Mrs. Johnson joined with a beautiful concession. FLOYD R. HETH.

J. J. Page Shows

Appalachia, Va. Week ended May 2. Location, Callahan avenue. Weather, fair. Business, good.

First show of the year. Gross at the gate made the spot a winner. Roy Fann, in charge of the front-gate ticket box, busy from early evening until near midnight. Back-gate ticket box also did its share for a good turn-in, which otherwise would have been a fine spot for fence jumpers. Jim Phillion joined with a grab concession. Charlie, Jim's brother, has been clicking with his cookhouse—which has a jam rush when baseball scores come over the radio. Saylor's Miniature Automobiles showing signs of business recovery. Billy Senior sporting a new truck, made a trade with Charles Goss, of Standard Chevrolet Company. Billy needed a large truck to haul the abundance of rigging for the act of Miss Jammie Graves. Fondaw and Gladys, with double-trap act, sharing honors with the Sky-High Girl. M. S. Anderson and the missus work hand in hand to put over their "Strange Girl" show. Rance Boyd, in charge of the office and excess equipment, has the marquee up and ready for the opening gong. Visits were exchanged with Great American Shows, three miles distant, at Big Stone Gap. Phil Babcock and the missus have been hobnobbing over here for a couple of weeks and it looks as tho Phil is going to be a come-back carnivalite. Grace and Sammy Lowrey, with their son, Jackie Lee, spent a few days on the show. R. E. SAVAGE.

Johnny J. Jones Exposition

Johnstown, Pa. Week ended May 9. Auspices, Blue Devil Trumpet and Drum Corps, American Legion Post No. 294. Location, Woodville showgrounds. Weather, good. Business, splendid.

A flood-weary and amusement-hungry Johnstown that has been digging itself out from the disastrous St. Patrick's Day flood was 100 per cent for the show from the start, and backed it with a week's business that is expected not to be beaten during the 1936 still dates. Co-operation received from the two local newspapers, *Democrat* and *Tribune*, plus daily broadcasts over Station WJAC, helped. Monday night was lost, due to unforeseen transportation difficulties, but the remainder of the week was fine. Mrs. Johnny Jones was joined by a large number of the show's personnel in paying tribute to Abe Jones, who died some years ago in Georgetown, O., and buried in Grand View Cemetery here, Rev. Dr. W. M. Reed officiating. Friday afternoon Rev. Father Nicholas Woloshuk acted as host to blind wards of the Lions' Club with a tour of the rides. Thru a tieup with local chain stores, a large Saturday Kiddies' Day gross was made possible. William (Farmer Bill) Linderman, many years a concessioner, was taken seriously ill of pneumonia late in the week. WALTER DAVIS.

Georgia Attractions

Trenton, S. C. Week ended May 2. Weather, fair. Business, fair.

After playing the asparagus belt in South Carolina four weeks, with fair business, the show moved to the Piedmont mills district and played at Ninety Six, S. C., last week to good business. The lineup at this writing includes Ferris Wheel and Chairplans, owned by the management, and 10 concessions. The writer, Jack White, is at present helping Mr. Weiseman with the advance. Show moves on its own trucks. W. L. Weiseman is manager; C. N. Weiseman, secretary-treasurer; Pee Wee Prince, ride superintendent; Dewey Huto, electrician.

St. Louis

ST. LOUIS, May 16.—Ideal weather has prevailed in this section the last 11 days. Beckmann & Gerety Shows will close their 14-day engagement here today and move to Alton, Ill. Dee Lang Shows playing this week and next week at North Union boulevard. Majestic Mighty Midway Shows at 19th and Gravois. Charles Oliver on North Union boulevard. Al C. Hansen Shows in East St. Louis. Hennies Bros.' Shows in Granite City.

Jack and Doris Deloris passed thru with their girl show en route to points north. . . . Jack Ross returned after an absence of six months and has been a nightly visitor to Hennies Bros.' Shows, where he usually hobnobs with Harry G. Corry, who has auction concession on that show. . . . J. C. McCaffery, of the Rubin & Cherry Exposition, passed thru the city last Saturday en route to the show.

Gean Berni arrived last week with his corn game, now operating with Majestic Mighty Midway Shows. . . . Walter B. Fox, general agent of Al C. Hansen Shows, visited *The Billboard* here Tuesday, when making the rounds of showmen's haunts with Charles Goss, of Standard Chevrolet Company. . . . Abner K. Kline, factory representative of the Eyerly Aircraft Corporation, returned from a two weeks' trip thru Missouri, Kansas and Oklahoma. During a visit to *The Billboard* office reported splendid success in selling Loop-o-Plane rides. . . . Ned Torti, of Wisconsin De Luxe Corporation, and Morry Silberman, of Continental Premium Mart, were both in the city last week. . . . George Davis, this year operating frozen custard stand on the Johnny J. Jones Exposition, arrived last Saturday, and Mrs. Davis, who had been sojourning here, left for the show Monday.

Mr. and Mrs. Tony Martone have been in the city all week, making nightly visits to shows in this territory. . . . Among visitors to Dee Lang's Famous Shows this week were Miss Bert Weaver and Bill Johnson. They will return to road this year with a new frozen custard outfit. . . . Anna Ray Runte, formerly in concession business, now engaged in a commercial business here, a nightly visitor on Hennies Bros.' Shows, where she has many acquaintances. . . . William Snapp, owner and general manager, and L. C. (Curley) Reynolds, of Snapp Greater Shows, visited local office of *The Billboard* while in the city on a shopping trip. Snapp reported good business for his show to date.

Mighty Sheesley Midway

Ironton, O. Week ended May 9. Auspices, American Legion. Weather, swell. Business, fair.

Due to unforeseen local conditions, this town did not turn out as well as was expected. While the weather was perfect, local manufacturers had dropped workmen from their pay rolls since the town was booked, therefore the decline in anticipated business. C. W. Cracraft in for a day, hobbling around, due to a sprained ankle received in an automobile accident. Here's a coincidence: Two one-armed men, both talkers, with the same name, Wingy Schafer. Robert Perry has added another liness to his Motordrome. Mrs. Jack Murray was overcome with joy when her boys presented her with flowers and candy on Mother's Day. Wingy Schafer of the Minstrel Show had a great time Saturday afternoon entertaining 47 orphan children. W. C. Honeycut hurriedly left for Arkansas due to serious illness of his mother. Frank (Blue) Wilson mighty proud of his new uniform. Norman Newman now in charge of Alcatraz. Among new arrivals: Shelia Burrow, Lester Show; Violet Bunch, Nite in Paris; Frances Cerra and Bessie Ruth Kaylor, Hawaiian Show. While visiting Rice Bros.' Circus Jack Lampton and Clay May had a good time, Jack relieving the show's drummer. While broadcasting this week over Station WMCI one of Jack Winslow's monkeys nearly wrecked the mike by grabbing and shaking it. Among other performers taking part in daily broadcasts were: Al Renton, entire Circus Side Show, Great Lester, Don Phillips, Charlotte Vaughn, Bonnie Austin, Billy Carr and Elsie Henry. Sarah Johnson now selling tickets on the Waltzer. Among visitors, Jimmy Gallagher, Ben Krause, Mary Hawks and Mr. and Mrs. Andy Kelly. FLOYD NEWELL.

Cetlin & Wilson Shows

Harrisburg, Pa. Week ended May 9. Location, 21st and State streets. Auspices, V. F. W. Drum and Bugle Corps. Weather, good. Business, good.

The fourth week of the season, but the first week of real business, with all concerned getting their shares. Attendance exceeded last year, also the gross business. Tuesday afternoon a street parade, headed by a police escort, was given, with Blair's Scottish Highlanders, Smilo (the clown), girls from the Paradise Revue on a float, animals from Leo Carrell's Circus, Jack Summers' U-Drive-It Cars and kiddie clowns, Doc Weber's Riding Ponies, Johnson's Band from the Hot Harlem Revue; Wilno, the Human Cannon Ball; sound truck, Porter's Jumbo, Float of Johnson's Illusion Show, Speedy Merrill's Motordrome and the V. F. W. Drum and Bugle Corps. Really helped the gate. Wednesday night a broadcast by remote control from the midway thru the facilities of Station WHP. Thursday morning a broadcast from the studio, with Art Parent, Fred Utter, Joy Kaye and Mildred Leavengood, of the Paradise Revue, and Great Wilno in an interview. Thursday night Governor Earle's son and party were guests of the show and, incidentally, had a great talk with Baby Lillian, the feature of Duke Jeannette's Circus Side Show, also praised Speedy Merrill and Great Wilno. Quite a number of visitors, among them were S. B. Russell and Carl Friese, of Lewistown Fair; I. Cetlin and J. W. Wilson both away on business during the week. Mrs. Cetlin spent considerable time at her home in Lebanon, Pa. Speedy Merrill presented a new "home on wheels" to Mrs. Merrill, as also did Carl Fontaine to his wife. Smilo celebrated his 53d birthday on Tuesday. Joy Kaye, with her singing, and Marion Renaude, with her dancing, both of Paradise Revue, are receiving favorable comment. Caterpillar was top-money ride; Loop-o-Plane, second, and Ferris Wheel, third. Art Parent and Joe Merrill's Paradise Revue top-money show; Speedy Merrill's Motordrome, second, and Duke Jeannette's Side Show, third. The new aluminum rails for the marquee were finished here and, draped with velvet, make a beautiful appearance. Entire new wardrobe has been furnished the Hot Harlem Revue, which now has 22 people, with Tony Lewis still on the front. Harry Dunkel in Philadelphia making final arrangements for the show there. GEORGE HIRSHBERG.

Zimdars Greater Shows

Taylorville, Ill. Week ended May 9. Auspices, Christian County Fair Association. Location, fairgrounds. Weather, good. Business, fair.

Attendance was better than fair all week, but they didn't have "spending change" with them. On Tuesday, newsboys of the three local papers were guests of Manager Zimdars, and Vic Miller took them in charge and showed them a royal time, making boosters of them. Among visitors were Agent Koberger, of Great Olympic Shows; Johnny Webb, of Wallace Bros.' Shows; Mack White, Bloom's Gold Medal Shows; Mrs. Edith Kelley, Francis Shows; Charles Driver, Driver Bros.' Tent and Awning Company; Curly Lee and family, Barker Shows, who visited H. Smith and family; Abner K. Kline, of the Eyerly Loop-o-Plane Company. Mr. and Mrs. William French and daughter made a trip to St. Louis. Mr. Duffy joined with three concessions. CHARLES SEIP.

Latlip Shows

Poca, W. Va. Week ended May 9. Weather, cool first part of week. Business, fair.

Dad and Billy Bryant, of showboat fame, were visitors on Wednesday. Frank Griffith is again in charge of the advance and promotions. Capt. Latlip busy at home building a new housecar. The Latlip twins, Madeline and Rosaline, and Ida Mae Latlip, the youngest daughter, will join at the finish of their school session. Carl Mains pleases the patrons with his high dive. Mont Swagger has taken charge of the Animal Show and it is proving a winner. Capt. Latlip has ordered another hamadryad to replace the one that died in Charleston. Buck Wells now has the grab and juice, Candy Sabath having left last week. JAMES WILCHER.



Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, May 16. — Monday night's meeting had 41 members present when Dr. Ralph E. Smith, first vice-president, called it to order. Ross R. Davis, treasurer, and John T. Backman, secretary, also on hand.

All seemed much interested in the new membership drive. It is a matter of much pride to note the steady piling up of a very substantial amount in the general fund.

Emmett John McCormick was accepted as a new member.

Communications: President Theo Forstall wired that he and Mark Kirkendall were starting the membership drive on the Barnes Circus and that there would be a lot of applications. He also opines at this early date that the annual Charity Banquet and Ball, his final gesture as president, will come up to advance notices of being the tops of all like affairs of PCSA. Roy Ludington, manager Crafts 20 Big Shows, wrote from Bakersfield the show day and dated the Barnes Circus there and both shows did a big business. Henry Lange, of New York, wrote to ask about Mike Herman. Had heard Mike had been injured in auto accident. However, Mike is okeh and doing all right. George (Whitey) Gore motoring east—first trip east in 32 years. Wrote of visiting Seils-Sterling Circus, Polack Bros.' Circus, Landes Shows, Tidwell Shows, Golden Shows, Hennies Bros.' Shows and Beckmann & Gerety Shows; also saw Fuzzy Hughes, Butch Fredericks and Abner K. Kline. Visited Heart of America Showman's Club in Kansas City. Will go to Florida, work north and expects to be back in Los Angeles around August 1. Will Wright, of Golden State Shows, wrote from Decoto, Calif., and J. Ed Brown from Dallas. Eddie said he had Harry Hargreaves for a short time as guest and had also contacted Dick Wayne Barlow.

There is renewed interest in the club's library, caused by a donation of a prominent Los Angeles man, not a professional, of quite a collection of interesting reading material.

Announcement of rapid strides being made by Frank Downie to complete recovery was gratifying. Mrs. Downie also stated to be almost fully recovered from her injuries. Also there was unexpected appearance of John Stanley Lyons, who suffered a broken hip over two years ago and whose surgical operation has caused much wonderment. John, without cane, during the diversion period made a talk and for a finish did a dance, with Capt. Billy Ament doing his one-man band. John's recovery is credited by the medics as being nothing short of marvelous. Condition of Henry Emgard, at Antelope Valley Rest Home, reported as unchanged. However, it is thought that the long rest will effect a cure.

There is an "outing" planned for July 4 for members of PCSA and Ladies' Auxiliary at a spot in San Fernando Valley, in charge of Harry Fink.

The weekly award at the meeting went to Milt Runkle. After adjournment the customary lunch and refreshments.

No recounting the doings of the weekly meetings could be complete without the "hanging out the welcome sign" to eligibles to this organization.

Marks Shows

Charlottesville, Va. Second week ended May 9. Location, Monticello road. Weather, fair. Business, poor.

On Thursday Downie Bros.' Circus also played Charlottesville and visits were exchanged. Charles Sparks was host to Marks Shows' personnel at the matinee. The writer visited old friends Joe Gilligan and Fred DeIvey, and Fred met many old friends on the Marks midway. George (Whitey) Usher and crew busy all week repainting fronts and the pictorial panels for Col. Jack Rinehart's Wild West Show, George Rody's Rumba and Doc Anderson's Harlem Dandies. A new Monkey Show completed, with the old front made over to follow an original idea of Mr. Marks. The inside will be handled by Jack Martini. A novel front for "Joliet," a "crime" show that will be presented by the writer, undergoing construction. Samuel Solomon took over the front of Rumba, relieving Rody to direct the inside of the show. At Rinehart's Wild West Jack Jr. and "Boulder Kid" Landry, trick and fancy

roping, and Landry's specialty on slack wire, are highlights, also Col. Jack Rinehart's rope manipulations, and Willie Holden, who clowns the program. Doc Wilson is the new orator on Virel Beaudet's Motordrome. Mrs. Josephine Lang back on concession row after a sojourn in Washington. Turk Laird continues popular with his "The pop-corn man's in town." Jack Lane, recovering in health, supervises his photo studio, assisted by the missus and Mr. and Mrs. Setzer. Children at the City Home (orphanage) were given a show at that institution. The entertainers included Mr. and Mrs. Mike Murphy, Jack Rinehart Jr., "Boulder Kid" Landry, Chief Red Bird, Clown Willie Holden, Bluey-Bluey, Prof. A. C. Henry; George Rody, accordionist, and Sam Solomon as emcee. The writer moves into his new publicity office next week. T. A. Ricci, father-in-law of Mr. Marks, is greatly improved and is now believed to be out of immediate danger. Little Arlene Metro, 3-year-old "sweetheart of the show," was ill all week but out again Saturday. Mrs. Tisdale (Madame Jean) was entertained extensively by Charlottesville friends. CARLETON COLLINS.

State Fair Shows

Salt Lake City, Utah. Week ended May 9. Business, fair.

Mr. and Mrs. Melvin Vaught are happy over the season's business so far. Las Vegas, Nev., with wonderful weather, proved to be much better than last season, under the auspices of the D. A. V. both seasons. The show made one of the largest jumps of the season from Las Vegas to Salt Lake City, over 500 miles. Show travels by railroad and highways, moving on seven 80-foot baggage cars and several large semi-trailers. The equipment carried will equal a usually 40-truck show. Mr. Vaught has made many changes since the opening of the season and about 50 per cent larger than last season. Clifton Kelley has been busy with closing fair dates. Spillman's new Ridee-O arrived this week and is one of the most attractive riding devices. All of which is from an executive of the show.

Big State Shows

Alvin, Tex. Week ended May 9. Location, heart of town. Auspices, Fire Department. Pay gate. Weather, same two nights wind and rain; three days perfect. Business, fair.

Gas-oil activities boosted business. Groups of folks on midway constantly. Lee and Peggy Fine gave party honoring Peggy's mother, Mrs. Susan Pace. Aubrey Anderson away several days at wife's (Eunice Anderson) bedside at Pelly. Loyd D. Nance now boss billposter. Gambiens, official painters, adding new idea to tubs of Tilt-a-Whirl—symbolic of different countries. Sam Scogin's new unit concession row. Harry Koch to Ed Stritch carnival in Valley. Ed Rife Jr. in charge father's dining tent. Douglas Finnell with Minstrel Show, doing trumpet and piano. Miss (Tracy) Franklin, chorus, at minstrels, called to Houston account illness of mother, Mrs. Georgia Franklin. Director-General Roy Gray on business trip to San Antonio and Austin. Manager Wrigley host to Cameron (Tex.) committee. Preston Ray, foreman baby rides, resigned. Strait-jackets, shackles, handcuffs and torture instruments added to Bob Paulson's "Crime" show. Writer preached in churches at Freeport and Alvin Sunday; addressed Alvin Masonic Lodge and Eastern Star district meeting at Galveston. Newspapers front-paged writer's meeting relatives in Alvin—hadn't met in years—celebrated with reunion dinner at Alvin Hotel. Flying Valentins gave twilight dinner for Chubie Martz, of fast swing-band fame, and wife (Margie Devore), dancer. Electrician Bob Young having light-plant truck walled with sheet steel. To be adorned with painted scenes appropriate. Secretary-Treasurer Louis Bright caught large red snapper fish; result, fish banquet for showfolk. Visitors: Martin Rosell and wife, Mr. and Mrs. Hi Wallace, Roy and Freda Bogner, Eddie Cox and Bay Town fire laddies, Lillian Hyder, Dr. W. H. Hemmeger, Rev. A. E. Burns, Mr. and Mrs. O. Crunk, Thelma Barnes, Marie Boyland, Elizabeth Scheibel, Ruth Law, Harry Dumm, William Wilson, Jennie Reese, D. Lee Slataper, Steve Latto, Captain Farnsworth and wife. Manager Jesse Wrigley surveyed Rosenburg, Richmond, Wharton and Bay City. DOC WADDELL.

Los Angeles

LOS ANGELES, May 16.—Taking a look over the beaches, the boys encountered said they were doing nicely, much better than same time last year, with prospects of a good season.

Will Wright, of Golden State Shows, advised that show is going into split weeks for many picnics, then into San Francisco. 'Tis reported that Clark's Greater Shows have been having a fine season and Al (Big Hat) Fisher doing a good job as general agent. Frank W. Babcock Shows, in suburban territory, doing nicely. United Shows, with Doc Hall as general agent, playing spots in outlying district—had a big week at the Whittier Avocado Show. . . . Steffens Shows are in this district and doing well. . . . Joe Diehl doing big week-end business at the Kiddie Park in the Wilshire district. . . . Ross R. Davis has both the Griffith Park rides and Lincoln City Park and at both spots okeh.

Folks who made the Cinco de Mayo (May 5), Mexican Independence Day, at several of the spots where celebrations were held state they were the best in years.

Ben Dobbert back from an extended trip north, on which he visited carnivals.

Mr. and Mrs. Johnny Kleine returned from a trip to Sacramento and way points. Met several carnivals. Were guests of the C. S. Wrightsman Show.

Felix Burk, after an absence of six months in the North, back in town for an indefinite stay.

Joe Glacey and Cal Lippe, who closed at San Diego Exposition—were on the Hix "Strange as It Seems"—state that they had a very successful tho very short season.

John T. Backmann playing his usual engagements with his Glass Show under auspices.

Mrs. Joe Glacey down from San Francisco for visit with Joe, who plans a trip east, then put on show at Ocean Park until September 1, when he sails for Honolulu.

Doc Offut uptown for short stop. Beaches going along okeh, he said. . . .

Al Onken noted around the haunts of showmen. Recovering from recent injury. . . . Doc Harris noted around town. May locate at Long Beach. . . .

Mr. and Mrs. Frank Foley vacationing at June Lake in the High Sierras. . . . Bert Erlenborn and the missus arranging a trip east. . . . Harry B. Levine now has an attractive jewelry shop here. . . .

Curt Little, back from San Francisco, a visitor at Bay Meadows and Tanforan. . . . Eddie Gamble will have placements at several fairs and special events.

Annual Sheriffs' Picnic to be staged in June is one of the biggest annual affairs in Southern California. Sheriff Gene Biscailuz is president, with Clem Peoples director of publicity and program. . . . Al Sands engaged in bonding business. . . . Jimmie Martin doing picture work on South Broadway. . . .

Ed De Mirjajn making visiting trips to carnivals. . . . Mike McAndrews located again at Venice. . . . Bill Lewellyn opening his magic place at Venice Pier. . . .

Fred Merrill leaving for a trip to Des Moines, Ia. . . . Jim Hodges ready for an auto trip back to Fall River, Mass. . . . Ada Mae Moore doing a bit in a Metro-Goldwyn-Mayer film. . . .

Capt. Phillips, with lion group, working in an untitled film of animal life for MGM. . . . Pat Randall in town for a short visit. Plans going to Cleveland. . . .

Lee Sonjen, with new housecar, leaving for Eastern trip.

Al C. Hansen Shows

Metropolis, Ill. Week ended May 9. Pay gate. Auspices, American Legion. Location, ball park. Weather, warm and clear. Business, best of season so far. A 12-mile truck move, including across the Ohio River, from Paducah, Ky., to enter the fourth State to be played so far this season. A mileage total of 765 since opening at Mobile, Ala., was recorded upon arrival here. Under the sponsorship of the local post of American Legion and with the co-operation of practically the entire citizenship, the show enjoyed a very profitable week. High record established in town of this size by special agent Bob Fox with merchants' coupons. Pay gate also established new record. Long list of visitors, too numerous to mention here. Frank Sutton, of Great Sutton Shows, over

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class. . . . \$12.50 Bingo Blackboard, cloth, size 24x36 (Rolls up) 2.00 Bingo Record Sheets, 24x36, 20 for 1.00 Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. N.Y. checks accepted.

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Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines, \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

SILVER STATE ATTRACTIONS

WANT 10-in-1 or other good Attractions. No competition. Booked entire season. Best spots in the West. ALSO WANT Photo and Shooting Gallery. Route: Jerome, week May 15; Shoshone, 25; Burtby, June 1; Boise, June 8; all Idaho.

SHOWS WANTED

With own outfit; 25 per cent to office. Free gate, no merchant tickets, playing Street Pairs in Indiana. Wire or come on. Tell City, Ind., first show in six years, this week. Stock concessions, come on; low rates, no graft or girl show. WANT TO BUY, BOOK OR LEASE Chairplane. Milltown, Ind., May 18-23. HENRY HEYN, Dixie Belle Attractions, Col. Riley.

Firemen's Old Home Week and Celebration SHENANDOAH HEIGHTS, SHENANDOAH, PA., May 24 to 30. On the Streets, Concessions, Rides and Concessions of all kinds. CAN BOOK a good Girl or Oriental Show, Frozen Custard and Corn Game, and all Concessions, Rides and Shows will be open on Sunday, May 24. Address all to R. H. MINER, week of May 18, Keiser, Pa.; week of May 24, Shenandoah, Pa.

J. HARRY SIX ATTRACTIONS

WANT FOR SEASON 1936. Clean Shows with own outfits and transportation. No Girl Show. CONCESSIONS—Cigarette Gallery, Pitch-Till-U-Win, Knife Rack, Strip Photo Gallery, Bowling Alley, Hoop-La. Positively no graft. WANT TO BUY, BOOK OR LEASE Chairplane. Milltown, Ind., May 18-23.

TALKER WANTED

ALSO TICKET SELLERS, small Girls. WILL BUY "Shooting Through Woman." Address "THALIA," Johnny J. Jones Shows, Pittsburgh, Pa., Two Weeks.

WANT SHOWS

Not conflicting—Ten-in-One or Five-in-One. Will furnish outfit. Shorts, wants Oriental Dancer. WANT Concessions of all kinds. HOWARD BROS. SHOWS, Athens, O., week May 18; Jackson, O., week May 25.

HAL GRAHAM SHOWS

OPENS MAY 30. WANTS Concessions, Ride Help, Wrestler who can manage Athletic Show and make openings. No graft. Address Ware, Ia.

from Benton for a visit, and Mr. and Mrs. Al Foreman, of Paducah, here for short visit. Manager Al C. Hansen out of town on business several times during the week. Feverish preparations being made by entire staff to equip the show for flat cars upon conclusion of its two weeks' engagement at East St. Louis. While in advance of the show recently the writer, Walter B. Fox, visited Hennies Bros.' Shows at East St. Louis and was cordially entertained by Harry and Orville Hennies.

LEADING CARNIVALS

WHICH INVITE

Your Investigation and Inspection

WORLD OF MIRTH SHOWS

Strongest, Largest, Finest—Now or Ever.

Join Up for the East's PRIZE PLUM,

KENMORE-TONAWANDA, N. Y., CENTENNIAL,

July 1-11.

Fair—Pageant—Revue—Carnival.

Address MAX LINDERMAN, Gen. Mgr., As Per Route.

BECKMANN & GERETY SHOWS

"World's Largest Carnival Attractions"

This week playing the Riverview Park Lot on the River Front at Alton, Ill. Hannibal, Mo., next week.

CAN PLACE COMPETENT RIDE HELP OF ALL KINDS. ALSO USEFUL PEOPLE IN ALL LINES.

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An All-Purpose PA. OUTFIT



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PORTABLE 35 Lbs.

JUST THE THING for Traveling Bands, Dance Halls, Parks, Concessions, Midways, Fairs, Etc. 3 1/2 Watt output operating on 110 Volts A. C. Complete Unit consists of Amplifier, Mike Pre-Amplifier, 9" Dynamic Speaker, 3 Tubes and Hand Microphone (Can be hung from above). NOTE—Hooks Up with Phonograph (No Extra Parts Necessary).

Send for our Latest P. A. Catalog.

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TRY-MO RADIO CO., Inc. 85 Cortlandt St., New York City.

SURE FIRE PROPOSITION FOR CONCESSIONAIRES at CARNIVALS & FAIRS

Write

GRODIN PEN CO. 396 Broadway, New York City.

WANT

SHOWS AND CONCESSIONS.

We have five (5) Celebrations before June 15, beginning with 50th Jubilee Celebration at Oakes, N. D. Also big 4th of July. Must have own transportation. Address

THE NEW MODEL SHOWS, Lidgerwood, N. D.

CORN GAME

Very desirable Space in Building on Boardwalk available for rent at best Beach in the Carolinas. Season starting now. Special inducement for quick action. Blackie Rabinowitz please answer. BOX 173, Myrtle Beach, S. C.

SECOND-HAND SHOW PROPERTY FOR SALE. \$ 4.00 South American Deer Skin, Fine Condition. \$16.00 Leather Beaded Indian Coat and Pants. \$ 5.00 Genuine Ethiopian Spears-Shields. Cheap. 15c Ea. Pennant Flags on Streamers, Beautiful Col. ors. Send List.

\$16.00 Headless Chinaman Illusion. Others Cheap. We buy Skates, all makes; Concession Tents, Candy Floss Machines. WELL'S CURIOSITY SHOP, 20 South 2nd Street, Philadelphia, Pa.

ZIMDARS GREATER SHOWS WANT

Will Buy or Book Tit-a-Whirl. Will Book any Ride or Show that don't conflict. Will sell X on Mitt Camp. Concessions come on. Can Place Girls for Nite Club. High Free Act write. Address this week, Kankakee, Ill.; next week, Aurora, Ill., or per route.

READINGS' UNITED SHOWS

MANCHESTER, TENN., CENTENNIAL. Two Saturdays, Opening May 23.

All Concessions come on, have space for you. Also Grind Shows wanted. Lowest percentage. Portland, Tenn., Strawberry Festival this week.

WANTED Capable high-class Merchandise Wheel Agents that can depend on themselves and not on the outside help. Forkey and Fred Carlo come on. Address by mail, PATSY ROSARIA, care Cleveland Home Shows, Pines Hotel, Cleveland, O.

G. H. TOTHILL ATTRACTIONS

Opening BOLIVAR, N. Y., May 23 to May 31. Shows and Concessions. P. O., Bolivar, N. Y.

Philadelphia

PHILADELPHIA, May 16.—The Quaker City Shows operated only one week in the city, leaving for Frackville, Pa., at the end of the engagement.

Cetlin & Wilson Shows opened their first engagement in the city at Frankford avenue and Vincent street, in the extreme northern section of the city, Monday night. Attendance was quite good the first two days, but cool weather struck Wednesday and held down the crowds for a couple of days. All concessions operated. Show makes a very fine appearance.

Harry Dunkel, general representative Cetlin & Wilson Shows, is proud of having received the No. 1 permit for carnivals here after four years. He believes he is entitled to the credit of reopening the city to carnivals.

Strates Shows moved into the city this week and located at 30th and Tasker streets. Business first part of the week fair, after which inclement weather interfered.

Exhibit Producing Company, of which Johnny Keeler is manager, opens its season May 25. Will have three units. Captain Swift's diving act will be the principal free attraction with the first unit.

West's World's Wonder Shows played Wilmington, Del., last week. Show looks nice.

The Hudspeths, mental act, have been in this area since spending the winter last fall playing theater dates.

Business with museums here is commencing to fall off on account of a number of hot days lately. Season will close shortly. South Street Museum has the following this week: Colored Revue; Neil Johnson, bag punching; Youra, juggler; Mme. Betty, mentalist; electric chair demonstration; dancing girls in the annex. Eighth Street Museum presents this week: Jack Stetson, cartoonist and paper tearing; Texas Hillbillies; Leopold, swallowing neon tubes and swords; poses plastique; Princess Zelda, mentalist; Leo, magician and illusions; dancing girls and Mary Morris in the annex.

New Type Snake Show Arouses N. Y. Interest

NEW YORK, May 16.—First International Snake and Reptile Exposition, held in Grand Central Palace, May 8-17, drew a new type of audience and aroused interest in a number of specimens seldom seen by metropolitans. Exhibition consists of more than 2,000 items, with exhibits from all over, including London and the Malay Penin-

sula. Snakes included giant regal pythons measuring better than 27 feet to tiny coral harlequins. Commercial-amusement dealers exhibiting were Snake King, of Brownsville, Tex.; Louis Ruhe, Inc., New York; Meems Bros. & Ward, Long Island City, and Florida Reptile Institute, Silver Springs, Fla.

Carol Stryker, one of show's directors, reported excellent attendance, climaxed by frequent visits from zoo directors thruout the country, showmen and snake fans, latter being in the unique class. Interesting highlight was a series of paintings debunking certain snake myths such as the hoop-snake legend depicting its rolling like a hoop, and the horse-whip theory which rants about lashing; also snakes swallowing their young, etc. Running explanations go with the paintings.

Show promoted for the benefit of the new Staten Island Zoo. Daily lectures a feature, subjects taking in extraction of venom, forced feeding, handling and the like. Loring Pratt, p. a. of the reptile expo, landed plenty of publicity. "Do Not Kill Snakes" sign was streamered across the Exhibit Hall. Dens well displayed and uniform in size. Tieup made with Edith Hubbell, who handles snakes in Ringling-Barnum Side Show. She handled a huge python.

Krause Starts Northern Tour

MAYSVILLE, Ky., May 16.—Krause Greater Shows after making only three stops while routing northward from Florida are exhibiting here this week. There have been a number of visitors, among them a member of the Cincinnati staff of *The Billboard*, who was here the opening day, Tuesday.

Manager Ben Krause has played this city in previous years and he has many close acquaintances in this territory. Early in the week he was out on an engagements booking trip. Because of his show traveling by railroad some of the attractions he had in the South and which had their own motorized transportation equipment did not make the trip north with the show, hence Manager Krause has been assembling his show to its full quota of shows, rides, concessions and free acts for the summer season.

There is a gate charge, and the midway attendance has been encouraging, with the attractions getting an amount of patronage consistent with the time of year and present industrial conditions.

George Dorman, former carnival owner, officiates as secretary in the show's office and amiably greets visitors to the midway. He is aided by his wife, who during show hours sells tickets at one of the riding devices. Mrs. Ben Krause has also kept her business eye on the show's operation during her husband's absence. A roster of the organization will be furnished for a later issue.

Majestic Exposition Shows

Tazewell, Tenn. Week ended April 25. Location, circus lot, midway between Tazewell and New Tazewell. No auspices. A 5-cent gate. Business, good.

Shows got the first good-weather break of the season. Roster: R. G. McHendrix, owner and manager; Billy Winters, assistant manager; Douglas Roland, secretary; J. C. Duffy, general agent; Jack DeVoe, special agent; Shorty Shell, electrician—H. B. Write, assistant; Joseph Stebbler, mail and *The Billboard*; Mrs. Georgia Pass, front-gate tickets; Chris M. Smith, publicity. Pop Stebbler's rides: Ferris Wheel—Johnny Stebbler, manager; Whitey Gilbert, assistant; Vera Stebbler, tickets. Merry-Go-Round—Pop Stebbler, with Chief Lambert on clutch. Chairplane—Joseph Stebbler, manager; Ritz Von Richie, assistant; Mom Stebbler, tickets. Shows: Julius Young's Dixie Minstrels—Jay Mingle, front; Julius Young, stage manager; Ada Lee Thomas, Louise Garry, Rebecca Manago, Pearl Harris, Helen Young, Felix Carter, Harry Harris, James Howard and Pork Chops Burt, stage; "Tuba" Manago, Will Baker, Jimmy Hayes, Bill Kent and Kid Tally, band. Birchman's Side Show—W. Birchman, manager; Ethel Birchman, tickets; Bill Keppler, escape; Virginia Riley, Grace Parker and Dorothy Davis, illusions; Tex Parker, lectures and magic; a collection of freak animals and Punch and Judy. Oriental Revue—Slim Davis, manager; Irene Meyer, Frankie Woods, Alicia Lee, Jackie Davis. Blue Eyes—Doc Dawson, manager; Betty Roland, Bobby Hyson, Retta Long. Athletic Show—Sam Hyson, manager, assisted by Smoky Jo; J. March, tickets. Snake Show—Mrs. Hilda Conway, talker and manager; Specks Bell, inside; Mrs. Bell, tickets. Cook-house—Joe Karr, manager; Mrs. Karr, cashier; Jack Conway, chef—Robert Tuggle, assistant; Larry Stuart, griddle; Paul Cox and I. Meyers, waiters. Members of Johnny Hobbs' concession row: Mr. and Mrs. Johnny Hobbs, George Wintz, R. C. Borin, George Arbogen, Joe Neil, James Bates, Ted Ramsey, Donald Rennig, Garnet Horn. Other concessioners: Herb Baccus, with Bob Meyer and Joe Duncan; Buddy and Red Simms; Charley Lee, with George Myers, assistant; Hannah Stebbler, with Mrs. Perry Matterson, assistant; Carl McGill, with Herbert Pass; George Miller, with Tom and Larry Miller; Elizabeth Stebbler, pop corn; E. R. Phillips; Mrs. Jewel McHendrix, with Mrs. Maggie Cole; Hobby Cole, with Jack Mansfield and Shorty Wilson. Dale Foster has charge of canvas and Micky Dale is night watchman. CHRIS M. SMITH.

Rubin & Cherry Exposition

Tuscaloosa, Ala. Week ended May 2. Auspices, American Legion. Weather, rained two days. Business, good.

First road stand of the season. Return engagement—under same auspices last year. A long run of 223 miles over the Southern R. R. following a Sunday night closing in Atlanta brought the trains in at daybreak Tuesday. Manager Joe Redding came ahead by plane and had the grounds laid out and everything up and ready by 1 p.m. and opening Tuesday night was largely attended. Friday the big night, with over 6,000 paid gate admissions; Saturday a little less. Thursday afternoon talent from the shows entertained patients at the Veterans' Hospital, where 350 patients congregated in the theater auditorium and the other 400 heard the program via loud-speaker system. Among the entertainers were Cleo Hoffman and her Flaming Youth Revue; Jack Ward and his Collegians Orchestra; Ann Sherwood, singer and tap dancer; Godino Siamese Twins, with Eddie Taylor at the piano; Ralph Redden, comedy magician; the writer as emcee. Visitors included Bill Breitenstein and Earl Newberry, Mr. and Mrs. Herman Eagle, Adolph Eagle and his bride, Mrs. Elizabeth Fenn, Mr. and Mrs. George Reinhardt, Mrs. James C. Simpson and party, Sam Gluskin. Secretary Hugh Faust of Knoxville (Tenn.) Fair and Dr. and Mrs. J. S. Dorton, of Shelby (N. C.) Fair, recent visitors. Babe Drake has the Joy Ship and the Dam-Ft-No fun shows ready for the season's tour. After 16 consecutive seasons as *The Billboard* agent Secretary Frank S. Reed has resigned. Mrs. Peggy Reed arrived this week from Savannah, Ga., to join her husband. Spike Wagner has the mouse game, J. H. Quinn the photo gallery, W. J. (Slim) Wagner the guess-your-weight scales. WALTER D. NEALAND.

Greater Dickerson Shows

Broadnax, Va. Seven-day engagement ended May 2. Location, downtown on main street. Weather, good. Business, good.

Moved from Emporia, Va., on Friday and had everything ready to go Saturday night. Both Saturday nights were good and good business every night thru the week. The rides all had a banner week, shows and concessions all did well. Manager Dickerson says business is better in this territory than it was the last several years and that he will remain in Virginia three more weeks, then move northward. All of which is from an executive of the show.

CINCINNATI, May 16.—Hennies Bros.' Shows have been contracted for South Mississippi Fair, Laurel, reported E. P. Ford, fair secretary-manager.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 16.—This will be the last column to appear in print prior to the hearing granted the association with reference to its application for a reduction in railroad rates and the elimination of demurrage charges. The hearing is scheduled to be held on May 26, at 11 a.m. (Eastern Daylight-Saving Time), at the offices of the Trunk Line Association in the Central Building, 143 Liberty street, New York City.

Word received at this office indicates that leaders among railroad carnival men will be present in person or by representative to present a united front on behalf of the railroad shows in the carnival industry to the Freight Traffic Managers' Committee, which will be conducting the hearing.

We have had word on the subject from Mighty Sheesley Midway, with reference to representation at the meeting. Likewise, Rubin Gruberg, president Rubin & Cherry Exposition, has written that his shows will be represented by J. C. McCaffery, and Dodson's World Fair Shows will have present at the hearing both M. G. and C. G. Dodson. Other shows are yet to be heard from, and present indications are that a very representative group of showmen will be on hand to support the application of the association for relief.

It is our plan to be available at New York City the day prior to the hearing for the purpose of discussing the actions of the association and its representatives at the hearing. Too, we will want to discuss the contents of the brief which we plan to file with the Freight Traffic Managers' Committee.

We cannot overstate the importance of having a full representation of all railroad carnivals present, and we would appreciate those planning to attend advising us at once. If attendance is impossible we would like to hear the views of shows by letter, so we may be able to express their attitudes at the hearing.

We will be able to be reached on or before May 23 at the American Carnivals Association office, 415 Central Trust Building, Rochester, N. Y., and from May 24 we can be reached at the Cumberland Hotel, New York City.

Hilderbrand's United Shows

Eureka, Calif. Five days ended May 10. Location, 13th at J street. No auspices. Weather, fair. Business, good.

Banner stand of the season so far. Crowds remained until the wee hours of mornings. Lucille King's broadcasting program obtained startling results. Lillian La France's Motordrome topped the midway nightly. The Ferris Wheel, Mixup and Loop ran a race for top honors for rides. Two extra ticket boxes placed at the marquee to take care of the incoming crowds. The Four Jacks, featuring Mr. and Mrs. John Gibson and Mr. and Mrs. Charles Marshall, made a hit, also Capt. Charles Soderberg made front pages of the local dailies. A local truck smashed into the rear of one of the large trucks and was demolished, the show truck escaped damage. William Groff's commissary truck fell by the wayside en route. The cause of these mishaps was heavy rain that prevailed during the entire trip. A banquet was tendered to the officials of the company by the staff of the KIEM broadcasting station, R. C. Johnston acting as official host. By special request members of the show attended the Mothers' Day services at the Presbyterian Church, at which Rev. Irvin Askim officiated. Mr. and Mrs. L. Wilson added another concession. En route, a number of the folks camped all night at scenic locations. Chuck Collier joined the Ferris Wheel crew. Little Tommy Elhart celebrated his fourth birthday with a grand party. Mrs. Jack Elhart was confined to bed by illness. Mrs. Ralph Balcom's photo gallery had heavy business, also Jimmy Lynch's grab concessions. Mrs. Edith Lenzner's palmistry concession has a beautiful panel front. Pappy Miller's skyrocket bombs attracted attention nightly. Mr. and Mrs. Harry Sucker's kiddie auto ride enjoyed a profitable week. Mrs. Lester Howell was all smiles, business good at the cookhouse. Dutch Webber appointed canvas superintendent. George Vanderhoef became master of the marquee. Mrs. Irene Gibson, of the Four Jacks, met with an accident and

was confined to her bed two days. Matinees daily with a large attendance. Sam Popkins added another concession. The show's last location in California until fall, the next stand in Oregon. WALTON DE PELLATON.

R. H. Work Shows

Baltimore, Md. Location, Chase and Luzerne streets. Week ended May 2. Weather, good. Business, good.

Mickey Mouse Show arrived and ready to go Monday. All repainted, making a real flash, and it enjoyed a nice week's business—added attraction of hairless mice called the "Nudist Colony." Helen Carson joined with her Girl Revue of 1936. George Marshall added three concessions. Al Gordon adding stock for his two concessions. Mr. and Mrs. H. E. McNaughton and family entertaining friends, also celebrating daughter's (Gertrude) 18th birthday and their own 20th wedding anniversary. Gertrude McNaughton at the front-gate ticket box. The free act, the Royal Duo, skaters, going over big. Mr. and Mrs. Ivan Kinter, Mr. Work's daughter, visited over the week-end. Manager Work received word that his son, R. H. Jr., who has been ill with scarlet fever, is well on the road to recovery.

Baltimore, Md. Baker and Warwick streets. Week ended May 9. Weather, good. Business, fair.

George Shearer and his family arrived with their Hillbilly Show. Saturday Mrs. Shearer received a wire that her mother had passed away in Cochranville, Pa. Mr. and Mrs. Shearer left Sunday to attend the funeral, Willie Green joined with his Minstrel Show, but did not get open this week due to framing the show and getting the performance whipped into shape. Sunday the writer and Manager Work were entertained at the home of Mr. and Mrs. Bert Martin (Great Bertina) with a delicious dinner. Martin now assistant manager the company he represents in Baltimore. H. E. McNaughton and crew rebuilding the platforms of the Tilt-a-Whirl. Thad Work, in charge of transportation, getting the show moved in good time. J. E. Burt getting lots laid out several days ahead. New electrical equipment has been added and a new transformer has been ordered. Bill Jackson, electrician, is still unable to get about without the aid of a cane, but keeps the show lit up. General Agent F. E. Kelly back from a booking trip with good reports.

HAZEL REDMOND.

United Shows of America

Wichita, Kan. Week ended May 9. Location, Mathewson pasture. Weather, good except one day. Business, good.

A new high record for attendance and gross receipts. People jammed the huge show grounds nightly, except Friday night, which was lost because of rain. Denny Howard made a perfect setup with a horseshoe midway. Homer Gilliland, contracting agent, had the Ferris Wheels covered with banners. The two sound trucks, one in advance, other back with the show, have modernistic finishings. Elsie Calvert's High Hat Revue was tops here, with Boston Towne and his Harlem on Parade, Sam Friedman's "Life" and Vogstead's Fountain of Youth running a close second. Max Goodman received compliments on his concessions. Both papers generous with space, *The Beacon* running art on front page for three consecutive days. Several broadcasts over local radio station with special script program, "Round and 'Round the Midway, with talent from different midway attractions. John and Mac Levan, publishers *The Beacon*, were nightly visitors with their families. Bill Shanklin, managing editor; Hank Givens, city editor of that paper, were also frequent visitors. Bill Floto, well-known ex-troupier, now manager of the Forum Auditorium, seen several times around the No. 1 wagon. Boys missed Butch Fredericks, who was absent on a business trip. Visits were exchanged with J. L. Landes Shows, exhibiting near by. Ted North and his players, who opened their tent theater here recently, also called to pay their respects. The children's matinee, Saturday, a huge success, the midway crowded with amusement-hungry kiddies. New idea of bank night on midway proving a real success. Bank gift given away at night and is surely holding the people on midway. Mr. and Mrs. Cassiano made the press wagon their home and several parties were given by this charming couple during the engagement.

ROY B. JONES.

FLASH!!

The Frontier Centennial of Fort Worth have granted me the exclusive on all Riding Devices and all Game Concessions. They insist on outstanding attractions—the bigger the better. Concessionaires with real money-getting games are welcome. Also would like to book new and outstanding Rides. Please contact

W. H. HAMES

Box 1377, Fort Worth, Texas, in person, or by wire.

ALKERS • SIDE SHOW PEOPLE

WANTED for SEASON 1936, CONEY ISLAND, N. Y.

Good salary to Talkers that can produce. Can use Dwarfs, White or Colored. Sure money to all. Don't waste time writing. If you are capable come right on or wire. Jack Ryan, write. Prince Eric Zulong, get in touch with me immediately.

DAVID ROSEN, Mgr.

Wonderland Circus Side Show, 1314 Surf Ave., Coney Island, N. Y. Phone: MAYflower 9-2178.

WANT WORKING ACTS AND PLATFORM ATTRACTIONS

Including Fat Lady. Winsome Winnie, answer. Also good Contortionist, Comedy Juggler and good Popeye. Bob Saylor, answer. All address ART CONVERSE, Gooding Greater Shows, Kokomo, Ind., week May 18.

AL G. HODGE SHOWS, INC.

WANTS for Hammond, Ind., week of May 25th; Indiana Harbor and Gary to follow, all in steel district, mills working full time. Shows with or without own outfit or transportation. Any legitimate concession, Frozen Custard, etc. Peru this week, then Hammond next week. R. C. Ellis, contact me. Fair secretaries, we have a few open dates in Illinois, Wisconsin and Indiana. Want Rides that do not conflict. W. M. TUCKER, Mgr., as per route, or Box 32, Gary, Ind.



THE ORIGINAL CANDY PULLER

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Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

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All replacement parts in stock for immediate delivery. WRITE OR WIRE FOR DESCRIPTION AND PRICES.

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Zeiger First at Salt Lake City

SALT LAKE CITY, May 16.—The C. F. Zeiger United Shows are playing here this week, located at Sugarhouse in suburban Fairmount Park. The show is featuring Capt. Ben Mouton's high-diving act and Topsy McGee, midget movie star, and her troupe of entertainers.

Good weather made good business. This is the first traveling show of the season here.

Beckmann & Gerety's Shows

St. Louis. Week ended May 10. Weather, good. Business, fair. Location, Grand and Laclede avenues.

Show train made a remarkable run from Joplin, partly due to good road bed and thru the expert management of trainmaster Arkie Bradford, who high-balled it right thru. Could have opened Monday night, but schedule had been set for a Tuesday opening. Altho the show has played this lot a number of years, this was the first time a pay gate has been put on and it proved very successful. The Peerless Potters joined after completing their engagement with the Cole Bros.' Circus at Chicago. Macom (Buddy) Willis, well-known show agent, the last two years piloting a whale unit, joined as special agent. George Davis, known to his intimate friends as "Toots," is setting a wonderful table in his circus-style cookhouse and the working boys and staff having nothing but praise for the genial steward. Visitors noted on the lot included George Christy, who was at the St. Louis Police Circus with his high-school horses and elephants; Mr. and Mrs. G. Davis, circus concessioners; Mrs. Chester

Monahan, Boots Feltman, Mr. and Mrs. Tom Allen, Betty McGee (granddaughter of Eddie Vaughan), Harry and Orville Hennies, Joe Scholibo, Billie Streeter, Mr. and Mrs. Earl Strout and Vivien and Whitey Miller, of the Hennies Bros.' Shows, playing East St. Louis; John Francis, whose show was at Decatur; Charlie Goss, of Chevrolet and "match" fame, from East St. Louis; Ned Torti, of Wisconsin De Luxe Company; Mr. and Mrs. Toney Martone, from Kansas City; Art Daily, former agent this show, now auditor in probate judge's office here; D. D. Murphy and Pete Brophy and Mr. Dee Lang, of the shows bearing that name; Frank Joerling, of the St. Louis office of *The Billboard*, and Abner K. Kline, talking Loop-o-Planes.

KENT HOSMER.

Peerless Exposition Shows

Morgantown, W. Va. Week ended May 2. Weather, unfavorable. Business, fair.

Red Moran, with his big Ten-in-One, was the first to open as usual, altho Berry Bros.' Circus came close to making it a dead heat. Harvey Potts had a slow start with the Hawaiian Show but made a splendid finish, and all the other shows did very well.

TEDDY STRIMPLE.

O'Briens Buy Lion

CINCINNATI, May 16.—W. J. (Bill) O'Brien, of O'Brien Bros., advised by wire today from Chelsea, Mass., that a wrestling lion had been purchased from Bill Blomberg to be presented in an act at his European Museum, Revere Beach, Mass., with Kay Buhmeister as trainer.

World of Mirth Complete Roster

NEW BRUNSWICK, N. J., May 16.—Following is a complete roster for the World of Mirth Shows:

Staff: Max Linderman, general manager; Frank Bergen, assistant manager; Ralph Smith, treasurer; L. Harvey (Doc) Cann, general agent; Gerald Snellens, special agent; L. C. (Ted) Miller, secretary; Gaylord White, press agent; Don Montgomery, trainmaster—Joe Martin, Phil Martin, Red Gamble, Tom Lewis and Frank Cummings in crew; Charles Kidder, superintendent—Jim Monaghan and Vance Waldermier in lot crew; J. L. (Eddie) Edwards, chief electrician; Mrs. J. L. Edwards and Donald Driver also on electrical staff.

Shows: Kelley's Odditorium—T. W. (Slim) Kelly, manager; Mrs. T. W. Kelly, Jack Murphy, Joe Sciotino, Prince Eco Hale, Bucky Ambrose, Dan Stafford, Richard Hester, Captain Bell, Owen Dauphinee, Ervin Carl, Elmer Ralph, Bert Roberts, Dick Hillburn, Billy Capps, Jack Stimson. Kidders' Temple of Mystery—Mabelle Kidder, manager; Charles Kidder, Georgie Brown, Gilman Brown, Callie Mae Latimore, George Griswold, Roy Burke, Vern Williamson. Crimes of the Century—Frank Sterling and Wallace Smithley, managers; Cliff Younger, Henry (Duke) Hyatt, Billy Smithley, Caroline Ross, George Triff, Lee Brockus, Bob Fulton. Sex Show—Jack (Doc) Seiden, manager; Norman Wolf, Bob Egan, Laura Selby, Mickey Manzie, Agnes Miller. Deep Sea Exhibition—William Goll and Happy Langley, managers; Jack Noone. Pit of Fury—Earl Purtle, manager; Ethel Purtle, Bill Moore, Bob Norris, Willie Van Loone, Willie Counts, Pete Loudy. Medusa, Child of the Sea (Medusa Van Allen)—George Beggs, manager; Mrs. George Beggs, Patrick Landers. Midget Village—Mervin Rogers, manager; Mrs. Mervin Rogers, Fred Gagne, Albert Ruediger, Mike and Ike, Freda Betsky, Tony Vandola, Jack Williams. Seminole Indian Village—W. E. D. Welch, manager; Jessie Cooper, Ben Scoggan, Frans Cotton. Folies Bergere—Elaine Owen, manager; L. H. (Giggs) Bowe, "Mother" Bowe, Hugh McNicholas, Charles Owen, Art King, Eugene Lewis, Lorena Bush, Ben Turpin, Mabel Schardotte, Henry Cogert, Helen Boudry, Nancy Natko, Brown Pearl, Shirley Sherman, Dorothy Gray. Mickey Mouse—Eddie Cemane, manager; Charles Suarez. Club Alabam—Mr. and Mrs. Russell Judy, managers. Monkey Speedway—R. B. (Rube) Nixon, manager; Robert Brown, Carl Davis, Oscar Schuckle, Leo Plummer, Joe Sonntag, Mrs. R. B. Nixon, Dorothy Johnstone. Arcade—Carl Turnquist, manager; Mrs. Carl Turnquist, Paul Moyer, Cy Mariger. Bughouse—Jessie Rhodes, manager; Ernest Garner.

Rides: Loop-the-Loop—Ted Williams, foreman; Joe Reed, Joe Dunn, Jerry Greenlea, Charles Foster. Waltzer—Hans Mertens, owner; Mrs. Hans Mertens, Tex Briggs, George Hayes, Buster Bragg. Loop-o-Plane—John Ledford, Walter Nulting, William Blackwell. Ridee-O—Floyd (Sparky) Covington, foreman; Charles Richards, Charles Peters, Ruby Burns. Pony Ride—Harry Julius, manager; Mrs. May McLaine, E. B. Miley. Kiddie Rides—Jake Linderman, manager; David Linderman. Skooter—William Rushmer, manager; Mrs. William Rushmer, Jack Stutzman, Mrs. Jack Stutzman, Frank White, Robert Vance, James Dale, Stanley Wells, H. H. McCormick, Albert Renick. Merry-Go-Round—Frank Anderson, foreman; Mrs. Frank Anderson, Pete Clate, Sandy Clate, W. H. Burns. Rocket—Harry Hawk, manager. Heyday—William Brown, manager; Mrs. William Brown, Fred Baker, Cecil Burns. Caterpillar—George Lucas, manager; Mrs. George Lucas, Harold Lucas, Everett Blackwell. Ferris Wheel—Charles Halliday, foreman; Clarence McDonald, Ferd Demarest, Ellis Hall.

Concessions: Cookhouse—Adam

Krenzer (Shorty Adams), manager; Mrs. Adam Krenzer, John Brudewold, Dorothy Maxwell, Mr. and Mrs. Jack Simpson, Eddie Kersey, Charles Kendall, Red Huntsinger, W. P. Robbins, W. D. Plenty, R. K. Brown, Ada Brown, Shelby Jones, Carl Link, G. M. Pope, E. N. Teslie. Corn game—Bucky Allen, Rudy Coogan, John Bulger, Bill Woods, Mrs. Pinky Owens. Diggers—Jimmy Owens, Blackie Williams, Gene Walker, Little Toy Owens. Frankie Schillizzi, one concession. Willie Lewis, Mrs. Lewis and daughter, Edith Mae, two. Frozen custard—Mrs. Max Linderman, owner; Max Levine, Howard Bronson, Helen Hayes. Candy—Mr. and Mrs. James Buccini, Mr. and Mrs. Harry Baker. Jack Gilbert, one—Erwin Eule, Dick Anderson, Murray Lauer, William Newman. Jack Gilbert, two—Johnnie Cash, Albert Sproul, Buddie Anthony. Murl Deemer, one—Ernest Collins, Richard Crawford, Sully Windeman, one; Mrs. Sully Windeman, one; Joe Ross, one; Bucky Yeager, one; Mr. and Mrs. W. J. Tucker, three; Jack Miller, one; Pete Manzie, one; W. Murphy, shooting gallery; Googs Weisman, one; Mrs. Googs Weisman, one; Madame Blondon, one.

Blacksmith department—George Sanders, superintendent; Harold McNeille, George Blackburn. Tractor department—Charles (Red) Braucher, Bob Smith, Joe Manning, E. Dytch.

Free acts: Four Queens of the Air, Charles Vess, manager.

Dodson Has 2 Weeks' Stand at Pittsburgh

PITTSBURGH, May 16.—Dodson's World's Fair Shows opened a two weeks' engagement here on the Exposition Park grounds Monday. Show opened big Monday night, with increasing business on Tuesday. Wednesday was almost a loss, due to rain and cold weather.

For the second week the Dodson Shows will be day-and-date with the Johnny J. Jones Exposition, which will hold forth on the East Liberty circus grounds. Both outfits have used plenty of paper in the same communities and in the downtown district.

Carleton Collins, Dodson press representative, was successful in landing some interesting stories and pictures of the carnival in the local dailies. *The Sun-Telegram* used a three-column cut of one of the acts and *The Pittsburgh Press* photographed its 500 newsboys who were entertained on the lot Tuesday evening.

Royal Amusement Company

Okolona, Miss. Week ended May 9. *Auspices, Chickasaw County Fair Association. Location, fairgrounds. Weather, variable. Business, negligible.*

Bad weather early part of week. During the last weeks the rides—owned by the management—have been repaired and painted and now present a very pleasing appearance. The work begun under direction of Jack Jaeger, who left for Wisconsin, additional work since his departure done by Eddie von Schoen and the ride foreman. A truck owned and driven by L. R. Palmer, containing show equipment and some show people en route from Meridian, Miss., to join show here, ran into a ditch near West Point, Miss. Some damage to equipment, none of the people seriously hurt. Among visitors to quarters immediately preceding the opening were Capt. and Mrs. Rains Matlock, Captain formerly owner of Rainbow Shows, the last year operating a medicine show in this State. Show opened with two rides and four shows and 11 concessions, booked by Dutch Ward, acting lot superintendent; Wilton Powell, William Krueger, L. H. (Whitey) Butler, Jack Dugan, H. C. Gibson and Ernest Dalrymple, who have booked indefinitely, and Frank Johnson, A. A. Adams and Frank Casey, who booked for this engagement only. W. J.

Lindsay and John (Pop-Corn Dad) Frink joined with intention of booking concessions soon.

Shows at opening included Broadway Revue, D. D. Duke owner; Jungle Land, D. D. Duke owner; Vaudeville Show, Jack Lenox, manager; Mickey Mouse Circus, Frank Casey owner. The latter two booked for this engagement only. The foreman of the Merry-Go-Round is William Krueger, and Fred Russell is foreman the Chairplane, also electrician.

During the winter months Manager J. E. Clayton held indoor promotions in various cities in this section, including at Meridian, Miss.; Baton Rouge, La.; Columbia, Miss.; Pica-yune, Miss., and Tuscaloosa, Ala. Was assisted in this work by R. E. (Mack) Barclay.

J. B. ELLIOTT.

J. R. Edwards Shows

WOOSTER, O., May 16.—J. R. Edwards, general manager, after a thorough inspection of his equipment in winter quarters here at the fairgrounds, decided that in view of the excellent condition of paraphernalia it was unnecessary to start the usual "feverish activity" until last Monday. Under the supervision of Mr. Edwards a crew is now repainting and retouching the rides. The Merry-Go-Round, the Ell Wheel and the Chairplane have been erected and are rapidly being dressed in brand-new spring attire. Also the old canvas is being replaced with new. The show will carry 6 rides, 6 shows and about 20 concessions this year and will play in Ohio exclusively, as has been Mr. Edwards' custom in the past. Among the new rides already contracted are a Kiddies' Ride and Loop-o-Plane. Will have a sensational free act and will play behind a gate this year. With the exception of a few early-summer dates, the organization is practically lined up for the entire season. When Mr. Edwards opens May 30 at Massillon, O. it will mark his 20th annual tour as a carnival owner. A public wedding will be staged each week and other exploitation stunts will be used, as well as liberal billposting and newspaper and radio tieups. Mrs. R. J. Edwards is the secretary-treasurer. All of which is from a visitor to the winter quarters.

Show Title Correction

CINCINNATI, May 16.—In an item in a recent issue the Weer Shows were referred to as the "J. C. Weer Shows." Should have been Mabel R. Weer Shows, which recently opened their season at Benton Harbor, Mich.

W. J. BUNTS

(Continued from page 46)

have made their home at Crystal River, Fla. Also, three years ago, Irene, youngest of the family, was born at Crystal River and was christened Irene Crystal Bunts. So what could be more natural than renaming the show after a spot where the Bunts family have spent many happy days! Last week the show played Sevierville, Tenn., where it had good business the last three days.

The paraphernalia presents a very attractive appearance, with some new features, also new canvas. At present there are two free acts and another is scheduled to join next week, according to a member of the staff. Punch Allen, veteran showman, joined the show here. Mabel Mack's Hippodrome remains with the show one more week and then leaves on a booked circuit, but it is planned to return for the fall dates. Sam Petralli, manager the Athletic Show, is assisted by Mickey O'Brien, also Speedy Shaffer in the ticket box. High Johnson (really high) is the electrician. Slim Thogerson has been engaged as show painter and is doing nice work on changing the name on trucks and other paraphernalia. The "Goodfellows' Club," benefit organization among the show troupe, recently gave another successful party.

BALLYHOO

(Continued from page 46)

top with smoke signals. The office, realizing that they had no newspapers and had always depended on them for publicity, immediately ordered a press to print our own paper. Fifty sheet-writers were sent in two weeks in advance. This guaranteed us a worthwhile circulation. Making readers out of the four tribes.

The midway a beautiful picture. Our big tepees among their small ones. Show carried so many living tops we

couldn't tell where the Indian village started or left off. The shows and rides paid percentage to the Jolopys, while our concessions played under a blanket license. The grab joints featured buffalo steak hamburger. Even the troupers noticed the difference in the flavor, which was caused by the moth-balls in the trunk that carried it over from the last town. The show's medicine men doubled up with the Indian medicine men and the banner pitches of the season were made.

One of the best concession spots of the season. On all sides you could hear the agents say: "Now put it back with a pair of moccasins and try again." Some wound up with more blankets than they opened with.

Friday Indian Agent Rex Ingram came on the lot. Issued strict orders that no troupers could be taken into the tribe. So the tribe was taken in by the troupers. Now have a "chief" on every ride.

This the season's banner spot. Promptly at 12 Saturday night Pete Ballyhoo said: "Give it back to the Indians," and the show tore down.

MAJOR PRIVILEGE.

SIMS COMBINED

(Continued from page 46)

bault, foreman, assisted by R. Tyrell and Jack W. King. Mixup—Charles H. Austin, foreman, assisted by Loel Bouthor and Douglas Brandt. Tilt-a-Whirl—Edward Nolan, foreman, assisted by James Turner and J. Miller. Caterpillar—Barney Galazien, foreman, assisted by Bill Wallace, Dan White and Albert McAllister.

Concessions: Photos, Harry Besley; Joe Harris, five; Bill Brock, superintendent concessions; corn game, William Cooper, assisted by Harold Oke. Other concessioners: Harry Hogan, one, assisted by Carl Esilindson; Leona Dymphy, Nick Sims, Miss Pat Hill, Ted Feaver, Dick Boardman, Louis Drillick, H. Fray, Thomas Machin, P. Belanger, Max Caplan, Joe Caplan, Tony Greek, J. Mandell, Jack Little, J. Stephenson, Mrs. N. Sims, Elmer Mallins, W. H. Rudolph, J. Kenrick, J. Malitz, D. R. McKenzie, T. La Plante, G. Coughlan, D. Peters, H. Theraen, Lorne Caster. Cookhouse—Gus Vallas, proprietor, assisted by Kathleen Stratford, Louie Melos, Jack Moore and Ed Guillemette.

Jack Mangles is electrician; Jack Phillips, artist. After this week show moves to Brantford, Ont. Manager Frank W. Rome is away on business at present. The writer, J. J. Murphy, handles publicity.

WADE STARTS

(Continued from page 46)

Tilt-a-Whirl; Earl B. Engels, Loop-o-Plane and Kiddie Rides.

Shows: Billy Bronson's Wild Animal Show, W. H. (Whitey) White's *Rio Rita*; Jim Sweetman's Monkey Motordrome; Jack Winter's Snake Show and Joe White's *Streets of Paris*.

Free act: Julia Peterson, high loop-the-loop and bar act.

Concessioners: L. R. Craft, cookhouse; H. A. Day, photo gallery; Louis Burr, pop corn; Frank Wrightman, shooting gallery; R. S. Richardson, frozen custard; Hazel Crane, corn game; Bennie Herman, two; Fred Miller, 10; W. W. Potts, four, C. N. Peirce, one; Bing Dunphy, one; Ed Gamble, two; Frankie Hamilton, one; Fern Jule, one; George Raynor, one; Fred Lofkin, one.

WALLACE OF CANADA

(Continued from page 46)

Joe McClusky, foreman; Red Foss, assistant; J. Parker, tickets. Merry-Go-Round—Jaster Hill, foreman; L. Hanson, assistant; H. Battice, tickets. Big Ell Wheel—Dominic Zito, foreman; Blacky Bradley, tickets.

Shows: Bill Stone's Arcade, also frozen custard. Snake Show—Kenneth Clarke, manager; Ray Hope, front; Joe Smith, tickets. Side Show—Wallace Gaulet, manager; Bill Jones, tickets; Frank Smith, trainer; T. McCaslin, sword box; Betty McClosky, human tarantula; Rosita Gaulet, fire eater. Folies of 1936—George Curtis, owner-manager; Frenchy Parent, tickets; performers, Norma Sandbach, Yvonne Curtis, Allison Walters, Breta Bynside.

Concessions: Phil Cronin, six; agents, E. Ross, Eddy Sopenner, Luke Hozack, Joe Puss, Big Murphy, Charles O'Brien. Other concessioners, Mrs. J. P. Sullivan, Herb Pane, George Coulter, Sam Glass, Bert Pane, Mrs. Lovole, Mrs. Angell, Fred Shibile, P. Baillargeon, P. Joly, Christ Pavlo. Cookhouse—Nick Mongor, head cook; J. Deson, assistant cook; Tom Cerso, griddle; Kady Dumas, head waiter.

IMPERIAL SHOWS, INC. WANT

High-class Cookhouse, Grab Joint, Popcorn, Taffy, Apples, Cotton Candy, Ice Cream, American Palmist, Penny Arcade. Can use Attractions for Side Show and Talker. Can place two or more Platform Shows. Address Rock Falls, Ill., week May 18; Dubuque, Ia., week May 25.

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MODERN DANCE ARRANGEMENTS, 75c; postage 10c. ROBERT PERRY, Bowling Green, Ky.

AGENTS AND DISTRIBUTORS WANTED

AGENTS — DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. DIXIE WAX CO., Dept. B, Evansville, Ind. my23x

AGENTS! CREW MANAGERS! WAGON MEN! Sensational new fast selling 25c item. Best on market. Sells 3 out of 4 calls. 60,000 sold last week. WORLD SPECIALTIES, INC., N-900 W. Van Buren, Chicago. my30x

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "RALCO," 1084 Washington, Boston, Mass. tfnx

EARN \$5.00 TO \$25.00 WEEKLY SELLING Loyal Angora Yarn. Write LONG ISLAND FARM PRODUCTS, Rosedale, N. Y. my30x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write GUNMETAL CO., Ave. G, Decatur, Ill. tfx

LET MOSQUITOES MAKE YOU MONEY — Here's a "natural", 100% quick, easy profit selling dealers, fishing, camping, golf clubs, summer resorts, sporting goods, hardware stores. Cash in now on Muskeet, relentless enemy of mosquitoes and flies. Agreeably scented, like a vanishing cream. Send \$2.25 money order for flashy compelling display card holding 12 regular purse or pocket size cans. Retail for \$6.00. Exclusive territories available. SUN RAY LABORATORIES CORPORATION, Minneapolis, Minn. x

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. H. J. GRAVES, President, 1300 Harrison, Dept. E-807, Chicago. x

MEN WANTED AT ONCE TO CALL ON STORES with biggest line 5c and 10c necessities. Self-selling counter display: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. PROCOPAX, Dept. 131-ZD, 1956 S. Troy, Chicago. x

NO PEDDLING — FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. ELITE, 214 Grand St., New York. my30x

PROFIT 2,000% — AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. AMERICAN MONOGRAM COMPANY, Dept. 20, East Orange, N. J. x

RARE PHOTOS, 100, \$5; CARTOON BOOKS, 100, \$3; Samples, \$1 up. Catalog, Eugenics, Novelties, Magazines, 15c. BOX 468, New Haven, Conn.

SELL NOVELTY FUN CARDS, NOVELTIES, ETC. Samples, 10c. NATIONAL, Box 500-B, Cincinnati.

SELL CALIFORNIA ORANGE JELLY — BIG profits; 5 glass sample, 10c. JELIT COMPANY, 5503B Cimarron, Los Angeles, Calif. x

RARE PHOTOS, CARTOONS — SAMPLES, \$1.00. List, sample expressed, 20c. TRIPPE, Guntersville, Ala.

SENSATIONAL NOVELTIES — CARTOON BOOKLETS, Fun Cards, Peppy Diplomas. Generous samples and list, 25c. BUK, Box 2, Station W, New York. my23

STRAIGHT RAZORS — SAMPLES, 25c; FIVE for dollar 4 S-RAZOR, Hutchinson, Kan.

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. PRUITT PRESS, Elburn, Ill. my30x

1,000 BARGAINS — DRYGOODS, NOTIONS, Sundries, Specialties, School Supplies, Sales Boards, Razor Blades, Cosmetics, Food Products, Soaps, Carded Goods. Free catalogue. JOBBERS, Dept. 259, 504 South Crawford, Chicago, Ill. x

ANIMALS, BIRDS AND PETS

A-1 ATTRACTION — EUROPEAN CHINESE Mouse Circus. UNIVERSAL, 849 Cornelia, Chicago.

ALLIGATORS, LOW PRICES — FAT HEALTHY stock. Same old stand. No CODs. FLORIDA ALLIGATOR FARM, Jacksonville, Fla. my30

ALIVE — FREAK FISH, WALKS, SWIMS, REAL show, \$5 pair. PAUL AUSTIN, Kearney, Neb.

CHINESE DRAGONS, IMMEDIATE DELIVERY, \$5.00 to \$10.00 each. SNAKE KING, Brownsville, Tex. jul3

EXTRA LARGE DENS MIXED FAT SNAKES FOR immediate shipment, \$10.00. Wire money via Charleston, S. C. RATTLESNAKE JOE, St. Stephen, S. C. x

FOR SALE — CIRCUS BLUES, CUB BEARS, MONKEYS, Mother and Baby. Want Animals, Tents, Show Property. GULF ZOO STATION, Route 1, Delaware, O.

FOR SALE — COW, ALIVE, NOT DEFORMED but beautiful designs on natural hide. Write H. H. MEYER, R. R. 3, Manchester, Mich.

FOR SALE — 4 BEST TRAINED CIRCUS PONIES, 1 Somersault Dog, 1 Electric Light Plant, 20 Lengths of Blues. J. J. EVANS, Massillon, O.

LARGE MALE PUMA, \$100; MALE JAVA MONKEY, \$15; Tame Peccary, \$20; Gila Monsters, \$5.00; Snakes, \$1.50; Hairless Puppies; Cactus. EVANS, Taxidermist, Phoenix, Ariz. x

LARGE STOCK CANARIES — LOWEST PRICES. Write us your needs. KRAFT BIRD COMPANY, 24 Stone Street, New York. my30x

MALE PARRAKEETS, ADULTS, \$8.00 DOZEN — BIRD FARM, Sixteenth Street, Santa Monica, Calif.

PLENTY SNAKES, ALLIGATORS, HORNED TOADS, Gila Monsters, Iguanas, Monkeys, Peccaries, Bear Cubs, Wildcats, Ringtail Cats, Prairie Dogs, Rats, Mice, Parrakeets, Pheasants. Wire OTTO MARTIN LOCKE, New Braunfels, Tex.

RHESUS MONKEYS FOR SALE OR RENT — Write for prices and details. BARTELS CO., 72 Cortlandt St., New York City.

SMALL CUB BEARS FOR SALE — RELIABLE BIRD CO., Winnipeg, Can. my30

SNAKES, ASSORTED, IN DENS, FROM \$10.00, \$15.00 to \$20.00 Den; fixed or unfixed. Chinese Dragons, \$5.00; Iguanas, \$2.00; Gila Monsters, \$3.00; Armadillos, \$2.00. NATIONAL PRODUCTS CO., Laredo, Tex.

YANKEE TERRIERS, ALSO BULL PUPS, \$10 — TONNS KENNELS, Dallas, Tex. ju6x

BOOKING AGENTS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "Booking Office" advertisements in the various departments of The Billboard.

BUSINESS OPPORTUNITIES

BIG PROFITS — SELLING BY MAIL. HOME, spare time. Outfit furnished. LEADER-BRAND, R-2-1, Springfield, Mo. my30x

OXY-ACETYLENE WELDING OUTFITS — EASY payment plan. BOX 331, Hamilton, O. my30

RECEIVE LOTS OF MAIL — YOUR NAME IN 5,000 directories. Guaranteed mail-order plan included, 25c. LEWOOD, 1328 S. 51st, Philadelphia, Pa.

SELL BY MAIL! BOOKS, NOVELTIES! BARGAINS! Big Profits! Particulars Free F. ELFCO, 525 South Dearborn, Chicago. tfnx

TOURIST SEASON IS ON — MAKE WOOD AND Leather Souvenirs. Complete outfit, including Electric Pencil, only \$2.50; samples, 25c. HOMETOWN SOUVENIRS, 320 Covert St., Brooklyn, N. Y.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 925 Broadway, New York. my30x

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. BALDA ART SERVICE, Oshkosh, Wis. my30

FREE CHARACTER DRAWING — SEND PHOTO-graph and 25c to cover expenses. FULTON STUDIO, Box 6005, Cleveland, O.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. iy4

BARGAINS — MAMMOTH, \$47; CARIOCA, \$17.50; Batteries, \$4.75 case. Route for sale. Games rented. All games at right prices. Call or write SILENT SELLING CO., 548 Massachusetts Ave., Indianapolis.

BETTER HURRY — MUST SELL, A-1 CONDITION, machines must go. Ten Grand, \$65.00; Jumbo, \$40.00; Fortune, \$35.00; De Luxe 46, \$37.50; Peerless, \$80.00; Mammoth, \$45.00; Trojan, \$40.00; Repeater, \$65.00; Gold Award, \$25.00; Stampede, \$17.50; Gold Rush, \$15.00; Sportsman, \$10.00; Red Arrow, \$8.50; Champion, \$7.50; High Pocket, \$35.00; Mills Escalators, \$32.50; Watling, \$25.00; 50 Ten Ball Table, \$5.00 each. You will be more than pleased with your purchases. 1/3 deposit, rush your order. K. C. AMUSEMENT CO., 112 N. Main St., Joplin, Mo.

CASH FOR LATE PAY TABLES — STATE LOWEST price. AUTOMATIC SALES, 2925 Stickney, Toledo, O.

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. JARL, 1704 Leavenworth, Omaha, Neb. x

FLOOR SAMPLES — KEENEY'S FREE GAME REPEATER, \$55.00; Big Five Jr., free game, \$37.50; Red Arrow, \$9.50; Pace 5c Comet Twin Jack Vendor, \$22.50; Watling 5c Comet Twin Jack Vendors, \$22.50; Jennings 5c Escalator Century Triple Jack Vendors, \$27.50; Pace 10c Comet Mystery Side Vendors, \$39.50; Mills 25c War Eagle Escalator, \$32.50. Send one-third deposit. All machines in A-1 condition. Wanted Used Budgets and Hold and Draws. AMUSEMENT MACHINE CO., 207 Church St., Nashville, Tenn. x

FOR SALE — ESTABLISHED ROUTE CIGARET Vending Machines Texas city, two hundred fifty thousand population; Centennial year; unusual opportunity. BOX C-48, Billboard, Cincinnati.

FOR SALE — APT SPORTLANDS, IN LOTS OF five, \$7.50; O. D. Jennings Daily Limits, like new, \$55.00; Exhibit Supply Play Ball Tickets, \$35.00; Western Equipment Hi-Lite, \$17.50; APT Autocounts, \$20.00; Chicago Express, \$10.00; O. D. Jennings Cross Country, \$15.00. Half cash, balance C. O. D. YENDES SERVICE CO., 1813 W. Third, S., Dayton, O. x

FOR SALE — BLUE FRONT SLOT MACHINES, \$55.00; Silent Double Jackpot, \$37.50; Gold Award Vendors, \$45.00, in 5-10-25c. 1/3 deposit with order, balance C. O. D. ENID MINT COMPANY, 711 N. Indep., Enid, Okla.

FOR SALE — TWO PAMCO PALOOKAS, ONE Ten Grand, 200 Pair Richardson Skates. Will trade for Mills Blue Fronts. AUTOMATIC VENDOR CO., 152 Houston St., Mobile, Ala.

FOUR DIFFERENT COUNTER GAMES, \$12.00; 100 Counter Games, \$250.00. COLEMAN NOVELTY, Rockford, Ill.

HERE'S A REAL BARGAIN — 5 BALLY PEERLESS @ \$60.00 each. These machines guaranteed in new machine condition. 1/3 deposit, balance C. O. D. GREEN & PRICE, Italy, Tex.

LATE MUTOSCOPE CRANES, \$60; MERCHANTMEN Rolled Chutes, \$120; Peanut and Cigarette Machines, low prices. NATIONAL, 4242 Market St., Philadelphia, Pa.

PHONOGRAPHS, SEEBURG SELECTOPHONES, guaranteed perfect, \$125.00. 1/3 cash, balance C. O. D. Will trade for Watling Scales. W. R. CALAWAY, Orlando, Fla. my23

MILLS SCALES, \$25.00; WATLING SCALES, \$35.00; Peanut Machines, \$2.00; Mills Escalators Silent, \$35.00; Watling Double Jackpots, \$30.00; Counter Games, five for \$15.00; Pin Games, five for \$15.00. We have most any Pin Game for \$10.00. Write what you want. JACK O'BRIEN, 97 Thames, Newport, R. I.

MILLS MACHINES: 5c ESCALATOR VENDERS, \$37.50; 1c Skyscraper Vender, \$30.00; Single Jackpots, 5c and 25c, \$15.00; Watling Single Jackpots, \$14.00; Double Jackpot, \$25.00; Jennings Victoria, \$17.50; Primers and Reserves, \$10.00; Rock-Ola Hold and Draw, \$15.00; Pace 1c Double Jackpot Vender, Slug Ejector with Stand, \$25.00; Standard-Johnson Penny Counter and Wrapper, \$25.00. PEERLESS SALES CO., Fayetteville, N. C.

MUTOSCOPE CRANES — 14 ROLL FRONTS, late models, excellent condition mechanically and appearance, \$95 each. 1/3 deposit. MACHINE CORPORATION OF AMERICA, 61 Whitehall St., New York City.

PENNY ARCADE MACHINES FOR SALE CHEAP — Send for price list. IDEAL NOVELTY, 1518 Market, St. Louis, Mo.

SPECIAL NOTICE! WE MAINTAIN TRAVELING representatives in all of the New England States as well as the State of New York. If you are located in any of these States and are interested in purchasing coin machines, get in touch with us and we will advise our traveling representative to call on you. AUTOMATIC COIN MACHINE CO., 369 Chestnut St., Springfield, Mass. my25x

WANTED — MILLS PUNCHING BAGS, USED. IDEAL NOVELTY, 1518 Market, St. Louis.

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1826 East Main St., Rochester, N. Y. ju6

WE PAY CASH FOR MILLS SILENT ESCALATORS, Mystery Blue Fronts, 5c, 10c, 25c Play. Give serial numbers, price first letter. SLOAN NOVELTY & MFG. CO., 1250 N. 10th St., Philadelphia, Pa.

WANTED — USED COIN-OPERATED MACHINES of all types for cash or trade. Write for our complete list of used equipment. AUTOMATIC COIN MACHINE CO., 369 Chestnut St., Springfield, Mass. my23

2 YANKEE ELECTRIC TRAVELING CRANES, \$50.00 each; 5 Buddy Electric Traveling Cranes, \$35.00 each; 1c or 5c Chutes; perfect condition guaranteed. Remit 1/3 deposit. ROB-BINS CO., 1141B DeKalb Ave., Brooklyn, N. Y. my23

1,000 JACKPOT SLOTS, \$7.50 UP; LOT 40 Cailles, \$425.00. COLEMAN NOVELTY, Rockford, Ill.

COSTUMES — WARDROBES

BAND COATS, REGULATIONS, \$2.50; NEW Caps, \$1.50; Mess Jackets, White, \$5.00; Black, \$2.00; Bargains Scenery, Trunks, Tents. WALLACE, 2416 North Halsted, Chicago.

FORMULAS

ANALYSIS, RESEARCH, NEWEST GUARANTEED formulas. Biggest catalog free. Special prices, leads. GIBSON, Chemist, BH-1142 Sunnyside, Chicago. x

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. H. BELFORD, 4042 N. Keeler, Chicago. my30x

POLISHES, COSMETICS, INKS, SPECIALTIES, Insecticides, Trade Secrets, etc. Complete collection; tested; guaranteed; \$1.00. E. McLAUGHLIN, Box 138, Yonkers, N. Y. my30x

SUCCEED WITH YOUR PRODUCTS — MAKE sell them. Formulas, Analytical Service. Catalog free. Y. THAXLY CO., Washington, D. C. my30x

FOR RENT, LEASE OR SALE

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for advertisements of this nature in the various departments of The Billboard.

FOR SALE — NEW GOODS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "New Goods" advertisements in the various departments of The Billboard.

BALL GUM, FACTORY FRESH, 12c BOX — AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. my30x

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, etc. Wholesale. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. my30x

Important Announcement

Effective with June 6 issue the minimum classified commercial advertisement accepted will be \$2. CASH WITH COPY.

The rate of 10c a word remains the same.

FROZEN CUSTARD CO., GASTONIA, N. C.—Latest Velvo Combination Custard and Ice-Cream Machines, \$159.00. my23x

FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, manufacturers of electric driven, inexpensive, portable Frozen Custard and Ice-Cream Machines. Write for literature. my30

NEW LAUGHING MIRRORS FOR PARKS, Carnivals. C. J. MURPHY, Elyria, O. my30

PHOTO OUTFITS—4 FOR DIME STRIPS, OUR new Photostrip Machines either 1 1/2x2, or 2 1/2x3 1/2 sizes, complete, \$140.00. All supplies at cut prices. WABASH PHOTO SUPPLY, Terre Haute, Ind. my30

POP CORN BRICK FOR ALL OCCASIONS— C. W. STARR CANDY CO., 3549 Addison St., Chicago. my23

WHEELS, ANYTHING THAT TURNS, CIR- cular tells all. POP BAKER, 5161 Trumbull, Detroit, Mich. my23

1936 SENSATION—FAMOUS GOO-GOO DOLL, 10c. REID NOVELTY COMPANY, Racine, Wis. my30

FOR SALE—SECOND-HAND GOODS

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. PENN BLEACHER SEAT CO., 1207 W. Thompson, Philadelphia, Pa. my30x

COMPLETE FIRST CLASS LARGE PORTABLE Skating Rink, mostly new skates. Address BOX 1213, Corpus Christi, Tex.

CORN POPPERS—FEARLESS, ROTARY, ALL kinds, geared popping kettles, candy kettles, furnaces. Our prices are lowest. NORTHSIDE CO., 2117 Harding, Des Moines, Ia. jy18

POP CORN AND POTATO CHIP EQUIPMENT— LONG-EAKINS, 1976 High St., Springfield, O. my30

SKEE-BALL ALLEYS, SACRIFICE, GOOD CON- dition. TENENBAUM, 291 Hinsdale, Brooklyn, N. Y.

SUITCASE AMPLIFYING SYSTEM, \$20; AUTO System cheap. MORELLE SMITH, Shelbyville, Ind.

4 FOR DIME PHOTO OUTFIT, \$87.50 COM- plete. BOX 132, La Fayette, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

ADULTS CHAIRPLANES, KIDDY AEROPLANES, Portable Dining Car. CALVIN GRUNER, Pinckneyville, Ill. my30

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 253 W. 14th St., New York. my30

CARROUSEL, 3-ABREAST, JUMPING HORSES, Hunters 7ft., Water Top, lot Wool Bathing Suits, Root Beer Barrel Fountain, 2 B-C Ovens, 20 Art Lights, Brackets, cheap. JAS. A. COLBERT, 440 Mitchell Ave., Hagerstown, Md.

LAUGHING MIRRORS FOR PARKS, CARNI- vals, etc. C. J. MURPHY, Elyria, O. my30

SEE ADVERTISEMENT CARNIVAL PAGES— WEIL'S CURIOSITY SHOP, 20 South Second, Philadelphia, Pa. tfn

SPILLMAN 3-ABREAST MERRY-GO-ROUND— CHAS. H. DORMER, 1115 Atwood St., Indianapolis, Ind.

SWORD BOX, COMPLETE WITH BLADES AND New 8x10 Banner, \$35; Shark with New 8x10 Banner, \$35; Unborn, Calliophone, Light Plant, Crime Show, Snow Shaver, Whale. UNIVERSAL, 849 Cornelia, Chicago.

HELP WANTED

MEDICINE DOUBLES, SINGLES, NOVELTY Acts, play own music. State all. Concession open. COMBINED MEDICINE SHOW, Indianapolis, Ind.

WANT CIRCUS AND NOVELTY ACTS—DOC FRANKLYN SHOW, Madison, Ind.

WANTED—TALKING PICTURE OPERATOR, Comedy Sketch Team; one play Piano; Boss Canvasman for sixty by hundred twenty dramatic top. Week stand show, real cookhouse. Tell age, experience and lowest salary in first. EDW. E. MYHRE, General Delivery, Minot, N. D.

WANTED—CASTER AND PAINTER FOR Plaster Novelty Shop. Must be good. J. M. H. CO., 12844 Omaha St., Detroit, Mich.

WANTED—ACTS FOR PARK SUNDAY NIGHTS starting June 1st. BOX 1, Dupont, O.

HELP WANTED—MUSICIANS

PIANIST—MED., MUST DOUBLE STAGE. State all with photo. BOX C-45, Billboard, Cincinnati, O.

PIANO, TRUMPET, DRUMMER—READ, union, eight months. PIKE BURRITT, Trimble Springs Hotel, Durango, Colo.

TEN-PIECE ORCHESTRA FOR SEVERAL SUM- mer locations. Salary good and insured. Side men write or wire. SOUTHWESTERN ATTRACTIONS, P. O. Box 1536, Wichita Falls, Tex. my30

WANTED—RHUMBA MUSICIANS AND LATIN American entertainers, Cuban, Spanish or Mexican. Season work guaranteed. DON ROBERTUS, 855 Linn, Peoria, Ill.

WANTED—YOUNG PIANO MAN; STEADY job. JACK HORTON, Waco, Tex.

6-STRING RHYTHM GUITAR—PREFER DOU- bling or Singer; other musicians write. WIT THOMA, Albert Lea, Minn.

MAGICAL APPARATUS

MAGIC, ILLUSIONS, APPARATUS—NEW BAR- gain lists free. McKWADE, 600 Martintique, Dallas, Tex. my30

MAGIC SLUM, SAMPLES, 25c—JOHNSON, 414 McRae, Wilmington, N. C.

NEW 124-PAGE ILLUSTRATED CATALOGUE, plus 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Horoscopes and 33-page 1936-'37 forecasts. Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ju13

VENTRILOQUIST, PUNCH FIGURES, ACTS, etc. KENNETH SPENCER, Highmore, S. D.

MISCELLANEOUS

ROLLS DEVELOPED—TWO BEAUTIFUL DOU- ble weight professional enlargements and 8 guaranteed never fade, perfect tone prints, 25c coin. RAY'S PHOTO SERVICE, La Crosse, Wis. x

ROLLS DEVELOPED, TWO PRINTS EACH AND two Free Enlargement Coupons, 25c; Reprints, 2c each; 100 or more, 1c. SUMMERS STUDIO, Unionville, Mo. ju6

TWO BEAUTIFUL DOUBLE WEIGHT PROFES- sional Enlargements, 8 Guaranteed Never Fade Prints, 25c coin. CENTURY PHOTO SERVICE, La Crosse, Wis. my30

M. P. ACCESSORIES FOR SALE

COMPLETE MODERN PORTABLE TALKING Picture Equipment. Write BOX 464, Amery, Wis.

FINEST SELECTION OF NEW AND USED Silent or Sound Projector Equipment, Soundheads and Amplifiers. \$300.00 Silent Projectors only \$15.00. Write ZENITH THEATRE SUPPLY, 308 W. 44th, New York.

MR. EXHIBITOR! WHATEVER YOU NEED, WE have it! Soundheads, Amplifiers, Power's Simplex Projectors, New Sound Screens, Accessories; also DeVry, Holmes and Acme Portables. MOTION PICTURE PRODUCTS, 346 W. 45th, New York.

PORTABLE SOUND PROJECTORS COMPLETE, 16 mm., 35 mm., \$200 up; 2 Unit Ticket Machine, \$45; Brenkert Double Slide Projector, \$125. Mazda Lamphouses Cinephor Condensers, Regulators, \$85 pair. Other bargains. CINEMA SUPPLY CO., 575 Eleventh, New York.

TURN YOUR SILENT PROJECTORS INTO CASH—We buy all makes. Sound features rented, \$17.50 per week. WABASH FILM EXCHANGE, 10th and Wabash, Chicago, Ill. my30

UNUSUAL BARGAINS IN USED OPERA Chairs, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue S free. MOVIE SUPPLY CO., LTD., 844 S. Wabash, Chicago. my30

M. P. FILMS FOR SALE

SOUND ROAD-SHOW SPECIALS—ALSO WEST- ern Action Features. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. my23

"10 NIGHTS," LIKE NEW; ROAD SHOW SP- ecials, selling all. Westerns, Serials, Comedies. R. C. KITTEL, Jeweler, Wheatland, Mo. x

M. P. (TALKIES) FILMS

NEW, USED PHOTOGRAPHIC EQUIPMENT— Motion 16 MM., "Still," Bought, Exchanged, Sold. Unusually liberal terms! Ask for Bulletin No. 23. FOTOSHOP, INC., 136 1/2-D West 32d Street, New York.

ROADMEN, PORTABLE CIRCUIT OPERATORS, attention! Why the big hue and cry for shorts? We have them. Unlimited supply Talkie Cartoons, Slapstick Comedies, sale or rental. Complete properly balanced talkie program rented \$20 weekly. CENTRAL FILM CO., Box 524, Cincinnati.

SOUND FEATURES AND SHORTS, PERFECT condition, lowest prices. Lists. ZENITH THEATRE SUPPLY, 308 W. 44th St., New York. x

M. P. ACCESSORIES—FILMS WANTED TO BUY

16 MM. MOTION PICTURE FILM, \$2.19 100 ft.; High Speed Panchromatic Film, \$3.50 100 ft. Prices include processing. Send for Circular A-9. FOTOSHOP, INC., 136 1/2-D West 32d Street, New York. x

PARTNERS WANTED

PARTNER WANTED WHO PLAYS MUSICAL instrument; good amateur satisfactory. I play Banjo, Sing. Particulars, write SANFORD, 210 E. 14th, New York City.

PERSONALS

DIVORCES—EASY DIVORCE LAW. SEND \$1.00 for copy of Arkansas Divorce Law. W. P. DODDS, Attorney, Beebe, Ark.

SALESMEN WANTED

BLADES—TEXIDE, LATEX AND SILVERTEX Blades, Sundries, Bandages, Novelties, etc. KEARNY WHOLESALE DRUG, 456 Kearny, San Francisco. my30x

CASH IN ON POPULARITY OF OUR NEW copyrighted "Bank Day" deal and business stimulator for every retail merchant. Sweeping country! No premiums. Positive money-back guarantee to increase sales 10% to 30%. Sells on sight. Sure repeater. Up to \$15.00 cash in your pocket daily. Experience unnecessary. Write for complete free outfit. FEDERAL TRADE BUILDERS, PP-176, Adams, Chicago. x

LARGEST COMMISSIONS—QUICKEST SALES are made on our brushes. Write for proposition. Wire GRIP SANITARY BRUSH CORP., 220 Southern Blvd., New York. ju13x

SALEBOARD MEN—NEW PUT & TAKE JARS. A natural. Details, samples free. TOM THUMB, Nauvoo, Ill. my30

SALESMEN—EVERYBODY NOW BUYING Book Matches, Labels, Carbonized Sales-books, Pricing Sets, Memo Books, complete line Business Stationery. Free deals; wonderful side line; commission daily; free sales portfolio. WILLENS, Dept. KP-2132, Gladys, Chicago. my23x

TOOL SALESMEN—READY SALE; LARGE profits. Address ELKINS, Killeen, Tex.

SCENERY AND BANNERS

A-1 BANNERS FOR SIDESHOWS—MANUEL'S STUDIOS, 3544 North Halsted, Chicago. my30

ANY 8x10 BANNER REPAINTED LIKE NEW, \$7.50 each. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago.

BANNERS, NEW, 8x10, TO ORDER, \$14.75; used, \$8.00. UNIVERSAL, 849 Cornelia, Chicago.

DYE DROPS, LIKE NEW, ALL SIZES, \$10 TO \$20. SCHELL SCENIC STUDIO, Columbus, O. tfn

HEADQUARTERS FOR TENTS, SIDEWALL, Bally Cloth. UNIVERSAL, 849 Cornelia, Chicago.

TENT SCENERY—DRAPES, CYCLORAMAS, all sizes, cheap. KINGSLEY STUDIO, Alton, Ill. my23

VELOURS, DYE DROPS, FLATS, CYKES. SP- ecial Sets made to order. KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn. my30

VELVET CURTAIN, MAROON, 11x22, \$30.00; Scenery Curtains, \$10.00; Band Coats, Red Caps, Trunks, Ballyhoo, Hawaiian, Tents, Mess Jackets. WALLACE, 2416 North Halsted, Chicago.

TAXIDERM Y

UNCLAIMED DEERHEADS, FUR RUGS, SPECI- mens. Bargains. Eyes, Supplies, Tanning. HOFMANN STUDIO, 996 Gates Ave., Brooklyn, N. Y. my30

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

PHILIP PIANTONE—EXPERIENCED, WEIGHT 140; also Hand Balancing and Comedy. Write 152 North Ashland Blvd., Chicago, Ill.

BAR PERFORMER—High or Low Bars. Straight or Comedy. LOUIS OCZVIRE, 921 N. 10th St., Milwaukee, Wis. my30

AT LIBERTY BANDS AND ORCHESTRAS

BERMUDIANS, 8 AND LEADER, SMOOTH swing, country club style, smart appearance, mess jackets, blue and gold stands, amplifiers, four vocalists. Available June 1st for hotel or club. ALAN CLEGG AND HIS, 191 Main Street, East Orange, N. J. my30

COLLEGIATE ORCHESTRA, MINIMUM 8 pieces, experienced, complete with P. A. System, stands and wardrobe. Orchestra includes trio, novelties and two vocalists. Location desired. TOMMY KELLER & HIS ORCHESTRA, 126 E. 156th St., Cleveland, O. my30

KEN DE VILLIERS' ORCHESTRA—MOST POP- ular college dance band in the Northwest, open for summer location job. Leader a college graduate, and all men college men. Neat appearing and sober. Organized 5 years. Recent 12 weeks engagement at famous Northwest nite club. Radio, hotel, nite club, resort experience. 8 to 12 pieces. Excellent sound equipment, novelty acts, singers, feature numbers. Excellent references. Union, 2425 Elliot, So., Minneapolis, Minn.

LARRY GIBSON INTERNATIONAL ORCHES- tra available June 8th. Minimum 9 men; thoroughly equipped; a guaranteed attraction. Only locations considered. BOX 192, Macomb, Ill. my23

ORGANIZED ORCHESTRA WITH ALL ES- sentials wants to contact leader with good connection. ORCHESTRA, 136 Pries Avenue, Buffalo, N. Y.

THE COLLEGIANS—LOUISIANA'S FINEST dance orchestra; full instrumentation, 14 sober young men, directed by experienced Violinist, who is conservatory graduate with master training. Finest references. Available June 1st for hotel or club. Write or wire RALPH R. POTTE, Head Music Dept., Southeastern Louisiana College, Hammond, La. my23

TENTS FOR SALE

After the May 30 issue this heading will be changed to "TENTS—Second-Hand" and only advertisements for second-hand tents will be accepted for this column. We suggest our readers become accustomed to look for advertisements of New Tents in the various outdoor departments of The Billboard.

NEW SIDEWALL, 6.40 OZ. WHITE DRILL, hand roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 feet long. Tents, all kinds. KERR COMPANY, 1954 Grand Avenue, Chicago, Ill. my30

THEATRICAL PRINTING

HANDY OUTFIT—PRINTS STATIONERY, Cards, Tickets, Labels, etc. 275 Changeable Characters, complete, postpaid, \$1.00. Write BARRIELL, 126 Lexington Ave., New York.

LETTERHEADS, ENVELOPES, 500, \$1.00— BUDDY PRESS, 326 N. Queen, York, Pa.

WINDOW CARDS 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

200 (14x22) NON-BENDING CARDS, \$6; 200 (14x42) or 21x28 Half Sheets, \$8; your copy. DOC ANGEL, Ex-Trouper, Leavittsburg, O.

5,000 6x9 CIRCULARS, \$6.75 CASH, DE- livered. WAINRIGHT, Lakehurst, N. J. my30

WANTED TO BUY, LEASE OR RENT

MINIATURE RAILROAD OR TRACK, WAX Figures (Outlaws). 101 RANCH, Climax, Mich.

SCALES WANTED—SEND DESCRIPTION, PIC- ture and price. SILENT SELLING CO., Marion, Ind.

WANTED—CANDY FLOSS MACHINE OR other good money maker; full particulars. BOX C35, Billboard, Cincinnati. my30

WANT 400 FOLDING CHAIRS FOR TENT USE—LAWING, Brownsville, Tenn.

WANTED—CANDY FLOSS MACHINE. MARSHAL, 242 W. Orange, Lancaster, Pa.

WANTED NOW—230 FEET LINEAL 9 FT. good used Side Wall. TAYLOR'S SHOW, Troy, Tenn.

WANTED—GLASS HOUSE GLASS, 36x84, must be cheap for cash. LANDAKER, care Billboard, St. Louis, Mo.

MISSOURI'S POPULAR COLLEGE BAND—12 pieces. Complete glee club, two Singing Trios, Novelties, feature Vocalists, three Trombones, P. A., Fronts, Lights, three changes uniform. Invites correspondence with reputable hotel, night club or booker. Fine line of photography, excellent references. Union, fine appearance, sober. At liberty June 6 to June 20. CHARLIE ARMSTEAD, Central College, Fayette, Mo.

MODERN DANCE MUSIC—ELEVEN MUSI- cians. Smooth, sweet and hot, modern style. Can cut to suit. Prefer location. Address ORCHESTRA, 144 W. 85th St., New York City. my30

TUCKER KEY AND HIS JAM BAND—SEVEN Dixieland Swingsters. Uniforms, amplifier, all essentials. Strictly professional—not school-boys looking for a vacation. Location only. Prefer Dallas, but will go anywhere. TUCKER KEY, Kentwood, La.

CHARLES VAGABOND and His Famous "Tone Control" Orchestra—Tone control registered and protected. This is the only tone control unit in America. Twelve men, songstress. Entirely new policy. Only first-class and strictly bona fide engagements or representatives considered. Union, 2306 N. Harding Ave., Chicago, Ill. my30

DOC COOK'S Columbia Recording 6 NBC Orchestra for Saturday and Sunday dates in metropolitan area. 608 New Brunswick Ave., Perth Amboy, N. J. my23

MODERN TEN-PIECE Eastern Style Swing Band at liberty June twelfth. Organized three years and can furnish any amount of reliable references from well-known past engagements. Guarantee to sell out any place. Now playing Wyoming's finest night club. Composed of young, neat-appearing Union musicians, well uniformed. Have racks, exceptionally good Public-Address System and advertising. Would like to locate in Far West or Northwest for summer season. Reliable managers and agents write or wire ORCHESTRA LEADER, Gladstone Hotel, Casper, Wyo.

WELL ORGANIZED 9-Piece Orchestra desires location job. Supper club or hotel preferred. Featured vocalists, specials, novelties. Play soft, swingy music that really sells. Write or wire JOHN GOLDBERG, 2838 Main, Kansas City, Mo. my30

AT LIBERTY CIRCUS AND CARNIVAL

LOOP-O-PLANE OPERATOR at liberty, plenty of experience, sober and reliable. Straight salary or percentage. ROBERT BROWNING, Gen. Del., Mount Vernon, Ill.

BAGPIPER—Long and varied show experience. Scotch wardrobe, age 66, no physical afflictions. Have no car. R. W. GURLEY, General Delivery, Parkersburg, W. Va.

GARRETTA'S—Dog, Pony, Monkey Act. Featuring outstanding Performing and Trick Animals that are beautiful and well trained. Address GEO. E. ROBERTS, Manager, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

HIGGINS TRIO—Lady, gent, eight-year-old boy. Circus or med. show. Contortion, Traps, Balancing, other Aerial and Ground Acts. General Delivery, Battle Creek, Mich. ju20

AT LIBERTY DRAMATIC ARTISTS

FEATURE DRAMATIO Comedian — Account disappointment. Versatile character dialect repertoire Comic, capable general business man, top Comedy Singing, Hokum Dancing (all top styles), Specialty Artist (three changes). Strong singing, speaking voice. Quartette man, harmonizing baritone; natural Toby, resemble Joe E. Brown. Age 39, height 5 ft. 10 in., weight 160, nineteen years (all lines) stage experience. Versatile actor, all type shows considered. Have three excellent vaudeville acts for male and female. Teach routines, etc., to lady member if agreeable, willing. Partner considered. Candy salesman. Work concert; no producer; work better under direction. All essentials no liquor; learned to say no. State salary. Need ticket, small advance. Two trunks security. References given. FRANK "RAKEY" CAMEL, 1601 Cone, Toledo, O.

AT LIBERTY MISCELLANEOUS

AT LIBERTY FOR DALLAS CENTENNIAL, Experienced talker, any front. HERBERT TONN, 501 Rockwood St., Dallas.

METROPOLITAN CIRCUS Revue Unit of Variety Presenting Trained Animals and Novelty Acts. Park and fair managers wanting good attraction write. GEO. E. ROBERTS, Manager, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

YOUNG MAN wants to thoroughly learn show business. Fast typist, bookkeeper, cashier and ticket selling experience. Talented amateur actor, Steady, dependable. BOX 601, Stockton, Calif. ju6

YOUNG MAN with 1936 Plymouth coach, college graduate, will go anywhere. L. J. WORKMAN, 422 New York Ave., Brooklyn, N. Y.

AT LIBERTY MUSICIANS

CELLIST DESIRES EN-gagement. Good schooling and routined in all lines. Write or wire CELLIST, care Martin House, Anderson, S. C. my23

INTERNATIONAL STRING Ensemble; high-class work; well known in 15 different countries. First-class entertainers. Interested only in higher type establishments. Available June 1. BOX C-46, Billboard, Cincinnati.

STRONG CIRCUS TRUMP-et, 20 years in show business, sober and reliable, middle age. State all. PETE KENNEY, Villas, N. J. my30

AT LIBERTY MAY 20th—1st or 3d ALTO SAX doubling Baritone and Clarinet. Write, don't wire, ALVIN (LEONARD) KRUMM, Union Hotel, Owlwein, Ia. my23

BARITONE — EXPERIENCED, STRONG, RE-liable, age 20. Will join circus. Write or wire ROBERT TURNER, 507 South Natchez St., Kosciusko, Miss.

CORNETIST WANTS CONCERT WORK—OR-chestra, band, brass, choir, solo. Experienced. H. HERFORTH, Park Mansions, Pittsburgh, Pa. my30

DRUMMER, AGE 22, SWING, NEAT APPEAR-ance, flashy Drums. Just finished 2 years with name band. BOX 42, Farnsworth, Tex.

MODERN 6-STRING GUITAR, DOUBLE ELEC-tric Hawaiian Guitar, take choruses and fill in on both. Union. Plenty experienced. Also double good third Trumpet. Absolutely cut it. Arrange mostly swing. Band must be good and pay off. State future work. Write BILL MOREHEAD, 23 High St., Hamilton, O.

STRING BASS—ALSO A-1 SOLO VIOLIN (sweet). Experienced, young, sober and congenial. Free after June 5th to join reliable road band or unit. MUSICIAN, 205 Willow St., Vermillion, S. D.

SWING GUITARIST — FEATURE VOCALIST, read, ride, fake. Experienced radio, ace bands. Sing a la Crosby. Young, neat, congenial, reliable. Union bands only. State all. MUSICIAN, care Rames, 599 Bergen St., Newark, N. J.

TENOR SAX-CLARINET, VIOLIN, YOUNG, modern. Transpose. Name band references. Write MUSICIAN, 826 Mulberry, Scranton, Pa.

TENOR OR ALTO MAN, EXPERIENCED ANY chair. Call Dorchester 8329 for audition or write, wire MUSICIAN, 6232 Woodlawn, Chicago, Ill.

TRUMPET, JUNE 1ST — READ ANYTHING, tone, only high-grade band playing first-class hotel or night club. Write PERCY HOMER, Onarga, Ill. ju6

TRUMPET — EXPERIENCED. WRITE FULL particulars. F. BELL, 806 Howard Ave., Altoona, Pa. my23

TWO MUSICIANS—A-1 PIANIST, ANY STYLE, Stylist, A-1 Alto Sax, doubling Clarinet, Violin, some Piano. Swing, jam or cut. Have car, travel together. Prefer location in Pennsylvania, New York, New Jersey, Ohio. Sober, reliable. Ages 26-28, plenty experience, union. Consider all offers; guarantee reply. State all in first. EVERETT SWANGER, Coalport, Clearfield Co., Pa.

FAST DRUMMER—Swing, Dixieland or sweet. Long experience all lines, routined, ability, appearance. Handle anything; fine outfit. Do Sock Xylophone Specialties. BURNS, 3050 N. 19th Place, Milwaukee, Wis. my23

FIRST TRUMPET—Modern take off, double Violin and Peck Horn. Union; have library specials; entertain. MUSICIAN, 118 Sixth St., Fond du Lac, Wis.

A-1 DRUMMER—Vibraphone, Sing, fast reader, cut shows, full solid swing. Wife, feature Singer, experience the best. Appearance, sober, reliable. State all truthfully. DRUMMER, Apt. 114, 225 W. 15th St., Minneapolis, Minn.

AT LIBERTY—Trumpet, union, experienced, range, tone. Write or wire SCOTT DOUGLAS, Murphysboro, Ill.

DANCE DRUMMER—Read, fake, union, young, neat, congenial. Play plenty rhythm, can play floor shows. Cut or no notice. RAY L. LONG, Palace Hotel, East Moline, Ill.

DRUMMER about June 1st—Plenty experienced, congenial, no booze. Have Bells, Tempo Blocks, library, car. Sing some. Panics lay off; must have sure salary. Don't misrepresent. I don't. Write MUSICIAN, 21 School St., Pontiac, Mich.

MUSICAL DIRECTOR-LEADER for vaudeville units, musicals, production, Great Conductor. References, modern. Formerly pit director for Loew's, etc. SANDY KURTZ, 451 Kingston Ave., Brooklyn, N. Y.

TENOR SAX, Clarinet and Vocalist. Plenty experience dance and stage bands. Union, age 22, all necessary requirements. Elmers, save your wires and stamps. RUSS SNIDER, 814 11th St., Greeley, Colo.

TRUMPET—Arranger. Union, neat appearance, young. Both dance and show experience. Tone, read, range, ride. Go anywhere. Will join immediately. FRED MOWRY, 8131 Emerald, Chicago.

TROMBONIST—Tone, range, read, appearance, solo voice. Young, union. Go anywhere. Experience in both stage and dance work. Will join immediately. AL PARKS, 5622 Princeton Avenue, Chicago.

TWO HAWAIIANS—Experienced sight reader. Sing and Play Steel and Spanish Guitar. Go anywhere. BAGANO AND RAMIREZ, General Delivery, Cleveland, O.

AT LIBERTY PARKS AND FAIRS

AERONAUTS, BALLOON Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my30

BALLOONISTS AND PARA-chute Jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill. ju20

BALLOONIST — PROF. CHAS. SWARTZ, Committees write. Permanent address, Humboldt, Tenn. ju13

AMERICA'S FOREMOST AERONAUTS — BAL-loon Ascensions reasonable. TYRONE BALLOON CO., Toledo, O. ju13

ARMSTRONG'S FAMOUS COMEDY FORD ACT —Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. my30

BALLOON ASCENSIONS FURNISHED, REA-sonable. Death-Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. my23

BALLOON ASCENSIONS — NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BALLOON CO., Jacksonville, Ill. my23

BALLOON ASCENSIONS, PARACHUTE LEAPS, Trapeze Performing in Mid-Air. July 4th open. Reliable, dependable, legionnaire. HARDIE DILLINGER, Box 862, Little Rock, Ark.

CANNONBALL BENTLEY'S 10 MOTORCYCLE Maniacs. Thrills, Spills and Races. Twelve-Foot Blindfold Leap, Crashing Flaming Wall, Stunt and Comedy Riding, 3, 5 and 7-Lap Races. Write or wire MANAGER, Box 275, Pittsfield, Mass. my30

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Gent, Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. ju20

FOR MED.—PIANO DOUBLING SOME ACCOR-dion. Fair reader, good faker, transpose sight, singing specialties. Straights, Characters, all Acts. Bits. Age 35, male, no boozier. Eight years' experience. Reliable shows only. BOB KELLEY, Revere Hotel, 417 No. Clark, Chicago, Ill.

FOUR HIGH-CLASS FREE ACTS — DOGS, Pony, Mule. Fairs, Parks, Celebrations, Circus. HAPPY DAYS SHOW, Blanchard, Mich. my23

HIGH-DIVING CAT AND DOGS, NEAR FIFTY feet; Tight Wire Performing Cats and Dogs, One Dog Blindfolded. A crowd-getter. GIBSON AND GIBSON, Carthage, Ind. my23

MOTOR SOUND TRUCK—FAIR TIME WILL be here soon and so will the political campaign. Sound Cars will be in great demand by both. Better contract now. Don't wait until it is too late. Microphone, Phonograph, Radio Amplified Service guaranteed. SOUND SYSTEM SERVICE, R. D. Wagner, 1909 N. Capitol, Washington, D. C. my30

PUNCH AND JUDY SHOW FOR PARKS, ZOOS —First-class performance. ANTHONY HARTNEY, R. F. D. No. 2, Box 345, Lowell, Mass. my23

THE FLYING WILLARD BROS. — AERIAL Triple Horizontal Bar Artists. A daring, sensational, thrilling performance. A feature on any program. Booking fairs and celebrations. Beatrice, Neb. my30

XYLOPHONE SOLOIST, STANDARD, POPULAR, 3x Hammers, doubling Drums, Accordion. AL QUIRK, 521 Oak St., Chattanooga, Tenn.

ZIKE'S EDUCATED HORSES, FEATURING RED-skin, the Horse with the Master Mind; Tony, the Flame Jumper and Dancer; Platinum, Liberty Jumper and Dancer, and Billy, Hind Leg Shet-land. Fair secretaries, agents, write, wire. A. M. ZIKE, Sidney, Neb. my23

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Robbing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ju27

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Billboard, Cincinnati, O. my30

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack Wire Combination Juggling. Indoors or out. CECIL WOODS, P. O. Box 513, Poplar Bluff, Mo.

CLOWN DOING ACTS—Clown Motorcycle Cop on Funny Machine, Comedy Juggling Act with Boomerang Hats, etc., fast Comedy Wire Act, Come-In, Walkarounds, etc. Reasonable. ART ATTLA, Billboard, Chicago.

JO-JO, THE HIGH-DIVING DOG, climbs a 40-ft. Ladder and Dives Off and a list of other tricks. JOSEPH F. McLAUGHLIN, 1135 E. 13th St., Wilmington, Del. ju13

PAMAHASIKA'S Famous Bird Circus—Forty large Acting Birds, handsome White Cockatoos and beautiful Macaws. This act works in anywhere; also out in the open. It's marvelous. See it and you will always want Pamahasika's Real Acting Birds. Address GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

AT LIBERTY PIANO PLAYERS

PIANO MAN FOR LOCATION JOB—AGE 21, 12 years' experience. FLOYD BERGLUND, Fergus Falls, Minn.

SWING PIANO DOUBLING ACCORDION—Read, modern take off on both, union. Work in either small, join combination or big band. Prefer location. Plenty of experience and can cut it. GENE MCCORMICK, Sigel, Ill. my23

PIANIST AT LIBERTY about June 5th—Do some arranging and have library of specials. Double Third Trumpet. Age 30, neat, sober, reliable, union. Write all. BOX C-41, Billboard, Cincinnati. ju6

PIANIST—Good reader, concert and dance, hotel, radio, cafe, etc. Location West preferred. Write, give full particulars. LARRY SCHEBEN, 520 W. Sixth, Little Rock, Ark.

AT LIBERTY VAUDEVILLE ARTISTS

JOHNNY KAYE'S "BOYS Will Be Girls"—All high-class Female Impersonators, shows, costumes, sensational wardrobe. Now booking for clubs, units throughout the country. Write or wire JOHNNY KAYE, 1208 North Charles Street, Baltimore, Md.

ONE HUNDRED AFTERPIECES—Black Comedy, 5 Comedy Musical Acts, Magic, Cartooning, Rag Pictures, Singing and Talking, Laughing Songs, Trumpet Calls for Ballyhoo. Understand Medicine business, cleaning off lot, getting my props, painting signs. MUSICAL SIMS, General Delivery, Alton, Ill. ju6

PAMAHASIKA'S FAMOUS PETS—A feature in any show, anywhere. Forty Animals and Birds. Nothing like it anywhere. Managers looking for a good, clean novelty will make no mistake if you secure this attraction. Address GEO. E. ROBERTS, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

TWO GIRL MUSICIANS—Good Vaudeville Specialties. Pianist, Songs and Trick Piano Numbers. Violinist, small Parts. Reliable show only. Have car. RAMSEY AND MURRAY, Gen. Del., Indianapolis, Ind.

UNDER THE MARQUEE—

(Continued from page 36) on the advance of circuses, recently closed with the Dodswoth legit show and is now in advance of Boy Meets Girl, which will play in Detroit at Cass Theater for a summer run.

RUE ENOS TRIO, after playing St. Louis Police Circus, returned to the West, playing a return theater engagement in Denver and will appear at parks in Portland, Ore., and Vancouver, B. C., followed by five weeks of fairs.

THE PUBLICATION date of the book, This Way to the Big Show (The Life of Dexter Fellows), 362 pages and with 60 illustrations, by Fellows and Andrew A. Freeman, and published by the Viking Press, of New York, is May 29.

WHEN WALTER L. MAIN was at Binghamton, N. Y., contracting his show there for May 20, The Binghamton Press gave him a two-column story, illustrated with his photo. The ups and downs he has encountered in show business were recounted.

When members of the Cincinnati office of The Billboard visited Rice Bros.' Circus at Hillsboro, O., Jimmy Thomas, in one of the clown numbers, sat on the ring curb, pulled out a paper and said, "Guess, I'll now read about the 'Won, Horse and Upp Circus.'" Page Starr DeBelle.

CHARLES T. HUNT and Melvin D. Hildreth were guests of John Ringling at opening night performance of the

Big One at Brooklyn. Mr. Ringling was much interested in the progress of "Dolly," the Hunt elephant, which he sold to the show many years ago.

IN LAST WEEK'S issue mention was made of the acts which appeared with the James M. Cole Circus in Cleveland, which closed May 4. The Flying Lesters, the Four Arleys and Capt. Duval's trained dogs and goats were also on the program.

AL FINKELSTEIN, city manager of Hamrick-Evergreen theaters; Mose Mesh-berly, publicity man for same; Doug Kim-berly, manager of Mayfair Theater, and Jack Barnett, assistant manager of Jantzen Beach, Portland, Ore., saw Al G. Barnes Circus when it was there.

MRS. ED (DOC) BACON, her daughter, Mrs. Louise Jacobs, and granddaugh-ter, Mary Lou Jacobs, visited Cole-Beatty at Indianapolis and had dinner with Al Dean in the cookhouse. Four good houses there. Side Show also had good business.

MRS. ELLA BUTLER, wife of Tommy Butler, electrician, last season with Lewis Bros.' Circus, was injured recently when her car was struck by a train and is in hospital. She would like to hear from friends. Her address is 727 N. E. Capitol avenue, Battle Creek, Mich.

THE CAL ROLF TRIO, clowns (Rolf, Ferriss Phillips, Donald "Skippy" Smith), returned to Grand Rapids, Mich., after playing engagements at Des Moines Shrine and St. Louis Police cir-cuses. Presented comedy boxing and other numbers. Trio will play fairs.

THREE BYRONS, novelty comedy knockabout act, are in their second week at Jefferson Hotel, St. Louis. They have several more weeks of hotel spots before returning to the original act, McKeone troupe's Seven English Macks, which will open June 21 to play fairs.

RICE BROS.' Circus, which played Lancaster, O., May 11, was visited by a party of Columbus people. Included Dode Fisk, who formerly had out the Dode Fisk Circus: Mr. and Mrs. Eddie Starr, Mrs. Ella Walters and son, John Willis Walters. Harry M. Walters is confined to a Dayton hospital.

REX DOLPH will have his own show with all new canvas. Two Chevrolet trucks will be used in transporting it. Will be combination of vaude and pic-tures and will be routed thru Northern Michigan and Wisconsin under title of Crawford Bros.' Shows. W. E. Currier is agent.

SAM CHAPMAN postcards that for first time in 25 years circus banners (those of Ringling-Barnum) appeared on Market street, between Eighth and City Hall, Philadelphia. It is a hard section to bill. Last cloth banners there were in 1911, put up by Hagenbeck-Wal-lace. Chapman says that Walter L. Main had a good day May 6 at Lancas-ter, and that Downie showed Coatesville in a high wind, business good.

J. ALLAN E. OAKHAM (Rex Allan), last season with Hagenbeck-Wallace, spent May 9 on Ringling-Barnum at the Boston Garden, being the guest of Mr. and Mrs. Rudy Rudynoff. Renewed ac-quaintances with Stevie, who is on ward-robe; the Spurgats, Jake Alexander, Grace Teney, the Hunt Twins and Betty Stewart, and met Dorothy Herbert. Rex is at Newport, R. I., and will not troupe this season.

VICTOR McLAGLEN'S motorcycle troop of stunt men and drillers were at the San Diego Fair May 3. Riders worked under difficult conditions as field was rough and chopped from light horse troop. Hap Ruggles, formerly with Barnes show, had rough ride standing up on motorcycle and playing drums. Rug-gles met Scotty Thomas. Bill Swan was burned about face when going thru tun-nel of fire.

FRED T. SLATER pens that Kay Bros.' Circus was at Endicott, N. Y., May 11, having big biz in afternoon, but light evening due to threatening rain. The new canvas was paraffined there. Milt Robbins' Side Show did fine busi-ness. Menagerie is housed in Side-Show top. Slater met the Ketrows, Buck Leahy, Si Kitchie and Mr. and Mrs. Robbins. Walter L. Main was on the lot, also Mr. Hawks, of Martin Bros.' Circus. Lot is just outside of Endicott.

Wholesale Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Amusement Park Concessions Up Sale of Novelty Merchandise

The opening of the amusement park season has already stimulated a sharp advance in the sale of merchandise for use as concession prizes and awards. While the official opening of many of the parks is still in the offing, the volume of novelty items requested in advance orders, plus the amount of goods in the concessions of the early openers, portends a good season for the industry.

While in this field there is not such a wealth of new creations, the old stand-bys are presented in more attractive forms than ever. The new flapper boudoir dolls, for instance, are offered in a profusion of sizes, colors and materials and overcome much of the former cheap, gaudy appearance and yet attract much business.

As was generally expected, glassware and china pieces are among the more popular larger items featured. Dish sets, especially because of the new methods of display, have become established for concession use and their attraction value is resulting in their adoption by more and more operators.

Pottery items, too, having a great deal of flash as well as usefulness are getting prominent display among the larger items, for their appeal outranks many other articles thought indispensable before.

There is also a goodly featuring of home accessories such as electric clocks, metal and wooden trays, cocktail equipment, ash trays and the like. An encouraging trend is noted in the more frequent selection this year of this merchandise from lines offered by nationally known firms, giving the public assurance of top quality.

Among the many novelties which go to make up the lesser awards at the various concessions there is a violent leaning toward capitalizing on the popu-

larity of comic and movie characters of prominence. Balloon designs, coat pins, badges, rings and dozens of other small items feature almost anybody or anything of radio, movie or comic fame, including Mickey Mouse, Dizzy Dean, Joe Brown, Joe Penner and his duck, Will Rogers, the Graf Zeppelin, the Normandie and others.

The many new types of concessions in amusement parks featuring merchandise and novelties as awards and prizes is of especial significance to the industry. For the new trend is in response to the desires of the general public as evidenced by their willingness to play heavily for them.

Appliance Sales Up

NEW YORK, May 16.—Mothers' Day brought with it an increase of over 35 per cent in electrical appliance sales, large outlets here have reported.

It is said that many of the leading firms have been able to get rid of electrical appliances which they believed they would necessarily have had to carry over until the fall and winter season.

The general trend to this sort of merchandise, it is rumored, is due to the heavy promotional campaigns which were featured by the leading public utilities and other large outlets for some months and weeks prior to Mothers' Day.

In general this past Mothers' Day has been responsible for some of the greatest sales of wholesale merchandise which has ever been enjoyed for any holiday of this character.

The appliances were not only sold thru many outlets here but orders continued to come in from out of town

Decline in Retail Sales Is Arrested

The decline in retail sales was halted by warmer weather in the past week and a rapidly accelerating demand has been reflected in reports from practically all lines of retail distribution, according to Dun & Bradstreet, Inc.

General averages indicate a 5 per cent gain over the previous week and continuing even with a year ago. The largest gains were recorded in men's clothing, shoes and hats; while the demand for women's dresses, pastel suits, millinery and hosiery widened considerably. Staple groceries moved better, principally as a result of lower prices. House furnishings, hardware, refrigerators, furniture and sporting goods continue to find an increasingly active market.

A sharp rise in wholesale distribution is anticipated as dealers find it necessary to replenish inventories of spring merchandise. The demand for builders' supplies, lumber, roofing materials, industrial machinery and gardening implements has increased sufficiently to maintain the general wholesale index 15 per cent above a year ago.

from premium men everywhere in the country for immediate delivery.

It was also possible to make immediate deliveries at this time due to stock on hand and therefore the electrical appliances which were sold during the week prior to Mothers' Day run into a very sizable figure.

Another stimulating report has been the fact that the more expensive appliances reached record sales. It was doubtful whether at this season of the year the more expensive items would be purchased, but, with thanks to the promotional efforts of the large outlets, the premium-merchandise industry claims it has cleared its shelves in most cases of large stocks of electrical appliances.

Sporting Goods More Popular Than in '35

NEW YORK, May 16.—Concurrent with the report of the large retail outlets that they are enjoying a tremendous demand for sporting goods of diversified type at this time come reports from leading wholesale merchandise firms that this is also true of this industry at this time.

The general prediction is that more sporting goods will be sold this year than at any time since 1929. It is believed that the demand for many items is also being boomed by the unusually fine weather conditions being enjoyed almost everywhere in the country.

Baseball equipment, ranging from fielders' gloves to uniforms, tennis racquets, balls, nets, etc., baseball bats, badminton and archery sets, and many other items, including the popular golf sticks, complete golf sets, golf balls, etc., are getting the fastest play which the industry has ever enjoyed.

This past year when much of the sporting goods was again reintroduced to the industry there was a general belief that this renewal of interest was more or less spotty.

Since then it has been discovered that the demand was national and that the premium-merchandise industry is greatly profiting by it.

It was also reported here this past week that some of the largest orders in years have been placed for sporting-goods items and that the reorders which have been coming in from out of town show that interest continues at a fast pace.

This year fishing sets of every type have been getting a great play. Trout reels enjoyed a fine season. Deep-sea fishing outfits have been moving at a rapid pace. Displays of this item, along with the bait-casting sets, are shown at attractive popular prices, ranging from \$2 to \$4, and are getting a great reception.

Drop Reported in Foreign Premium Use

NEW YORK, May 16.—As reported in this department of the May 2 issue of *The Billboard*, there has been a definite drop in the sale of foreign premiums in this country to the point where such outstanding papers as *The New York Times* have given this fact recognition in their business columns.

The New York Times reports: "Efforts of certain foreign manufacturers to get a share of the large annual volume of premium business in this market have met with little success to date, competing producers said yesterday. Manufacturers who supply goods to grocery, tobacco, drug and numerous other lines of industry have appealed to producers to confine purchases to domestic premiums only. As a result, manufacturers in other nations have been losing business to the American companies."

Boom Expected in Major Appliances

New high records are expected to be set this spring in the sale of major household appliances such as stoves, washing machines, refrigerators, ironers and sewing machines, according to all leading makers.

The American Washing Machine Manufacturers' Association reports that practically all factories of companies belonging to the association are working full time and the industry is employing more workers than ever before. Manufacturers of sewing machines report that they are having the busiest spring season in 10 years. The factory of one company has been working 13 hours a day for the last two months.

Large Concerns Aid in Making Public Premium Conscious

NEW YORK, May 16.—The Colgate-Palmolive-Peet Company is using newspapers and the radio to promote a new finger brush at this time in conjunction with the sale of one of its soaps.

The brush, claimed to be worth \$1, will be given for 10c with two of the tops of 10-cent package of Supersuds or one 20-cent package.

This offer follows up the one previously used by this firm wherein it gave away a complexion brush with the purchase of Palmolive Soap.

Premium interest is continuing to grow. The larger manufacturers everywhere in the country are recognizing the public demand for premiums. It was stated some time ago in *The Billboard*, wherein the meeting of the premium advertising division was reported, that there was certain to be a 30 per cent rise in the use of premiums this year by the national manufacturer.

These manufacturers are aiding the entire premium merchandise industry with such offers. They immediately gain tremendous interest from the public for premiums.

Digger machine men have noted these offers and many of them are featuring items already being offered as premiums in their machines. They state that the national advertising given to such items immediately attracts greater interest to their machines.

Wholesalers also report increased sales on many items which are featured in the newspapers, magazines and radio by the national manufacturer.

Some of the items now being featured by Brown & Williamson Tobacco Company in its new catalog, *Premiums*, have gained national attention thru large space display in the newspapers and national magazines. These items have found increased sales in many wholesale outlets due to this advertising and many premium men are noted to be following up the demand which is occasioned for many items by instantly displaying them and using attractive prices.

The wholesale merchandise industry in general is reported to be closely following in the footsteps of large national manufacturers featuring premiums at this time and greatly profiting from the attendant publicity.

Merchandise Mart Summer Gift Markets Aug. 3-15

The gift industry has become so important and the demand for exhibit and display space so great that exhibitors of other lines are being moved off the 15th floor of the Merchandise Mart, Chicago, in order to give giftware and its allied lines, china, glassware and pottery an exclusive floor of their own. This will give new giftware exhibitors ample time to move in and be ready for the Merchandise Mart Gift Show August 3-15, held concurrently this season with the Merchandise Mart's china, glassware and pottery markets.

This announcement is great news for giftware exhibitors and buyers alike, for it means concentration of exhibits and maximum traffic in buyers the year round. Most giftware buyers also buy glassware and pottery, and with this concentration on the 15th floor their task is further simplified.

The new lamp section on the 12th floor will be ready for occupancy in time for the Lamp Market, July 6-18.

These expansions, costing nearly \$250,000, are being made solely for the purpose of providing more convenient and attractive quarters for exhibitors and of making it easier for buyers to do a thorough job by having all the merchandise they want on one floor.

Buyers from all over the country are planning to attend these giftware and glassware markets. Other major markets expected to draw a good attendance during the period from July 6 to 18, inclusive, include the Merchandise Mart Furniture Market, the Merchandise Mart Floor Covering Market, the Merchandise Mart Lamp Market, the House Furnishings and Electrical Appliance Market and the 10th semi-annual Curtain and Drapery Exhibit (July 6-15, inclusive).

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

NEW CATALOG OUT

No Concessionaire, Pitch Man, Salesboard and Claw Operator should be without our 2 new Summer Catalogs, 320 pages of merchandise.

8-INCH SIZE \$2.00 DOZ.



CHROME BOATS

A big flashy Boat, the most popular seller of them all. Big carnival item this season. Never retailed for less than 50c to \$1.00. Costs you less than 17c Each. Order No. B21 Per Dozen, \$2.00 Per Gross, \$22.50 No. B2106—Six-inch Blue Mirrors for above, Dozen \$2.00



STUFFED DOGS

B211—Standing and Sitting 7" Dogs. Has voice and bright colors. Per Gross \$9.50 B212—7" Plush Dogs. Assorted. Per Dozen \$1.95 B213—9 1/2-Inch Sitting Rabbits. Per Dozen 85c

BLANKETS

B214—64x76" Indian and Jacquard Designs. Biggest Value in U.S. Each \$1.10 Case Lots of 25. Each 98c B215—66x80" Heavy Weight as above. Each \$1.35 25% Deposit Required on C. O. D. Orders. **JOSEPH HAGN COMPANY** "The World's Bargain House," Dept. 55, 217 W. MADISON ST., CHICAGO, ILL.



CONCESSION & PITCHMEN 12 SPECIALS

Double-Edge Blades, Etched, Celophaned. 1,000 \$2.75 Army & Navy Needle Books. Gross. 1.25 Note Books. Gross. .85 Note Books with Pencils. Gross. 4.20 Metal Pencils, Propel and Repel. Gro. 2.75 Tie & Collar Sets. Gross. 1.85 Lucky Charms, Assorted. Gross. .85 Sun Glasses, Pair on Card. Dozen .75 Willson Goggles, Octagon Shape, Assorted Colors. Dozen 1.50 Metal Key Rings. Gross 1.25 Harmonicas. Gross 3.50 Dice Lamps. Dozen 8.40 20% With Order. Send for Catalog.

OWL TRADING CO., INC.
867 Broadway, New York, N. Y.

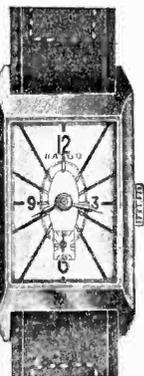
French Flapper Dolls



No. 96 \$24.00 Doz.

Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. Jobbers & Distributors wanted.

STANDARD DOLL CO. Inc.
36 E. 12 St., N. Y. C.



THE NEW BROADWAY WATCH

Guaranteed for one year. It is good looking and will keep accurate time.

7 Jewels \$3.75

Have you tried the New Lapel Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.

7 Jewels \$3.95

25% deposit, balance C. O. D. Sample Watch, 25c Extra. Write for New 1936 Catalog.

CONSOLIDATED WATCH CO.
65 Nassau St., N. Y. CITY

"BROWN BOMBER" STATUES

Get Ready for a Quick Cleanup. Marvelous 12" Bronze Finish Statue of the Bomber in Lifelike Fighting Pose. Colored Folks Wild Over Them. Attractive Salesboard Deals. Sample, \$1.00. \$5.40 per Dozen. Act Quick. Be First. **GAIR MFG. CO., 1918 Sunnyside, Chicago.**

NEW ITEMS

New Sun Tan Oil

An unusual Sun Tan Oil is being introduced by Dopkins & Company. It is called Paramount Sun Tan Oil and is said to be a knockout. It is a fine quality oil and enough of it is supplied for the money to do a thoro sun-protecting job. It is put up in a beautiful, modernistic bottle and priced low to get the business. Should make a good pitch item.

Mark Jay Pen Set

The new "Mark Jay" pen set is meeting with approval among premium users, claw men and operators, because the set shows real value and has the flash that is needed for the trade. The pencil is made to repel, expel and propel. The pen has a comb feed and is fitted with a 14K gold-plated point that will not corrode. The pen and pencil is fitted with a modern clip. Set is sold by M. B. Waterman & Company.

Write in the Dark

You can write in the dark with the new Nite-Lite pencil featured by Nite-Lite Pencil Products. Turn the switch at the top of the pencil and light floods the paper as you write. It can also be used as a pocket flashlight. It uses standard leads, battery and bulb. It is lightweight, attractively finished, 5 1/2 inches long and sells at a popular price.

"Centennial" Shirts

"The Gaucho," the "Wha-Hoo" and the "Texas Ranger" are three startling cowboy shirts being introduced by the Joel Isaacs Shirt Company. They come in guaranteed vat dye colors: Navy, seal brown, black, shutter green, orange, wine and white. These shirts are naturals for the Texas Centennial, for rodeo and circus performers and for concessionaires everywhere. They should also make exceptionally fine premium numbers.

Another "Winky" Toy

"Winky" Sailor is a new addition to the unusual Winky toy family. Pat him on the back, shake his hand or rub his tummy and he puffs a pipe. The "tobacco" in the pipe glows and dies just like tobacco in a real pipe. "Winky" Sailor is a bulldog 20 inches high, dressed in a smart, appealing sailor suit and hat. The pipe glow is operated by a battery in "Winky" Sailor's arm. The battery can be easily replaced by unscrewing the arm. There are also Lazy Cats, Scotties, Bear Cubs and Rabbits in the "Winky" line. They should prove to be exceptionally fine concession items. National French Fancy Novelty Company, Inc., are the manufacturers.

The "Chair" for Mosquitoes

An electric chair for mosquitoes. That's one for the book and Bob Ripley. Independent Lamp Works is merchandising this electric contrivance and they say it really does the trick. It is a square-shaped affair about four inches high, thru the center of which an electric bulb is inserted. Tightly wound around the square frame are a series of wire strands. Between the bulb and the wires is a light blue fabric. When the bulb is connected to an ordinary light socket the blue light given off is supposed to fascinate and attract the mosquito. When the unsuspecting mosquito touches the wire strands he is electrocuted.

New "Joe Louis" Novelty

Joe Louis Novelties, Inc., who introduced the Joe Louis autographed ring, has just placed the Joe Louis Tie Holder on the market. The tie holder is gold-plated and this company expects exceptional business during the summer months, when vests are discarded and the tie holder is shown attached to the tie. Ed Kasselle, president of Joe Louis, Inc., expects to run promotion and tie-up material with the coming Joe Louis-Max Schmeling fight, which is booked for the middle of June. He also has other Joe Louis novelties which will be ready to market in a short time.

New Type Can Opener

The Herman Specialty Company is manufacturing a new type of can opener with premium possibilities. It has increased leverage, but is guaranteed not to mar any cover. It has a corrugated lining which protects the cover, no matter how much pressure is applied.

Lever Spray Hose Nozzle

An entirely new style hose nozzle is the latest aid for the home owner, the gardener or anyone who uses a hose. The new nozzle fits the hand naturally and a slight pressure on the lever handle regulates to any degree of stream or spray desired. By releasing the pressure (See NEW ITEMS on page 64)

B & N'S MAY VALUES

ALKALINE SELTZER TABLETS, 30 Tablets to Card. Card. .35
BLACK PEPPER or CINNAMON. 3-Oz Can. Dozen. .50
Gross \$5.75
PUR-O-WHITE SHOE POLISH 4.50 (4-Oz.) Gross
SUN GLASSES—1 Dozen on a Card. Dozen .84

WALKING STICKS—UMBRELLAS CENTENNIAL FOUNTAIN PEN SETS—CENTENNIAL BILL FOLDS and Many Other Items. Write Dallas, Tex., Branch, 1914 Main Street.

Please Include 25% Deposit on All C. O. D. Orders.
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.
CINCINNATI, O.—1005 Vine St.
DETROIT, MICH.—527 Woodward Ave.
MILWAUKEE, WIS.—1006 No. 3d St.
ST. LOUIS, MO.—112 North Broadway.
PITTSBURGH, PA.—597 Liberty Ave.
DALLAS, TEX.—1914 Main St.
Order From Your Nearest Branch

Get your copy of Our New Catalog No. B126

1100 Pages of The Greatest Values Money Ever Bought
Don't Wait—Send A Request Now!



It's New! 6 1/2 inch Celluloid Carnival Doll

Per Gross 9.25
Per Dozen B34N141 .80

Has gaily colored Rosette Fan. Complete with Feather Dress. The upward and downward movement of doll on spring opens and closes fan, making it an outstanding number.

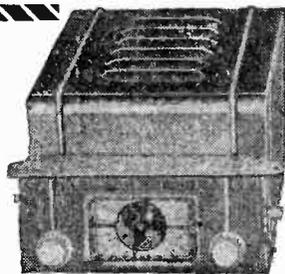


The Hat of the Season

Per Gross 8.00 Per Doz. 70c
Miniature Straw Hat, 6" overall. Has two-color band. Here is the hat that will go to town this year.

B51N3—FLAG BOW PINS. Per Gross .45
B51N32—4x6" GILT SPEAR COT-TON FLAG. Per Gross 2.10
B52N13—8x12" GILT SPEAR COT-TON FLAG. Per Gr. 3.60
B52N14—10x15" GILT SPEAR COT-TON FLAG. Per Gr. 6.00
B52N16—12x18" GILT SPEAR COT-TON FLAG. Per Gr. 7.20

N. SHURE CO. Adams and Wells Sts. CHICAGO



QUALITY AT A PRICE
Advanced 1937 Model 5 Tube Super Heterdyne
AUTO RADIO

\$14.95

IN LOTS OF 6

SAMPLE \$16.95

F. O. B., N. Y. 25% Deposit, Bal. C. O. D.

Playland Supply Co.,
118 East 28th St., New York

Compact, single unit, fits under any instrument panel. Will bring in Local and Distant Stations. Fully equipped. Exceptional selectivity and sensitivity.
ALL THE FEATURES OF A \$37.50 SET
R. C. A. Licensed Rathcon Tubes, Dynamic Speaker, Illuminated Airplane Dial. Completely shielded, no Suppressors needed. Powerful! Plenty of Volume!
Send for Circular.

MIDWEST SPECIALS

BB22—NOV. E LTY CIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, a very clever new item. Per Dozen \$1.20; per Gross, \$12.00. Sample, Prepaid, 25c In Stamps.
B100—BEACON MAGNET & MINGO BLANKETS. Case Lots, Each. \$ 1.50
B101—BEACON SHAWLS. Case Lots. Each. 1.90
B102—17-Piece TEA SETS, Large Pot. Case Lots, Per Set. \$ 1.00
B123—OAK TOSS-UPS. Gross 7.00
B108—Heavy PARADE CANES, best quality. Gross 16.50
B109—PARADE CANES, medium wt., Silver Inlaid handles. Gross. . . . 10.00
B110—PARASOLS, Floral Cloth, Gr. . 8.50
B112—BALLONS, Circus and Carnival Prints. Gross 2.50
B114—CANDY, large, flashy giveaway. Per thousand packages 10.00
B116—TOOTH PICK KNIVES, 3 blade, Jap. Gross75
B119—BOUNDER BASE BALLS. Dz. 1.15
B121—BASE BALLS, Special. Dozen. .80
B122—SWAGGER STICKS, Bright Colors. Gross 6.00
SPECIAL Indian Design Blankets, Each. 1.25
We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Game Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D.
NEW CATALOG SOON.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

PLAY SAFE!

20 YEARS of PRICE LEADERSHIP
Is Your Assurance of Getting the
Best Values on the Market

Postal Brings FREE CATALOG of
Thousands of Bargains.

Order from NEW YORK and Get Direct
IMPORT and FACTORY Prices.

We Have No Branches
Outside of New York

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST. NEW YORK

**NOTES
from
SUPPLY HOUSES**

The Stationers Specialty Corp., of which Adolf Fleichauer is president, has moved to greatly enlarged space at 19 West 21st street, New York, where the salesroom, offices and factory will all be located under one roof for great convenience and production efficiency. The firm's line of desk pads, desk sets and desk accessories are now on display in the new showrooms, where they may be

seen more easily and to greater advantage.

More than 250 items are listed in the 1936 catalog of Du Kay, New Haven, Conn., which recently commenced its third year of business. In addition to its line, which now includes pen and pencil sets, blotter sets and desk accessories, book ends, ash trays, cigaret boxes, bud vases and paper weights, the firm plans a number of new items for the gift shows in August and September.

The Borkland Company, maker of the new fast-selling sport hat known as the Bolo, reports sales exceeding even pre-season optimism. The Bolo is an American-made helmet designed to be worn



with polo shirt by the athletically inclined men. It is ideal for the beach, the grand stand, the open road, tennis court, etc. The unique Borkland suspension permits air cooling and the utmost comfort on the hottest days. Priced at 25 cents, retail, the special design permits one size to fit all heads and makes the item ideal for premium use as well as general sales. The Borkland people are also manufacturers of the Amazon, a different shaped helmet with similar suspension.

Agents and pitchmen in the Southwest who intend dealing in Centennial merchandise will be interested in learning that the B & N Sales Company has a Texas branch at 1914 Main street, Dallas, with complete lines of pen sets, bill folds, walking sticks, etc.

William W. Goodman, president of Created Ideas, Inc., Cincinnati, makers of "Fuzfinish" scottie dogs and other similar items, recently returned from a trip thru the East where he obtained jobber representation on his products thru seaboard territory. Among jobbers stocking the new line are Charles Feldman, A. Ponnock, New York Novelty Company, John Klein, I. Robbins & Son, and the Successful Sales Company.

The 5-in-1 Kitchenaid, recently introduced by Acme Specialty Company, is

**REMEMBER!
Immediate Delivery at
Advertised Prices!**

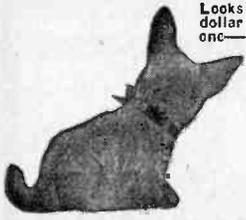
Our Customers Satisfied For Over 10 Years.

- SUN TAN OIL—3-Oz. Bottle. Doz. . . 50c
- DISINFECTANT—4-Oz. Bottle. Doz. . 30c
- FLY SPRAY—8-Oz. Doz. 65c
- FLY SPRAY—16-Oz. Doz. 90c
- BRILLIANTINE—3-Oz. Bot. Doz. . 45c
- SHOE LACES—27", Impt. Gro. . . 30c
- FLY SWATTERS—With Long Handles. Doz. 20c
- FLY RIBBON—Best Quality. . . . 73c
- 100
- CLAYSEL LATHER SHAVING CREAM—75c Tube. Doz. . 70c

SEND FOR FREE CATALOG.
3,500 Items.
25% Deposit With Orders.

BENGOR PRODUCTS CO.
10 E. 17th St., Dept. K, New York City

NEW — EXCLUSIVE — DIFFERENT — FUZZFINISH SCOTTIES



Looks and feels like real hair—a dollar number, if there ever was one—but your cost is only

Packed 18 Scotties to a case, shipping weight 31 pounds. Assorted six each; colors, black, white, henna. Each scottie ribboned with a beautiful red satinette. This number is eight inches high with a durable finish. One-third cash with order, balance C. O. D. Sample Package, Six Assorted Fuzfinish Scotties, \$2.25, postpaid, cash with sample order. Write for Price List—New Line, New Items.



CREATED IDEAS, INC., 901 Evans St., Cincinnati, O. "The Home of New Ideas"

UNIVEX FOLDING CAMERA

Case is made of Metal, Crystal Finish; may be had in Black, Blue, Green, Grey or Brown. Very compactly constructed—size, closed, 3 3/4 x 2 1/2 in. May be used for snap or time pictures. Makes pictures size 1 1/2 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

No. B101 CAMERA. \$.69
Each \$8.50
Ten For

No. B102 FILMS, for Above,
Put Up 6 Exposures \$.85
In a Roll. Doz. Rolls

AMERICAN MADE LAPEL WATCH—14 S. Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6' cord attached to match color of enamel.
No. B100—Each . . . \$1.10
Ten For 10.50



SEND FOR CATALOG

ROHDE-SPENCER CO.

WHOLESALE HOUSE CHICAGO
223-25 W. Madison St.,

TRY and BEAT IT!

1936 Sensational Radio Bargain. Amazes all who hear and see it. Take advantage. Volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it. LATEST MODEL.

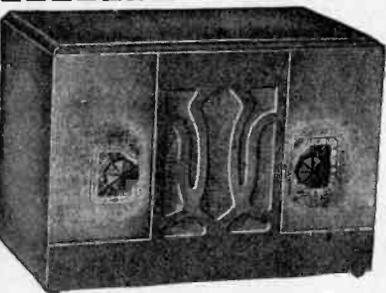
5 TUBE RADIO

Including 1 Metal Tube.
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current, Super-Tone Quality, Built-In Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalog on Request.

NOW \$5.95

In Lots of 6,
Sample \$6.50

F. O. B. New York. 25% Dep.



PLAYLAND SUPPLY CO.
118 East 28th St., NEW YORK CITY



The ONLY NEW STUFFED TOY SENSATION ON THE MARKET!
"WINKY" SAILOR ACTUALLY SMOKES!

(Fully Protected by U. S. Patents)
"Winky" Sailor smokes a pipe. Pat him on the back, shake his hand or rub his tummy and he puffs the pipe. The "tobacco" in the pipe glows and dies just like tobacco in a real pipe.

Battery which causes light in pipe to go off and on is easily replaceable. "Winky" Sailor's arm screws off, a new battery is put in and "Winky" Sailor smokes his pipe again. Batteries have long life.

"Winky" Sailor is a Bull Dog 20 inches high, dressed in smart, appealing, colorful sailor suit and hat. Absolutely the cutest, most appealing doll novelty on the market. Order today, \$24.00 DOZEN.

Concessionaires at fairs, carnivals, celebrations, expositions, etc., can clean up with "Winky" Sailor Now! Premium users in all fields will find that "Winky" Sailor is the greatest money-maker they have ever used.

We also have a complete "WINKY" line of LAZY CATS and SCOTTIE DOGS (with electric flickering eyes), \$24.00 DOZ., and "WINKY" Bear Cub (with electric flickering eyes), \$18.00 DOZ. Write for free circular. Stock up now! Order your supply today! Get the money while the getting's good! 1/3 deposit with order. bal. C. O. D.

NATIONAL FRENCH FANCY NOV. CO.
2058 Pitkin Ave., BROOKLYN, N. Y.

REAL FLASH - REAL VALUE

Famous "MARK JAY" PEN SET
Assorted Colors.

ONLY 22c BOXED

In Gross Lots. Per Gross, \$31.68
Per Dozen, \$3.00

RUSH ORDERS
25% Dep. With Orders.

M.B. WATERMAN & CO.
526 S. DEARBORN ST., Chicago, Ill.



SELL NAP-TA-KING CLEANING CRYSTALS

MAKES CLEANING FLUID 2 1/2 GALLON.
New Startling Discovery. NAP-TA-KING COMPOUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naptha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractively boxed. Trial Order, \$1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. BN-5, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.

REX HONES Now Less Than 3c Each

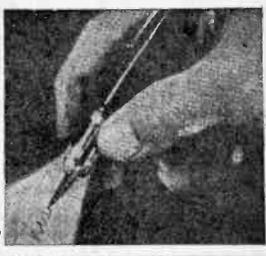
\$4.25 a Gross
Send \$1.00, Bal. C. O. D. Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. REX-HONE MFRS., 1500 West Madison, BR-5, Chicago, Ill.



"WRITE WITH LIGHT"

Remove the Pencil and It's a Pocket Flash Light.
\$4.50 Doz. Sample, 50c. Special Quantity Discounts. Retail for \$1.00.

Pat. & Mfd. by NITE LITE PENCIL PRODUCTS, 55 W. 42nd St., N. Y. C.



SAVE MONEY-TIME FREIGHT - ORDER FROM THE MOST CENTRALLY LOCATED NOVELTY HOUSE IN THE COUNTRY.

- Fullest Lines at Lowest Prices for
 - House-to-House Canvassers,
 - Wagon Salesmen, Agents,
 - Pitchmen and Streetmen.
 - Sideline Mdse.—extra special gross, 60c.
 - Free Catalog. Write
- CHAMPION SPECIALTY CO.**
814 Central St. KANSAS CITY, MO.



ELGIN & WALTHAM
Small size Pocket Watch, new YELLOW Round Cases, Fitted with R. B. 7-J Movements. In Lots of 3, Each \$2.65
25% Deposit. Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG. PILGRIM WATCH COMPANY, 161 Canal St., New York City.

ACTIVE MEN EARN BIG PROFITS. SELL MEN'S NECKWEAR

Order Today From These Fast Sellers.
Exquisite Wash Ties. . . \$.95 Doz.; \$ 9.00 Gr.
Silk-Lined Ties. 1.75 Doz.; 18.00 Gr.
Silk-Lined, Hand-Made CRAVATS 4.25 Doz.; 45.00 Gr.
Remit with order and we will pay postage. Satisfaction Guaranteed or Money Returned.
EXQUISITE CRAVAT CO.
234 Englewood Ave., Englewood, N. J.

STUFFED FUR ANIMALS—SPECIAL OFFER TO CARNIVAL CONCESSIONAIRES.

Large Fur Dog with genuine Leather Collar and Leash. Also 30-In. Fur Teddy Bear. We manufacture a variety of small Animals priced as low as \$3.00 per Dozen Up. Write for Particulars and Prices.
FAMOUS STUFFED ANIMAL CO.
135 West 20th Street, New York, N. Y.
Tel.: Chelsea 3-8879.

STEADY SELLERS at SENSATIONAL SMASH PRICES!

- TIRA BLADES, double edge, all blades uniform, guaranteed. Per 100 **23c**
- Single Edge Blades, with a back, Cellophane wrapped. Per 100 **45c**
- White Petroleum Jelly, No. 2 size. Gross **\$2.45**
- Styptic Pencils, Shaving, Cuts, etc. Dozen to box. Gross . . . **43c**
- Moth Tabs, 10c seller Doz. **22c**
- Mercurochrome, large size. Gross **\$4.00**
- Mercurochrome Strips and Plain (8 to envelope). Gross **\$1.85**
- Pocket Combs with Cases. Gross **\$3.60**

WE CARRY A COMPLETE LINE OF STANDARD PRODUCTS

Write Today For Free Catalog

JOS. JACOBS

28 East 17th St., NEW YORK CITY

going over even bigger than was anticipated, according to Mr. Baring, of Acme. The Kitchenaid is a good pitchman item and can be used effectively as a premium.

Men's short socks, with garter tops that require no garters, have recently been introduced in the Wholesale Hosiery Company line. These socks are going over big, says Joseph Kent, because with the warm weather many men find relief and comfort in garterless hose. For the ladies this firm has also added a pure silk, knee-length stocking with Lastex garter top, so that the ladies will not have to use garters either or find it necessary to roll their hose for the summer.

Henry Jacobs, of the Continental Merchandise Company, well-known importers, left for Japan recently. He will be back the first of August and at that time will have a complete new line of novelties and notions for the trade. Mr. Jacobs has a reputation of always coming back with something different and this trip will prove no exception, for he left with a number of concrete ideas for the manufacturing of new items.

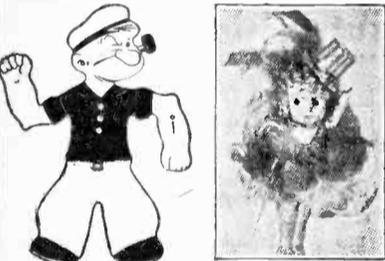
Samuel Ressler, senior member of the firm of Reskrem Silver Manufacturing Company, New York City, is back at his office after a serious illness. Mr. Ressler's ailment required a major operation. He would like his many friends in the trade to know that he is fully recovered. Reskrem Silver firm is long established in the emblem manufacturing business and is favorably known thruout the country.

Gair Manufacturing Company informs us that interest in its "Brown Bomber" statues is again showing increased activity, no doubt due to the fact that the big fight will soon take place and both fighters are already in training and getting plenty of publicity. Of course, the Brown Bomber is the idol of the colored folks and with a stunning lifelike statue of their "champ," distributors find it an easy matter to cash in either on direct sales or with attractive salesboard deals.

Pakula & Company are moving into larger quarters in the Kesner Building, Chicago (the same building they have been in). The rapid strides this firm has made since its inception a little more than four years ago necessitates the present expansion. Their new location is being equipped with a spacious display room, with modernistic fixtures and illumination. Harry Pakula, owner, was for many years associated with Alter & Company before going into his own business and is well known thruout the show world. During the first two seasons of the California Exposition Mr. Pakula maintained a branch in San Diego, so that he could give immediate service at all times. Incidentally, he is now in Dallas making arrangements for a similar branch in the Gulf Building to accommodate customers at the Dallas Centennial.

CIRCUS AND CARNIVAL WORKERS

We Are Headquarters for All Kinds of Novelties for Circuses, Carnivals and All Kinds of Games.



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Write for Catalogue of Premium Merchandise and Toys.

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Fastest selling item in America. Large (9x12) flashy, amazing Horoscope Dream Book with Lucky Numbers for each dream. Cost you \$4.00 per 100. Sample, 10 Cents.
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Packed 1/4 Dozen solid color to box.

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Two-tone shirt . . . in a vivid black and orange combination. Contrasting color on cuffs, collar, pocket and centerpiece. White piping throughout. Two embroidered stars on two pockets. Sizes, 13 to 17. **\$15.00**
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Write us for special two-color illustrated circular today! We can supply you the flashiest, most colorful Shirts you ever saw for less money than you ever paid before!

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"DeVAULT WONDER PEELER-SLICER-SHREDDER"
with the oscillating blade and lifter made of finest tempered tool steel and follows the contour of fruits and vegetables, taking an onion skin peel—no waste—WILL GIVE YOU THAT EXTRA LARGE PROFIT.

BIGGEST SELLER AT SAN DIEGO FAIR
SAMPLE WITH DETAILS
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154 E. Erie St. CHICAGO, ILL.
Sole Manufacturers and Distributors.



PEELS - SLICES - SHREDS - STRING BEANS, ETC.

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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.

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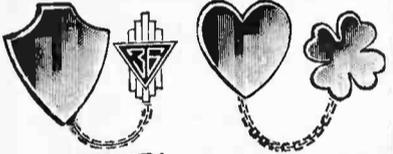


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PITCHMEN
by BILL BAKER

(Cincinnati Office)

LITTLE CHIEF WHITE EAGLE . . . pipes in from Maud, Tex.: "We opened the show at Emory, Tex., April 18. We carry 14 people and have one of the biggest shows of our kind in this section of the country, including quite a few Indians from the Cherokee tribe. Also Joe (Toby) Purcell. We have new banners and a wonderful flash. Stage is 16 by 16, painted orange and black. I would appreciate reading a pipe from Bill Foot. Recently I had 'one of those things' happen to me. A black-face comedian came to me asking for a job. He also needed a license for his car. I gave him the job and bought his license for him. Soon after that he blew the show without notice. Now can you tell me what kind of a comedian he is?"

DOC JACK FLOYD . . . opens his med show this week in Missouri.

J. A. IRWIN . . . well known to medicine men because of his previous long affiliation with the Devore Manufacturing Company, called at the desk the past week. Irwin is now vice-president and general sales manager of Standard Medicines, Inc., Columbus, O., a newly formed company catering to medicine men.

"AM SHOOTING THIS . . . pipe from the capital and it is pretty dull here," tells Ray Redding from Jefferson City, Mo. "Would like to read pipes from Beaman Yancey and Joe Harris. Have been watching the Final Curtain but fail to see their names, so guess they are still among the living. Would also like to read one from Bill Ellis. This city is open on your o. m. Several other towns here in Missouri also good on your o. m. Biz generally fair."

P. R. DEVORE . . . of the old Devore Manufacturing Company, dropped in for a visit at the Cincinnati office last week. P. R. is now operating under the name of the Consolidated Drug Company. Says business is great and looks for a banner year.

JEFF FARMER . . . shoots one in from Louisville: "I was recently discharged from the hospital at the National Home, Dayton, O., and naturally gravitated to 'ye old Kentucky Derby,' or is it 'Darby'? Seems that there is a standing controversy of many years on the correct way to pronounce the word. Anyway I found pitchmen's headquarters here wide open and with a hearty invitation extended to all workers. Spot is owned and conducted by Clarence Manion, and there are half a dozen trips and keisters, all filled, that can be used by anyone who has left his own with 'Uncle Ben' or otherwise disposed of them. This feature helped many an unfortunate brother the past winter. There is a roster on the wall that every visitor is asked to sign. To date there are some 300 names on it. The staff, now enjoying the first spring weather of the season, includes Doc William Gavort, oil; Doc Costello, oil; Lawrence Duff, ink sticks; Doc O'Connell, corn punk; Minett, birds and bal-

loons; a young lad known as Mac, working lots with polish, and myself with tonic. Quite a few are horsebacking, and McMillan is working blades. My old friend George Clark has been holding the same Jefferson street spot all winter with wire jewelry. Wonder if Jack Flowers remembers the fall of '34 when he, Clark and I camped out in Wilson, N. C., and the State troopers paid us a visit and thought they had five gallons of lush when in reality it was a jug of my oil. The entire bunch here descended bodily on Chief Red Feather's show, playing across the river at Jeffersonville, Ind. After the show we were treated, toasted and feted in the Chief's trailer. He has a real show and is located almost in front of the Colgate plant. Fourteen people and not a 'hamateur' in the bunch. He drew one of the biggest tips I have seen recently. The passouts on both med and candy reminded us of the good old days. Both Red Feather and his wife are natural born musicians and real folks. He will play near-by territory for a couple of weeks. The time draws nearer each day when those bonus bonds will be in the mail, and if all the plans for new joints, new trailers, outfits, etc., were laid end to end they would reach from here to—(?). But what's the use, some will materialize and many won't. But I do expect that lots of ex-service men will be rolling along in new cars, with new fronts, etc. So if we don't get it this fall we will have to have a better excuse than before."

BARNEY KAPLAN . . . Little Tex and Little Joe are working Lord's Prayer coins in a store demonstration on Fountain Square, Cincinnati.

"CHICAGO IS A PERFECT . . . mecca for pitchmen, with everyone crying the blues," shoots Herman Williams. "There are a few who claim they are cleaning up, but notice they seem to live on coffee and. Maxwell street is loaded with them. Doc Jake Fox and Buffalo Cody are working the streets with Fruit-Lax under a special permit. Ray Herbers is in Buffalo, and Omar Kija is in Memphis. A good tip and sure winner to all pitchmen is for them to scratch Chi off their lists. It is closed and getting hot. Doc Duncan and wife were Maxwell street visitors last week. Doc Schyman is going into the pitch game again."

"THE MISSUS AND I . . . have just completed reading current issue of *The Billboard*," pipes Tex Williams from Charlotte, N. C. "Last season we were with Doc Coy D. Hammack. We are changing out routine a bit this season. Instead of comedy or what have you we are handling advertising for a soft-drink concern. It is going over big in the South. Next stop Greensboro, then on to Winston-Salem. Plan on building a house trailer soon, equipping it with a p. a. system. Quite a few of the boys are working doorways here. Wonder why we don't read anything from the Bobby Wheelers. Things look like they will be in pretty fair shape thru this section this year."

"THE CENTENNIAL IS . . . taking great form and is going to be the biggest thing ever pulled off in these parts," pipes A. L. Clark from Dallas. "I have gone from hosiery to hostelry and have opened three hotels here. Will keep a record of info on laws, readers, spots, celebrations, etc., for the benefit of folks coming this way. This is my official announcement of retirement from the pitch field. Have devoted 15 years of my life to the road, working about 3,000 towns in 20 States. I have worked them all and to this day I think the best town in the country under 10,000 population is Guntersville, Ala. The best one around 25,000 population is Lubbock, Tex. Best city in the South is Dallas. I had intended to work more of Missouri this season but scratched it because of a little bad luck. Other ranking small towns are

Cullman, Athens, Dothan, Clanton, Andalusia and Huntsville, Ala.; Morrilton, Hope, El Dorado, Springdale and Fayetteville, Ark.; Ada, Seminole, Frederick, Lawton, Chickasha, Durant, Okla.; Fayetteville, Shelbyville, Columbia, McMinnville, Lawrenceburg, Tenn., and Tyler, Kilgore, Midland, Lomesa, Plainview, Tex."

ART ENGEL . . . drops a line from Kansas City, Mo., to let us know the town is closed tight. He writes: "Am working a store here with the blood-pressure machine. Have been doing well. Would like to read 'em from Huber Fulton. Sam Berman, Charley Sullivan and Buss Maybein."

THOMAS CUNNINGHAM . . . is requested to get in touch with his brother Bill at once on a matter of urgent importance.

"WELL, HERE I AM . . . in Daytona Beach, Fla., after being in St. Pete most of the winter," scribes Joe Hess, penman. "Met most of the boys and girls at the fairs and nearly all crying, but still eating plenty of steaks. Have been here two weeks, working a doorway with pens. Fred Scoville is here with peelers. We are not doing much but still making a living. Quite a few of the boys

IT SELLS PLUNGER FILLER VAC
ZIP! ONE PULL—IT'S FULL!
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

NEW NO-FLINT Automatic Gas Lighter
500% Profit. 25c seller to every Home, Office and Restaurant. Individual cards. Cost you \$1.00 a Dozen or 15 Dozen for \$8.00. Get free sample and all details quick.

NEW METHOD CO.
Box BB-14, BRADFORD, PA.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO.
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FOUNTAIN PENS
Western buyers order from us and save time
54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired.
Get Our Newly Reduced Price List
STARR PEN CO., Dept. 7
300 W. Adams St., Chicago, Ill.

NUDIST TIES
This new Tie Sensation comes in all colors. Only tie of its kind on the market. Order today.
\$1.25 a Dozen, \$12.00 a Gross.
TEXAS CENTENNIAL TIES (All Colors), \$1.25 a Dozen, \$12.00 a Gross.
SILK LINED FANCY TIES (Assorted Patterns), \$1.00 Doz., \$9.00 Gro.
Single Sample Tie, 25c Each.
25% Deposit. Balance C. O. D.
LEGION TIE CO., 703 Broadway, New York City.

CASH IN NOW!
ON THIS SPRING AND SUMMER ITEM.
Newly Patented, Nickel-Plated **LAWN MOWER SHARPENER**. Simple to operate. Every Home Owner a prospect. Sells for 50c. Costs \$2.00 per Dozen, \$23.00 per Gross. Orders of 6 Doz. or more shipped prepaid. 50% deposit with orders. Sample, 35c, postpaid. Write
CREED SHARPENER
1917 Newcastle Avenue, Chicago, Ill.

MEDICINE HEADQUARTERS
A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request.
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, 137 E. Spring St., Columbus.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS
Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

WILL ROGERS 1,000 LATEST JOKES.
10,000 Laughs; Wiley Post Eulogy, 4c, sells 15c. Sample 10c. Veterans' Magazine, Joke Book. Going good. **VET'S SERVICE MAG., 157 Leonard St., New York.**

SELL HANDKERCHIEFS—Staple, Profitable, Specialty Men. Jobbers, Agents. Write **HANDKERCHIEFS, Dept. B, 3 W. 29th, New York City.**

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And Other
LISTS
Will Appear in
the Next Issue

NEW PEN SENSATION!



Grodin Plunger-Fill Vacuum Fountain Pens. Just Pull the Plunger and the Pen is Full! Our Price on this is as unusually low as is our complete line of Pens, Pencils and Combination Pen and Pencil Sets. Write Today for Full Particulars. GRODIN PEN CO., 396 Broadway, New York, N. Y.

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Lowest Prices In The Country

Table listing various items like Moth Tabs, Bowl Deodorant, Sun Glasses, Bobby Pins, Aspirin Tablets, Adhesive Tape, etc. with prices in Gro., Doz., and 5'uple.

OVER 1,000 FAST MOVING ITEMS.

1936 CATALOG READY Complete Lines of Blades, Shaving Creams and Tooth Pastes.

SPECIALLY PRICED FLYER JUST OFF THE PRESS.

ORDERS for Less than \$5.00 to be paid in full. All other orders 25% deposit, balance C. O. D. Parcel Post include Sufficient to Cover Postage. C. I. LEE CO., 20 E. 17th St., N. Y. City Serving the Jobber Since 1920.

are still passing thru daily going north. Kid Owens, that grand old man, and his wife are here at Ormond Beach. They had us up to dinner Sunday and it was a grand meal. Monday night we went out to Mrs. Welch's house for dinner. Welsh has jewelry in a store here. Cut up plenty of jackpots. Will be leaving here this week heading north. Guess it will be Asbury Park again. Will tell them the story about the pens. Hope all the boys and girls are getting a little of that green stuff."

BEN BENSON . . . 40 years a pitchman and a delegate to the hobo convention, held in Louisville, Ky., May 2-9, was a Cincinnati office visitor last week. Benson, who is a profile sketch artist, left Los Angeles the latter part of March. He advises pitchmen to keep away from California and the Panhandle country. Said the Crafts Shows treated him well when he met the outfit at Brawley, Calif.

"WORKING COILS HERE . . . at shops," tells John Murray from South Bend, Ind. "John Moldenhauer is here with hones, Mickey Romella with glass-cutters, Earl Godfrey Fukum. Met Sam Coe at Akron, O., working gummy and his wife with horn nuts. They still have their dog, Lee. Does a swell bally juggling a potato. What's become of Barnett and Davidson? Pipe in, boys."

"WELL, THE BOYS . . . are all heading for the Centennial at Dallas," postcards Harry Woodruff,

Pitchmen I Have Met

By SID SIDENBERG

One of the most popular and prosperous medicine pitchmen I have met recently is Vernal W. Tate, better known as "Chief Red Wolf" to the boys and girls of the pitching fraternity. Tate had the surname of Vernal bestowed on him by his parents when he was born under canvas on one of the circuses at Vernal Falls, N. Y.

Tate's parents were performers in the sawdust arenas and were well known in the circus world. When William Tate, the father, became too old to stay in the ring he went back to his first occupation in the show business, selling medicine. Fifty years ago the elder Tate worked for Healy and Bigelow on one of their first med operas. Tate was well trained for the business while with that aggregation. The senior was taken off by the flu during the war and Vernal stepped into his father's shoes by taking possession of the show and putting it on in greater and grander style than ever. Tate's mother is still with the outfit. She is handling the concession end of the business and doing character parts. The roster of the show includes the Higgins Circus Review aggregation; Kinney Bird, producer and blackface; Charles Baldwin, straight and light comedy, and Mrs. Tate Jr., who also works in parts and helps the Chief on the sales end.

During the winter months and inclement spring weather the Chief works soap and other sundries at the sales barns in Indiana. With the first signs of the sun taking possession of both sides of the street the Chief rolls the trucks and other paraphernalia out of the barns and onto the highways, byways and the lots of the Hoosier State, never leaving its boundaries.

The last time I saw Tate he had a brand-new Studebaker roadster with the latest loud-speaking equipment installed to attract the throngs to the lots he was playing. Plenty of rolling stock to carry other equipment necessary for a successful med opry followed the roadster.

Anderson, Ind., is headquarters. as William Tate, 9 years old and boss-man of the Tate stronghold, is being educated in that town, where Tate owns his own home in addition to other real estate.

Tate is 35 years old, a member of the Eagles and Veterans of Foreign Wars.

PITCHMEN • DEMONSTRATORS • CANVASSERS

feature the famous

WILLIAM A. WOODBURY DEALS

TOILETRIES and COSMETICS for MEN and LADIES

FIVE NEW SURE-FIRE 4-PIECE DEALS

Just Released

- ★ EYE-APPEAL
★ PRICE-APPEAL

WRITE FOR QUANTITY PRICES OR \$100 FOR THESE 5 SAMPLE DEALS POSTPAID ON MONEY BACK GUARANTEE

ALVIN BUICKROOD, 1738 Coleman St., Brooklyn, N. Y.

"BON AMI" Demonstrators!! Pitchmen!!

OFFERS SENSATIONAL COMBINATION

SHOE WHITE DISCOVERIES!! Spectacular Scientific Discoveries! Guarantees Sensational in beautiful leather containers. Fits in purse like powder puff. Can be carried on picnics, boat rides, beaches, etc. ALSO "BON AMI" LIQUID, A MARVELOUS scientific all-purpose waterproof White Shoe Cleaner. BEAUTIFUL bottle and label.

FAST SELLER AT 15c EACH—BOTH FOR 25c. Send 25c for Double Sample. Special Demonstrators Price Double Gross \$9.50 1/2 Deposit With Order. ORDER TODAY 143 West 41st St.—Dept. M1 New York City

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SEND NO MONEY



ONE 15¢ PACKAGE MAKES 5 GLASSES IN 5 MINUTES. RIVALING FRESH FRUIT COSTS ONLY 4¢ A GLASS. NO FRUIT JUICE NEEDED. ADD ONLY SUGAR AND WATER BECOMES INSTANTLY FIRM WHEN COOL LIKE JELLY.

Exclusive County or State Rights. Opportunity to Earn up to \$10,000 Annually. MINUTE FOODS, Ltd., 257 Werdin Place, Los Angeles, Calif. Dept. B

"CUT YOURSELF"

A nice piece of cake. Join us in a real new money-maker. Something you've never seen before. Just send 25 cents coin (not stamps) and we will send you material and instructions to enable you to take in \$250.00 before you need spend one more penny. Have some one else do the work for you. Act quick and get free formula also.

COMMUNITY ENTERPRISE - - - Laurium, Mich.

IMPORTANT ANNOUNCEMENT TO MEDICINE MEN

AN ORGANIZATION OF YOUR OLD FRIENDS Now Ready To Serve You With QUALITY MERCHANDISE

Correctly made over approved Formulas. Make satisfied customers. Immediate service guaranteed. Write for details. STANDARD MEDICINES, INC. 664 N. High Street, Columbus, O.

REMOVES SPOTS in 10 SECONDS

Amazing money maker. Removes spots and stains instantly from clothing, ties, upholstery—every fabric. No muss—no fuss—no work. Always ready. Cleans like magic. Leaves no ring. Nothing like it. Will not burn or explode. Safe—convenient—economical. Sensational demonstration. Everybody buys on sight. Packed 12 to a counter display box. Sell retail at 25c or wholesale to stores. Cost to you \$1.25 per Dozen; 12 Dozen, \$12.00. Sample and Particulars, 10c. GORDON MFG. COMPANY, 110 East 23rd St., Dept. REB, New York.



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Beautifully Decorated, Ass'd. Designs, Adjustable Head Sizes, Made in 2 Sizes.

No. 1173—KIDDIE COOLIE HATS. Dozen 80c. No. 1174—ADULT COOLIE HATS. Dozen \$1.35. LUCKY IVORITE CHARMS, With Colored Strings Attached. Horses, Elephants, Dogs, Camels, Lions, Etc. 1 Gross of a Number to a Box. Gro. 90c

25% Deposit With Orders, Bal. C. O. D. NEW PARK, BEACH AND CIRCUS BULLETIN FREE. NEW TEXAS CENTENNIAL CIRCULAR NOW READY. GOLDFARB NOVELTY CO. "The House of Service" 116 PARK ROW NEW YORK

HOSE BARGAINS!

Millions of dollars spent yearly for hosiery! Get into this rich field with a complete line of men's and women's hose at rockbottom wholesale prices. A style and quality to please everybody and anybody, all illustrated in beautiful catalogues which can be furnished with YOUR name only on them! Here's a chance to establish your own business selling wholesale to agents or hiring sales people to sell for you on commission. We show you how. Orders filled by the pair, the dozen or the gross. Amazing prices bring costs down to as little as 6 1/2 c a pair! Rush name for complete FREE details before you do another thing!

WHOLESALE HOSIERY CO. 111 East 23d Street, Dept. F-7, New York City.

100% PROFIT

Finest Quality—Silk Lined. TIES \$1.75 SAMPLE DOZEN. WE PAY POSTAGE. Gorgeous, Latest Summer Styles. 1,000 Patterns To Choose From—Satin, Wovens, Stripes, Jacquards, Bartheas, etc. Lowest prices in city. Send today for sample order and List Price of entire line. Ask for or money refunded. SMART-STYLED CRAVATS, 643 Broadway, N. Y. C.

PITCHMEN AGENTS DISTRIBUTORS WANTED FOR DENTAL-LASTICS

Newest dental accessory. The only device made for massaging the gums. A package will last a year. Should be in every home. A good store or window demonstrator. Every druggist a prospective dealer. Sample package and terms, 10c. A good 25c seller, with a long profit. THE DENTAL-LASTIC CO., North Hollywood, Calif.

SUN TAN OIL

Marvelous product. Large modernistic bottle; beautiful gold label. Good, plenty and low priced. A fast summer profit maker. Territories closing fast. Sample 10c. DOPKINS COMPANY, 545 5th Ave., N. Y. C.

WE WILL MATCH ALL ADVERTISED PRICES

On Shaving and Dental Cream, Razor Blades, Necessaries, Sundries, Cosmetics, Pharmaceuticals, etc. Send your order to Chicago Mills Sales Co. for Better Service and line up on New, Fast Selling Items.

Time Blades, Double-Edge, a New Knockout, 100 Blades	\$0.34
Razor Blades, Asstd., Double-Edge, 1,000 Blades	2.40
Shaving Cream Assortment, 35c Sizes, Dozen	.45
Dental Cream Assortment, 35c Sizes, Dozen	.45
Shaving Cream Assortment, 60c Sizes, Dozen	.65
Dental Cream Assortment, 60c Sizes, Dozen	.65
Fly Swatters, Fine Wire Mesh, Dozen	.20
Fly Swatters, Soft Rubber Head, Dozen	.30
Fly and Insect Spray, 8-Oz. Can, Dozen	.75
Moth Tabs, Asstd. Odors, Medium Size, Dozen	.25
Moth Tabs, Asstd. Odors, Large Size, Dozen	.45
Sun Glasses, Jr. Celluloid Lens, 12 on Card, Dozen	.40
Sun Glasses, Glass Lens, Asstd. Colors, Dozen	.75
Sport Goggles, Glass Lenses, Hinged Nose Rest, Dozen	1.50
White Shoe Polish, 4-Oz. Bottles, Dozen	.36
Bowl Decorative, Cellulose, Wrapped, Dozen	.30

New Catalog Just Off the Press—FREE. 25% Deposit With Orders, Balance C. O. D. SEND ORDERS TO CHICAGO ONLY.

MILLS SALES CO.
27 S. WELLS ST. CHICAGO, ILL.

SPECIAL MESSAGE

GOOD NEWS TO ALL OUR PAST and PRESENT CUSTOMERS and FRIENDS

WE ARE READY TO GIVE YOU THE SAME QUALITY PRODUCTS, FASTER SERVICE and LOWER PRICES THAN EVER BEFORE IN OUR NEW PLANT LOCATED IN NEW YORK...

OHIO MEDICINE CO. DEVORE MFG. CO., INC.
511 East 72d St., New York
MEDICINE and PITCHMEN
Write for our private label catalog.

Get Set for Life!

IN COUNTER CARD BUSINESS

NO INVESTMENT NEEDED.

Good pay right from the start handling one of our regular routes. Place famous line 5c-10c Counter Card Goods with steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Chocolate Laxative, Bromo Fizz, Mercurochrome. All mounted on new-style, sales-making, self-help counter displays. Up to 140% profit for you and merchant. Make up to \$65 weekly. A lifetime business. Big Catalog and Samples sent free.

WORLD'S PRODUCTS CO.,
Dept. 588-A, Spencer, Ind.

KEYSTONE IMPORT CO.

ANNOUNCES REMOVAL TO NEW LARGE QUARTERS AT

1000 South Los Angeles St., LOS ANGELES, CALIF.

COMPLETE STOCK NEWEST STYLE FOUNTAIN PENS AND PENCILS.

Immediate Shipments to Any Part of the Country.

ELGIN-WALTHAM

RAILROAD MODEL 16—SIZE 7 JEWEL...\$2.50
15 JEWEL...3.25
17 JEWEL...3.50

DEPOSIT REQUIRED—BALANCE C.O.D. SAMPLE WATCHES EXTRA. QUANTITY BUYERS WRITE

BERKSHIRE

It Helps You, the Paper and Advertisers to Mention The Billboard.

fountain pen king, from Cherokee, Ia. "It will certainly be a pitchman's paradise this summer. Most of the boys say stay out of Iowa but I find plenty of business here. Very few of the boys here now. Well, guess I too will drift down and catch the Centennial. See where Paul Hauck has a store in Detroit."

FROM ATLANTA . . . comes another from John H. Jones: "Since piping in the last time I ran into Tom Adkins. Says he has been here for some time and is doing fair. He is a swell fellow and a square shooter and always ready to help out another in distress. Ethel Hart just came in and is working the Marietta street lot to rather poor business. Hard to get a good spot here, altho there seems to be some money in circulation. Wonder if J. Cooper left New Orleans yet. And if Jack Gilbert is in Boston. Will probably work quite a few towns in Tennessee, Kentucky and Ohio—then to Chicago and Detroit. Hope I will always be able to buy *The Billboard* as reading Pipes is the only way we have of keeping in touch with one another. Have been working a few shops here but to rather poor business."

BART AND PEARL BARTONE . . . whose Bartone's Ideal Comedy Company is slated to start its tent season May 25 and who have enjoyed the comforts of their home at Albany, Ind., since early last December, recently purchased the motion picture chimpanzee, Jackie, from George Thompson, trainer of John G. Robinson's Elephants, who bought the chimp last fall. Jackie's act will be among the features this year. Besides the Bartones, their company will also include Dave Behee (who will handle the chimp) and wife; Harold and Dolly Hovel, who have been with the Bartones several seasons; Johnny and Vernie Bishop, Roy-Irlon and wife and Slim Keys.

A. L. BLACKETT . . . paperman, according to word just received from Johnny Compton, has been confined to the t. b. ward of the Veterans' Hospital, Wadsworth, Kan. He would appreciate hearing from friends.

WORD FROM . . . C. E. Shepard and his bunch of business builders, with headquarters at Lebanon, N. H., tells that Shepard is working his copyrighted premium plan at Burlington, Vt., to excellent results. Ted Sparks and Bill Ryan are doing especially well.

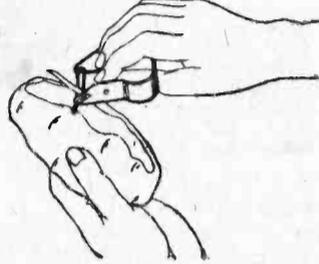
JOHN A. (HAV-A-LAF) WALKER . . . is playing lots thru Oklahoma territory with his med platform show.

"I HAVE AT LAST . . . got a fast-stepping show together," writes Doc Coy D. Hammack, from Macon City, Ga. Roster includes Skinny Lanier, producer; Mrs. Lanier, contortionist and acts; the Ott family, of Ott and Ott, jugglers de luxe, a real drawing card; Wesley Prescott, at the piano, and Jewell Ott, song and dances; Frank Griffin, dancer, straights, etc.; Hootis Killinger and wife, Lula, concession, and general lot man; Mrs. Hammack, still selling seats and working afterpieces; myself, lectures and office. Of course I still amaze the natives with my mindreading and Australian whip act. Had a very pleasant visit recently with Bob and Mrs. Hofeller, down south, vacationing and combining business with pleasure. Would like to read pipes from Dave Wilson and wife, also my protegee, Paul Compton. Why not pipe in, Paul, and tell us how you and family are? See how this sounds to the rest of the med showmen. Why not give the med shows a page in *The Billboard* and leave Pipes for Pitchmen, to the pitchmen who work without a show? I would be glad to contribute a pipe each week if we could have a little corner of our own. Now I don't mean this to be nasty, but there is a lot of difference in the showman who carries a troupe of performers and the man who only uses a short bally of some kind to attract his tip. Bear in mind that I do not have any enemies in the pitch business and don't think I am above or below them. But I do think that a little corner for med shows only would be accepted by all med showmen with a lot of enthusiasm. If this isn't asking too much, Bill, see what the rest of them have to say about it. Leaving here May 20 for Illinois if nothing happens more than I know now."

NEW ITEMS

(Continued from page 59)
the flow of water is shut off automatically. There is no leakage to wet the hands or clothing when the hose is dropped if the telephone rings or somebody calls. For steady spraying a knurled nut can be set so that the nozzle hose holds any degree of stream or spray desired. The new nozzle is made of nonrustable metal, with the handle of rustproof steel and all other parts of best quality brass. The maker, Dolphin Specialty Company, reports good early demand.

Fast-Selling Peeler



Here is one of the newest items on the market for pitchmen and demonstrators. The W. R. Peemster Company is urging demonstrators and pitchmen to get in early. This tool is claimed to be what every housewife has been looking for, does work quicker, easier and more economically. This handy little kitchen tool peels, slices, shreds, etc. No forced sales required—it sells on sight. No more dull paring knives, marked or cut fingers, stained hands, and one of the big features of this handy tool is that it stays sharp, according to the makers.

Tobacco Bag Cap

The "roll-your-own" cigaret idea has caught on like nobody's business—especially among women, and for milady who doesn't care for loose tobacco in her handbag a unique bag cap has been invented. It is small and fits into the top of most any tobacco bag. The manufacturer, the Dan Dee Specialty Company, puts it out on counter cards, attractively lithographed. Agents are reported making volume sales to cigar stores, drug stores and filling stations.

Nut Meat Grinder

An ingenious little Handy Ann nutmeat grinder is the latest specialty of the Patent Novelty Company. It is compact and inexpensive, and may be had in a variety of colors. Item should meet with wide distribution as a premium item.

ONLY TICKETS

(Continued from page 3)
admission shall be deemed, under the law's provisions, to be 25 per cent of the total charge made or the amount of the cover charge, if any, whichever is greater. The proprietor of each place of amusement and entertainment is compelled to make a return before the 10th day of each month to the Department of Revenue of Kentucky, setting out the total gross receipts, the amount thereof which has been paid as a separate charge for admission, amount thereof which has been paid for food and drink, number of admissions of each price class which have been sold and other information. Every person or firm in the business of supplying amusement or entertainment is required to procure from the Department of Revenue a permit. Other provisions require every place of amusement or entertainment to make bond, conditioned on faithful compliance with the act, with a surety satisfactory to the Department of Revenue. One of the most stringent require-

ments of the law gives the Department of Revenue power to examine books, records, papers, files or other equipment of amusement concerns, to examine witnesses under oath for the purpose of verifying returns made by persons or for other purposes involving enforcement of the act and to examine books, records, etc., of other persons for the purpose of determining whether the act is being violated.

The bill passed the House April 28 by a 67 to 19 vote and by the Senate May 5 by a 21 to 7 vote. Passage by the Senate was by only one vote more than the required number to pass a bill carrying an emergency clause. The law was criticized in no uncertain terms by picture theater owners.

"Under the old sales-tax law, wherein a 3 per cent general levy was imposed on all forms of business, the amusement industry was not placed in a position whereby it was being discriminated against. The regular admission ticket cost the purchaser only one cent in taxes whereas the new law will require three cents," said one operator. "Athletic contests, wherein the same price range as the theater prevails, will not be taxed under the new law. This discrimination is sure to prove a blow to the amusement industry. Such an excessive rate of taxation makes it impossible for the theater owner to absorb the levy, as it more than approximates the return from his investment."

SELL BLADES—5 For 5c AND TRIPLE YOUR MONEY

DOMINO

BLUE COST 1 1/2c Per Pkg. of 5 Blades, All Etched and Cellulose Wrapped.

100 BLADES IN BOX 30c Put up in attractive Display Cards for only 5c extra per 100.

YOUNG NOVELTY CO. Inc.
100 Hanover Street, Boston, Mass.
Free Sample. 50% Deposit With Order.

WASHTIES

PLAIDS, STRIPES AND FIGURES \$8.00 Gross

SAMPLE DOZ. 80c. SILK TIES, PLAIN COLORS, PLAIDS & STRIPES, \$12.00 Gross. SAMPLE DOZ. \$1.25. 25% deposit with order.

J. LEINKRAM
915 B'way, N. Y. City
Making Ties Since 1907

MAY 28 and 29

ALL-STATE SHRINE CEREMONIAL AND JUBILEE IN CEDAR RAPIDS, IA.

Parades, Street Dancings, Shrine Temples in Iowa and surrounding States invited. Opportunity for Pitch Men. Write **WALT WORKMAN**, Recorder, Box 28, Cedar Rapids, Ia.

A Pleased Customer Is Our Best Advertisement

NEW TRANSPARENT SIGNS
Day and Night NEON-LIKE 8"x14". Costs 4c; Retail 25c. Over 1,000 Designs. Largest Selection of Stock Signs in the U. S. Sample and Catalog free. **L. LOWY**, Dept. 647, 8 West Broadway, New York.

Beautiful Tropical Shell Whistles

Fast Seller. Patented.

48 Whistles mounted on beautiful display card, Sample Card, \$1.00, Cash with Order, Prepaid.

1,000 Whistles, not mounted, \$10.00 Cash, Prepaid.

5,000 Whistles with your Name or Advertisement, \$50.00.

Can deliver in big quantities. Also supply any other Sea Shells.

DADE MFG. CO., Inc.
140 N. E. 12th St., Miami, Fla.

FLASH! MAKING RADIO HISTORY

5 TUBE GENERAL RADIO

ANOTHER SENSATION. First time in history—High Quality Genuine General Radios at the prices of ordinary sets. Smart! Modern! Beautiful! Dynamic Speaker offset to give full tonal quality.

R. C. A. licensed tubes and one metal tube.

Airplane dial-illuminated, latest oval shape.

Two walnut finished cabinet. A. C. D. C., Built-in antenna. Air cushioned carton packing. FULLY GUARANTEED.

The name sells it. The quality sells more. Profits to you! Get aboard. **ORDER TODAY.**

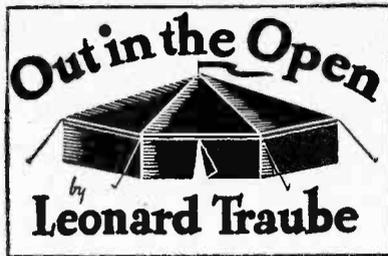
SIZE: 10 1/4" x 7".

GENERAL WIRELESS LABORATORIES
240-C West 23rd St. New York, N. Y.

GREAT SUTTON SHOWS

Will sell exclusive on Cook House for Season.

Mt. Vernon, Ill., May 18-23;
Robinson, Ill., 25-30.



Purging Midway Magic

AFTER waiting in vain for years for an outsider to make adequate use of the super-colossal wisdom possessed by your correspondent, along comes an offer. The offer is really more flattering to the ego than fodder for the pocketbook, but money is a foul medium of exchange, anyway, and fattery is a precious commodity not easily gained. The naughty shekels, while able to buy groceries and pay the rent, are dwarfed indeed when standing beside praises which are pleasant on the ears or the eyes as the case may be.

The offer is from Roy B. Jones, of the United Shows of America, who is editor of that organization's *Midway Breezes*, an organ for which he asks me to write an article on the general subject of "Cleaning Up the Midway." Your correspondent is taking the liberty of letting *The Billboard* in on the ground floor, assuming for the moment that Mr. Jones will take the second part of call by lifting this treatise in part or in whole for his lively publication.

Sanctifying games, while not easy, is not a problem which defies solution. It is my impression that a control or safety measure was introduced into concession operation not as a means of diminishing the flow of prizes from operator to customer, but, on the contrary, as a means of regulating the play so that the man behind the booth could be given opportunity to encourage repeats via awards. The man who thought up the idea based it on a fallacy, the fallacy having to do with the celebrated human equation.

Many of the fraternity took one look at the system and decided this was easy pickings. That, in effect, changed the whole order of things, because the honestly motivated concession man could not compete with the unsavory tactics of those who turned on the gaff switch without any display of real common sense and with no eye to the future, about which they cared not a hoot. The

transition may not have been as simple as all that, but the general idea was.

TO THE average person in any field the idea of deliberate theft is revolting. I do not say that the average game mogul or his agent feels the same way about it, but thru my own experience around midway operas and by reason of numerous conversations on the subject with representative operators over a period of years I am convinced that the moral factor is not as important as the practical angle.

In other words, it is my feeling—and I may be called a chump for saying so—that in the long run the man with some regard for his business and the future thereof will have more money in his kick than the person of the snatch-grab kind who might enjoy the position of being king for a day but who generally winds up in hock at the end if not during the season and has to be bailed out by the cookhouse man to whom he might be on the nut in the first place.

The snatch-grab man is proud of the manner in which he goes in for the trim, but if the same friendly principles which he adopts when in dire need and in tough shape were exercised when trotting out the wares on the shelf which he never hopes to surrender to the open-faced man facing him with good American dollars eked out by his own sweat, the midways of the North American continent would be cleaned up overnight.

NO MAN is so far gone and so addicted to the desire for larceny of one kind or another that he cannot change either by intelligent persuasion or by force when, as and if necessary. This brings us to the real root of the trouble within, show owners, concession superintendents and fixers. These administrators can clean from within if they wanted to, but some do not exert their power unless forced to by municipalities or county officials, or to protect thieving and bargaining local fixers.

Counter-irritants are often the men in charge of concessions at some fairs. Too many among them give the wink to games of such a shady nature as to justify demands for exorbitant space rates. If they do not do this, they exact the same amount per front from every stand. The well-meaning operator is therefore obliged to turn the heat on his stand as much as is reasonably possible, because, figuring what he has to throw out in the way of prizes, he cannot compete with those who give up little if anything.

The uninitiated fair official is in most cases surprisingly keen. Resigned to his state of ignorance concerning games, he uses what amounts to good business sense by mixing good games with bad games and charging all hands plenty and let the chips fly where they may.

I STILL think the fault lies largely with the show, and not so much with the fair or celebration which hires it, because a cleanly established game industry would have an effect on local officials and executives of fairs, the effect being good, which means that it is in the direction of reasonable rates.

It is hoped that some hints are contained herein which might be useful in the formulation of a national campaign to drive out those who appear to have no regard for the industry and are causing it to pass up opportunities for the greater profits to which it is entitled.

Before closing I wish to call attention to a note sent to me by Arnold (Doc) Beebe, marathon driver and weight guesser, who suggests that this corner ask successful operators in all phases of the outdoor amusement business, including games, to give what in their opinion are the best methods. "There would be quite a bit of discussion as to the relative methods concerned. There is and has been quite a bit of exploitation regarding operation of games at fairs. They all lean toward the legit and merchandise angles. I guess that is the operation of games of the future. Someone will eventually bring that up on a national scale. Take this for what it is worth—if it is worth anything."

Wizarde Opens May 23

WESTMORELAND, Kan., May 16.—The Wizarde Novelty Circus will open here under canvas May 23, using a 60-foot round top with two 30s. Little George Townsend will have pit show. Thirty stands have been set and show will play all fairs contracted. Billy Brown will have band with six men and calliope.

Acts will include Miss Perin's dancing horses; Sidney Rink, mule act; Four Cordts Sisters, acrobatic, ballet and tap dance turns; Jack Shaffer, clown; Baldwin Trio, comedy globe; Wizarde family, five people, tight wire; Jack Jack, high-balancing perch; 11 trained dogs and two comedy mules; Jack Wizarde, balancing traps; Frank Wizarde, ponies.

Show will have concert, with stage, scenery, lights, etc., using seven novelty acts. Calliope will be used for street bally. Visitors included Ray Alexander, Pile and Campbell. The Wizarde visited Seal Bros.' Circus at Junction City, Kan., also Landes Shows at Manhattan, Kan. Mrs. Wizarde, who has been ill for a month, has recovered.

FOR SALE GANGSTER CAR

(1930 16-Cylinder Cadillac)
Known as Gangland's 16-Cylinder, Bullet-Proof Limousine, 1 1/2 inch Bullet-Proof Glass, lined with Battleship 1/4 inch Steel, Smoke Screen, other gadgets. This car played Publix-Warner Theatres, custom built, perfect running condition, great flash. Smart showman can make money circuses, parks, fairs, carnivals. \$3,200.00 cash. Can arrange terms to reliable parties. Also have Stereopticon and Gangster Slides. I. P. A. System for Sound Truck, \$100. L. C. McHENRY, 408 W. 6th, Gastonia, N. C.

NOW BOOKING

For 70th Annual Emancipation Celebration, Emancipation Park, Houston, Tex., June 12-21. Ten big days and nights. Shows, Rides, legitimate Concessions. WILL BOOK sensational Free Act. The South's Greatest Colored Event. 200,000 to draw from. Free Barbecue, Street Parade, World Famous Bands, Athletic Contests. Wire, phone or write R. W. "TOMMIE" STEVENS, 510 Travis St., (Phones, Preston 9365, Preston 9216), Houston, Tex.

CHARLES KYLE

WANTS for darb spot Celebration, sensational Shows and Attractions with outfits. Big Cook House (with meals). Ex on Drinks, Dogs, Ice Cream sold, and some Shows already booked, as well as the Main Attraction. Straight Wheels and Bingo Agents on my own Concessions. Always place real Special Agent, Auto, Banner, Exhibit Men now. Address Moose Club, Philadelphia, Pa.

"Midget Auto Races"

WANT Promoter that handles these. Darb location. Special Agent, Banner and Programme Advertising Man. Address CHARLES KYLE, "Moose Club," Broad Street, Philadelphia, Pa. Real Shows with outfits for Park and Road.

AL WAGNER CAN PLACE

For Sandy Beach Park, Russell's Point, O., Capable Couple for 4-Dime Photo Machine. Must know their business. ALSO PLACE capable Scale Man with or without scales. Grind Store Agents for Buckets, Roll-Down, and two capable Men for Blower. All park owned Concessions. All who worked for us before write again. Everybody write, Russell's Point, O.

MOTORDROME WANTED

For cash. Not too far from Cleveland, O. Also want Motocycles and Riders. HUGHES & BRANSON, Hotel Haig, 2530 Prospect St., Cleveland, O.

WANTED

ARENA SHOWS WANT
Photo Gallery and Two or Three Shows, except City Show, for Big Firemen's Celebration at Grove City, Pa., May 27-30, and for Sharpville American Legion and Old Home Week. In care of Harry Morrison and Edward M. Deitz, Jr.
BOX 691, Butler, Pa.

WANTED TO BOOK

Ball Game, String Game, Cigaret Shooting Gallery, Blankets, Lamps, Frankenmuth, Mich., week May 18th; Saginaw, Mich., week May 25th. Good spots following. BURNETT AND MATUS SHOWS.

CLEVELAND HOME SHOWS

Playing Cleveland Lots. WANT Musical Comedy Show, Small Platform Shows; open for Kiddie Ride. Have 30x50 Top and Snake Show complete. Want competent men for same. Legitimate Concessions come on. L. GLOTH, Pines Hotel, Cleveland, O.

CLEVELAND HOME SHOWS WANT

Small Cook House, Chairplane and Ferris Wheel Men. Ritchie come on. Legitimate Concessions wanted. Playing city lots in Cleveland. Address L. GLOTH, Pines Hotel, Cleveland, O.

WANTED

Capable Coupon Agents, also reliable Wheel Man, come on or wire. Kelly Oshay wire JERRY, Cuyahoga Falls, Pa. COREY SHOWS. Good territory.

WANT TO BUY

20 or 25 good Used Scooter or Dodgem Cars. Give complete details, including price. JOE GUILIANO, 191 Wooster St., New Haven, Conn.

WANTED Versatile Circus Performers that do two or more acts and work in Concert. Side Show to let with your own transportation. GARD BROS., Coventry, R. I.

CONTEST! CONTEST! IN THE ARENA,

MINNEAPOLIS, MINN., JUNE 13th to 21st. Bulldogging, Bucking Horses, Steer Riding, Calf Roping Contests, \$600.00 each, all fees added, divided into three go rounds, \$200.00 each go round. Cowgirl Bucking Horses, \$15.00 per head. Want to contract Trick Riders, Ropers, Acts, Bucking Horses and Steers. Address all mail to JACK KNIGHT, Business Manager, the Arena Rodeo, Minneapolis, Minn., Des Moines (Ia.) Police Rodeo, May 25 to 30. Shriners Rodeo, Peoria, Ill., June 3 to 7. Can use acts, cowboys, 20 weeks' work. Milt Hinkle, Manager.

WANTED FOR The Mabel R. Weer Shows

Shows with or without own outfits. Will furnish tops and panel fronts for any money-getting shows. What have you? Lester Knapp wire. Concessions: Wheels of all kinds, Fish Pond, Bowling Alley, Pitch-Till-U-Win, Hoop-a-La, String Game, Shooting Galleries, Frozen Custard or any other concessions using stock. Will Book Merry-Go-Round for Number Two Unit to play one of the best 4th spots in this section, and other celebrations to follow. Good proposition. Celebration and fair committees in Indiana, Ohio and Michigan wire, we may have your dates open. Dowagiac, Mich., May 18-23; South Haven, 25-30. Address all communications to MABEL R. WEER.

DECORATION DAY in Lansing, Mich.

WEEK OF MAY 25, FOSTER SHOW GROUNDS Can Place Two-Abreast Merry-Go-Round for this date and for balance of season. Can Place Two More Shows; what have you? Can Place Legitimate Concessions at all times. Want to hear from Lyman Dunn. Oil towns, Mt. Pleasant, Mich., week May 18; Alma, Mich., week June 1. Address HENRY J. POLLIE, per route.

POLLIE & LATTO SHOWS

JOE'S PLAYLAND SHOWS WANT SHOWS

String Show, Mechanical Show or any show that does not conflict. Can place Ball Game, Diggers, High Striker, Cigarette Gallery, String Game, Need Ferris Wheel and Chair-o-Plane Foreman. Join on wire, Oxford, Kan., this week.

EUREKA SHOWS

OPENING MAY 30, ALBANY, N. Y., DISTRICT

Have good opening for Cook House and Frozen Custard. Can place Shows, Rides and Legitimate Concessions of all kinds. This is the Decoration Day spot you have been waiting for.

Fair and Celebration Secretaries, I have the show you want. Need Lindy Loop Foreman and Ride Help. Lambert and Roberts, write. Wire or write MAE BISTANY, Capital Hotel, Albany, New York.

COREY GREATER SHOWS

CURWENSVILLE, PA., THIS WEEK; COALPORT, PA. (CELEBRATION), NEXT WEEK.

WANTED—Loop-o-Plane, Loop-the-Loop, Kiddie Auto Rides, Ten-in-One, organized Plant. Show with Band, Hill-Billy Act, Fat Girl, Flea Circus, Diggers, Cigarette and Long Range Shooting Galleries, Fishpond, Scales. Address E. S. COREY, as per route. P. S.—La Verne and John Hoff come on. WANTED TO BUY Band Organ.

WANT :- BLUE RIBBON SHOWS :- WANT

ELKS STRAWBERRY FESTIVAL, BOWLING GREEN, KY., WEEK MAY 25

Lead Gallery, Custard, Candy Floss, Candy Apples, any stock store that don't conflict. No racket. Will Place Monkey Drome, Motordrome, Monkey Show, Mechanical City, Half and Half. Will furnish tops and fronts to reliable showman. Tom Davenport wants Wrestlers and Boxers. WANT Loop-o-Plane Foreman. Somerset, Ky., this week. L. E. ROTH, Manager.

L. J. HETH SHOWS WANT

Side Show Acts. Experienced Chorus Girls who can do Specialties, also Talkers, Drummer with complete set of drums. Snake, Illusion or any other shows of merit. Loop-o-Plane. Concessions—Candy Apples, Frozen Custard, Palmistry, Pitch-Till-U-Win, Scales, High Striker, Candy Butch. Have two sit-down shows and any concessions that will work for merchandise. HENDERSON, KY., THIS WEEK.

WANTS :- CECIL C. RICE :- WANTS

For positively Three Biggest Events this season. Hammond, Ind., week May Twenty-Fifth; Indiana Harbor, week June First. Then the biggest one of season, Gary, Ind., Thirteenth and Broadway, in heart of city, all strong auspices. Ky. Legs, Eddy Ryan, Rip Winkle, Jack Thompson, Perry Madison, Art Doggett, Big Alabama Story and all other Legitimate Concessions wire quick. All show people formerly connected with me, write or wire. This is a big show and we can place real show people at all times. Address all mail and wires per route, Peru, Ind., this week. AL G. HODGE SHOWS, INC., CECIL C. RICE, MGR.

All-Time Favorites

of FRANK WIRTH Wirth's Circus

Charles RINGLING*, Mrs. Charles RINGLING, John RINGLING, Carl HATHAWAY, Harry TAMMEN*, Fred WARRELL*, Charles SPARKS, Jerry MUGIVAN*, Bert BOWERS*. Send in your list of 10 favorite showmen, living or dead.

*Deceased.

Program, Staff Of Lewis Bros.

ADRIAN, Mich., May 16.—First two weeks' business of Lewis Bros.' Circus has been above that of last year. Opening in Jackson, Mich., show had a big day and the home town gave the circus a sendoff. Albion, Coldwater and Monroe all gave good business. Fremont, capacity afternoon and night; Sandusky, fair afternoon and two-thirds at night; Napoleon, Sunday stand, was beyond expectations; Defiance, with schools out, a good afternoon and capacity at night. Threatening weather kept down business here.

Big show is running smoothly and is one of the best ever presented by Manager Paul M. Lewis. All equipment is in first-class condition. Show is moving fast, arriving on lots in good time and everything up before noon.

The Program

Opens with spectacle, *A Fiesta in Spain*, with 38 dancing girls in three rings and track; all new wardrobe, which with blending colors presents a fine appearance under the lights. No. 2—Capt. Jerome Smith and lions. No. 3—Clowns. No. 4—Comedy acrobats, the Dells, the Moreens, the Merrills. No. 5—Riding dogs, Keith Poley, Dorothy Lewis. No. 6—Iron jaw. No. 7—Clowns, Silvers Johnson and company. No. 8—Menage, Mildred Meinke, Dorothy Lewis, May Matson; horse on track, Chapin. No. 9—Moreen's carrying perch. No. 10—First concert announcement, his group of 12 Sioux Indians. No. 11—Clowns. No. 12—Leaps, Harry Merrill and clowns. No. 13—Ponies, Dorothy Lewis. No. 14—Clowns. No. 15—Ladders, Mary Matson, Phyllis Stanwick, Mildred Meinke. No. 16—Clowns. No. 17—Elephant act, Dorothy Lewis. No. 18—Trapeze, Kelly Moreen, Eddie and May Moreen, Harry Merrill. No. 19—Clowns. No. 20—Dogs, worked by Dorothy Lewis and Dorothy Dittoe; goats,

Keith Poley. No. 21—Concert announcement. No. 22—Wire act, Three Chesters. No. 23—Big ponies, Dorothy Lewis. No. 24—Banner announcement. No. 25—Jumping horses on track, ridden by Dorothy Dittoe, Dorothy Lewis, Keith Poley, June Russell, May Matson, William Oswald, Robert Morris. No. 26—Acrobatic act, the Six Moreens. No. 27—Slivers Johnson and his Funny Ford on track.

The Staff

Paul M. Lewis, manager; Joseph M. Hefferan, assistant manager; R. B. Dean, press representative; C. S. Primrose, general agent; Harry Hamilton, special agent; Fred Thalhofer, manager bill car; Jerome Smith, superintendent; E. S. (Red) Monroe, general foreman and boss canvasman; Bill Concord, assistant boss canvasman; Sanford Sussell, purchasing agent; George V. Connors, assistant side-show manager; Doc Burns, big show announcer and lecturer; Sammy Maoretta, superintendent inside tickets; Bill Benay, boss hostler; R. C. Wade, chief electrician; Paul Lalley, assistant electrician; Mrs. Dell Kirkendall, Mrs. Doc Tripp, Mrs. P. C. Hill, reserved seat tickets; P. C. Hill, front-door tickets; Dorothy Campbell, director of ring stock; Louis Watson, inside tickets; Cy Perkins, inside tickets; Barney Ross, elephants; Bill Oswald, animals; Tony Lopez, ponies; Harry Merrill, equestrian director; "Slivers" Johnson, director of clowns; Mae Smith, Myrtle Meinken, Cora Graybar, June Russell, Carrie Robbins, Mary Richardson, Ethel Sheppard, Carrie Elmore, menage; Phyllis Stanway, director of spec; Buck Reger, manager of banner advertising; Massey Bros., novelties; Verne Hall, chief of transportation; Fred Adams, Herman Delamer, mechanics; Agnes Underwood, secretary; Mae Lewis, treasurer; Doc Tripp, band director; Conrad Kirkendall, assistant band leader; William Tingler, steward; Fred Kuba, cook.

Big Show Band: T. J. (Doc) Tripp, leader; Sid Antell, Harry Kohn, cornets; John Anderson, Everett Remmers, clarinets; Ethan Abbey, baritone; Carl Kuebler, W. M. Nolan, Tige Half, trombones; Dale Howey, bass; Frank Vallely, drums; Larry Welch, callopie.

Side Show: Jake Friedman, manager; George R. Connors, assistant manager; Art Woods, inside lecturer; Ora Weldy, Roy Woods, tickets; Prof. Maxwell's colored band and minstrels; Four Marshall Sisters, rumba dancers; Dr. Edwards, Punch and Judy and magic; four-legged girl illusion; Aldo, fire eater; Lillian Kufer, snake act; Raven and Redwood, Sioux Indians; hillbilly singers; Ethel Friedman and Gertie Roberts, dancers.

Concessions: F. B. Young, manager; Lorraine Young, stand; Peanut Deck and wife and Paul Devere, butchers.

Miller Bros.' Shows

Big Stone Gap, Va. Week ended May 9. Auspices, Volunteer Fire Department. Location, Main street, close in. Weather, fine. Business, ordinary.

The first move of the season, from Greenville, S. C. There naturally developed the last-minute rough spots in handling equipment, with the result the show lost Monday night. Bad railroad connections caused some of the people coming thru on passenger service to arrive Monday afternoon. Among latest arrivals: Walter Batey with his double Loop-o-Plane. The Bateys returned from Cuba after an extended engagement with the Royal Palm Shows. Jockey Roland and Ethel, whose Motor-drome did not arrive in time to open here. The De La Cruz Midgets and the Pygmy Village also newcomers. Frank Struble and Jumbo, also Mickey Mouse, arrive next week. Eric B. Hyde has his Tilt-a-Whirl crew working on new set of seats. Jockey Roland building new walkrounds for his Drome. Henry Stulkey and boys shaping up the Side-Show outfit. William Judkins Hewitt with the Hyde organization. Nick Patrino's cookhouse rendezvous for gossipers and jackpot builders. Morris Miller arrived back on show after a season with his museum. During his absence J. T. Tinsley and Herb Tisdale busy men. Robert R. Kline, well-known general agent, was a visitor, also many from J. J. Page Shows, which were in Appalachia—among them J. J. Page, R. E. and Mrs. Savage, D. T. Morrissey and Roy Fann. Mr. and Mrs. Chester Ford arrived with concessions.

R. F. McLENDON.



SCHULT TRAILER HOMES

\$235-\$275-\$315-\$350 to \$695

Not camping but living trailers. You can live more comfortably and more economically—for Schult trailers have every convenience that you would have in a home.

NEW STEEL CHASSIS AND MANY OTHER IMPROVEMENTS

Write for Free Literature.

SCHULT TRAILER FACTORY 10 New Models, 20 Used, ELKHART, IND.

"SAM-SAM"

(Copyrighted)

Available for week-stands and 3 days. Celebration, Fraternal Committees, Fair Associations not already contracted, write. Have a few open dates. 70 People, 70, and Performing Animals. Address CHARLES KYLE, Mgr., Suite 1039, Grand Central Terminal Bldg., New York City.

"Circus — Musical"

OLD FASHION STREET FAIR

Dayton, Minn., Thursday, Friday, Saturday and Sunday, May 28 to 31. WANT Shows, Kiddie Ride, Chair Swing, Merry-Go-Round, Legitimate Concessions—\$10 to \$15. No racket or G joints tolerated. Concessions, send deposit. Fifteen weeks of Street Fairs and Celebrations to follow. Want Free Acts. All address E. J. McCARDELL, Director, 1405 Yale Place, Minneapolis, Minn.

KRAUSE GREATER SHOWS

Has opening for String Show or Ten-in-One with their own outfit. Jack Orr, wire. Opening for Girl Revue on account of disappointment. Will furnish outfit. Can place Fat Show, Midget Show, Mickey Mouse Show, Monkey Circus, Small Drome or any other Single Pit or Ballyhoo Show not conflicting. Will sell exclusive on Frozen Custard, Diggers, Penny Arcade, Photo Gallery, Merchandise Wheels, Cigarette Gallery, Long-Range Gallery and others. Opening for Loop-o-Plane. Address, this week, Wellston, Ohio.

WANTED RIDES, CONCESSIONS, VIRGINIA BEACH, VIRGINIA

Caterpillar, Whip, Hey-Dey, Tilt-a-Whirl or any other popular Ride, Kiddie Rides. CONCESSIONS—Legitimate Wheels and Grind Stores, Fortune, Penny Hearts, Frozen Custard, Popcorn, Soft Drinks, Photos, Linen Store, Candy Floss and any other that is suitable. S. LIVINGSTON, 1305 E St., N. W., Washington, D. C.

ASHTABULA COUNTY, OHIO, VETERANS BONUS CELEBRATION AND EXPO.

WEEK STARTING JUNE 15, IN THE HEART OF ASHTABULA, O., AUSPICES VETERANS OF FOREIGN WARS, POST NO. 943. CONCESSIONS WANTED—Merchandise Wheels and Spindles, Ball Games, Photo Gallery, Penny Pitch, Jingle Board, Cigarette Gallery, Palmist Camp, Spot-the-Spot, Fishpond, Candy Floss, Soft Drinks, Novelties and others. WILL BOOK Good Athletic and Girl Show, also other Shows of merit. WANTED—Ferris Wheel and Kiddie Rides. WILL BOOK High Dive and other Free Acts. The largest event ever held in Ashtabula, O. Three Rides and large Cook House already booked. Communicate ED WEYLS, Expo. Director, Veterans of Foreign Wars Headquarters, Ashtabula, O.

BARFIELD'S COSMOPOLITAN SHOWS

WILL PLAY JELICO, TENN., NEXT WEEK, RIGHT IN TOWN, OPPOSITE CITY HALL, UNDER STRONG AUSPICES. Positively the First Carnival in Town in Many Years. Also we have LA FOLLETTE, TENN., for the LEGION AND VETERANS' COMBINED STATE CONVENTION. We offer real spots if you have an Attraction. WANT one or two more Shows, Fun House and Motor-drome. Also one Flat Ride, Room for a few more legitimate Grind Stock Concessions. Also want Talker, Tattoo Artist and Acts to feature in Side Show. WANT Colored Performers and Musicians. Address C. E. BARFIELD, Oleveland, Tenn., this week; Jellico, Tenn., next week.

KEYSTONE SHOWS WANT

FOR TWENTY WEEKS OF CELEBRATIONS, OLD HOME WEEKS AND FAIRS. WANT Loop-o-Plane or Loop-the-Loop. Have nice outfit for Girl Revue or up-to-date Hawaiian Show that can work to ladies during week. Have outfit for Geek, Half-and-Half, or any Show not conflicting. Have several Concessions open, including Wheels. No grift or flat stores. Committees in Western Pennsylvania or Ohio wanting a clean, up-to-date Carnival, look us over. We have a few open dates. C. A. HARTZBERG, Mgr., Natrona Heights, Pa., this week; Parkers Landing to follow.

Bockus & Kilonis

CINCINNATI, May 16.—Ben R. Jones, of the Bockus & Kilonis Circus, states that show has been out two weeks, business being good first week, bad the second, owing to weather conditions. The program is a most pleasing one and show has been receiving some good afternoons.

A STREET parade, opening Peru's (Ind.) Clean-Up Week, sponsored by Mayor Long and planned by Fire Chief Carl Ahnert, many years employed at circus car sheds, was over two miles in length and featured many employees, animals and props from quarters furnished by Manager Ralph Clawson. Among farm units were Cheerful Gardner and entire herd of elephants, eight camels, six zebras, circus band and wagon; steam callopie, in charge of Mrs. Pauline King.

Siebrand Bros. Shows

CAN PLACE Geek Show and Fan Show or Show that don't conflict, Penny Arcade. WANT legitimate Concessions, American Palmist. Route: Rapid City, S. D., week May 18; then Deadwood, S. D.

WANTED FAMOUS GEORGIA MINSTRELS

ALL COLORED—UNDER CANVAS. Stage Manager capable handling 36-people show. Lonnie Fisher answer. Week stands. Real hot trumpet for street. Tickets if I know you. Wire; don't write. BACKER & WINSTEAD, Rocky Mt., N. O.

It Helps You, the Paper and Advertisers to Mention The Billboard.

CIRCUS WANTS

White Musicians for Big Show Band, Cornet, Trombone, Clarinet for Side Show. Colored Musicians, Cornet, Tuba, Trap Drummer, Light Skin Girl for Minstrels. Ticket Seller to make Second Openings. House Car sleeping accommodations for all. For the Advance, sober, reliable Man to handle the Billposting Brigade, also Bill Posters and Lithographers that can drive trucks. Billers wire RAY SWAN or JAMES M. BEACH; all others, MANAGER

YANKEE ROBBINS CIRCUS

May 21, Greencastle, Ind.; 22, Crawfordsville, Ind.; 23, Hoopston, Ill.; 25, Peru, Ill.

LEWIS BROS. CIRCUS WANTS

Party to furnish Concert and After Show, 50-50. Also Side Show Acts and Colored Musicians. Also Working Mcn. Ben Deb come on. May 20, Bay City; 21, Saginaw; 22, Owosso; 23, Lansing; all Michigan.

TO JOIN ON WIRE

Ferris Wheel Foreman with Eli Button. Salary \$12.00 and board. First-class Talker for Minstrel Show, 10% of gross and board. Sax Player and one more neat Chorus Girl for Minstrel. Pay your wires JOE GALLER, Robertsdale, Ala., this week; Atmore, Ala., following.

WANTED—CARNIVAL FOR CENTENNIAL CELEBRATION

JULY 15-16-17. Address C. K. ALEXANDER, Chairman, Houston, Miss. Quick!

MINER'S MODEL SHOWS WANTS Shows, Loop-o-Plane or one Flat Ride, and all kinds of Concessions, for one of the biggest Old Home Weeks and Firemen's Celebrations in the hard coal regions. Miners working day and night. Conditions the best in years. May the 24th to the 30th, over Decoration Day, and you work Sunday all day. Location Shenandoah Heights, Shenandoah, Pa. Address R. H. MINER, week of May 18, Kulpmont, Pa.; week of May 24 to 30, Shenandoah, Pa.

WANTED

Boss Billposter, Banner Men, Main Street Lithographers and all around Billers. Also Acrobats.

WALTER L. MAIN CIRCUS

GENEVA, O.

WANTED AT ONCE

Banner Man capable of selling Circus Unit to Merchants and Fairs. Must have car. W. A. Dickey wire. Also want Popcorn Man. JACK RIDDLE, Lexington, Ill.

FOR SALE

Three-Abreast Carousel; best offer takes this ride. Stored in Michigan. I. W. JONES, 1925 No. Tatbott, Indianapolis, Ind.



PUBLIC RELATIONS POLICIES FOR COIN MACHINE OPERATORS

The appropriate act or word at the right time—what wonders it will accomplish for the coin machine industry!

An operator who has not to date handled merchandise machines remarked: "It's a standing law of my family and all my employees that when anything can be bought from a coin machine it must be bought that way. We'll go out of our way to get gum or candy or peanuts out of a machine!

"You may think me foolish to follow this policy, but I know what I am about. It is up to all coin machine operators to pull together. If we throw as much patronage as we can to one another we'll not only add to coin machine volume but we'll set an example for the public.

"Time after time I boost the merchandise machines to my friends and the public in general. With my example I help to form the habit in others. In return other operators will boost for me."

Not only should one coin machine operator demonstrate trade patriotism in this way but he should familiarize himself with facts and beliefs which, putting the coin machine industry in the right light before the general public, will work to the general good of every operator.

For example, there are certain basic principles in coin machine merchandising that every operator should be able to state in a convincing, persuasive way. He should seize every opportunity to educate people to the fact that coin machine buying is economical, since the customer does not buy more than he needs; gets standard weight; is sure of uniform high quality. The total amount of money spent for an item in a year is what counts—and on this basis the coin machine customer, buying no more than he needs, usually accomplishes a large saving.

Again, there is no salesman present to exert "high pressure," persuading the customer to buy more than he needs.

Coin operated machines have been improved marvelously in recent years. The manufacturers in no other industry have done a better job than the men who cater to this trade. However, there is a section of the public whose opinions of coin machines date back to the very early "prehistoric" stage of the business. Of course, coin machines got out of order in those days—as did automobiles!

So the evangelist for coin machine merchandising should be able to talk convincingly of the mechanical marvels which modern machines are; of how, retailing merchandise, they do so under the most sanitary conditions.

You can find many persons today who after depositing a penny in a machine 20 years ago and getting nothing in re-

turn haven't risked a penny on a machine since! This sounds extreme—but it is a fact that a section of the public doesn't patronize coin machines as heavily as it would if such occurrences did not remain in memory. So every operator and members of his family and employees should spread the gospel that coin machines today are accurate, dependable—always give the customer good return and then some for his money.

It's mighty good propaganda for the coin machine business for every operator, when learning of a novel, new application of automatic principle, to seize all sorts of occasions to talk about it.

It's rather astonishing when anyone can take his own picture and have a finished print in 60 seconds, and all for a very small sum. That is "human-interest" news for a great many people. In a sense, the operator who tells a barber-shop group or a party of friends about the machine is "blowing the horn" of the entire coin machine industry. He is glorifying the automatic principle.

It's mighty easy for him to go on and remark that volume of merchandise sold by machines is on a great increase; how the number of items thus sold has grown. He should talk about the convenience of coin machines, which enable many people to buy goods in places without loss of time where they otherwise could not.

He should talk about the beautiful new streamlined, modernistic models—how in attractiveness and utility they get better all the time.

There is a tip in public relations which coin machine men can take from local merchants. One of the reasons these local men have a "hold" on patronage of home-town people is the aid that they constantly give worthy causes. The independent merchant contributes to the community chest, helps get new members for the chamber of commerce, serves on the hospital board, is trustee of his church and so on.

Emulating this example, coin machine operators should do things along similar lines. The operator, for example, who puts free scales at the disposal of the high-school football team certainly made a "donation" which he easily could afford. The football season is short—only from about the middle of September to the middle of November. However, the operator made friends whose help did wonders for him in his business.

This same operator before a baseball game had led the squad to one of his gum machines and, demonstrating it, proceeded to present chewing gum to every man who wanted it—and that is a large majority. How could most high school and college boys play baseball if they didn't have gum?

Broad-gauged practices of this sort help not only the individual operator; but the whole trade.

How are YOUR public relations, brother?

SILVER SAM.

Bally's Newest Games Go Big

Sky High and Ray's Track proving popular—12-coin escalator making a hit

CHICAGO, May 16.—Bally Manufacturing Company's factory is a beehive of industry these days as the orders pour in for the firm's long-awaited Ray's Track horse-race game, the new Sky-High payout or ticket game and the new 12-coin pin-game escalator.

Bally's Ray's Track game is now in full production, according to announcement made by Jim Buckley, Bally's sales manager.

"We have swung into production," Jim states, "without much hullabaloo of publicity because we've got a full-time job on our hands for some time to come, filling the tremendous back log of orders that have piled up since the show. But I want every one of the many distributors and jobbers who have ordered Ray's Track to know we are working night and day to meet the demand.

"First reports," Jim added, "prove that our claims of greater earning power have been conservative. The exclusive daily double feature, whereby listed odds are more than doubled at surprise intervals, is proving tremendously popular with players. And the quiet trouble-free operation is making a big hit with operators and locations alike."

"One-shot thrills—plus five-ball suspense." That's how Ray Moloney, president of Bally, describes the company's new Sky-High pay-out or ticket game. The game is played with five one-inch non-magnetic metal balls. Yet the player can win on a single skillful shot or by placing balls to pair up two pockets across the board. Either way he gets instantaneous automatic award and continues to shoot balance of balls for additional payouts.

Pair pockets are arranged along the sides of the field—two 10-holes award 10 points, two 20-holes award 20 points, etc. And right in the center is the famous Jumbo-style one-shot lane—100, 150 and 200 in a row—any one of which may be scored with one ball. From one to five payouts are possible each game, with a \$4 top. Double-score pocket doubles all awards made before or after hitting Double Score. And awards for five out-balls insures suspense right up to the last instant of play.

Ray states that nation-wide location tests have proved the strong money-making power of Sky-High's five-ball play with one-shot appeal.

12-Coin Escalator Makes Big Hit

"The greatest single advance in pin-game construction since the first anti-tilt." Thus does one leading distributor describe Bally Manufacturing Company's new pin-game escalator, which shows 12 last coins played, according to Jim Buckley, Bally sales manager.

The 12-coin escalator is used on both Hialeah and Multiple one-shot pay-out games, both of which machines take in one to eight or more coins per game, and escalator can be set to show any number of coins from 1 to 12.

"Incidentally," says Jim, "these two multiple coin-chute games, Hialeah and Multiple, are proving the biggest hits we've ever put out! On Hialeah the opportunity to cover from one to eight horses and the total absence of out-

Meo-O-Ow!

LONDON, May 16.—British operators should by now be well hardened to peculiar reasons put forward by individuals and organizations anxious to see suppression of amusement machines, but considerable amusement has been caused by an objection raised by Royal Society for Prevention of Cruelty to Animals.

The society has taken exception to the Pussy Shooter, which has for some time been very popular in arcades and at the seaside. Machine has a number of metal cats on roof top and player endeavors to shoot them down with coin-release pistol. The society contends that this will encourage cruelty to animals.

Needless to say British operators find it hard to take objection seriously.

holes is making a hit with one-shot fans everywhere. And on Multiple it's the odds-booster lights which keep them shoving nickels into the chute by the hour."

Milt Swanstrom Rock-Ola Ad Mgr.

CHICAGO, May 16.—Officials of the Rock-Ola Manufacturing Corporation this week announced the promotion of Milton Swanstrom to the position of advertising manager, the post formerly headed by Paul S. Bennett, who is no longer employed by the firm.

In taking over the position of advertising manager Mr. Swanstrom is fully qualified thru his vast experience in advertising and sales promotion work and his interesting career with the Rock-Ola firm. He is well known in coin-machine circles and has many friends among distributors, jobbers and operators thru his activity in the many advertising and sales campaigns of the Rock-Ola company. Swanstrom's new undertaking has brought him congratulations from all parts of the country.

The memorable days of World's Series and Jigsaw have never been forgotten by Swanstrom, and the ambitious program planned by the Rock-Ola management on several new games indicates that big production will be necessary to fill the demand.

"We are going to town," said David C. Rockola, president of the corporation, "and with our new arrangement with Swanstrom as advertising manager and N. L. Nelson as sales manager of the pin game division, excellent co-operation will be given distributors and jobbers in exploitation of all Rock-Ola products."

Nelson, new sales manager of the pin game division, is well known in the coin machine business and is admirably fitted for his new position.

Unterberger Takes a Bride

WILKES-BARRE, Pa., May 16.—Louis Unterberger, president of the Anthracite Vending Machine Association, composed of coin-machine operators of Scranton and Wilkes-Barre, was married here last Sunday. Unterberger, who has accomplished much for the vending-machine association, is also a member of the local Rotary Club. He was one of the first to present amusement machines to hospitals and institutions, thereby giving the patients an opportunity to indulge in an enjoyable recreation.

Rock-Ola Scores With New Alamo

CHICAGO, May 16. — Reports from men like Cy Lynch, of the Electro Ball Company, of Texas, and Jack McClelland, of National Amusement Company, of Los Angeles, as well as other prominent coin-machine men, indicate that Alamo, new one-shot table manufactured by the Rock-Ola Corporation, will surpass any production and sales of any machine developed by the firm in a long time.

Additional floor space has been added solely for the production of Alamo and many new employees will be at work in Rock-Ola's plant to keep up production. Production is being stepped up constantly to care of the demand.

The many new features incorporated in Alamo have increased earning records beyond all expectations of the Rock-Ola officials. Alamo has a 50-inch cabinet attractively fitted with the most modern coin machine equipment, which includes multiple coin chute, ticket unit, a new pay unit, mint vander, changeable odds, a \$10 top award, together with many other new developments. David C. Rockola has personally supervised the experimental work on the new Alamo game and the many new features have been thoroly perfected.

The encouraging comments and enthusiastic reception Alamo has had have created a demand that is increasing every day. Players are drawn to the big 50-inch Alamo table by the \$8 "lone star" hole and the \$10 top award.

Dallas Group in Drive for Members

DALLAS, May 16.—Harry H. Turner, newly elected president of the Dallas local of the Texas Coin-Operated Vending Machine Association, called a special meeting Wednesday night of this week, at which 75 per cent of the membership was in attendance.

Many new applications for membership were received and read, the result of a drive by the president to include in Dallas local all the operators of Greater Dallas. The local is adhering strictly to the rule that an operator must be a member of the State association before he becomes eligible to membership in the Dallas local.

Refreshments were served at the meeting by Fisher Brown, celebrating his advent into the operating business.

President Turner reports that the coin business in the Dallas area is far better now than it has been at any time in the past three months and that the future has a pleasant and profitable outlook.

A permanent membership committee was appointed as follows: Ed Furlow, chairman; C. E. Seale, Emmitt Rayner and J. W. Quinn.

Biz Booms in Wichita

WICHITA, Kan., May 16.—Business is booming here for coin-machine operators, with many new county roadside places opening up, all depending heavily on coin-operated machines.

Coin phonographs are getting a big play now, and marble machines are gaining so fast that several near approaches to sportlands can be found in the downtown district.

HARD SHELL CANDIES

FOR VENDING MACHINES

WE HAVE ADDED SOME NEW ITEMS

WRITE FOR SUMMER PRICE LIST

PAN CONFECTION FACTORY

NATIONAL CANDY CO., INC.

345 W. Erie St., Chicago, Ill.

1-BALL PAYOUT Guaranteed Perfect

Put 'N' Take	10.00
Bally Ace	29.50
" Jumbo	40.00
" Derby	70.00
" Peerless	70.00
Pamco Parlay	62.50
Mammoth	50.00
Repeater	59.50
Giant	30.00

We Buy Used Cigarette Machines. We Are Jobbers for Leading Manufacturers.

AMERICAN-SOUTHERN COIN MACHINE CO.

507 Baronne St., New Orleans, La.

BESSER'S BETTER BUYS

In Guaranteed Used Machines

PUT 'N TAKE	\$20.00
CARIOCA	17.50
CHAMPION	10.00
SPORTSMAN	22.50
DE LUXE "48"	40.00
SPARK PLUS	12.50
SUNSHINE DERBY	55.00
CUE	15.00
SHORT WAVE	15.00
FIVE JACKS	6.00

Operators: Send us your list of Used Equipment, as we are always in the market for same. Remember, we take trade-ins on all New Machines.

BESSER NOVELTY CO. 3020 OLIVE ST., ST. LOUIS, MO.

PEERLESS \$55

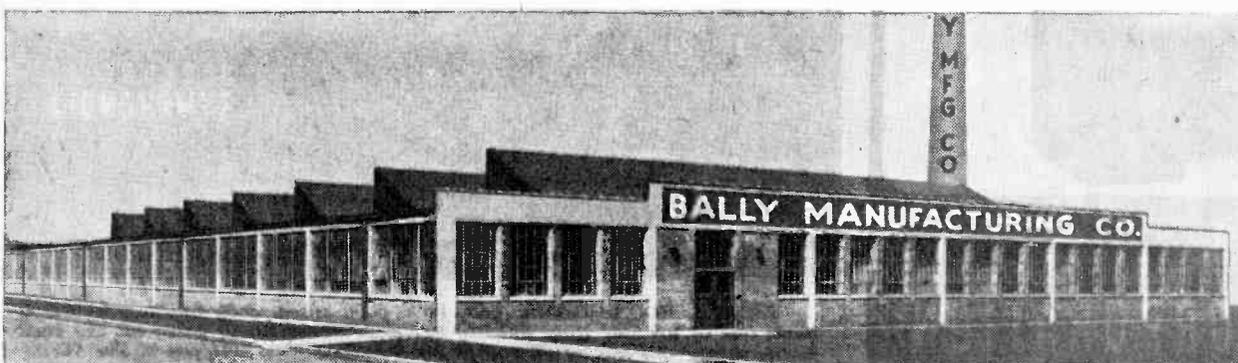
Prospector, \$25; Mammoth, \$37; Daily Limits, \$50; Sunshine Derby, \$40; Pamco Parlays, \$42; Harmony Bell, \$37.50; Ivory Golf, \$15; Sportsman, \$8; Exhibit Beat It, \$5; Ticketette, \$3.25; Catch and Match, \$4; A. B. T. Auto Bank, \$5. One-half deposit. DIXIE VENDING MACHINE CO., Albemarle, N. C.

SEND \$1.00

For Instructions How To Build Sensational Counter Skill Game. Costs about 25 cents to build. JOHN BURNS, Pine Hills, Sheboygan, Wis.

BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Avenue, New York City.



DAY AND NIGHT SHIFTS AT BALLY PLANT—Bally Manufacturing Company's main factory in Chicago. Considerable manufacturing is still being done at its former Ravenswood avenue plant, and Bally's own printing plant is located in the original Bally factory building. Additional outside space has also been required for production of Relevance, Bally's payout dice game.

Weekly MUSIC Notes

Decca Records, Inc., Moves to New Quarters

NEW YORK, May 16.—Decca Records, Inc., announces the removal of its executive offices and recording studios to 50 West 57th street here.

At the new address the Decca recording studios occupy the 10th and 11th floors and the executive offices the 14th floor. The trade is cordially invited to view Decca's new premises at any time.

Decca also announces the opening of a new factory distributing branch in Cincinnati, located at 228 East Fifth street. The Cincinnati branch is under the management of Paul Cohen, who will cover Southern Indiana, Southeastern Ohio, Kentucky and West Virginia. The new office will be formally opened with a gala party tonight, to which all music operators in the territory have been invited.

This gives Decca 10 factory-operated

Georgia Membership Drive

ATLANTA, May 16.—The Georgia Music Operators' Association will launch a drive for new members. This was decided at the May meeting in Waycross. About 50 members attended and pledged their support in the drive to obtain 300 members. The association also decided to give the manufacturers the option of entertaining one meeting a year, all other meetings to be strictly business. The next meeting will be held in Savannah June 3 and all operators are urged to attend.

distributing branches and means that it is possible for dealers and automatic operators to secure Decca Records, Champion Records, needles and portable phonographs quickly and conveniently.

Decca reports that in the month of April it did its greatest volume of business to date and, from all appearances, May will again show an increase.

Decca Moves Detroit Branch

DETROIT, May 16.—Decca Distributing Corporation has moved its Detroit factory branch to a new location at 448 East Lafayette street. V. Moore is Detroit manager and covers the Michigan territory as direct salesman as well, leaving Don Godfrey in the office to handle local sales direct.

From London Town

LONDON, May 5.—British national newspaper, *Sunday Pictorial*, recently devoted considerable part of a page to Carl Magee's park-o-meter. Pictures showed device in operation in Oklahoma City, collection of coin cartridges and Mr. Magee. Page headed "Now Mr. Hore-Belisha. Here's a Good Idea." Mr. Hore-Belisha is minister of transport.

By death of Holford Knight, King's counselor, amusement caterers and operators of coin-operated amusement machines have lost a good friend. Deceased, who for a while had been member of Parliament for South Notting-

ham, was a staunch supporter of the "cause."

Strand Automatics, Ltd., London, has produced a new British crane, giving independent play for six players at a time. Named the Showboat, the machine is housed in a six-sided cabinet occupying floor space of 4 feet 9 inches square. Center piece is a replica of upper decks of American showboat with crane arm and grab projecting from each of its six sides. Each crane has its own independent motor and mechanical unit, as well as individual candy and merchandise trays. Each window acts as door for servicing and access to units is by way of doors in lower panels. Whole structure is portable and surmounted by pagoda-shape top piece.

Electric grip machines have long been popular in English arcades, but for many years design and principle have remained the same. Now Shefras Automatics, Ltd., have placed on market a new grip with modernistic cabinet and clock-controlled period of current transmission.

The third annual London Coin-Operated Machine Exhibition fixed to take place from February 23 to 26, 1937, will be held at Royal Hotel. This is no change from the show held in February of this year.

Recently born son of Percy Goddard (Goddard Novelty Company) was christened April 19. His name is Barry Bradley and the sponsors were Buck and Mrs. Taylor. Among those present at the church was Mrs. Bradley, mother of Mrs. Goddard, who made the journey from New Zealand especially for the occasion.

Samson Novelty Company has opened up a new suite of showrooms and offices in large building for purpose of handling business with Roover name-plate machines. Showrooms are paneled in oak, while offices are decorated in a luxurious manner. Only parallel in trade in London is the same firm's section for dealing with Cinespect coin-operated cinematograph machines.

London Jobber To Visit N. Y.

NEW YORK, May 16.—Alf Cohen, senior partner of the Coin-Operated Machine Supply, London, will arrive in New York May 25. He will make his headquarters at the Pennsylvania Hotel here. During his visit to the States Cohen expects to place substantial orders for all types of automatic machines.

Automatic Amusement Has Quarters in Oklahoma City

OKLAHOMA CITY, May 16.—Automatic Amusement Company, with general offices in Memphis, has opened its fourth office in the South, right in the heart of Oklahoma City's newest business district, at 310 N. W. Second street.

"Our local office and repair-shop facilities will be completely installed within a few days and we will be ready to serve Oklahoma, Western Arkansas and Texas

Sheet-Music Leaders

(Week Ending May 16)

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.

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

1. Melody From the Sky
2. Lost
3. Is It True What They Say About Dixie?
4. Robins and Roses
5. All My Life
6. You Started Me Dreaming
7. Tormented
8. You
9. Love Is Like a Cigaret
10. It's a Sin To Tell a Lie
11. Would You?
12. She Shall Have Music
13. Touch of Your Lips
14. Welcome, Stranger
15. It's Been So Long

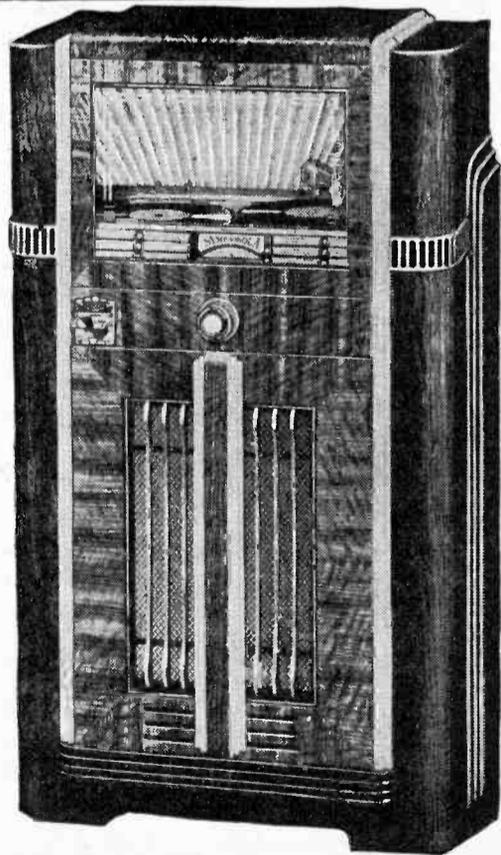
Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, May 8, to Thursday, May 14, both dates inclusive.

You	35
Robins and Roses.....	33
Lost	26
You Started Me Dreaming.....	25
Melody From the Sky.....	24
Touch of Your Lips.....	23
Goody, Goody	22
Love Is Like a Cigaret.....	22
Is It True What They Say About Dixie?	20
Would You?	20
Let Yourself Go.....	19
I Don't Want To Make History.....	18
I'll Bet You Tell That to All the Girls	15
I'll Stand By.....	14
You Can't Pull the Wool Over My Eyes	7

THE SEEBURG FRANCHISE IS MORE VALUABLE



Symphonola
STANDARD
"A"

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET CHICAGO ILLINOIS

THE LEADER FOR OVER 30 YEARS!



JACK R. MOORE bidding good luck, good speed, good business to Ralph Bent, one of his star High Fidelity Symphonola salesmen, going on the road as the skipper for the initial voyage for the Good Ship Lollypop in the Northwest territory. On the inside of the trailer, which is beautifully furnished, are displayed the High Fidelity Symphonola F (Super De Luxe), High Fidelity Symphonola C and D (Modernistic), High Fidelity Symphonola Model 3 and the High Fidelity Symphonola Standard A. Mr. Bent has also displayed, in the trailer, a complete line of other coin-operated games and devices which Mr. Moore distributes.

Fitzgibbons Reports Heavy Demand for Bally Machines

NEW YORK, May 16.—John A. Fitzgibbons reports that the demand for the new Bally games is increasing at a rapid rate due to the opening of the outdoor season. Jack says operators from the resort regions have been wiring and phoning the firm to make immediate shipments of the games and that the firm has been unusually busy trying to fill this demand.

Jack claims that many reorders have also been coming in and that the general business pickup is certain to continue thruout the summer. He feels that this will be one of the most profitable seasons in years for the operators. One of the biggest reasons for this fact, he claims, is that the new games which Bally has been building have won the acclaim of operators everywhere and that the resorters will find these unusually interesting for continued profit intake.

He also believes that this summer will find a definite change in the general player attractions and that the players will want the new kind of games Bally is giving them. He backs up this statement with the sales which his firm has been making for Bally Multiple and says that the game will prove one of the greatest which has ever appeared on any summer location. The firm's other new games will also be featured in a number of outstanding locations this summer and the play is sure to continue at a rapid rate until late fall.

Milt Green Will Show New Baseball Game Soon

NEWARK, N. J., May 16.—Milton Green, of American Vending Company, reports that his firm will be ready soon to introduce its new baseball pin game. The game has a unique play and carries a different type of light-up backboard. Two teams are chosen and the winning combination is to bring about a tie score between the two teams by the player. The play is simple to understand and incorporates many unusual skill features.

The play of the game is based on five

balls for 5 cents. The player gets two zeros on the scoreboard when he inserts his coin. If he can keep his five balls in the progressive odds holes then he gets the highest possible payoff, for the score of 0 to 0 remains and is a tie score. He first shoots for his odds and then continues to shoot to attempt to keep the score tie. If he makes two runs for the Giants he must do the same for the Cubs, so that there is always a tie score when the game is finished so he can get his award according to what odds he was skillfully able to negotiate on the board.

The game, Green believes, will be one of the best successes of the Scientific Machine Corporation, of Brooklyn, for which he is the national factory representative. The firm also builds the Leap Frog game, which is selling well at this time.

Distributor Stages Auto Show

ST. JOHN, N. B., May 16.—Frank J. Elliott, of Amherst, N. S., a veteran coin-machine distributor, promoted a motor show for five days under the auspices of the Amherst Post of the Canadian Legion, of which he is vice-president and an active member. As the chief special attraction Elliott booked five of the draegermen from the Stellarton (N. S.) soft coal mines who made the thrilling rescue of two Toronto men entombed 240 hours in an old Moose River (N. S.) gold mine.

The draegermen gave exhibitions and talks on the rescue work. They get their name from the oxygen tank equipment they carry on their backs and are assigned wholly to rescue and emergency repair work of hazardous nature down deep in the mines. Elliott went to Stellarton to arrange for the appearance of the draegermen. It was the first time miners had been featured in an auto show anywhere. He also had a large group of amateur vaudevillians in a duplication of the Major Bowes amateur hour as another attraction for the motor show.

Elliott has been distributing coin machines of all kinds, also maintaining a servicing agency for the machines, with base at Amherst, for the past 20 years and covering Nova Scotia, New Brunswick and Prince Edward Island.

Victor and Blue Bird Records WARP LESS—WEAR BETTER

They'll stand summer heat!
They play longer!

Now that summer's coming, remember this important feature.

JAMMED MACHINES DON'T GET THE NICKELS!

When your machine won't work, don't always blame the machine itself. It's made for long service, but can't take warped records. Be safe—get ALL the nickels—use Victor and Blue Bird Records.

GET ON OUR FREE MAILING LIST

ARE YOU ON OUR FREE MAILING LIST?
SEND THIS COUPON NOW!



We will put your name on our free list to receive special announcements, other interesting mail.

RCA Manufacturing Co., Inc., Dept. B.
Camden, N. J.

Please put my name on your free mailing list.

Name

Street No Machines Operated

City, State

Ten Best Records for Week Ended May 18

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7658—"She Shall Have Music" and "My First Thrill." Lud Gluskin and Continental Orchestra.	761—"Melody from the Sky" and "Honolulu Stars and Hawaiian Guitars." Jan Garber and orchestra.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3224—"Melody From the Sky" and "A Little Bit Later On." Bunny Berigan and his Boys.
2	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3219—"She Come Rolling Down the Mountain" and "Hop Pickin' Time in Happy Valley." The Sweet Violet Boys.
3	B6361—"All My Life" and "The Right Somebody To Love." Willie Bryant and orchestra.	7654—"Small-Town Girl" and "You Can't Judge a Book." Orville Knapp and orchestra.	764—"You" and "You Never Looked So Beautiful." Jimmy Dorsey and orchestra.	25296—"All My Life" and "It's No Fun." Fats Waller and orchestra.	3218—"Sweet Birds" and "Yip, Yip, Yowie, I'm an Eagle." The Sweet Violet Boys.
4	B6310—"I'm Wild About That Thing" and "They Go Wild Over Me." The Tune Wranglers.	7650—"Clarinet Lament" and "Echoes of Harlem." Duke Ellington and orchestra.	739—"Lost" and "The Totch of Your Lips." Jan Garber and orchestra.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3215—"The Touch of Your Lips" and "Every Minute of the Hour." Henry Allen and orchestra.
5	B6343—"You" and "You Never Looked So Beautiful." Stew Fletcher and orchestra.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Ozzie Nelson and orchestra.	757—"The Touch of Your Lips" and "Twilight on the Trail." Bing Crosby, Victor Young and orchestra.	25271—"Lost" and "There Is No Greater Love." Guy Lombardo and orchestra.	3214—"Lost" and "I'll Bet You Tell That to All the Girls." Henry Allen and orchestra.
6	B6320—"Lost" and "A Melody From the Sky." Mezz Mezzrow and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	763—"It's Got To Be Love" and "There's a Small Hotel." Henry King and orchestra.	25245—"It's Been So Long" and "Goody, Goody." Benny Goodman and orchestra.	3213—"Stealin' Apples" and "Grand Terrace Swing." Fletcher Henderson and orchestra.
7	B6335—"Jungle Nights in Harlem" and "Hot Feet." Duke Ellington and orchestra.	7641—"You Started Me Dreaming" and "Don't Say a Word—Just Dance." Music in Russ Morgan manner.	727—"Goody, Goody" and "What's the Name of That Song?" Bob Crosby and orchestra.	25314—"Rhythm Saved the World" and "At the Cod Fish Ball." Tommy Dorsey and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
8	B6360—"It's No Fun" and "Rhythm Saved the World." Wingy Mannone and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25293—"Tormented" and "Every Once in a While." Richard Himber and orchestra.	3201—"After You've Gone" and "You're a Viper." Stuff Smith and Onyx Club Boys.
9	B6357—"Swing Mr. Charlie" and "Sweet Girl." Louis (King) Garcia and orchestra.	7627—"The Hills of Old Wyoming" and "It's a Sin To Tell a Lie." Music in Russ Morgan manner.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25279—"Christopher Columbus" and "Get Happy." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson and orchestra.
10	B6351—"Cheatin' on Your Baby" and "Must I Hesitate?" Bill Boyd and orchestra.	7625—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	756—"Lovely Lady" and "Would You?" Bing Crosby, Victor Young and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
A LOCATION-TESTED PIN GAME
 Is not one that has been merely tested for a few plays in the factory by some stenographer, but . . . one that has been actually tested on location in tough spots where bugs will show up . . . if there are any.
 We sell location tested games only and you can buy on extended payment plan.

Lee S. Jones

WRITE TODAY.
ASK FOR CREDIT.

P. S.—Operators wanting cut prices or used games save your stamps. We can't be annoyed with that kind of business.

New Orleans

NEW ORLEANS, May 16.—It's been quite a long time since the New Orleans coin-machine circle has been so greatly divided in its opinions about the ultimate effect of the proposed bill to institute a State license tax of \$25 per table on pin games and iron claws. About half of the ops are of the opinion that this will mean the legalizing of the pin games for means of providing the State treasury with a sure source of steady income. On the other hand the proposal has, besides its enemies, numerous opponents who fear that the tax should be made high enough to insure ops that location owners will not want to take full advantage of the "reduced costs."

At present there exists in New Orleans a yearly license tax of \$12.50, divided up into \$5 for city and State each and \$2.50 to the Charity Hospital, in addition to other costs which many ops estimate aggregate up to as much as \$50 to \$60 a year per machine and an equal amount of cost to location owners. Therefore it is clear that the one tax of \$25 as proposed in a bill sponsored by one of the administration "ins" will be a saver to the operator.

The bill, in its embryo stage, says nothing whatever about other coin-operated machines, such as slots, cigaret venders or gum machines, which at present pay the same amount as pin games and claws.

It was somewhat of a surprise to coin-machine men of this city to see that garage and parking-lot owners, meeting to discuss the proposal, agreed that the coin parking machines are the best means of solving the city's parking problems. They advocated that the machines be given proper trial in the business streets of the city. There now appears to be little or no opposition to the commission council's plan to install 100 to 150 of the machines as soon as possible. Several other Gulf-area cities are also proposing to use the machines, namely, Mobile, Lake Charles, Pensacola, Beaumont and Galveston, in addition to numerous other communities in the interior of the Gulf States.

George Baker, of the Louisiana Amusement Company, is taking up golf. He turned in a card of 75 this week and received plenty of congratulations before anybody got wise to the fact that as yet George hasn't played more than nine holes at a time. At that he is probably the best scorer in coin-machine row, especially with Mallory shooting a 100 and Hank Friedburg only talking a good game.

And speaking about coin-machine row. There's a fellow up there who is a racketeer if ever there was one. This guy, without noticing his admission to this guilt, gladly tells everybody how he plays squash every morning, tennis in the afternoon and badminton at night. Now, I ask you, what could he do in any of these games without a racket?

With 35,000 people out to set a new

opening day's record for Pontchartrain Beach, everybody was wondering why Harry Batt should be so sad. As a matter of fact, Harry was thinking just how much better off the beach would be as a future attraction if that beautiful playland could have been opened in time. To tell the truth, Harry has set his heart so keenly on providing one of the best looking playlands in this neck of the woods that he is afraid of opening short of his goal and so we are forced to stand on pins and needles for a few more days before we can get an inside look at this new amusement palace.

If there ever was a decided hit in New Orleans machine history, it's hard to remember when operators have so unanimously praised the outlook for Bally's new game Hialeah. The first shipments of the new Bally idea are out on location and the players seem equally enthused over its amusement values. Mel Mallory, local manager for Stelle & Horton, says that the machine will prove to be one of the best money makers he has ever put out on location. "I hear good accounts of Hialeah from most of the operators who have taken the time to give it a looking over," he says, "and from the visitors from other sections we also hear that operators elsewhere are equally as keen about this machine."

With approximately \$1,500 collected in city license taxes when expiration date passed May 4, John McW. Ford, commissioner of finance, Shreveport, reports that not one unlicensed pin machine has been found within the city limits. "Owners of marble machines have apparently complied 100 per cent with the city ordinance requiring a license of \$2.50 on penny machines and \$5 on others," Ford says. "With \$1,500 taken in during 1936 on the marble tables, cigaret venders and phonograph machines, there has been a 500 per cent gain over the total collected a year ago." This would indicate that Shreveport has five machines on location in May, 1936, as against every one in use last year in May.

Willie Blatt Brings Panama

NEW YORK, May 16.—Willie Blatt, well known to the industry as Little Napoleon, brought Panama to the boys this week. It's a new game, and Blatt states: "It is the type of game that the operator and the player have been wanting. It is a five-ball game and the play is unusually fast. The first ball gives the player the chance to set his own odds. The same ball continues the play of the game as set by the coin chute when the nickel is inserted on the light-up backboard. Therefore the player can play thru the game with the five balls he gets and must make two pockets with these five balls to get a winner."

Willie had quite a reception at his headquarters in Brooklyn when the game first arrived. It is a product of Daval Manufacturing Company, Chicago, and was especially manufactured for Willie almost to his exact specifications. This is the game which Willie reported to his operators when he returned from his last trip to Chicago. He spent a great deal of time at the Daval plant helping the engineers there to get the game under way.

Willie also reports that he has phoned the factory and made arrangements for delivery of the first carload by the end of this week. The game is unusually attractive and has one of the new neoclassic designed cabinets by Daval.

The light-up backboard is well arranged and well decorated with two destroyers shown going thru the locks of the Panama Canal. Above these figures are the numbers for which the players must shoot. They range from one to seven. One of these is immediately lighted when the coin is inserted. To put on the light in the bottom duplicate number it is necessary for the player to get balls into the two similar holes on the board. The moment he shoots his first ball he tries for the odds row of numbers across the top of the gate. This sets his odds and also shows on the light-up backboard. The game is so arranged and so pinned that a definite percentage of payout has been made possible.

The cabinet itself is also well decorated with a sinking sun and flaming rays. It is believed to be one of the best cabinets ever used for a pin game. This is a straight-play pin game, not a pay table.

CAROLINA'S BARGAINS

AUTOMATICS		MYSTERY THREE	
EXHIBITS GIANT	\$27.50	10 BALLS	30.00
ELECTRIC BAFFLE BALL	32.50	SQUADRON	\$25.00
BALLY RAMBLER, 10 Ball	60.00	SCREAMO	13.00
DE LUXE 46'	32.50	ROTO-LITE	14.00
REPEATER	45.00	ARMY AND NAVY	10.00
A. B. T. TRIPLE BANK	20.00	QUICK SILVER	15.00
A. B. T. BIG SHOT	20.00	BABY LITE-A-LINE	10.00

1/3 Deposit Required With Order.
 Carolina's Automatic Sales, 44 Valley St., Asheville, N. C.

WE WANT YOUR USED MACHINES

in trade on the following

GRAND SLAM	\$127.50	RACES	\$125.00	HIALEAH	\$139.50
BIG RICHARD	149.50	MAD CAP	47.50	BROKERS TIP	125.00
GALLOPING PLUGS	149.50	RAINBOW	99.00	PINCH HITTERS	119.00
				SYSTEM	62.50

Write or wire us what you have to trade on the above brand-new machines. We will make you a most liberal offer immediately.

VEECH SCALE CO.

Decatur, Ill.

Mystery Single Coin Slot Causes Furor

CHICAGO, May 16.—D. Gottlieb & Company have been hosts to more jobbers and operators during the last week than during any other week of the year, excluding the time of the coin-machine show. Thruout every conversation comments were heard with reference to Gottlieb's new mystery single coin slot. An exclusive Gottlieb feature, it has opened numerous locations in territories where multiple coin slots are not permissible.

"The action of the unit is simple, but most intriguing," explains Dave. "Taking Daily Races as an example, here's how it works. As the coin is inserted into the slot, the light-up rack, which shows the eight horses and the odds for win, place and show, bursts into a flash of color. For a few seconds you can't tell whether you're going to get two horses with odds of 10-1 or all eight horses with 40-1 odds. After flashing from one horse to another and from one set of odds to another, the lights finally come to rest at a certain combination which may leave the player any number of horses, from one to eight, with odds up to 40-1."

The trade can secure the mystery single coin slot at no extra charge on Daily Races, Fence Buster and Brokers Tip.

Gottlieb states that operators are showing a remarkable liking to the innovation and it is predicted that within a short time the factory will be putting out as many machines equipped with the mystery single coin slot as those with multiple coin slots.

"The mystery single coin slot," says Dave, "was primarily put out so that operators in territories where multiple coin slots are not permissible could benefit from the popularity of our games. Daily Races, Fence Buster and Brokers Tip have proved themselves to be such big hits that we felt something should be done to help these operators. After experimenting for a time we developed the new unit. It provides a game with most of the suspense and thrills of a multiple slot and yet takes but one coin. But the reception was more than ever anticipated. . . operators are putting games equipped with multiple slot and mystery single slot side by side and report both doing big. All three games in payout or ticket models, equipped with either type of slot, are ready for delivery to the trade."

Rosenthal Buys Into Cafe

DETROIT, May 16.—Sam Rosenthal, Detroit coin-machine operator specializing in cigaret venders under the name of the General Amusement Company, has taken a half interest in The Ring-side, downtown bar. The spot is well

known to the local sporting element and the coin-machine men as well.

Charles Hopkins, sales manager of A. P. Sauve Company, coin-machine jobbers, entertained a party of friends at the Ring-side last week.

Pete, bull dog that appears in *Our Gang* comedies, was a visitor to the Ring-side last week, while the *Gang* was on the stage at the Michigan Theater here.

Milwaukee Ops Meet

MILWAUKEE, May 16.—The regular monthly meeting of the Vending Machine Operators' Association, held last week at the La Salle Hotel, was well attended. President Woock being absent, Vice-President Herb Geiger took the chair.

Many months ago the association made a membership drive and took in a large number of pin-game operators. The membership and business of the pin-game operators grew to such an extent that it was found advisable for them to withdraw and form a division by themselves. That idea has worked out very nicely. At the last meeting a committee was appointed to get in touch with all the music-machine operators who are not already members, with the idea of helping them form a division for their respective line.

This association is in a healthy condition and all members report business on the upgrade.



THE LATEST IN PIN GAMES INVADED the campus of the University of Pittsburgh during the school's annual fair celebration the first week in May. Shown above are several games manipulated by engrossed students. The games proved the most popular feature of the event.

Los Angeles

LOS ANGELES, May 16. — Jobbers, manufacturers and operators report that there has been a definite pickup in business over the last several months. With the fine, seasonable weather, operators have been getting a good play on the beaches, and other locations also are feeling the effects of summer.

At the Pacific Amusement Manufacturing Company offices Herb McClellan states that sales of Palooka indicate that the game will have to be kept in production for many months.

G. R. Pettijohn is still associated with Pamco. It was erroneously reported in these columns that he was not with the firm. Error came about thru the fact that Pettijohn's position requires him to be on the outside the greater part of his time. Pamco reports a good business in the Orient.

Herb McClellan is leaving for an extended trip to the North Coast cities. Says excellent reports are being received on Galloping Plugs, and much interest is being shown in the announced Pamco's Galloping Plugs with ticket payout.

At the National Amusement Company Jack McClelland and George Schwartz, sales manager, said they were having a very satisfactory business and sales on Rock-Ola Multi-Selector reported as exceptionally good. Clegg Labauve, of the musical department, is out on the territory. Eddie Olsen, service manager, spending short time at the San Francisco branch.

Harry Stearns, of California Exhibit Company, has just returned from fishing trip to June Lake in the High Sierras. Said it was a wonderful trip and large catches were reported. In the party with Harry were Joe Orcutt, Tom Wall, Harry Smith and John Campbell. Big Shot still enjoying a good sale. The new five-ball hand-payout game that has been out on test gives every indication of being one of the best numbers the company has ever turned out. Game now in production and deliveries will be made within next two or three weeks.

Will P. Canaan very busy and merchandise vending machines having a big sale. A new woman operator of merchandise machines is Mrs. Grace Court-right, of Glendale, Calif., operating a large route. Many operators of merchandise vending machines noted in making the rounds. Bert Wilberg, of Venice, operating at beaches; Lew Beuter operating on a large scale and doing very nicely; Steve Brodie, of Long Beach, just back from trip over the State, making survey of vending conditions and said his check indicated conditions as being very good. H. M. Kirby, who operates extensively in Canadian provinces, has been in and around Los Angeles looking over the field.

At Mohr Brothers, Mack stated they were having a splendid business, especially on Wurlitzer Simplex phonographs.

At Sol Gottlieb's everybody busy and optimistic as to business outlook. Paul Henry out on territory. Brokers Tip, it was stated, was having a fine run and much interest being shown in the ticket model of Daily Races. Here we noted Henry Manning, of Monroe, La., and Irving L. Monsey, of Atlas Specialty Company, Salt Lake City. Paul Laymon very much pleased with business. Bob Corbin, of service department, on business trip to Chicago. Dave Pöbst, expert mechanic, has been added to the service department here. Paul has added Rock-Ola Multi-Selector phonographs and having a very satisfactory sale on this and X-Cavator, Ad-Lee digger. Noted Art Dawes here. He operates extensively in San Diego district. Also noted E. Korte, of Glendale; Clem Korte, of La Canada, and Glen Catlin, of Montrose, all operators.

Extensive plans are being worked out, it was stated, with the intention of having the big June affair of the California Amusement Machine Operators a stand-out success. Various committees are working and preparing an extensive program of entertainment for the occasion. The Ship Cage, where the big show is to be presented, is assured of being sold out for the occasion.

We were around among some of the operators renewing acquaintances and getting first-hand information as to operating conditions. All seemed satisfied with business and heartily in accord with the fine work being done by the officials of California Amusement Operators' Association. Among operators contacted were Jack Fogel, of the Fogel Novelty Company; V. E. Wyckoff,

Walter Lundgren and C. H. Mitchell, of the C. H. Mitchell Amusement Company; J. Neckwitz, of Pacific Games Company; Ed Canvasser, one of the successful pioneer operators; Gordon Hicks, of 20th Century Music Company (Gordon has recently sold the music end of the business to Jack Henderson); Bud Smith, now operating in and around Santa Maria; J. R. Gentry, out from a one-year stay in local hospital with a broken back, is mending rapidly and back in the game again. Charley Anderson, of San Bernardino, large operator of phonographs, is looking over Los Angeles territory.

Daily Races Claims Continuous Play Record

CHICAGO, May 16. — Attention, Mr. Ripley—Believe it or not—here's one for the books. Whatever the record was for continuous play on a pin game, it has probably been shattered. The new record is now 19 hours of continuous, uninterrupted play on Daily Races, Gottlieb's one-ball payout machine.

And as Mr. Ripley stands ready to offer proof for everything he says, Dave Gottlieb offers the following as the basis for the establishment of the new record: "Last week," says Dave, "one of the operators from Indiana was in our office and told this story. Two traveling salesmen checked in a hotel which happened to be one of his locations. After registering they started to play Daily Races in the lobby at 11:30 a.m., Saturday, May 2. Attention was immediately attracted to the pair and after they had been playing steadily for several hours the watching crowds became larger and larger. The lobby of the hotel looked like the coin machine convention. The two men were playing in partnership and one would hold the fort while the other would eat. Interest aroused in the game ran so high that the people around the game also wanted to play and came around with handfuls of nickels, but to no avail. The two boys had set out to play the game in dead earnest. On thru the night the activity kept on. As parts of the audience would drop out newcomers would take their places. Hour after hour passed, but still they kept on. The intriguing action, the excitement and suspense that has made Daily Races one of the favorites on all locations came thru to keep these men playing until 6:30 Sunday morning, May 3. A total of 19 hours without a stop.

"When asked why they had played Daily Races for such a long time at one stretch the men are reported to have answered: 'In the past we thought nothing of staying up all night at a card game, but since we've found this game to be much more interesting than cards, it's just natural for us to change to playing this game.'

"The following week when passing thru the town on their return trip these men started playing Daily Races. Pretty soon a crowd gathered in keen expectation. But as the next day was a work day they stopped after six hours of play on Daily Races. They also commented that extended play on games was rapidly taking the place of cards as amusement for traveling men.

"Daily Races, the game that probably now holds the endurance record, well

Lee Jones Enjoys Hot Springs Visit

CHICAGO, May 16.—Probably one of the few places in the United States where the word "saloon" can be legally used in at Hot Springs, Ark., and take a look at the customers and the bartender present when the accompanying shot was taken.

At the left you will find Lee S. Jones, of the American Sales Corporation. The bartender is James (Honest Jim) Doherty, ace political news writer for *The Chicago Tribune* and frequent contributor to *Liberty* and other national magazines.

At the extreme right is our good friend Charles (Square Deal) Hepp, well-known proprietor of Harry's New York Bar, popular hangout for coin-machine executives located in Chicago.

Lee S. Jones has returned to Chicago after a fine rest and a long-needed vacation at Hot Springs and will be on his way to Florida when this issue is on the press.

Lee is the originator of selling pin games to operators on the extended payment plan. His many years' experience in the electric piano business years ago and more recently in the coin-operated phonograph business has qualified him to successfully carry out his original plan of extending credit to pin-game operators. Machines are sold by his plan thru the American Sales Corporation to operators in all States in the Union.

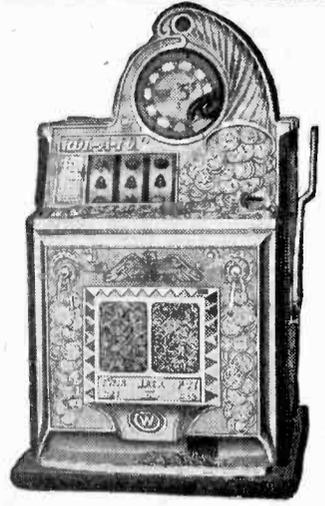
Dotty Blatt Engaged

BROOKLYN, May 16. — Dotty Blatt, general office manager of Supreme Vending Company, Inc., has announced her engagement to Joe Share.

Dotty has been popular with all the coin-machine boys who call at the firm. It is generally said that Joe Share is a pretty lucky guy to get such a beautiful wife.

Dotty reports she will continue in her position for the present and she has no intention of leaving.

merits its title," said Dave Gottlieb. "It is a game that is popular everywhere because it has everything. Locations which up to now were closed to multiple coin slots are now being stocked with Daily Races equipped with the new exclusive Gottlieb mystery single coin slot. This mystery single coin slot takes but one coin and gives the player from two to eight horses to play along with odds up to 40-1 for win, place and show. This new feature is also available on Gottlieb's Broker's Tip, the stock-market game that pays out on bonds, preferred stock and common stock; also Fence Buster, the new baseball game which puts the player in the role of manager trying to bring his team in at the top. Games equipped with either the multiple coin slot or the mystery single coin slot without extra charge."



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.

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VENDEX

FOR BOOTH, BAR OR SODA FOUNTAIN

For busy counters and crowded cigar cases where space is limited and valuable. For de luxe locations where only the latest and most up-to-date equipment is permitted.

LOW PRICE

HIGHEST GRADE CONSTRUCTION. CHROMIUM PLATING. ARTISTIC LABELING.

VENDEX CO.

Dept. B, ROXBURY CROSSING, BOSTON, MASS.

Hankin Distrib For Skill-Ball Game

NEWARK, N. J., May 16. — Morris Hankin, of Atlanta, flew in here past week and negotiated a contract which made him distributor of the new Skill-Ball coin-operated bowling-type machines for his city and Macon, Ga., and for the territory within a radius of 75 miles of Atlanta.

Hankin states that the Skill-Ball type of games is the most profitable he has ever operated. He predicts that there will be a tremendous demand for this type of equipment from operators everywhere.

Ben and Dick Steinberg, of Stirling Novelty Company, Inc., manufacturer of Skill-Ball, report that this is one of the first of the larger territorial franchises they have closed. They reported that with amazing rapidity the country was becoming acquainted with the tremendous earning power of the games. They claim Skill-Ball introduces a new era in the coin-machine industry.

They state that Morris Hankin had agreed with them that their idea of placing 10 of the games in empty lots, covered over with bright awning and surrounded by concessions in the summer time, would outdo the former miniature golf craze and that the fact the machines can be moved to inside individual locations during the fall and winter months opened tremendous profit possibilities everywhere.



LEE S. JONES, of the American Sales Corporation, indicating to Bartender James Doherty, of *The Chicago Tribune*, and Charlie Hepp, of Harry's New York CaBARet, Chicago, the size drink he wants.

ALAMO

Now Ready!

FOR IMMEDIATE DELIVERY FROM ALL
ELECTRO-BALL CO. OFFICES!

Rockola's New Sensation, ALAMO, is a "natural" for Texas and the Southwest! Preliminary tests on Alamo exceed all expectations! It has Everything! Changeable Odds, Multiple Coin Chute, \$10 Top Award! Order yours immediately! "You'll Always Remember the Alamo!"

\$149.50, f. o. b. Shipping Point.

We Will Accept Used Equipment as Part Payment!

Write for Our List of Choice Used Equipment of All Kinds

ELECTRO-BALL CO., Inc.

1200 CAMP, DALLAS

Fort Worth, Waco, San Antonio, Wichita Falls, Oklahoma City,
New Orleans, Memphis, Houston.

Bally Breaks Its Own Record

Registers biggest week in
firm's history—plant running
day and night shifts

CHICAGO, May 16.—Ray Moloney, president of Bally Manufacturing Company, states that the first week of May was the biggest week in Bally's history and that Thursday of that week broke all previous records for a single day's production.

"Of course," Ray added, "I'm counting the production of both the night and day shifts, which we have been running ever since the introduction of Multiple and Hialeah. But even so, when I look back on the hectic days of Ballyhoo and to the summer of '34—when we served cold beer to the boys who were getting out 500 Fleets a day with the thermometer at 100—and the sensational production records at the peak of the Jumbo run—and when I realize that we've actually topped those records—well, I'm doggone proud of the crew out there in the factory, and my hat's off to the 'old gent' (D. J. Moloney, Ray's father and Bally factory superintendent) for the job he's doing."

Bally Dice Game Mystifies

"How does it work?" That, according to operators, is the question immediately asked by every person who plays Bally Manufacturing Company's Reliance dice game. Here is a game with dice that are obviously true—in fact, the manufacturer guarantees they are not loaded, misspotted or shaped. The player can see with his own eyes that the dice roll and spin as if thrown by hand. Yet when player throws a 7 or 11 on his first pull of the handle—or makes his point after several rolls—the machine automatically pays out. No wonder players are mystified!

The mystery behind the mechanism, as well as the universal popularity of dice, probably explains the heavy collections reported on Reliance. According to Jim Buckley, Bally sales manager, many machines pay for themselves within a few days, and machines which have been on location ever since the January show are now earning more than ever.

Sunshine Derby Sales Keep Gottlieb Busy

CHICAGO, May 16.—Continuing the tremendous success experienced when it was introduced to the trade months ago, Sunshine Derby, a product of D. Gottlieb & Company, is still doing its share in keeping the Gottlieb plant working at capacity.

Dave Gottlieb, head of the company, said: "Sunshine Derby is still holding its own after months of successful operation. Jobbers and operators all over the country are calling for Sunshine Derby. It was the first game to feature player-controlled changing odds at a price that allowed every operator to place this game profitably. The action of the game makes Sunshine Derby a one-ball payout game that really gives the player a chance to exercise deliberation and skill. The player-controlled changing-odds feature gives him one opportunity to change the odds. Sunshine Derby has maintained its standing as the lowest priced payout in its class."

The three other Gottlieb hits are keeping things going at top speed at the Gottlieb plant. Daily Races, one-ball automatic payout with changing odds and multiple coin slot, still holds the lead in the Gottlieb race for supremacy. Brokers Tip, the game which pays out quoted prices on bonds, preferred stock and common stock, is also a big favorite. The new baseball game Fence Buster, which puts the player in the role of manager trying to bring his team out on top of the league, also has a great deal of support from the operators.

Big Game Hunter Still Going Big

CHICAGO, May 16.—One of the truly great devices of all times is A. B. T.'s Big Game Hunter. More than 60,000 machines have proved that this device is one of the best investments possible

Exporters to Canada, Watch Your Invoices!

CHICAGO, May 16.—Charles Sigal, of the K. & S. Coin Machine Exchange, Toronto, Ont., writes The Billboard that it should be impressed upon American manufacturers, distributors and jobbers of coin-operated machines that no merchandise is permitted to enter Canada unless accompanied by three copies of Form MA invoices.

"The customs laws here are rigidly enforced," he says, "and we have to abide by them. It seems that some American exporters of these games do not realize it is essential to have these papers before any shipments are released."

"The market in Canada for coin-operated machines will not improve much unless the Canadian operator and jobber receive this co-operation from their American friends."

Captain Kidd Is New A. B. T. Winner

CHICAGO, May 16.—A. B. T. Manufacturing Company has revived all the glamour of pirates of old and chests of gold in its popular pay-out table, appropriately named Captain Kidd. The very name itself is enough to excite the interest and curiosity of the players.

Captain Kidd is A. B. T.'s sparkling contribution to the automatic pay-out game field. It has all the proven appeal of a three-reel Bell Fruit machine. The playing results and the reward card have a certain similarity to the pay-off awards of the old three-reelers.

Hundreds of tests have proved that A. B. T.'s Captain Kidd is the ideal three-ball payout. It is practically as fast as a one-ball, yet the three balls make for a natural percentage control. Rewards can be more liberal. As there are "almost" wins on a three-ball payout, the players do not tire, inasmuch as they get their money's worth every game. Then, too, operators will encounter fewer legal difficulties with the three-ball payout.

The game itself instantly reflects all the care and attention that A. B. T. has put into it. The sturdy, handsome cabinet is richly finished. The playing field is highly colored and is vividly decorated with romantic scenes. The board is cleverly pinned so that each hole looks easy to make.

The A. B. T. engineering department has devised an ingenious assembly that is presented for the first time in the Captain Kidd pay-out table. The top board is mounted so that it slides out of the machine. Thus the operator has instant access to all vital mechanical and electrical parts as well as the batteries. This important feature will prove invaluable to the operator, as it reduces the time spent for servicing to a minimum. The pay-out mechanical and electrical assembly is so constructed that it will be absolutely trouble free in operation. The traditional A. B. T. high standard of quality has been carefully engineered so that the operator is assured of a pay table that will stand up and give profitable service for a long period of time.

In order to eliminate all gamble on the part of the operator the A. B. T. Manufacturing Company had 300 games placed on test locations in three States over a period of eight weeks. Thus Captain Kidd was thoroughly tested under varying operating conditions. The final checkup definitely proved beyond a doubt that the Captain Kidd three-ball automatic payout was not a short-lived game, but a steady, consistent, long-time money maker. On practically every location gross receipts for the eighth week were even greater than the first, second or third.

in coin-operated equipment. Altho it has been on the market for a number of years, its appeal and novelty are as fresh as the day very first one was purchased. Hardly a day goes by at the A. B. T. plant that they do not get a large number of orders for the game.

Big Game Hunter is being produced in the three-shots-for-a-penny model or three-shots-for-a-nickel model. Because of its novel idea Big Game Hunter may be placed in many locations inaccessible to ordinary counter games. Big Game Hunter is conveniently sized so that it takes up a small space on the merchandise counter. It is so devised that it is almost impossible to get out of order.

Regular Price \$5.85

While they last

-1 or 2.50 EACH
100-

—Send Money Order in Full—Immediate Shipment

FAST, EASY MONEY FOR YOU!

Ringer is a novel, fascinating straight Penny Counter Game. Simple, foolproof and automatically registers all pay-offs. Player wins 5 cents in trade whenever penny drops into the horseshoe. Pays for itself in a few days. Can be placed on every counter and bar.

A Beautifully Finished Machine!

Handsome striped chromium case, equipped with high grade tumbler lock. Stands 10 inches high, 5 1/2 inches wide and 4 inches deep. This close-out offer will move them fast. Our loss—your gain. ACT QUICK!

WALZER COMPANY · 428 Stinson Blvd · MINNEAPOLIS · MINN.

FORGED TO SELL ALL OUR AUTOMATIC PAYOUTS

BALLY DERBY	DAILY DOUBLE	PROSPECTOR	STANDARD
BALLY PEERLESS	DOUBLE UP	REPEATER	SUNSHINE DERBY
BIG CASINO	DE LUXE 46	RELIANCE DICE GAME	STRAIGHT 8
BIG BEN	GOLD AWARD	SHELLS	TRACK ODDS
DAILY LIMIT	FALOOKA	STAMPEDE	TROJAN

All Practically New. All Bargains. Write for Prices.

K. & S. AMUSEMENT CO.

153 PENN ST.

READING, PA.

Schlesinger Is Cleaned Out

POUGHKEEPSIE, N. Y., May 16.—Al Schlesinger, of Square Amusement Company, reports that due to the half-page advertisement which his firm carried in *The Billboard* recently to sell more than 850 pay tables he is cleaned out of used pay tables and it is now necessary for him to advertise for used pay tables.

Mr. Schlesinger states that he has never encountered a trade paper with the tremendous coverage and selling power of *The Billboard*. He reports that long-distance phone calls and wires from almost every spot in the country were received by the firm on the same day its advertisement appeared.

The Square Amusement Company has never previously enjoyed so great a demand for its machines. At least, he reports, not since the early days of 1919 when the firm was first formed.

Pin Tables Taxable in Pa.

HARRISBURG, Pa., May 16.—Following a recent decision in the Dauphin County Court which exempted marble and pin games from tax under the Act of 1907, Pennsylvania Secretary of Revenue John B. Kelly announced that the pin tables are taxable under the Amusement Tax Act passed by the 1935 session of the Legislature.

"Many operators of these games," Kelly said, "were under the impression that because of the ruling of Judge William M. Hargest last month, this ruling applied to the Act of 1935. Because of this misapprehension many operators failed to make returns, believing they were not taxable. I wish to assure all taxpayers who come within provision of the Amusement Tax Act of 1935 that Judge Hargest's decision in no way af-

fects them as far as that act is concerned. His decision applied only to the Act of 1907.

"As a matter of fact one of the arguments presented to the court in protest against the Act of 1907 as it applies to marble and pin games was that since they are already taxed under the Amusement Tax Act of 1935 they ought not to have to pay under the law of 1907. This would seem to indicate that the objectors are familiar with provisions of the Amusement Tax Act."

The Act of 1935 imposes a 10 per cent tax on the total revenue of the pin tables.

Features Northwesterns

NEWARK, N. J., May 16.—Dave Stern, of Royal Distributors, Inc., is making a special feature of Northwestern Merchandisers at this time. Dave claims that he has been enjoying a tremendous business for the small merchandisers ever since his purchase of 1,000 of them from the factory when Mr. Bolen came to town personally to close the deal.

"The interest in merchandisers has been increasing due to the roadside and tavern demand in this State," Dave says. He believes that before the summer is over the leading locations in the city will be supplied with the merchandisers and that there will be even a greater demand from other parts of the State for the machines.

Dave also believes that aside from pistachio nuts and peanuts many new items will be featured in the merchandisers.

"There is a tendency on the part of all locations to seek some novelty eatable for their customers, especially to stimulate the sale of beer and liquors," Dave claims.

"New Features Make Game"—McClellan

CHICAGO, May 16.—"New features with drastic operating improvements" is the gist of Fred McClellan's instruction to his engineering departments at Pacific Amusement Manufacturing Company in a new drive toward building even better ideas into Pamco games. Just one of several interoffice messages coming from the desk of Pacific's well-known president and reflective of the manner in which McClellan has held Pacific in the game-building limelight continuously.

Galloping Plugs, new Pamco pay-out game, which is also made in a ticket-vending model, is said to bear visible effects of McClellan's tenacious efforts to do "even a better job than anticipated" prior to going into production. According to word from Pacific, it sincerely feels that Galloping Plugs embodies "modern-to-the-minute" ideas, which, in their summation, should attract and hold playing interest for a long time to come. "New features make a game" is McClellan's way of putting it, and this is borne out in the manufacturing trend of today, with coin-machine builders attempting to add that extra flourish which causes a game to excel. Galloping Plugs, now in practically every dealer's showroom, is said to reflect Pacific's policy of adding an extra touch here and there.

Operators are known to appreciate attention to small details. They want their machines to perform the minute they unpackage them. Especially at this time when coin machines incorporate intricate electro-mechanical working parts. Likewise do jobbers and distributors desire to obtain quantity shipments of new machines with every confidence that they are immediately playable. And with McClellan voicing Pamco's policy of "New features—in coin machines that are built right—and priced right to operators," it's indicative of the trend toward more progress now being made.

PLAYLAND BOW

(Continued from page 3)

Loop-o-Plane, operated by Everett G. White, and speedboats run by Rowe Bros.

Speedway has been repaired, tons of new sand placed on the beach, which opens on May 30 in conjunction with the pool. Pier has been reconstructed, with first boat to arrive at end of month. Floor shows, staged from Friday thru Sunday in the Casino, are directed by Steven Badoloto, and music is by George Bell.

Fireworks are to be given Tuesday and Friday nights and auto awards every Saturday. Mr. O'Malley is aiming at six week-day nights of novelties and added attractions. Namy Salih's European circus opens next Saturday. Free acts, booked thru George Hamid, for two weeks are Mike Cahill and Will Morris and Bobby.

On the staff are Oscar Lindborg, auditor; Leonard Brown, Harold Griffith, assistants to director; Paul C. Morris, publicity and advertising manager, assisted by Arthur Johnson, former Boston newspaper man, who has been a county resident for several years; Kenneth Neisser, booking manager; Tiffany Lind, chief gardener; Tom Woodward, bathhouse manager; Jess Orr, game manager; Dave Asta, parking manager; P. M. Merritt, refreshment manager. Gus Rasascos has the merchandise game stands, which are beautifully equipped, with personnel uniformed in orange and black. Jack Cliffe is in charge of public address. Among inaugural visitors were Harry C. Baker, president of the NAAPPB, and Fred Fansher and family.

Staff and Personnel Of Ken Maynard Show

LOS ANGELES, May 16.—The staff and other personnel of the Ken Maynard show, story of which appeared in last week's issue, is as follows:

Ken Maynard, owner-manager; Harry B. Chipman, assistant manager; Mrs. M. Maynard, treasurer; John Agee, equestrian director; Steve Henry, legal adviser and director public relations; Charles Redrick, musical director; Johnny Brosseau, general superintendent; Buck Moulton, in charge of front door; Leo Haggerty, auditor; Louis Ringling, canvas; Neal Eastman, tickets; Bob Cusson, concessions; Charley Murphy, menagerie;

Joe Metcalfe, elephants; Bjor Halverson, chief electrician; Andy Curran, assistant; Jesse A. Duffy, director spectacles; L. Sargent, assistant; Jack Bennett, steward; Al Bennett, assistant; Harvey Johnson, blacksmith, with two assistants; F. Jones, baggage stock; Art Keller, ring stock; Al Thomas, boss of props, with eight assistants; Bill Penny, superintendent Indian Congress; Jack Wheeler, press agent; Pat Shuckrow, Ben Adams, gate police; Buck Bucko, in charge of backyard; Dan Dix, lot superintendent; Lee Jenkins, seats.

The band—Charles Redrick, director; Emilie Hernandez, Floyd Matthews, Eddie Galpen, trumpets; Charles Clemeron, Bill Taggart, Lyle Roberts, clarinets; Albert Mitchell, Loy B. Evans, Knute Anderson, trombones; Harley Pitts, euphonium; Dallas Davis, sousaphone; Harris Harding, BB bass; Miley Thomas, traps; Pete Heaton, air calliope.

Ticket department—Neal Eastman, superintendent; Nate Alpert, George Thornton, Russell Talisfend, Hugh Glass, Carl Malcolm L. Gledhill, W. Allington, Ken Gordon, Ace Ferris, Bob Davidson. Ushers—Nelson Threw, chief usher; Stephen Balaban, M. C. Lentz, Bob Kirkpatrie, Sid Seamon, Carl Post, Roy Marshall, Jack Hensing, Dick Sutherland, Joe V. Durante. Ticket takers on reserved seats—Edith Redrick, Elizabeth Haggerty, Edith Collins, Pearl Thomas, Barbara Evans, Edna Puryear, Gayle Seiders.

Concessions—Bob Cusson, superintendent stands; S. Roseman, No. 1; Wesley Willoughby, No. 2; G. C. Simmons, Dave Green, Hugh M. Dorr, Blackie Lewis, Jo Kincaide, novelties. Inside pop corn, Eli Gonzalez; outside pop corn stand, Allen Hopper; lunch stand No. 1, M. Lyons; No. 2, George Pace; Mrs. C. Clifford, candy floss; seat butchers, George Clyde, Shadow Rosen, Ray Chronister, Herbert Abendroth, M. Freiganz, George Perkins, C. R. Bathe, Robert Oliver, King Parker, Ned Parsells, Mickey Carter, Tommy Cates, Bobby Ainsworth, Leonard Payton; Ralph Iles, cashier of stands; Paul Green, icehouse and watchman.

Front door—Buck Moulton, superintendent; Leo Haggerty, exchange desk; Capt. Mundy, Elliot (Bud) Henry, Preston Bowman, Hart Osborn, ticket takers; George Porter, front door; Harry Holt, No. 1 ticket wagon; Eddie Oliver, No. 2 wagon; Harry Lyons, tax box; Harry Wills, steam calliope; Lee Short, engineer; Ted Heaton and A. Guyot, air calliope. Mabelle Chipman is in charge of wardrobe, with eight assistants.

Cookhouse—Jack Bennett, steward; Al Bennett, assistant; Ollie Owens, chef; Frank Doyle, Marty Haley, Butch Nearey, assistants; Fat Trainor, Oakley Madden, kitchen help; Tom Kearns, head waiter; long side waiters, Eddie Searcy, Mike Bruce, Patten Taylor, Jack Rice, Ad Beum, Cliff Berger, Harry Warren, Lloyd Halburton; short side waiters, Aug Engstrom, Mike O'Neil, Dan Hall, William Mallory, Tim Garnes, Ben Dade, Eddie Miller, Bert Allen.

The Cowboys

The cowboys are Bob Robbins, Bill Gaffey, Hoe Phillips, Curley Anderson, Ed Clay, Pinkey Barnes, Pat Henry, Buck Tatum, Silver Tip Baker, Black Jack Ward, Red Brooks, Pat Woods, Tex Palmer, Roy Bucko, Fargo Bussey, Bill Russell, Whitey Sovern, Bud McClure, Jack French, Ori Robinson, Ed Jauregie, Clyde McElair, Bill Hightower, Dewey Troub, Len Perkins; bronk riders, Art Keller, Larry Logue, Slim Hightower, Texas Palmer, P. Woods; trick ropers, Herb Davey, Felix Valee, Harry Mahler, Steve Clemento, Buff Jones, Alice Mahler, A. Accorsini; women trick riders, Shirley Griffin, Vernice Mitchell, Rhea Jack, Paris Williams; Mexican riders, Steve Clemente in charge, Antonio Rouix, M. Valuezela, Rafael Gomez, Alfredo Beruman, Felix Arrendondo, Andrew Pena; stagecoach driver, Buck Bucko; Doris Jones, Ethel Ricks, flag girls; Babette Marden, Corinne Files, buglers; dancers, Dot Andre, Grace Forrest, Grace Downs, Maxine Rondeau, Mitzi Andre, Dot Andre, Alice Phillips.

Personnel of specs—Roy Steele, C. J. O'Connor, Ed Carey, Jack Dillard, Buster Steele, W. Donnelly, Paul Boggs, Jack Christie, J. Balister, Wade Walker, Jack Hendricks, Cliff Parkinson, Honny Luther, Robert Kellogg, Jesse Bunn, Larry Stead, Jack Venerable, Buddy Williamson, Jack Jones, Charles Columbus, George Lee, R. T. Waiter, Gean Smith, Davey Anderson, Phil Jones, James Monroe, Al Washington, Reggy Anderson, Felix Nelson, Charles Sargent, George Williams, Oscar Gahan, Dick Moorehead, Fred Parker, Capt. Fields, Tex Dale, Clive Moore, Phil Harris, Eleanor Vogle, Viola Porter, Violet

A FITZGIBBONS SENSATIONAL SALE!

-- USED PIN GAMES --

Auto Bank	7.90	Kings of Turf	6.90
Balance Line	6.90	Live Power	4.90
Beacon	4.90	Olympic	6.90
Beam	4.90	Ranger, with Register	75.00
Blue Ribbon	4.90	Rebound, Jr.	4.90
Builder Upper	6.90	Subway Special	4.90
Cavalcade	5.90	Signal, Sr.	6.90
Checkers	4.90	Star Lite	4.90
Chicago	5.90	Traffic "C"	7.90
Express	5.90	Tops and Bottoms	4.90
Contact Master	4.90	Rock-Ola "21"	6.90
Flying Trapeze, Sr.	5.90	Quick Silver	7.90
Flying Trapeze, Jr.	4.90		

EXCEPTIONAL BUYS IN USED BALLY PAY TABLES

NEW YORKERS - \$24.90

Traffic "A"	\$21.90
Ranger (Payout)	75.00
Silver Streak (Counter)	8.00
Peerless (Cash)	85.00
Acc	35.00
Rambler (Cash)	87.50

BRAND NEW CLOSE OUTS

Monarch	\$10.00
Silver Streak	12.50
Six-Sixty-Six	25.00

1/3 Cash With Order, Balance C. O. D., F. O. B. New York.

JOHN A. FITZGIBBONS

453 West 47th St., NEW YORK CITY
Tel.: LACKAWANNA 4-8472.

HELLER'S ACME SHOWS, INC. and

C. JACK SHAFER SHOWS COMBINED

OLD HOME WEEK-BUTLER, NEW JERSEY, and BLOOMINGDALE

Fireworks, Band Concerts! Something doing every day! Don't miss this one! Firemen's State Convention, July 6th to 11th. Big 4th of July Celebration also contracted. Want Legitimate Concessions. Want Free Acts. Want Athletic People. We have a fine framed outfit for same. Other experienced show people write. Want help on rides. Dunnellen, N. J., week May 18th to 23d; Butler, N. J., May 25th to 30th.

Address as per route or phone: Humboldt 3-0474, mornings till 11 a.m.

WANT CAPABLE MANAGER

Including People for Girl Revue Show. We have complete outfit, new throughout; real equipment. Also want Loop-o-Plane and can use few more legitimate Concessions, also Shows. Address

GOODING GREATER SHOWS

Box 386, Columbus, O.

DICK'S PARAMOUNT SHOWS

Playing Choice New England Spots.

WANTED—Sensational Free Act. Rides that do not conflict. Can use good Wheel Agent who can grind, also a couple of Grind Store Agents.

WILL BUY for cash No. 5 Eli Ferris Wheel.

Write or wire DICK GILSDORF, Manager, week May 18, Woburn, Mass.; week May 25, Lowell, Mass.

CRYSTAL EXPOSITION SHOWS

WANT—Shows with or without outfits, reasonable percentage. Good opening for Small Animal Show. CONCESSIONS: Can use you if you work legitimate. Opening for Fish Pond, Pitch-Till-You-Win, Bowling Alley, Ball Games. Want Ride Help that can stay sober. Want Colored Musicians or a complete Band, salary \$10 a week. Want one real High Sensational Act for season. State all. Address this week, Jefferson City, Tenn. P. S.—Fairs start July 27th and end December 5th.

ENDY BROS. SHOWS INC. WANT

Capable Shows. Will finance same. WILL BOOK Rideo, Loop-the-Loop, You-Drive Autos. WANT capable Foreman for Ferris Wheel and Tilt-a-Whirl, Lady and men Motordrome Riders. Salary from office. WILL BOOK another High Act, prefer High Dive. Legitimate Concessions come on. Tamaqua, Pa., this week; Hazleton, Ardmore follow, with 14 Fairs and Celebrations. AMERICA'S MOST PROGRESSIVE SHOW.

Goodrich, Helen Gibson, Harry Phillips, Patricia Henry.

The Indian Congress, in two detachments: First, Chief Iron Eye, Willow Bird, Little Horse, Big Tree, Red Star, High Eagle, Young Plant, Second Pliant, Red Elk, Young Beaver, Little Pine, Friend of Tribes, Little Bear, Navajo Charlie, Blue Sky; second detachment, Chief Little Elk, Jim Romeo, John Chicken Hawk, Dan Osage, Teddy Red Cherries, Olga Coyote, Harry Little Elk, Star Black, Frank Paw Pa, Young Bird, Jay Black, Martha Little Coyote, Mrs. Frank Paw Pa, Red Bird, Hailman Little Coyote, Jason Crane, Margaret Little Elk, Joe Yellow Eyes, Mabel Star, Paul Star.

Rube Dalroy clown the show with Art Tallman, Eddie Green, Art LaRue, Charley Post, Curley Phillips, Bernie Griggs. Large parties attended the performances. Mrs. Maynard had party of 35 from Santa Barbara. There were groups from the various studios, Riding Actors' Association of America, Hollywood Screen Actors' Association and Sunday night Maynard and Chipman were hosts to 135 members of Pacific Coast Showmen's Association, last named handled by Harry Fink.

It is the intention of management to have week-end dates at the ranch for a time. As yet not definitely decided upon when show goes on rails.

BRUCE SHOWS

WANTS for new Side Show, complete, Talkers, Freaks. Pat Delaney wire. Grind and Bally Shows, Cornet for Colored Band. RIDES: Loop-o-Plane, Motordrome. Monkey Circus or Show. Stock Concessions, also Diggers. Have 12 Fairs, starting last week July. Shelbyville, Tenn., this week; Dayton, Tenn., Strawberry Festival, next week.

BANTLY GREATER SHOWS WANTS

Legitimate Concessions for three red ones in a row, and the biggest Fourth of July Celebration in Pennsylvania. Some Stands sold exclusive. Write or wire Meadville, Pa., this week; Erie R. R. Lot, Kittingham, next.

Downie Bros. Circus Wants

For Side Show. Mind Reading Act, Novelty Acts, Hula Dancer and Ticket Seller. Must be young and neat appearance. Address W. B. De BARRE, Manager Side Show. Route: Ridgewood, N. J., May 22, Newburgh, N. Y., May 23, Stamford, Conn.; May 25; Bridgeport, Conn., May 26.

WANTED

3d and 4th July Celebration—Shows and Concessions. WINTERSET FIRE DEPT., Winterset, Ia.

Thank You for Mentioning The Billboard.

DISTRIBUTORS OF
SUPERIOR SALESBOARDS
 GIFTS—NOVELTIES—PREMIUMS—PRIZES.
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Concessionaires CARNIVAL-PARKMEN!
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 3RD & WELLS STS., MILWAUKEE, WIS.



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Be the first in your territory with "DE LUXE"—
 Season's Top Money Getters—Hot Leaders—for
 every type of Concession. The Sweetest New Line
 of Plaster Novelties.

WISCONSIN DELUXE CORP.
 1902 North Third St., Milwaukee, Wis.
 "IF IT'S NEW, WE HAVE IT"—One Day Service



West's World's Wonder Shows WANTS

For a long Season of Bona-Fide Celebrations, Conventions and Fairs, starting next week and including 2 Fourth of July Celebrations, TARENTUM, PA., week June 29, and NEW BRIGHTON, PA., week July 6. Parades, Fireworks, Free Acts. MONESSEN, PA., Western Pennsylvania Firemen's Convention, week August 10. JOHNSTOWN, PA., American Legion State Convention, week August 17. Followed by 12 Southern Fairs. WANT NOVELTY SHOWS; will furnish complete outfits. SIDE SHOW People all branches, also feature Pit Attraction. RIDES; any new or novel ride not conflicting. CONCESSIONS of all kinds. Address FITZIE BROWN, Mgr. Useful People in All Departments.

New Brunswick, N. J., Week May 18. **ADDRESS FRANK WEST, Gen. Mgr.**
 or **JACK V. LYLES, Gen. Agent**

Port Jervis, N. Y., Week May 25. **Stroudsburg, Pa., Week June 1, Elks', B.P.O.E., Celebration.**

WANTED GREATER EXPOSITION SHOWS

Chorus Girls, Musicians, White and Colored Bands, Ride Help, Manager Side Show. Tom Scully, wire. Lady Ball Game Workers.

Committees—Have Fourth of July Week open. This is 40-Truck Show, with 300 people. Address Peru, Ill., week May 18; Canton, Ill., Week May 25.

MILLER BROS. SHOWS WANT AT ONCE COLORED

Musicians, salary out of office. Will book Chairplane. Will furnish complete outfit to Side Show Manager with Acts. Want high Free Act at once. Can place few more high-class Concessions. Can offer outstanding still date season, followed by eleven Fairs extending into Florida. Address this week Jenkins, Ky.; McRoberts, Ky., next week.

WEST BROS. AMUSEMENT CO. WANT

Concessions that work for stock. Mechanic with tools come on. Advance Agent with car let me hear from you. First-class Hawaiian Show with Musicians. Other Shows that won't conflict with what we have. Marshalltown, Ia., this week; Sioux Falls, S. D., week May 25; Ferguson Falls, Minn., week June 1; Valley City, N. D., week June 8; then Two-a-Week Fairs and Celebrations.

DENNERT & KNEPP COMBINED EXPOSITION, INC. WANT

Grind Show or any shows of merit that do not conflict. What have you? Can place Loop-o-Plane, Loop-the-Loop, Pony Track, Kiddie Auto Ride or Scooter. Have opening for Penny Arcade, Custard, Palmistry, Cotton Candy and Legitimate Concessions of all kind. Rates reasonable. Can place one or two Promoters capable of handling any kind of promotion. Williamson, W. Va., week May 18 to 23; East Radford, Va., week May 25 to 30. All mail and wires as per route.

Laud Stancor Univerters

CHICAGO, May 16.—A pioneer in the manufacture of battery eliminators for coin-operated games, the Standard Transformer Corporation receives many letters from operators and distributors praising the mechanical construction and performance of this company's Stancor Univerters.

Among the many letters received was one from a prominent Texas distributor. He states: "Since using Stancor Univerters I have not had a single complaint out of approximately 1,000 that I have sold. The operators who patronize us tell us that with Stancor Univerters their games operate better. They like the economical feature of the game using electrical juice only when the game is being played. They also tell me that they have considerably cut their operating costs by using Stancor Univerters. In view of the marvelous performance of your power pack, I intend to write to the manufacturers I represent and suggest that they use the Stancor Univerter power pack exclusively."

ROUTES
 (Continued from page 32)

Original Floating Theater: Colerain, N. C., 18-23; Elizabeth City 25-30.
 Platt, John, Magician: (Oaker Club) Winona, Minn., 18-24; (Electric Park) Waterloo, Ia., 25-31.
 Riddle's Circus Unit: Monon, Ind., 20-21; Medaryville 22-23; Remington 24.
 Ricton's Show: Floyds Springs, Ga., 18-20; Shannon 21-23.
 Spaul Family Show: Arnoldsburg, W. Va., 18-23.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Durham, N. C., 20; Raleigh 21; Henderson 22; Roanoke Rapids 23; Portsmouth, Va., 25; Newport News 26.
 Bishop Tent Show: Danville, Pa., 18-23.
 Ginnivan, Frank, Dramatic Co.: Montpelier, O., 18-23.
 Ginnivan, Norma, Dramatic Co.: Deshler, O., 18-23.
 Princess Stock Co.: Cole Camp, Mo., 18-23.
 Sadler's Own Co.: Monahans, Tex., 21-23.
 Schaffner Players: Wapello, Ia., 19-23.
 Stone, Hal, Show: Murray, Ia., 18-23.
 Toby Players: Oswego, Kan., 18-23.

CIRCUS AND WILD WEST

Barnes, Al G.: Everett, Wash., 19; Bellingham 20; Mt. Vernon 21; Wenatche 22; Coulee City 23; Spokane 25; Walla Walla 26; Pendleton, Ore., 27; Baker 28; Nampa, Ida., 29; Boise 30; Burely 31.
 Beers-Barnes: Buena Vista, Va., 21; Clifton Forge 22; Craigsville 23; Hot Springs 25.
 Bockus & Kilonis: New Bedford, Mass., 22; Middleboro 23; Quincy 25.
 Cole Bros.-Clyde Beatty: Middletown, O., 19; Richmond, Ind., 20; Dayton, O., 21; Zanesville 22; Wheeling, W. Va., 23; Pittsburgh, Pa., 25-26; Butler 27; McKeesport 28; New Castle 29; Akron, O., 30.
 Eddy Bros.: Babylon, L. I., N. Y., 20; Farmingdale 21; Syosset 22; Port Washington 23; New Rochelle, N. Y., 25.
 Gorman Bros.: Bridgeport, Conn., 20; Meriden 21; New Haven 22; New London 23.
 Hawkins, Bud: Flemingsburg, Ky., 20; Carlisle 21.
 Lewis Bros.: Bay City, Mich., 20; Saginaw 21; Owosso 22; Lansing 23.
 Mix, Tom: Pocatello, Ida., 22.
 Norris Bros.: Fair Play, Mo., 19; Stockton 20; Eldorado Springs 21; Osceola 22; Lowry City 23; Appleton City 25; Montrose 26; Deepwater 27.
 Ringling Bros. and Barnum & Bailey: Washington, D. C., 19; Baltimore, Md., 20-21; Wilmington, Del., 22; Atlantic City, N. J., 23; Philadelphia, Pa., 25-30.
 Seal Bros.: Walsenburg, Colo., 21.
 Vanderburg Bros.: Lacon, Ill., 20; Wyoming 21; Bradford 22; Galva 23; Cambridge 25.

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

Ace-Hi: Anniston, Ala.
 Acme United: North Middletown, Ky.
 Alamo: Decatur, Ga.
 All-American: Big Springs, Tex.
 All-American Expo.: Yankton, S. D.
 Anderson-Srader: Hays, Kan.; Russell 25-30.
 Arena: Clarion, Pa.
 Atlas: (Columbia ave. & 19th st.) Indianapolis, Ind., 23-30.
 B. & M.: Shidler, Okla.
 Bach, O. J.: Mechanicville, N. Y.; Fort Edward 25-30.
 Bantly Greater: Meadville, Pa.; Kittanning 25-30.
 Barfield's Cosmopolitan: Cleveland, Tenn.; Jellico 25-30.
 Barker: Pontiac, Ill.
 Barkoot Bros.: Howell, Mich.; Flint 25-30.
 Beckmann & Gerety: Alton, Ill.; Hannibal, Mo., 25-30.
 Ee, F. H.: Frankfort, Ky.
 Berger, Louis J.: Center Line, 10 Mile & Vandike, Detroit, Mich.; Wyandotte 25-30.
 Big 4: Rome, Ga.; Cave Spring 25-30.
 Big State: Eagle Lake, Tex.
 Blue Ribbon: Somerset, Ky.; Bowling Green 25-30.
 Eremer Attrs.: Decora, Ia.
 Brodbeck Am. Co.: Douglas, Kan.
 Broughton Bros.: Nederland, Tex.; Beaumont 25-30.
 Bruce: Shelbyville, Tenn.; Dayton 25-30.
 (See ROUTES on page 82)

INSIST ON- STANCOR UNIVERTERS
 IN ALL YOUR GAMES!
 They're BEST by TEST

NEW WALK-THRU SHOWS
 For Carnivals, Parks, Store Rooms, Fairs. Framed on only 10' Front, 24' Deep. Two people easily run show.

G-MEN PUT CRIME ON THE SPOT

OUTLAW WAR

Each of above shows contain 20 Viewing Boxes with Pictures on colored glass, 3 heavy Canvas Banners and 20 heavy Cardboard Panels, with other striking Pictures. 60 great Scenes, all described in each show. These shows are each one good for \$35.00 to \$100.00 a day now.

EITHER SHOW COMPLETE ONLY \$100.00

Weight for shipment about 60 pounds. Wire or mail \$25.00, state show, and shipment will be made next day, remainder collect.

Get going before Decoration Day as WAR OUTLAWED is greatest Patriotic show known. We also have the Will Rogers GRASH and A TRIP THRU A NUDIST CAMP, two great money-getting shows. Order now or write for information.

CHAS. T. BUELL & CO.
 Box 308, NEWARK, O.

MANHATTAN CHOCOLATES



A High-Class Chocolate Intermediate with one layer of Assorted Chocolates. Individually Cupped. This Attractive, Cellulose-lined Box is the Concessionaire's Money Maker. Packed 6 Dozen to Carton.

70c Doz. \$4.20 Carton
 25% Deposit with Order, Bal. C. O. D.

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Concessionaires... NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, COIN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY
 TIPPICANOE CITY, OHIO

McMAHON SHOWS
 WANT good Cook House. Can join at once. Hiawatha, Kan., week of May 18; Nebraska City, Neb., week May 25.

EYERLY LOOP-O-PLANE
 Write for Our Special Finance Plan. **ABNER K. KLINE**, 3024 Olive St., Kansas City, Mo.

WOLF SHOWS
 OPEN CLOUQUET, MINN., MAY 25.
 WANT Musical Comedy, Athletic and Side Shows. Concessions wanted, including Corn Game. BOOK OR BUY Kiddie Rides. WANT two Rhesus Monkeys for Drome. SELL Fun on Farm, Fun House. Address Box 2725, Bloom & Lake Sta., Minneapolis, Minn., until May 21.

BATHING PRIVILEGE
 VIRGINIA BEACH, VA.
 Best Resort on Atlantic Coast. Lockers, Swimming Pool, Sale of Bathing Accessories, Etc. Attractive terms. Applicant must be experienced and have equipment.
S. LIVINGSTON,
 1305 E Street, N. W., Washington, D. C.

WANT
 WHITE BOSS CANVASMAN, TROMBONE AND CORNETIST. ANIMAL ACTS.
REO BROS. CIRCUS
 Doylestown, Pa., Friday.

CONCESSIONS WANTED
 For Animal Farm, Man with Ponies for Rides, Man with Animals. WILL BUY small Animals, cheap.
THOS. FINN, Hoosick Falls, N. Y.

MOTORIZE
 Write for Our Finance Plan. **CHAS. GOSS**, Standard Chevrolet Co., East St. Louis, Ill.

LUCKY CHARMS

Elephants, Horses, Camels, Donkeys, Etc. Prices Ranging from 75c to \$1.00 per Gross. Send 25c for Sample Assortment.

STRAW TROPICAL HELMETS. Doz. \$1.50
SPORT SUN GLASSES, Asstd. Colors, Adjustable Frames. Dozen. 1.25
SUN GLASSES, Heavy Shell Frames, Curved Lens, Smoke, Amber, Etc. Dozen. 1.20
HIGH HAT FEATHER DOLLS, Cane and Beads, Earrings. Dozen.75
IMPORTED LASH WHIPS. Gross. 4.50
REGULATION COWBOY FELT HATS (First Quality). Dozen. 1.50
MINIATURE STRAW HATS With Feathers. Gross. 4.00
No. 8 OAK MICKEY MOUSE With Ears. Gross. 3.00
JUMPING FUR MONKEYS. Gross. 4.00
SILK PARASOLS, 24". Gross. 14.40
COLD C MAN BADGES. Gross. 4.80
 25% Deposit With All Orders.
 Free Price List of OTHER Fast Sellers.
EPSTEIN NOVELTY CO., Inc.
 130 PARK ROW NEW YORK CITY

Rhode Island Ops

PROVIDENCE, May 16.—All operators in Rhode Island are urged to attend a meeting which has been called for 8 o'clock, May 22, at Irish American Hall, 776 Westminster street here. Chief discussion will center around a matter vitally affecting the operators' business. All ops are urged to be present. It will be to their benefit.

MARRIAGES

(Continued from page 28)

magician, and Clara Moore, assistant in his act, at Lawrence, S. C., recently. booker, to Virilinda Isabella Carper, trained nurse, in Baltimore recently.

SMALL-HOLLEFIELD—Edward Francis Small, Ferris Wheel foreman, with the Hunt Corporation this season, and Delena Hollefield, nonprofessional, April 23 at Bemis, Tenn.

STORM-STEPLING—John Storm, screen writer, to Rita Stepling, film animator and daughter of John Stepling, New York stage actor, in Los Angeles May 13.

STRUDWICK - WYNN—Sheppard Strudwick, of the cast of *End of Summer*, Guild Theater production now current in New York, and Helen Wynn, recently of the cast of *Winterset*, May 10 in New York.

TRIVERS-MCKINNEY—Barry Trivers, Hollywood scenarist, and Florine McKinney, motion picture actress, in London May 14.

WATERS-MOORE—Herbert Waters,

Births

To Mr. and Mrs. Stanley Lang in Portland, Ore., May 7, a son, Stuart Senders. The father is publicity agent and part owner of the Capitol Theater, Portland.

A son, 8 pounds 14 ounces, to Mr. and Mrs. J. H. (Doc) Ward at their home in Alva, Okla., May 5. Baby has been named Anthony Clifford.

Eight-pound eight-ounce daughter to Mr. and Mrs. Robert Andrews in Los Angeles May 12. Mother is Vi Bradley, cafe singer. Father is film writer.

A six-pound daughter to Mr. and Mrs. Dick Mason at the Pittsburgh Hospital, Pittsburgh, May 12. Father is vocalist with Jae Hull's Golden Californians Orchestra.

Divorces

Elsa Roberts Lease from Rex Lease, film cowboy, in Los Angeles May 7.

Alberta Pearl Polimer, screen actress, from Richard Kenneth Polimer in Los Angeles May 12.

Elissa Landi, film actress and writer, from John Cecil Lawrence, London barrister, in Los Angeles May 12.

Marion L. McLaglen, actress, from Arthur McLaglen, actor-brother of Victor McLaglen, in Los Angeles May 12.

Late Deaths

(The following items were received at press time. More details in the next issue.)

BROWN—Robert Abner, 68, president of Alabama State Fair, Birmingham, of a heart attack following several weeks' illness in a Birmingham hospital May 11.

GLENDINNING—Ernest, 52, English-born actor, well known in Broadway legit, at South Coventry, Conn., May 18.

GREET—Sir Philip Ben, 78, noted Shakespearean actor, in London May 17.

KENDLER—Julius, 50, theatrical lawyer, May 16 in Los Angeles.

SMALL—Len, 73, former governor of Illinois and secretary of Kankakee Interstate Fair, May 17 in St. Mary's Hospital, Kankakee, of a blood clot while recovering from a minor operation.

Rubin Gruberg Places Extra Rides in Parks

DECATUR, Ill., May 16.—Rubin Gruberg, president and general manager of Rubin & Cherry Exposition, exhibiting here this week, has placed some of his extra riding devices in parks in the South. While the show was playing Jackson, Tenn., last week Gruberg made a trip to Knoxville, where he superintended the placement of several rides in Chilhowee Park. Two rides, a Merry-Go-Round and a Dangler, formerly with Model Shows of America, were recently placed in Lakewood Park, Atlanta, Ga.,

Evans' ROLL-ETTE

THE SENSATIONAL AUTOMATIC PAYOUT ROULETTE GAME!

HERE is a masterpiece for operators who want the best. A "big time" attraction for those special spots that must bring "big-time" profits!

ROLL-ETTE is played by one to three players along the lines of regulation roulette. Each coin chute controls a row of numbers. By rotating the proper selector the three checks may be moved up and down to a combination of three numbers. Odds ranging from 6 to 20. Ball is released by touching a button and spins swiftly around a beautiful, inlaid roulette wheel. If a player is on the winning number, payout is automatically made.

From mechanical and beauty viewpoints ROLL-ETTE has everything... brilliant coloring... indirect illumination of field... mushroom light on wheel... big black and silver 45"x20" cabinet... Electric Pack equipped. See it! Marvel at its stately beauty and smooth playing action. Test it for profits! You will agree it's the biggest money-earning attraction on the market. Immediate delivery.

At Your Jobber or Direct

A PERMANENT INVESTMENT

\$262⁵⁰

H. C. EVANS & CO. 1522-28 W. ADAMS ST. CHICAGO, ILL.

WANTED

Organized Band of 8 pieces. Join at once. Individual Musicians also. Wire

GORMAN BROS. CIRCUS

Bridgeport Conn., May 20; Meriden, 21; New Haven, 22; New London, 23.

WANTED

Workmen all departments, Auto Mechanics and Truck Drivers.

GORMAN BROS. CIRCUS

Bridgeport, Conn., May 20; Meriden, 21; New Haven, 22; New London, 23.

WANTED CONCESSIONS

Of all kinds, no exclusive, Birds, Groceries, Ham and Bacon, Long-Range Shooting Gallery, Grind Storos of all kinds. No coupons. Will sell exclusive Eric Diggers to responsible party. Wire

WORLD'S EXPOSITION SHOWS

CIRARDVILLE, PA., this week.

WANTED

In Schenectady County, N. Y.,

CIRCUS

To show under Auspices of Organization of 20,000. DATE, JULY 4, 1936. Address JAMES J. PORTER, R. D. No. 3, Schenectady, N. Y.

M. B. AMUSEMENT CO. WANT

Shows with own outfits. Give X on Corn Game. WILL BOOK Ball Games, High Striker, Pitch-Tilt-Win, Cigarette Shooting Gallery, or any legitimate Concessions. Open May 30. Pete Reed wants Wrestlers to go 50-50. Ride Help; must be experienced truck drivers. Address R. R. 1, Box 69, Commerce, Mo.

HUGHEY BROS. SHOWS

WANTS strong Show to feature. Wild West or Dog and Pony Show. Will help finance Snake Show that can get money. No Geek wanted. ALSO WANT other Shows not conflicting. Good opening for few Stock Concessions. WANT Ride Help and other useful Carnival People. WANT Colored Performers. Cornet and Trombone for Band. Address Morgantown, Ky.

ATTENTION

American Legion, V. F. W., Fire Companies, Celebrations and other Auspices. We can furnish you complete outfits—Rides, Concessions and other features, on a rental or percentage basis. Write for full particulars.

JERE SHAW

Real Estate Trust Bldg., Philadelphia, Pa.

CARNIVAL WANTED

FOR ONE WEEK IN JUNE.

Address C. G. STIEHL, care American Legion, Belleville, Ill.

DOG-PONY, MONKEY ACT WANTED

Own transportation. Performers all lines. White and Colored Musicians. Wire BEERS-BARNES CIRCUS, Buena Vista, Thursday; Clifton Forge, Friday; Craigsville, Saturday; Hot Springs, Monday. All Virginia.

Great Dickerson Shows

WANT Concessions all kinds, \$10.00 per week. Wire or come on. Alberta, Va., all this week.

Gorman Bros. Opens In Hackensack, N. J.

HACKENSACK, N. J., May 16.—Gorman Bros.' Circus, managed by Tom Gorman, sprang a surprise by taking to the road again, opening here yesterday afternoon to a good house and straying them at night. Few people had figured Gorman to resume, having had an early closing last season, but a couple of weeks ago he made preparations to carry on.

Among acts are Poodles Hanneford and his riding contingent, late of *Jumbo*, with Poodles ring-mastering; Clarkonians, Nelson's Elephants, Ray Goody and others. Joe Basile contracted temporarily for the band. It's a two-riding layout. Show will be reviewed formally when caught early next week.

Reading's United Shows

Portland, Tenn. Week ended May 9. Auspices, American Legion. Weather variable. Business, good.

The second stand of the new season. A great amount of concessions stock to customers caused buying trips to Nashville. Among the visitors to Nashville were Mrs. Sam Riley and young son, Don. C. D. Scott was a visitor to the show on Tuesday. This was a good spot and Manager Williams booked it early. While at Lafayette, Tenn., the show had a banner day on Wednesday. Manager Williams had handbills, with ride coupons attached, scattered thruout the surrounding country, which brought many people to the city and the show. The new corn game is a beauty and the six riding devices make a great flash. Mrs. Van Meter's sister, Carrie, is scheduled to arrive at the next stand. All of which is from a member of the company.

Elmer Rhodes, of Rubin & Cherry, installing them for Gruberg. Charles Wren, who was injured when the front tire of his motorcycle had a blowout while Rubin & Cherry Exposition was playing Tuscaloosa, Ala., three weeks ago, has recovered and is again doing his acts.

JOHN R. WARD SHOWS WANT SHOWS

Girl Revue, Athletic People, Hawaiian Show, experienced Manager, Monkey Motordrome. Have all new tops. Bubba Mack wants Performers and Musicians for Minstrel Show. Can place Mitt Camp. All Stock Concessions. Capable Show people and Concession Agents, Ride Help. Book or buy Loop-o-Plane. Poplar Bluff, Mo., Celebration, on street this week; Fredericktown, Mo., week May 25th.

WANTED FOR K. of P. May Festival

Rides and Concessions, Shooting Gallery, Frozen Custard, Candy Apples, Peanuts, Popcorn, other Legitimate Concessions. No Wheels, as we have our own. Merchants giving away \$50.00 cash each night. Also Free Acts, featuring Charles Siegrist Troupe. May 23 to 30. Address K. OF P. FESTIVAL COMMITTEE, Salem, O.

CARNIVAL WANTED

WEEK ENDING JULY 4. Big Fourth July Celebration, Main Street Location. No license. A. L. (NANNY) GARNAND, Chamber of Commerce, Wellington, Kan.

WANTED

CONCESSIONS FOR SEASON'S WORK IN PHILADELPHIA AND VICINITY. Candy Apples, Pop Corn, Fish Pond, Duck Pond, Candy Floss, Diggers, Ride Help for Ferris Wheel. JERE SHAW, Conshohocken, Pa., week May 18.

FOR SALE—Wabash Photo Strip Camera, almost new. Size 1 1/2 x 2. A bargain at \$65.00. R. S. KERR, Box 137, Gallopis, O.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



WANT TO BUY OR TRADE 100

SLIGHTLY USED JUMBO DERBY BONUS PEERLESS GOLDEN HARVEST

Either Cash or Ticket Models. Prefer Ticket Model. Will make liberal trade-in allowance on any of the latest games out. Write, Wire or Phone us what you have to offer.

ALL LATEST BRAND NEW HITS
Ready for Immediate Delivery.

- BALLY'S MULTIPLE
- " HIALEAH
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- PACES RACES
- PAMCO PALOOKA
- GALLOPING PLUGS
- GOTTLIEB'S DAILY RACES
- " BROKER'S TIP
- " FENCE BUSTER
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SLIGHTLY USED AND FLOOR SAMPLES

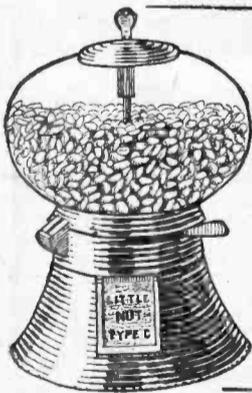
10 Tit Tat Toes, used 2 weeks	Each.	\$11.50
1 Rock-Ola Black Magic Dice		35.00
1 Penny Packs		7.50
10 Penny Smokes		5.00
2 Paces Races, 5c Play		255.00
Perfect condition, serials Nos. 1114 and 1410.		
5 Daily Limits, new F. S.		57.50
8 Peerless		65.00
1 Exhibit Giant, Cash Pay		30.00
5 Bally Derbys		55.00
4 Q. T. 5c Play Venders		30.00
5 New Yorkers		17.50
1 Eclipse		15.00
3 Frisky		7.50
1 Giant		30.00
1 Bally Rambler F. S.		55.00
5 Big Games, 1c		10.00
5 Traffic A		9.50
5 Golden Harvest		37.50
1 Traffic B		8.50
1 Traffic C		6.00
15 Red Arrows		10.00
15 Champions		10.00
12 Rockets, take lot at		8.00

SUPPLIES

- Batteries, per case \$ 5.00
- Ball Gum, per case 10,000 balls. 12.00
- 1/3 Deposit With Order, Balance C. O. D.

MOSELEY VENDING MACHINE EXCHANGE, INC.

00 Broad Street, RICHMOND, VA.
Office Phone, 34511. Residence Phone, 55328.



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

3000 BIG BARGAINS

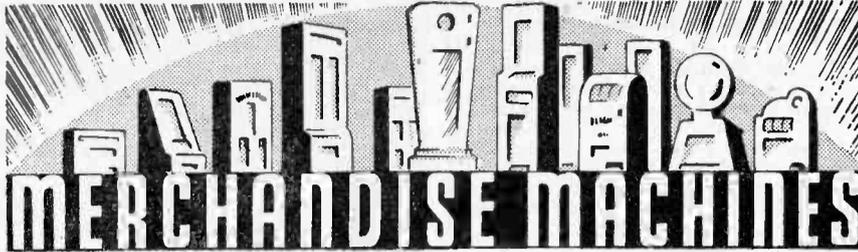


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TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.



American Cig Machine Co. Moves to Larger Quarters

PITTSBURGH, May 16. — American Cigaret Machine Company, operated by Sam Strahl and Meyer Abelson, is moving into new and larger quarters on the lower floor of the Fifth Avenue Bank Building. Remodeling work has been under way for some time and when finished the spot promises to boast of one of the most attractive distributors' headquarters in the city. The removal has been prompted by steadily increasing business and the greater conveniences at the new address for both the firm and its customers.

Mr. Strahl is currently dividing his time between Pittsburgh and New York, where he is in charge of the recently opened branch of the Northwestern Corporation.

Concentrating on Venders

DETROIT, May 16.—Arthur J. Ruwe, operator of peanut and candy venders, who formerly had a route of pin games, is now concentrating his efforts on vending machines and scales.

"Coin-controlled scales are a satisfactory type of machine to operate," he said. "They bring in a steady type of return thruout the year and are not subject to seasonal fluctuations. Another advantage of this type of machine is that it does not have to be replaced

Vending Machines To Feed the Birds

DENVER, May 16.—Not candy for kids, but corn for the ducks, is the filler in 12 vending machines this city will install shortly at City Park.

A penny in a slot will release an ounce of corn. Youngsters and grownups alike, it is anticipated, will use the machines freely to get food to coax the ducks to their hands.

Several purposes will be accomplished by the machines. Proper food will be supplied the quacking flock, the amount of corn the city will have to feed them will be cut down, the ducks will be kept well fed and contented, the visitors will have an added thrill—and the city will doubtless realize some profit from the machines.

These are the first bird-feeding machines to be installed in Denver.

frequently because of being superseded by newer models."

Handling Pack-It in Ohio

DETROIT, May 16.—Vern Joslin has taken the franchise for Northern Ohio for Pack-It Company of America. Joslin formerly operated machines in Toledo. His headquarters will continue to be in Toledo. He is a younger brother of M. L. Joslin, national manager of the Pack-It Company.

Securing Factory Locations For Merchandising Machines

Smoke stacks are belching again. All over America industrial activity is on the increase. The trend means big profits for the merchandise-machine operators who will skillfully cultivate the field.

It's the enterprising and ingenious fellow—the chap with the answers to obstacles—who gets the choice locations in this field. The coin-machine principle is one of the greatest advances in merchandising—but back of every machine is an operator. That operator has opportunities to demonstrate as clever and as profitable salesmanship as any highly paid specialty salesman.

Be expert in service, of course, but understand that it takes a "real guy" to promote the best locations and to keep them sold. Right there operators rate themselves.

For example, what would you think of an operator who actually got employees to ask for his machines, pledging their support? The thing can be done and it isn't difficult for the operator who understands that the straight line is the shortest distance between two points there are a lot of other ways to arrive at an objective. Here is a small factory. For the women workers there is a large lounge and retiring room. The girls eat their lunches here, of course. They hold club meetings.

The operator—or the operator's wife—has a friend or two among the employees. So the matter is arranged. The friend begins to talk about candy, gum, nut-meat machines—what a convenience they would be! Of course, other girls agree. An employee may comment, "Yes, but I don't believe that Mr. Johnson," referring to the boss, "would agree."

The operator's amateur assistant now spreads some propaganda. It is to the effect that probably coin-machine operators would regard the location as too small. However, if the employees would promise to liberally patronize the machine—well, that would be different. As for Mr. Johnson, if the girls want the machines and send a committee to him, he'll probably agree at once.

So the operator is actually requested to put in his machines with the promise

of liberal support! This kind of "inside job" is thoroly legitimate.

Actually, of course, there is a mighty good argument, seeking a factory location, in the "employee welfare" value of automatic venders. There is an efficiency appeal, too.

The operator should be able, discussing the subject with a prospective factory location, to mention factories which gladly welcome machines for their efficiency value. The facts exist and they are powerful.

The employees who have machines near are more contented. The nerve specialists have recognized the value of gum in reducing nerve tension. Food experts, also with tests, have demonstrated how candy is a great energy food, so that the employees, consuming it when hungry, almost immediately

have new strength to put into a task. Candy, indeed, can be the harmless, pleasant and very effective means of "lifting" the employee over the regular afternoon fatigue stretch. Nut meats again contain a great amount of energy. Peanuts help to pep up a tired employee.

The merchandise-machine operator should have a mighty good sales talk about the quality of the goods he merchandises—the freshness, purity, reputation. Of course, lining up the location, he should be very free in using samples. Suggest that the manager, foreman or other "key man" try out the products on some of his assistants—then and there.

Securing a good factory location, the operator should not stop with one type of machine. His real profit indeed may come from additional machines he puts in. Overhead for service comes down, the collective earnings go up. It's a good deal easier for a factory group to get the coin-machine habit if there are a number of machines than if there is only one. Investigate the possibilities in penny scales. Along a different line perhaps you can line up the location for soap dispensers and cigaret machines.

The four principal factors which the merchandise-machine operator deals with are (1) operator, (2) machine, (3) product and (4) location. Besides talking his products the operator must be skillful in capitalizing qualities of his machines. To a prospective factory location one machine may seem like another, but operators know there can be all the difference in the world. So the operator is prepared to tell about the modern features of his machines, how products are kept in an absolutely sanitary condition, how the machine simply won't get out of order under his service policy and how attractive the machines are.

In other words, the operator has a whole sales talk based on machines. In his buildup he should not forget that the operator is himself mighty important to the factory location. The operator, for example, should give references without being called on for them, showing that he is permanent and reliable. The operator able to point to well-known concerns in whose plants he has machines has a real selling argument.

And the introduction idea is good here, as in many other kinds of selling. Go to prospects backed up with the recommendation of an individual or concern whose word will carry influence. It may seem a bother to do all this, but final results are what tell the story and a careful buildup may actually be the fastest way to get the desired result—a valuable location.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

PRICES and SERVICE that PLEASE

BRAND NEW MACHINES—INSTANT SHIPMENT

ALL STARS	\$115.00	HIALEAH	\$139.50	RAMBLERS	\$ 99.50
BALLY RANGER	75.00	MULTIPLE	142.50	REPEATERS	69.50
CARIOCAS	33.50	PARI-MUTUEL	177.50	SHELL GAME	67.50
DAILY DOUBLE SR.	67.50	PEERLESS	97.50	STEEPLECHASE	7.50
DO OR DON'T	29.50	PONIES	47.50	TIT-TAT-TOE	14.75
HARMONY BELL	49.50	PUT 'N' TAKE	29.50	TYCOON	35.00
					149.50

Newest "Tycoon type" Tables, Keeney's Grand Slam, \$127.50; Rainbow, \$99.00; Bally's special made new 5-Ball SKYHIGH ready. Write.

USED MACHINES—REAL VALUES

ACES	\$21.50	MAMMOTHS	\$39.50	REPEATERS	\$49.50
CARIOCAS	18.50	PEERLESS	65.00	PEP	19.50
DO OR DON'T	14.00	PUT 'N' TAKE, Gray	9.00	SEVEN ELEVENS	27.50
EQUITIES	17.50	PUT 'N' TAKE, Green	12.00	STAMPEDE	25.00
GOLD RUSHES	15.00	RED ARROWS	9.00		

Order from this ad from office nearest you.

AUTOMATIC AMUSEMENT COMPANY,

ASSOCIATED WITH THE **WORLD'S LARGEST DISTRIBUTORS**

628 Madison Ave., MEMPHIS, TENN. | 1304 Throckmorton St., FT. WORTH, TEXAS. | 717 Walnut St., HOUSTON, TEXAS.

7 PLAY PAY TABLE

TYCOON

\$149⁵⁰

Manufactured by

Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill

Marcus, Stanley Join Forces

New firm is appointed Bally distributor for the Greater Chicago area

CHICAGO, May 16.—Confirming the appointment of Automatic-Markepp, Inc., as Bally distributor for the Greater Chicago area, Jim Buckley, sales manager of Bally Manufacturing Company, stated that "leading distributors who have been advised of Automatic-Markepp's part in the Bally setup are united in expressing satisfaction, the general comment being that the new organization will exert a healthy influence on the entire industry."

Automatic-Markepp, Inc., was organized recently by two of the foremost distributors in the coin-machine industry, Meyer Marcus, president of the Markepp Company, Inc., of Cleveland and Cincinnati, and S. L. Stanley, head of the Automatic Amusement Company, with headquarters in Memphis and branch offices in a number of Southern cities. Mr. Marcus and Mr. Stanley are both well known in the industry, not only for the efficiency of the sales organizations they have built up but also for their faithfulness to the policies in which they believe. Mr. Marcus during the past year has been very active in the promotion of favorable publicity, benefiting the entire industry, and has unstintingly contributed time and money to various good-will movements. Mr. Stanley has gained the reputation of being one of the boldest pioneers in the industry and has a large following of operators whom he has guided to greater and more stable prosperity.

The "parent" organizations in Ohio and the South will maintain their separate identity and will be operated independent of the new Chicago firm, but the latter, it is stated, will draw on the far-flung facilities of both Mr. Marcus and Mr. Stanley in obtaining and disposing of used games for the Chicago trade.

Offices, showrooms and warehouse will be maintained by Automatic-Markepp, Inc., at 2338 Belmont avenue, Chicago. R. L. Wilds, formerly managing director of the National Automatic Distributors' Association, will be in charge. Coin-machine men who have watched Mr. Wilds' good work in the NADA agree that Automatic-Markepp, Inc., is as fortunate in its choice of manager as it was in having Meyer Marcus and S. L. Stanley for its co-founders.

Speaking for both Mr. Stanley and himself, Meyer Marcus made the following statement to a representative of *The Billboard*: "Our appointment as Bally distributors for the Greater Chicago area is a privilege we have pledged ourselves not to abuse, but rather to use as a means of giving greater service to the trade in this territory."

Record Demand for Horses

CHICAGO, May 16.—True to the prediction of Bill Woollen, sales manager of the Buckley Manufacturing Company, this firm's sensational counter game, Horses, has broken all records for counter-game sales.

Mr. Woollen stated: "When we announced Horses several weeks ago I made the prediction that this odds-changing counter game, so ridiculously low priced, would go over big with the operators. The unprecedented demand for this game is easily understood. Horses is a swell game for the players because it affords them all the thrills of real race-track betting.

"Here's why Horses gets a big play. The player inserts his coin; upon pressing a convenient and smooth-working lever all four reels swiftly and noiselessly spin around. As the reels come to a positive jarproof stop the player is given the result of his play. The first reel indicates the odds; if the next three reels spell Z-E-V, T-O-P, S-U-E, D-A-N or L-I-L the player is paid off according to the odds indicated on the first reel. A visible coin chute is your protection against slugs and also shows the denomination of the coin. Horses vends a ball of gum with each coin played."

IMMEDIATE DELIVERY!

TYCOON

\$149⁵⁰

AC Pack \$5.00 Extra.
DC Pack \$7.50 Extra.

WRITE WIRE OR PHONE TODAY

DOUBLEHEADER

Brand New Game Sensation

\$115⁰⁰

1/3 Cash or Certified Check Deposit With Orders, Balance C. O. D.

MILLS EASTERN FACTORY DISTRIBUTOR

AC Pack \$5.00 Extra.
DC Pack, \$7.50 Extra.

UNITED AUTOMATIC SALES CO.

693 BROADWAY,

Tel. No., Gram 7-7072.

NEW YORK, N. Y.

WRITE TODAY FOR OUR NEW WEEKLY PRICE LIST ON ALL NEW & USED PAY TABLES!!

Every good Pay Table IN STOCK! Lowest Prices GUARANTEED on all Used Pay Tables. BEFORE YOU BUY GET OUR PRICE LIST — SAVE MONEY!!

WE ARE THE EXCLUSIVE DISTRIBUTORS FOR NORTHWESTERN MERCHANTISERS

Complete stock of machines ON HAND ready for IMMEDIATE DELIVERY! Don't waste time—WRITE US TODAY — SAVE MONEY!

GET STARTED TODAY IN THIS STEADY MONEY-MAKING BUSINESS! WRITE US TODAY FOR COMPLETE DETAILS!

ROYAL DISTRIBUTORS, Inc.

1125 BROAD ST.,

Tel.: Blgelow 3-3508.

NEWARK, N. J.

ROLL-A-BALL

"America's New Bowling Game Sensation!"

(NOT A PIN GAME)

WRITE NOW FOR COMPLETE DETAILS!

GEORGE PONSER CO.

11-15 EAST RUNYON ST.

NEWARK, N. J.

BATTER UP!

A sensational cry for a "Hit Over the Fence." A Home Run scored—a cheer! Someone won \$20.00!! Playing baseball play by play on a salesboard. Singles, doubles, triples and home runs and advancing of bases. A proven success! Order yours today!

1,000 Holes.
Takes In \$50.00
Average Payout 24.60

Average Profit \$25.40

PRICE: \$3.30 plus 10% Tax.

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
1352 N. E. First Avenue, MIAMI, FLA.
3502 1/2 McKinley Street, TACOMA, WASH.
227 S. Presa Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Marletta Street, N. W., ATLANTA, GA.

> CLOSING OUT ALL USED MACHINES <

1 Carlocas \$13.00	5 Rockola Screamo Each \$12.50	7 Criss-Cross-A-Lite Each \$ 6.00
6 Treasure Chests, Ea. 10.00 (1-Ball Payouts)	2 ABT Big Game Hunters, Each 11.00	4 Spot Lites, Each 8.00
3 Liberty Bells, Each 10.00 (1-Ball Payout)	4 ABT Auto Banks, Ea. 6.00	2 Rockalites, Each 6.00
1 ABT Auto Flash Ticket Game 15.00	4 Kings, Each 7.00	5 Beamrites, Each 4.00
2 ABT Home Stretch, Each 12.00	2 Rebounds, Each 4.00	3 Criss Cross (Plain) Each 4.00
	2 Rapid Transits, Ea. 12.00	3 Drop Kicks, Each 4.00
	2 Five & Tens, Each 12.00	1 Score-a-Lite 6.00
		4 Beacons, Each 5.00

1/3 Cash, Balance C. O. D. SEND FOR PRICE LIST ON NEW MACHINES. MIDWEST COIN MACHINE EXCHANGE 3516 West 16th St., Chicago

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OPERATORS WAKE UP!!
to the "GEM" penny play cigarette machine and **STEP UP** your PROFITS



WAKE UP to the earning power of the GEM Penny Play Cigarette Machine and **STEP UP** your collections. GEMS insure a steady income from every location. It's America's most beautiful machine, the most popular among operators and the public. Try a sample GEM on our 7-day offer. You'll come back for more.

GARDEN CITY NOV. MFG. CO.
4331 E. RAVENSWOOD AVE.
CHICAGO, ILL.

criterion in this case, *The Newark Evening News* reports.

Sachs & Silberling, Inc., stunned many of the boys with their first ad on Television Poker. The game is quite popular here and the interest continues to grow, with both of the boys busier than bees trying to get them out in a hurry.

Between May 1 and October 1 the brewers expect a rise of more than 15 per cent in the sale of beer, says *The New York Times*. They claim that up until the month of March they showed a 11.8 per cent rise. This makes for greater optimism as far as the sales of merchandisers are concerned. And some ops claim that due to the greater volume of peanut and pistachio machines now found in taverns everywhere, beer sales have naturally jumped. The swanky Astor Hotel Bar on Broadway features pretzels, pop corn, peanuts and many other spicy delicacies free to help stimulate that thirst. What a spot for some op to place merchandisers.

Sam Broudy, of Jersey Trading Company, Newark, is deserving of a lot of credit for the daring innovations in new merchandise for the ops. Sam has introduced many items previously never attempted in the field. This time Sam comes to the front with summer suits of linen, Palm Beach material, etc. Prices are so low—they can be called spectacular.

Among the present lineup of manufacturers there is, first of all, the oldest and the best known, International Mutoscope Reel Company, Inc., with the genial Bill Rabkin at its head; Scientific Machine Corporation, Brooklyn, which has pin game and poker roll-down; Sachs & Silberling, Inc., with Television Poker; Stirling Novelty Company, Inc., of Newark, with Skill-Ball; Supreme Vending Company, Inc., with a new poker game; Skee-Ball Company, with its well-known Skee-Roll; D. Robbins & Company, with Dave's new 2-in-1 Vender; Brooklyn Amusement Machine Company, where Charley Aranson and Jack Kaufman report a new pin game on the way; Dave Simon, of the Riverside Sportland, who also has a roll-down game, and George Ponsler Company, which has taken over the national representation for a New Jersey factory on Roll-a-Ball. Every day the list continues to grow, with New York swinging back again to its old spot in the sun.

Sam Broudy, over at Jersey Trading Company, is getting all hot and bothered by the introduction of new games from New York. They all can use merchandise awards and Sam believes that the big merchandise days are back again.

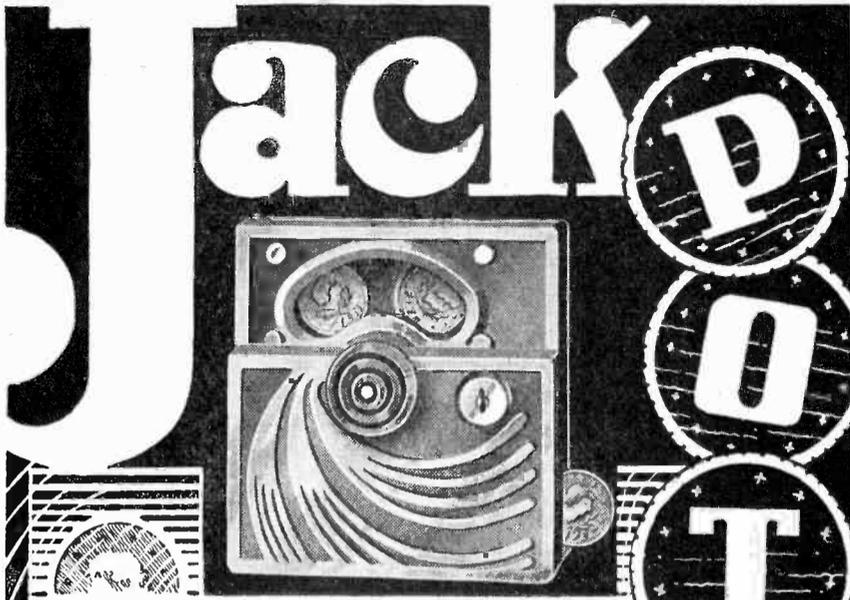
Abe Fish, of General Amusement Game Company, Hartford, started something when he introduced those small ciggy reel machines at a low price in *The Billboard*, he says. He has ever since been actually "flooded with orders." Ring up another for *The Billboard*.

Maurice Kushman, of X. L. Coin Machine Company, Providence, waited until he had gathered together a real bundle of good rebuilt cig machines before introducing them for sale. But, since his first ad, he reports, the men have just come at him like one of those Kansas twisters.

Max D. Levine, of Scientific Machine Corporation, wasn't found asleep at the switch with his new game, X-Ray Poker. Max has them on location and they're bringing in the big dough down at Joe's Sportland on the Boardwalk at Coney.

Ben and Dick Steinberg have prepared one of the most beautiful and elaborate mailing pieces in the business on their Skill-Ball machine. One large sheet features the game in attractive natural colors and it's coupled with an eight-page booklet that explains everything. These are the Stirling Novelty Company boys.

Bill Rabkin has prepared what he claims is a booklet worth at least \$25. This is his new textbook on the Photomatic that shows all the technical details and explains them in photography. It's quite a job, and Bill's to be given a lot of credit for spending many a night preparing it for the Photomatic ops.



BIG RICHARD . . .
... "ELECTRIC EYE"

Now—you can get these sensational winners with automatic JACKPOTS. You control the JACKPOT AWARDS—make them \$25.00—\$10.00—\$5.00—anything you like. No competition can stand up against them.

Insist upon Exhibit JACKPOT-Equipped Games! Get greater profit and longer life from your investment. Investigate this new JACKPOT development.

See your Jobber immediately or write us direct.

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. • CHICAGO

Eastern Chatter

Some of those candid camera shots taken at John A. Fitzgibbons' 25th anniversary celebration by *The Billboard* staff photographer are certainly candid in a great big way. These shots plus those of the Paradise Restaurant nudies are going to make up a swell issue for *The Bally Coin Chute*, house organ published by the Bally firm.

By placing steel balls in the Stock Exchange game Willie Blatt and his Supreme Vending Company proved the game a hit. Just an additional few pins to slow up the roll of this heavy ball and the action was perfect.

Georgie Ponsler over in Newark, Noo Joisey, comes right into the manufacturing and distribution picture with a big bowling type game which he calls Roll-a-Ball. Some of the collection records he has on this game are truly remarkable.

Milty Green, of American Vending Company, has become exclusive national factory representative for Scientific Machine Corporation. Milty is doing a fine job with the firm's first game, Leap Frog. He is also talking about its next pin game, Tie-Score, and also about its roll-down poker game, X-Ray Poker.

The "collitch" boys down at Princeton U are said to be going back to hot jazz again. Recordings have been selling like in boon days down at Princeton, N. J., the last several weeks and all of them are the new, hot swing-jazz music. Phonograph record sales are used as the

USED NATIONAL CIGARETTE MACHINES

4-Column and Match Column, with Stand, \$17.50 Each. 1/3 deposit, balance C. O. D.
AUTOMATIC CIGARETTE CO.
816 S. Broadway, St. Louis, Mo.
"GOODS BRING IN MONEY" SAYS PAYNE.
CARTOON BOOKS, 16 p. \$1.25 or 100; \$10.00 M
ART POSTCARDS, Sopia Finish, \$.50 per 100
Transparent Cards, Comic or Art, .35 per 100
Comic Gel. Back Mirrors, 12 Kinds, 2.25 per 100
SHAMMIE DANCERS, Hot Subjects, 2.00 per 100
PEEP SHOW AT NUDIST COLONY, 2.00 per 100
FEET CARDS, Bed Scenes, 2.00 per 100
Order from above, or 25c for 10 Samples.
T. R. PAYNE, 25 Cardinal Place, New York.

6 Coin Chutes
Changing Odds
The Little Giant of Counter Games!
"SANDY'S HORSES"
\$\$\$ \$20 a day in profits! \$\$\$

Here's the machine that's coining the money! Has 1c, 5c, 10c and 25c plays. Compact (11x17 inches) and weighs only 21 lbs. The only Six-Coin Chute, Changing Odds Counter Machine made! Simple mechanism eliminates service calls. Has many other advantages over \$500 race horse machine. Send your order today!

PRICE ONLY \$2950 F. O. B. Omaha
NATIONAL PREMIUM CO.
1322 Dodge St. OMAHA, NEBR.

- Case of No. 1 Grade Clear Birch.
- Cadmium Plated, Rust Proof Mechanism.
- Jam Proof and Slug Proof.

BASEBALL TALLY CARDS
All kinds of Coupons for Operators. 120 Tickets, Names and Numbers, American and National Leagues, \$13.20 per Gross. We make all kinds of Tip and Jackpot Cards.
Write for Quantity Prices. Distributors Wanted.
TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	J. H. Keeney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	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.

'RITHMATIC

DIVIDES ÷ ADDS + SUBTRACTS - MULTIPLIES ×

10 + 20 = 30

MULTIPLIES YOUR PROFITS!

THE easiest counter game for players to understand that has ever appeared. **NEW! DIFFERENT! BETTER!** NO SCORECARD NECESSARY! Simple arithmetic. The answer to every problem must be correct on last reel for player to get payout. For example: 10x5=50. Correct answer is 50, then player is awarded 50 times his investment. For his Penny he gets 50c. ALL YOU HAVE TO REMEMBER IS THAT PAYOUT IS ONLY MADE WHEN ANSWER IS CORRECT! That's how simple it is to understand 'RITHMATIC!



SIZE
11" WIDE
10" HIGH
8" DEEP

★ THE FIRST DIFFERENT COUNTER GAME IN HISTORY

'RITHMATIC has eye-appeal and player-appeal! It stands forth like a gleaming jewel on ANY COUNTER—ANYWHERE! Beautiful orange colored cabinet with black and highly polished, gleaming aluminum trimmings. Precision perfect in every mechanical detail—as only DAVAL can build superior counter games! Because 'RITHMATIC is better built, because it is the MOST BEAUTIFUL counter game ever presented, because it has the most fascinating and tantalizing play appeal, because the play is so easy to understand—'RITHMATIC IS DOUBLING AND EVEN TRIPLING PROFITS IN THE MOST ORDINARY LOCATIONS—EVERYWHERE! GET BUSY! RUSH YOUR ORDER TO YOUR NEAREST JOBBER TODAY!



With Dbl. Door & Coin Take-In Register 52 Extra

DAVAL MFG CO 200 SO PEORIA ST CHICAGO

- | | |
|--|--|
| CRAYSON, KY., FAIR, Week July 20. | CENTERVILLE, TENN., FAIR Week Sept. 14. |
| HARRODSBURG, KY., FAIR, Week July 27. | JACKSON, TENN., COLORED FAIR, Week Sept. 21. |
| RUSSELL SPRINGS, KY., FAIR, Week Aug. 3. | DICKSON, TENN., FAIR, Week Sept. 28. |
| VANCEBURG, KY., FAIR, Week Aug. 10. | WEEK OCTOBER 5 OPEN. |
| EWING, KY., FAIR, Week Aug. 17. | LOUISVILLE, MISS., FAIR, Week Oct. 12. |
| GERMANTOWN, KY., FAIR, Week Aug. 24. | FAIR PENDING WEEK OCTOBER 19. |
| GREENSBURG, KY., FAIR, Week Aug. 31. | CANTON, MISS., FAIR, Week October 25. |
| HODGENVILLE, KY., FAIR, Week Sept. 7. | |

15 STRAIGHT COUNTRY FAIRS IN ROW.

Keep this list for future reference and show to your friends.
WIEL BOOK Stock Concessions and Shows with Own Outfit. TEX LYNCH WIRE.

Address F. H. BEE SHOWS, Inc., Frankfort, Ky., this week

J. J. PAGE SHOWS WANT

For American Legion Celebration, Pikeville, Ky., all next week, followed by Bluefield, W. Va. auspices Veterans of Foreign Wars. Legitimate Concessions of all kinds, reasonable rate. WANT—Side Show Attractions and Shows, with or without own outfits; also Talkers and Grinders. Can place Motordrome and Kiddie Rides. Keystone, W. Va., is our Fourth of July Celebration. All address J. J. PAGE, Harlan, Ky., this week; Pikeville, Ky., next week.

Robbins Returns Home

NEW YORK, May 16.—Dave Robbins, of D. Robbins & Company, Brooklyn, returned to New York Thursday from a week's trip thru the Middle West. Dave informs he had quite a successful meeting with some of the largest Midwestern distributors who signed contracts to handle his new 2-in-1 Vendor. These distributors, he said, were very well pleased with the machine in general but particularly enthusiastic about the new slugging mechanism.

Dave dropped in to see Stoner Manufacturing Company and looked over the firm's new baseball game. Dave said it is an exceptionally fine novelty non-payout game and he thinks it will out-sell Mad Cap, which enjoyed a large sale in the metropolitan territory.

Dave returned home with a social accomplishment. Harry Stoner taught him how to play ping-pong, and being a pretty fair tennis player made use of his knowledge. Before he left Dave had the pleasure of winning a game from his instructor.

ROUTES

- (Continued from page 76)
- Eunts Greater: Jefferson City, Tenn.
 - Burnett & Matus: Frankenmuth, Mich.; Saginaw 25-30.
 - Byers Bros.: Abila, Ia.
 - Campbell United: Middletown, O.
 - Central State: Cedarvale, Kan.
 - Cetlin & Wilson: Philadelphia, Pa.
 - Christ United: Ravenna, O.
 - Coleman Bros.: Hartford, Conn.; Torrington 25-30.
 - Colley, J. J.: Tulsa, Okla.
 - Conklin's All-Canadian: Kirkland Lake, Ont., Can.; Timmins 25-30.
 - Corey Greater: Curwensville, Pa.; Coalport 25-30.
 - Crafts 20 Big: Merced, Calif.; Modesto 26-31.
 - Crowley's United: Trenton, Mo.; Centerville, Ia., 25-30.
 - Crystal Expo: Jefferson City, Tenn.
 - Cumberland Valley: Spring City, Tenn.
 - Cunningham Expo.: Adena, O.
 - Curl's Greater: London, O.
 - D. & H. Am. Co.: Laddonia, Mo.
 - De Luxe Shows of America: Summit, N. J.
 - Dennett & Knepp: Williamson, W. Va.
 - Diamond Attrs.: Clayton, Ill., 20-25; Camp Point 27-June 2.
 - Dick's Paramount: Woburn, Mass.; Lowell 25-30.
 - Dixie Belle Attrs.: Tell City, Ind.
 - Dixie Expo.: Portland, Tenn.
 - Dodson's World's Fair: Pittsburgh, Pa.; Rankin 25-30.
 - Endy Bros.: Tamaqua, Pa.; Hazleton 25-30.
 - Evangeline: Miami, Okla.; Bentonville, Ark., 25-30.
 - F. & M. Am. Co.: Sunbury, Pa.; Washingtonville 25-30.
 - Falls City: Milltown, Ind.
 - Frisk Greater: New Prague, Minn.; Sleepy Eye 25-30.
 - Galler, Joe: Robertsdale, Ala.; Atmore 25-30.
 - Georgia Attrs.: Ware Shoals, S. C.
 - Gibbs, W. A.: Sedan, Kan.; Wellington 25-30.
 - Gold Medal: Champaign, Ill.
 - Golden State: San Francisco, Calif.
 - Golden West: Granite Falls, Minn., 25-30.
 - Gooding, A. W., Am. Co.: Youngstown, O.; Washington, Pa., 25-30.
 - Gooding, F. E.: Parkersburg, W. Va.
 - Gooding Greater: Kokomo, Ind.
 - Great Olympic: Union City, Tenn.
 - Great Sutton: Mt. Vernon, Ill.; Robinson 25-30.
 - Greater American: Rock Island, Ill.
 - Greater Expo.: Peru, Ill.; Canton 25-30.
 - Gruberg's World's Expo.: Girardville, Pa.
 - Hames, Bill: Clinton, Okla.; Enid 25-30.
 - Hansen, Al C.: Washington Park, East St. Louis, Ill.; Mexico, Mo., 25-30.
 - Happy Attrs.: Coshocton, O.
 - Happy Days: Sturgis, Ky.; Martinsville, Ind.
 - Happyland: River Rouge, Mich., 25-30.
 - Heller's Acme: Dunellen, N. J.; Butler 25-30.
 - Hennies Bros.: Kewanee, Ill.; Rockford 25-30.
 - Hilderbrand United: Medford, Ore.; Roseburg 26-31.
 - Hodge, Al G.: Peru, Ind.; Hammond 25-30.
 - Howard Bros.: Athens, O.; Jackson 25-30.
 - Hughey Bros.: Morganfield, Ky.
 - Hurst, Bob: Arp, Tex., 18-30.
 - Imperial: Rock Falls, Ill.; Dubuque, Ia., 25-30.
 - Intermountain: Caldwell, Ida.
 - Joe's Playland: Oxford, Kan.
 - Jones, Johnny J., Expo.: (East Liberty grounds) Pittsburgh, Pa.; Sharon 25-30.
 - Joyland: Saginaw, Mich.; Bay City 25-30.
 - Kaus: Dover, Del.
 - Keystone: Natrona Heights, Pa.; Parkers Landing 25-30.
 - Kraus Greater: Wellston, O.
 - Landes, J. L.: McPherson, Kan.; Hutchinson 25-30.
 - Lang, Dee: St. Charles, Mo.
 - Lewis, Art: (Willow Brook Park) New Britain, Conn.
 - Liberty National: Providence, Ky.
 - McGregor, Donald: Mt. Sterling, Ill.
 - McMahon: Hiawatha, Kan.
 - Majestic Midway: (4th & St. George sts.) St. Louis.
 - Marks: (67th st. & Elmwood ave.) Philadelphia, Pa.; Vineland, N. J., 25-30.
 - Metropolitan: Bradenton, Fla.
 - Midwest: Attica, Ind., 18-23.
 - Miller Bros.: Jenkins, Ky.; McRoberts 25-30.
 - Miller's Model: Kulpmont, Pa.; Shenandoah Heights, Shenandoah 25-30.
 - Molly's Greater: Wilton, Me., 18-23.
 - Monroe Bros.: Crossland, Ga.
 - Page, J. J.: Harlan, Ky.
 - Pan-American: Dixon, Ill.
 - Pearson: Paris, Ill.
 - Pearless: Shinnston, W. Va.
 - Peoras Expo.: Bland, Mo.
 - Pollie & Laito: Mt. Pleasant, Mich.; Lansing 25-30.
 - Pool & Brewer: (N. Main st.) Houston, Tex.



HOLLYWOOD CHOCOLATES

Double Layer Asst. Chocolates, 4 Doz. to Carton, Asst. Boxes. Cellophane Wrapped, 20% Deposit with Order, Balance C. O. D.

Send for FREE Illustrated Catalog.

Doz. \$1.20
Per Carton of 4 Doz. \$4.80

50 East 11th St., New York City.

DELIGHT SWEETS, Inc.

CUMBERLAND VALLEY SHOWS

Ten Bona-Fide Fairs Ten Bona-Fide Fairs

WANTED—Colored Performers and Musicians; salary and percentage; in cash money—WANTED Trombone, Clarinet, Tuba, Baritone, Trap Drummer, Cornet, Three Chorus Girls and a good Blues Singer. Concessions: Fishpond, Lead Gallery, Watch-Ls, Knife Rack, String Game. Stock Concessions; also Grind Shows. Harry Lamont write. Performers write to ACE TURNER. Concessions and Shows to ELLIS WINTON, Spring City, Tenn., May 18th to 23d.

- FRUIT SNOW ELECTRIC MACHINE**, compact, perfect condition, sacrifice price. For information address I. RESSLER, 2449 Euclid Ave., W., Detroit, Mich.
- Prudent's: Bellmore, L. I., N. Y., 21-23.
 - Reading United: Portland, Tenn.; Manchester 25-30.
 - Regal United Am. Co.: New Boston, Tex.
 - Reid Greater: Jacksonville Beach, Fla.
 - Rogers & Powell: Weiner, Ark.; Tuckerman 25-30.
 - Royal American: Peoria, Ill.
 - Royal Amusement Co.: Bessemer, Ala.
 - Rubin & Cherry Expo.: Peoria, Ill.; E. Moline 25-30.
 - Sheesley Midway: Reading, O.
 - Siebrand Bros.: Rapid City, S. D., 18-23; Deadwood 25-30.
 - Silver State: Laramie, Wyo.
 - Small & Bullock: Damascus, Va., 18-23.
 - Smith Greater Atlantic: Orange, Va.
 - Snapp Greater: Roodhouse, Ill.
 - Sol's Liberty: Moline, Ill.; South Beloit 25-30.
 - Spencer, C. L.: Paris, Tenn.; Dyersburg 25-30.
 - Spencer, Sam E.: Warren, Pa.
 - Speroni, P. J.: Savanna, Ill.
 - State Fair: Rock Springs, Wyo.
 - Strates Shows Corp.: (East Westmoreland & Armingo sts.) Philadelphia, Pa.
 - Sunset Am. Co.: Muscatine, Ia.; Burlington 25-30.
 - Thomas, Dug.: Ava, Mo.; Seymour 25-30.
 - Tidwell, T. J.: Carlsbad, N. M.; Clovis 25-30.
 - Tilley: Elgin, Ill.
 - Tothill, C. H., Attrs.: Bolivar, N. Y., 23-31.
 - United Shows of America: Quincy, Ill.
 - Valley: Pecos, Tex.
 - Volunteer State Expo.: Hazard, Ky.
 - Wade, W. G.: Highland Park, Mich.
 - Wallace Bros.: Trenton, Ont., Can.
 - Wallace Bros.: Havana, Ill.
 - Ward, John R.: (Fair) Poplar Bluff, Mo.; Fredericktown 25-30.
 - Weer: Dowagiac, Mich.; South Haven 25-30.
 - West Bros.' Am. Co.: Marshalltown, Ia.; Sioux Falls, S. D., 25-30.
 - West Coast Am. Co.: Susanville, Calif., 18-27; Klamath Falls, Ore., 29-June 7.
 - West Coast: Yakima, Wash.
 - West, W. E., Motorized: Fredonia, Kan.
 - Westchester United: Mt. Vernon, N. Y.
 - Western State: Berger, Tex.
 - West's World's Wonder: New Brunswick, N. J.; Port Jervis 25-30.
 - Winters Expo.: Sturgeon, Pa.
 - Work, R. H.: Waynesboro, Pa.
 - World of Mirth: Frankford, Philadelphia, Pa.
 - Yellowstone: Alamosa, Colo.
 - Zimdar's Greater: Kankakee, Ill.; Aurora 25-30.
 - Zeiger, C. F., United: Brigham, Utah.

- ### Additional Routes
- (Received too late for classification)
- All-Fun Review: Dorchester, S. C., 18-23.
 - American Concert Co.: Frazeyburg, O., 18-23.
 - Brown Family Am. Co.: Hazlehurst, Ga., 18-23.
 - Dandy Dixie Show: Virgilina, Va., 18-23.
 - Elmer, Prince, Mentalist: Ashby, Minn., 18-23.
 - Favorite Players: Hutsonville, Ill., 18-23.
 - Felton, King: Charlton, Ia., 18-23.
 - Harlan Med. Show (Correction): Ellsworth, Pa., 18-23.
 - Lang & Lee: (Starland) Winnipeg, Can., 22-28.
 - LeVant Show: Coleman, Mich., 18-23.
 - Lewis, H. Kay, & Hollywood Varieties: Auburn, Calif., 25; Grass Valley 26; Marysville 27-28.
 - McNally Show: St. Remy, N. Y., 18-23.
 - Marine-Firestone Co.: Clinton, Okla.; Enid 25-30.
 - Miller, Al H., Show: Homer, Ga., 18-23.
 - Phillipson Comedy Co.: Fairland, Ind., 18-23.
 - Webb, Capt. George: Abila, Ia., 18-23; (Celebration) Boone 25-30.
 - Wiziard Novelty Circus: Westmoreland, Kan., 23; Frankfort 25.

First for New Haven

NEW HAVEN, Conn., May 16.—Gorman Bros.' Circus will be the first outdoor circus to show in New Haven this season, the date May 22. The Hamden Airport will be the site.

NEW YORK, May 16.—Having postponed their opening, originally scheduled for last Monday, Eddie Elkins and Mike Korris are preparing to swing into the season the coming Monday in Mount Vernon. First show in there in five years.

REBUILT GAMES

THIS WEEK'S SPECIALS

- TRAFFIC A \$14.50
- BIG FIVE, JR. 37.50
- DE LUXE '46 37.50
- PEARL HARBOR 23.50
- ROCKETS 9.50
- AUTO DART 14.50
- EXHIBIT BASEBALL ... 29.50
(Automatic Payout)
- RODEO 10 BALL 29.50

YOUR CHOICE

Bally 3 in Line
Mills Balance
Exhibit Starlite
Spotlite
Beam Lite

\$6.50 EACH

RUSH YOUR ORDERS
 $\frac{1}{3}$ Down, Balance C. O. D.
 IT'S NOT A SALE UNTIL
 YOU'RE SATISFIED

GERBER & GLASS
 914 DIVERSEY BLVD. - CHICAGO

Round 'n' Round Under Production

CHICAGO, May 16.—Operators will be pleased to learn that Round 'n' Round is now under production as the 11th skill game to be brought out under the Spirit of America line.

The game will no doubt be one of the greatest of all Shyvers productions, inasmuch as models have been on actual operating locations for 19 months and earnings have held up steadily. The records of the test games have convinced the Shyvers interests that this is the opportune game and the opportune time to resume manufacturing.

In the 11 models of Spirit of America games, namely, De Luxe E3, Anchors Aweigh, Billiard Flash, Silver Moon Senior and Junior, Kickoff, Toggle Ball, Gusher, the Big Roundup, ABC Keeno, seven models of Cannon Fire and the new Round 'n' Round, operators have found smooth, balanced origination that appeals to the playing public. All models have always been nicely dressed.

Round 'n' Round is plenty fast as presented in a five-ball setup. The skill is the same as in the 10-ball standard. Earnings are better and operating costs are less. Change from five to ten ball or ten to five ball, making permanent payout recorder conform to the magic brain totalizer, can be made by a mechanic in five minutes. While the game was originally designed for five and ten-ball territory, the game makes a perfect set-up with two balls. How easy it looks—open shots—pure skill—yet any bull-in-the-china-shop mechanic can regulate the payout with a soldering iron and a choice selection of profanity in three minutes. This game is made only with payout. The same appeal is used in the two shot as in the five and ten-ball games.

Plans are made for a year's run on Round 'n' Round, and the game has everything it takes to make operators money, says Shyvers.

'MAD CAP'

STONER'S GREAT NON-PAYOUT GAME!

\$47.50

ELECTRO-PAK available at small additional charge

The Art of the Line

STONER CORPORATION
 Aurora, Illinois

Monarch Named Distributor For New 2-in-1 Vendor

CHICAGO, May 16.—Monarch Coin Machine Company here has been appointed exclusive distributor for the new 2-in-1 Vendor for the States of Illinois, Indiana and Wisconsin, according to Roy Bazelon, Monarch head.

In commenting upon the appointment Bazelon said: "I have had a lot of experience with merchandisers and vendors of every type and I honestly believe that in the 2-in-1 Vendor the operator will have a machine that will prove a profitable investment. It is adaptable to every type of location, it is neat, compact and attractive, and it is quickly and easily serviced. Of prime importance is the fact that it is absolutely slugproof. The machine cannot jam and because of the simple mechanism there are no possibilities of loss of location thru failure of the machine to perform."

Gottlieb Ticket Games Now Ready for Delivery

CHICAGO, May 16.—In an announcement from the offices of D. Gottlieb & Company, Dave Gottlieb states that the ticket models on Daily Races, Fence Buster and Brokers Tip are now ready for immediate delivery. Ticket games are equipped with Gottlieb's multiple coin-slot chute and the new, sensational mystery single coin slot.

"The introduction of ticket models for Daily Races, Fence Buster and Brokers Tip," says Dave, "comes as a result of many requests from jobbers and operators. There are many locations where ticket games are 'naturals.' By making these games in ticket models we have taken three of the most outstanding games of the season and made them available for these locations. The combination of action, drawing power and the appeal of ticket models will exceed the take of any past game."

AMERICA'S BEST NOVELTY GAME!

MAD CAP \$47.50

Operate 1c & 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. 41-B DEKALB AVE. BROOKLYN, N.Y.

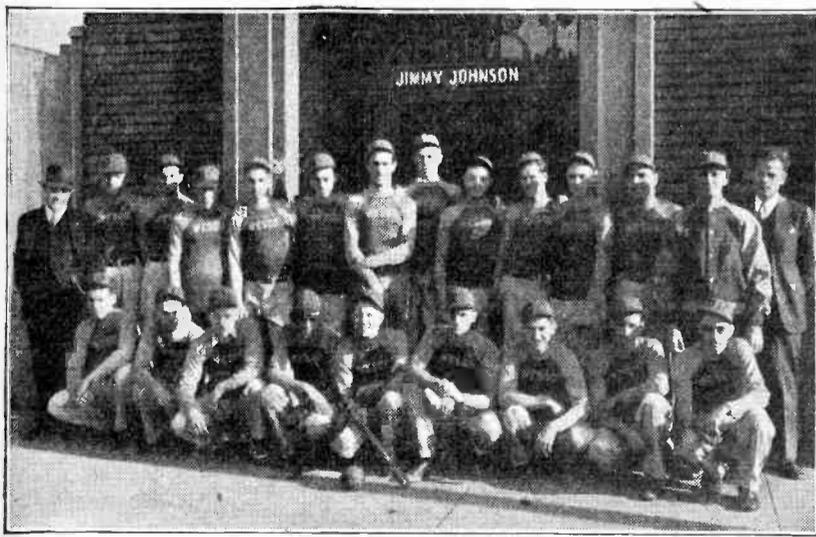
JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNDATION PENS, four times as large as ordinary pen. Takes in \$20.00, Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY
 312-314 BROADWAY NASHVILLE, TENN.



JIMMY JOHNSON'S Western Equipment and Supply Company indoor baseball team is one of the finest aggregations of its kind in Chicago. The "Wescos" have already played eight games, winning every one handily. Their games, which attract large crowds, are reeked off in regular professional baseball fashion. These fellows are slated to win the championship of the recently organized Coin Machine League. A large measure of the success of the team is due to the able coaching of Sam May, the Smilin' Sam on the left, and Eric Bjornander, the handsome hatless fellow on the right.

ANY COIN OPERATED MACHINES

WE HAVE THEM AT! MUSIC—STRAIGHT PIN TABLES—
 THE BEST PRICES! PAY TABLES—COUNTER GAMES—
 New or Reconditioned. VENDING MACHINES.

WRITE FOR BABE'S BARGAIN BUYS!

BABE KAUFMAN 455 West 42nd St. Tel. Meadlun 3-0468
 NEW YORK CITY

GUARANTEED USED

BALLY PEERLESS \$65.00

THE GAME WITH LIGHTS AND SIXTEEN \$1.50 POCKETS.
 Many Other Bargains. Write for Prices. One-Third Deposit—No Exceptions.

JUMBO NOVELTY COMPANY
 717 WALNUT STREET, HOUSTON, TEX.

Is Your Subscription to The Billboard About To Expire?

PAY TABLE PROFITS for NON-PAYOUT Operators!



S

WITH CHICAGO COIN'S

System

DE LUXE ODDS CHANGING NON-PAYOUT TABLE
 PLAYER CAN CHANGE ODDS AND LOWER POINTS TO MAKE BY SKILLFUL SHOOTING **\$52.50**
 IN PRODUCTION—ORDER NOW!

CHICAGO COIN CORP.
 1725 DIVERSEY BLVD. CHICAGO ILL.
Cable Address CHICOCO

TO SAVE MONEY

CONTACT US FOR YOUR REQUIREMENTS IN COIN-OPERATED EQUIPMENT.
 Listed below are some of the bargains in guaranteed Used Machines and Games which we have to offer. DON'T HESITATE! Write, Phone or Wire your Order now. Instant shipment.

AUTOMATIC PAYOUT GAMES.		MISCELLANEOUS MACHINES.	
	Each.		Each.
1—Cottlieb Match Play, 2 Balls	\$17.50	2—Lightnings	\$ 4.95
2—Cottlieb Liberty Bells, 10 Balls	11.50	2—Live Power	3.95
27—"B" Model Traffics	13.50	MISCELLANEOUS MACHINES.	
11—"A" Model Traffics	14.50	14—A. B. T. Pool Tables with New Cover and Completely Equipped with New Accessories	\$18.50
3—Daval Big Bens, 5 Balls	52.50	4—Cortex Venders	7.50
4—Bally Ramblers	67.50	8—Tempter Gum Venders	6.00
18—Bally Rockets, New Style	11.50	1—Hershey Candy Bar Vender	8.00
11—Bally Jumbos	49.50	1—Mills Owl Litter	21.50
14—Bally Derby, Cash Model	72.50	1—Mills Confection Vender	9.95
9—Bally Derby, Ticket Model	77.50	8—Jr. Flying Colors	3.95
9—Pamco Parlay, Sr	72.50	3—Grand National Automatic Payout Horse Race Machines	37.50
7—Jennings Daily Limits	69.50	4—Chester-Pollard Golf Machines	17.50
2—Jennings Cocktail Hour Brand-New Mills Tycoons	149.50	16—Daval "Tit-Tat-Toes"	10.75
4—Pamco Speedway	74.50	11—Daval Penny Packs	8.75
3—Keeney Repeaters	57.50	1—Black Magic Dice Machine	37.50
2—Stoner Double-Ups	47.50	1—Mysterious Eye Dice Machine	32.50
AMUSEMENT GAMES.		USED SLOT MACHINES.	
7—Rock-Ola Bombers	\$12.50	3—Mills 5c War Eagle Bells	\$49.50
9—"C" Model Traffics	4.95	2—Mills 25c Escalator Silent Front Venders	54.50
6—Mills Cannon Fire	6.00	6—Mills 5c FOK Venders with Original Mills Double Jackpots	34.50
11—A. B. T. Autodart Ticket Games	15.50	2—Mills 25c Reg. Jackpot Bells	17.50
3—Sink or Swim	4.95	9—Mills 1c Skscraper Venders	42.50
12—A. B. T. Special Marble Games	2.95	3—Mills 1c Dial Venders	35.00
4—Hop Scotch	12.50	4—Watling 5c Twin Venders	44.50
2—Sr. Flying Colors	14.50	2—Watling 1c Baby Golden Vndrs.	39.50
3—Stock-Exchange	21.50	2—5c Baby Grands	32.50
1—Headlight with Free Game Unit	32.50		
1—Jennings Foot Ball	7.50		
1—Mills Sr. Official	3.95		
1—Major Leagus	4.95		

NOTE.—If games wanted are not listed here, write for our complete list.)
 TERMS: 50% Certified Deposit with Order, we ship C. O. D for balance due.

THE VENDING MACHINE COMPANY
 205-15 FRANKLIN ST. FAYETTEVILLE, N. C.

Meter Parking Helps Officials

Meter parking, which is sweeping the country, is doing a nice job toward making the general public coin-operated machine-minded. It also helps a lot in removing any existing prejudice against coin-controlled devices. It helps to slow up the use of slugs in all types of coin machines and establishes the fact that the coin-operated device industry is not just a fly-by-night business.

Of course, the parking meters do not offer the professional operator any opportunities for himself, but the general effect and good will created by the meters toward the operating business make it worth while for him to give the parking meters a boost.

We present herewith full information pertaining to the parking meter as it appeared in *The Atlantic City Press* of March 30, 1936:

"The advantages of the metered parking system are discussed by Police Sergeant Samuel Barab, assigned to traffic and safety duties, in his safety talk for this week.

"'Nobody wants parking limits enforced,' he says. 'Drivers accuse us of persecution when we tag their cars for overparking, and merchants tell us we are ruining their business. We have too many jobs of law enforcement and not enough officers to make regular checks of parking time limits.

"'Thus police officials in nearly every American city complain of the parking problem. And they are not just making alibis either. The "chalking mark on tires" system is filled with grief. Every car has to be checked twice before a ticket can be issued. These chalk marks are easily erased and the record of the parking is destroyed.

"'Metered parking has been devised to overcome these difficulties and make parking supervision pay for itself. A coin-operated meter standing at the curb shows when a car has overstayed its time. Any officer can tell whether a car is legally parked regardless of whether he has been in that block during the last 24 hours, 7 days or 12 months.

"'Twenty feet is allowed for each

BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est., 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
 322 N. Senate Avenue. Indianapolis, Ind.

parallel parking space, and the meter is installed on the curb at a point opposite which the radiator of the parked car should appear.

"'After a car parks the motorist drops a nickel in the slot and immediately a flag is raised, indicating by a pointer the time allowed in that space. Then the pointer moves gradually toward zero as the remaining time becomes shorter, and the flag drops out of sight when the time has expired.

"'The nickel is a service charge for metering the time which is allotted to each driver. It is not considered rental of the street space. The same charge is made for metered parking regardless of the zone. A nickel is charged for a 15-minute area as well as a two-hour zone.

"'Drivers like metered parking. The ease with which violations are detected reduces greatly the amount of overtime parking and the monopolization of parking spaces. Drivers can go to destinations in the central business district and find places to park where formerly none was available.

"'The long-period parkers are thus driven to unrestricted zones or off the street entirely. Officials feel justified in running these "parking hogs" off the street because storage of cars is not considered a responsibility of the city.

"'Metered parking discourages double parking. Because of the frequent turnover in the use of spaces double parking is ordinarily inexcusable. It immediately brands the owner of the car as a "cheap skate" who would violate the law to save a nickel. Such practice also violates the spirit of sportsmanship in the eyes of those who have paid their nickel service charge for the use of the space."

NEW MATEO DAILY BASEBALL BOOK

A Pari Mutual Daily
 Dealers are tripling their Daily Sales. A 600 to 1 shot on Mateo. Order 1 dozen today.

\$2.00 Per Dozen, \$13.50 Per Gross

Add 10 per cent government tax.
 New low price on Daily Base Ball. Jobbers, Distributors, write.

WERTS NOVELTY CO., Inc., Muncie, Indiana



SALESBOARD OPERATORS

2,400 1c sales takes in \$24.00, nets \$19.50 after Cigarette payout. You can sell outright to dealer for \$7.75. On 50% commission you collect \$9.65. We carry a large line of Penny and Nickel Boards, complete with Merchandise. We manufacture Blank Boards, a complete line of Cut-Out Boards—in fact, any kind of Board you want, at the right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
 121 4th Avenue, South, NASHVILLE, TENN.

Takes in
\$24.00

Costs You
\$2.90

One-Third Cash with Order. Balance C. O. D.

3 PARKER \$3.75 STYLE FOUNTAIN PENS AND 1000 HOLE 5c BOARD 5.95

SEND FOR OUR NEW CIRCULAR

Full of New Sales Boards
 Premiums and Merchandise

LEE MOORE & CO.
 180-182 West Adams Street Chicago, Illinois

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.

The advertising rate of 50c an agate line remains unchanged.

GOTTLIEB'S FAMOUS "QUADS"

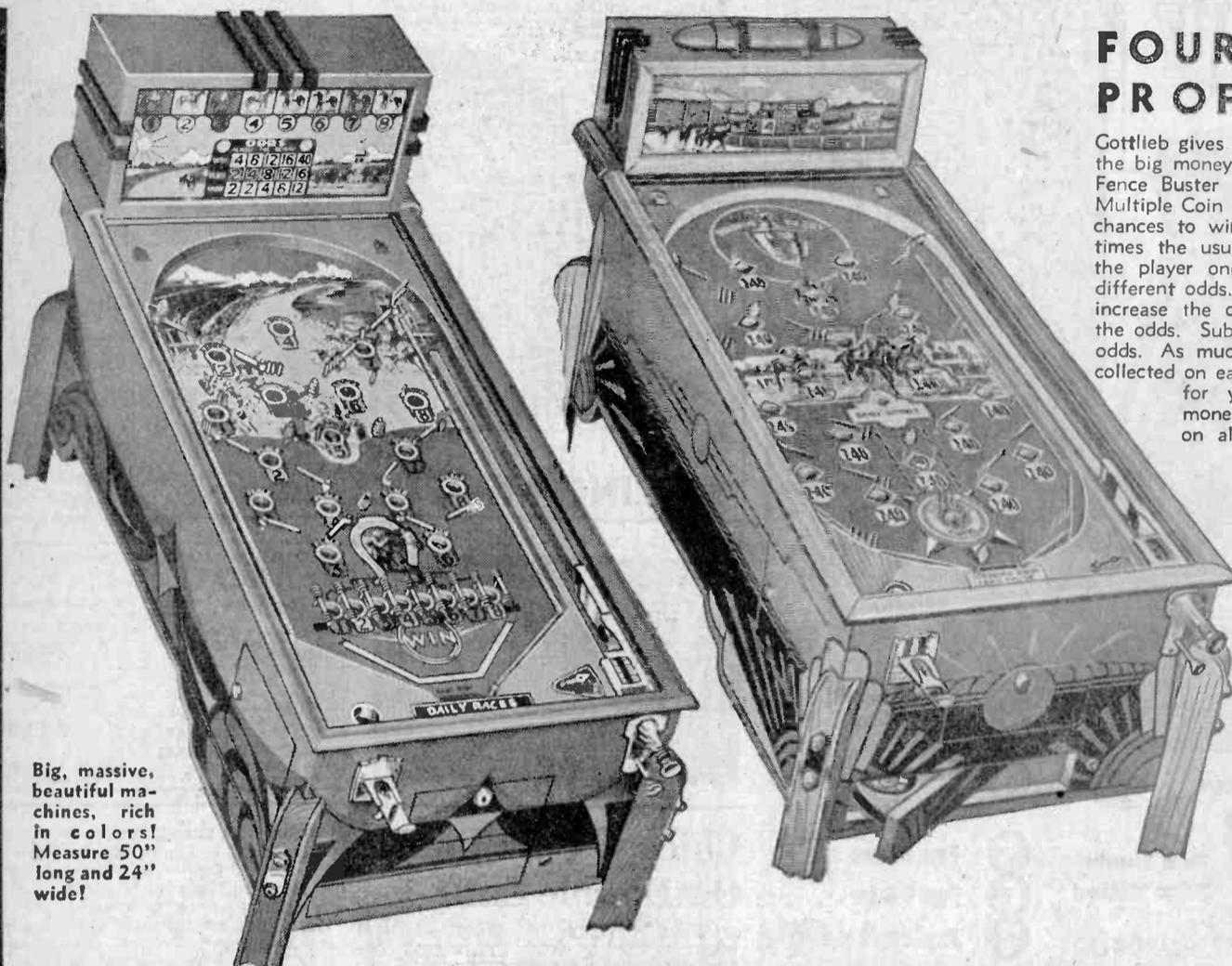
FOUR THRIVING PROFIT BABIES

Gottlieb gives you four proven ways to get into the big money! Daily Races, Brokers Tip and Fence Buster are equipped with the famous Multiple Coin Slot which gives the player more chances to win and the operator many more times the usual "take." First nickel allows the player one opportunity to win at three different odds. Additional nickels up to eight increase the opportunities as well as change the odds. Subsequent nickels only change the odds. As much as \$1.00 or more in nickels collected on each play. Adopt these "Quads" for your route—they're all lusty money-makers! Immediate delivery on all orders placed now.

(DAILY RACES) Play 'em across the board with Daily Races, the game with real race track Mutuels! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot or Single Mystery Coin Slot. Mechanical adjustment for tight or liberal awards. Get in on this "sure-thing"—place DAILY RACES today... the game that accomplishes more than products selling for as high as \$500.00.

(SUNSHINE DERBY) One-ball automatic payout with player controlled changing odds. Sunshine Derby permits the player to leave the odds stand or he has ONE opportunity to change them. Ball returns for play. The profit sensation of the day as well as the lowest priced payout in its class.

Price \$89.50.



Big, massive, beautiful machines, rich in colors! Measure 50" long and 24" wide!

DAILY RACES \$125

SUNSHINE DERBY \$89.50

TICKET MODELS

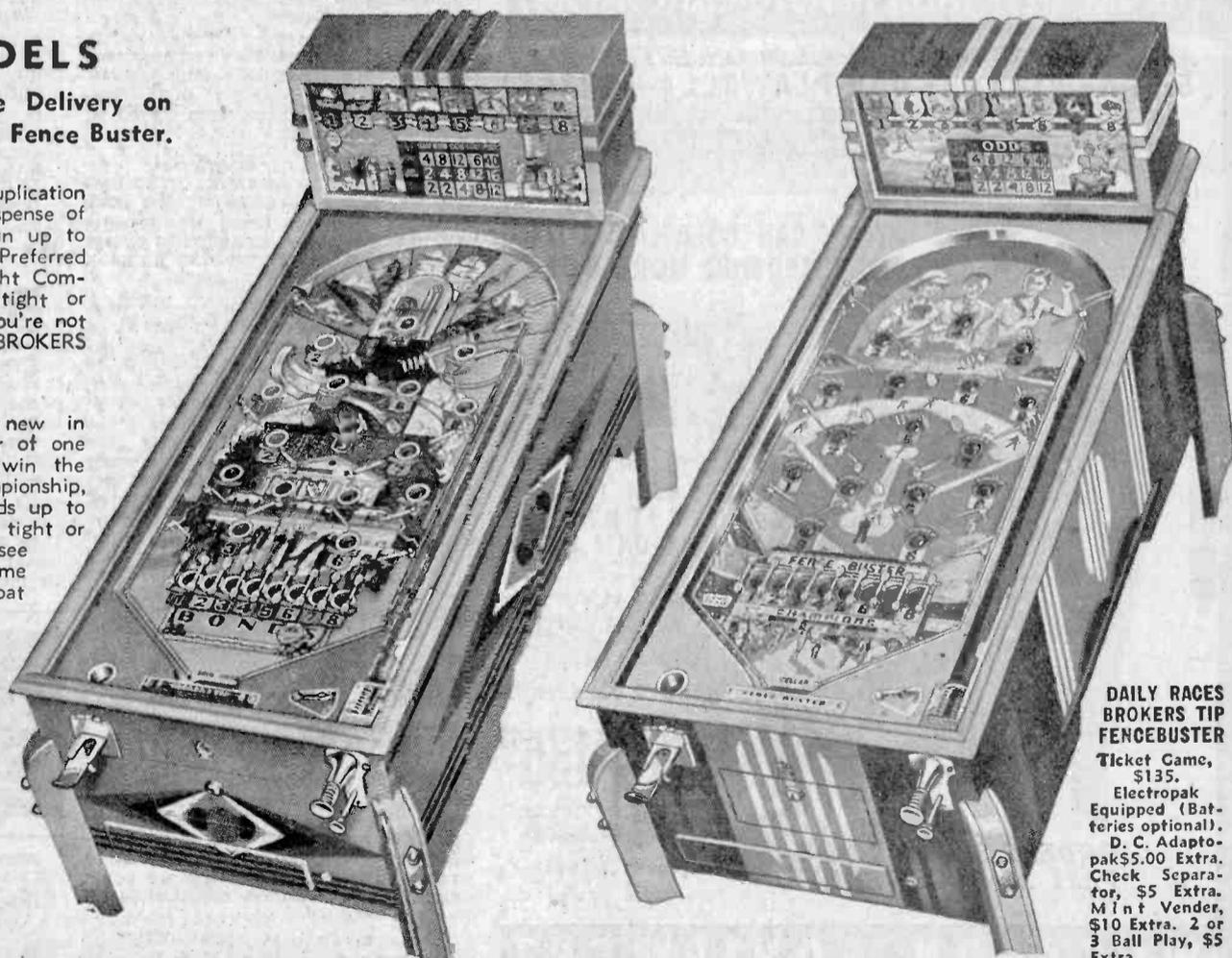
Now Ready for Immediate Delivery on Daily Races, Brokers Tip and Fence Buster.

(BROKERS TIP) The nearest duplication of the frenzy, excitement and suspense of a real Stock Exchange! Odds run up to 40-1 and pays out on Bonds, Preferred Stock and Common Stock for eight Commodities. Awards subject to tight or liberal mechanical adjustment. You're not speculating when you invest in BROKERS TIP—not by a wide margin!

(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, mechanically adjustable for tight or liberal awards. Just wait and see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

MYSTERY SINGLE COIN-SLOT

For the territory and the particular location where multiple coin slots are not permissible Gottlieb machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.



**DAILY RACES
BROKERS TIP
FENCEBUSTER**
Ticket Game, \$135.
Electropak Equipped (Batteries optional).
D. C. Adapto-pak \$5.00 Extra.
Check Separator, \$5 Extra.
Mint Vender, \$10 Extra. 2 or 3 Ball Play, \$5 Extra.

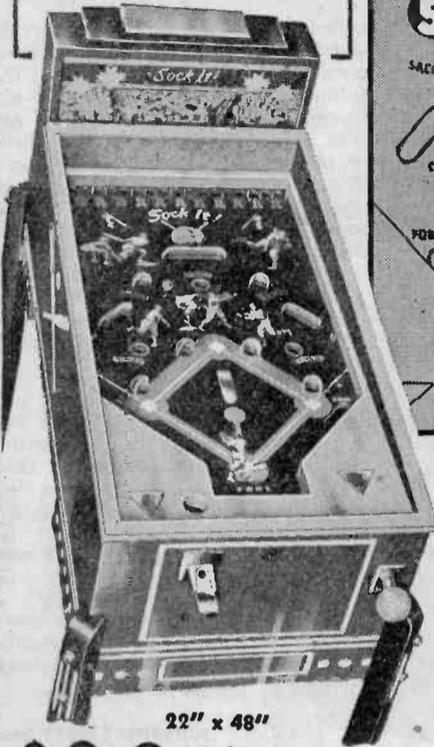
D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

BROKERS TIP \$125

FENCE BUSTER \$125

SOCK KIT RACES

**A NEW 1 BALL
AUTOMATIC
PAYOUT!**



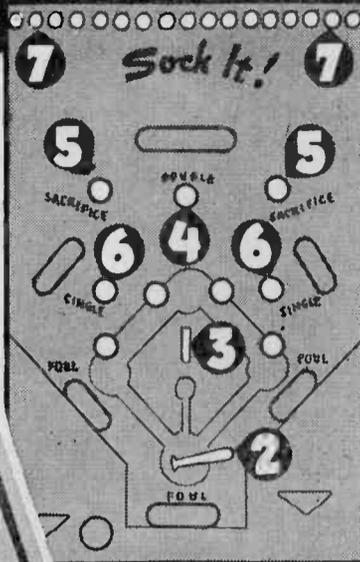
22" x 48"

\$99.50

Check Separator
\$5.00 Additional

IMMEDIATE DELIVERY GUARANTEED

**LOOK AT THESE UN-
USUAL PLAYER FEATURES**



- 1 By Turning This Knob
- 2 You Swing This Bat
- 3 Ball Automatically Pitched From Here Until Hit
- 4 Pays 6 Coins
- 5 Pays 4 Coins
- 6 Pays 2 Coins
- 7 Pays from 2 to 30 Coins

THE GREATEST VALUE IN AUTOMATIC PAYOUTS

AVERAGES MORE THAN \$25.00 ON EVERY PLAY
because PLAYERS CAN PLAY ALL 8 HORSES!



24" x 50"

ORDERS SENT AS
FAST AS RECEIVED!



**THEY CAN CHANGE ODDS
BY INSERTING MORE COINS**

	ODDS ACROSS THE BOARD				
WIN	4	8	12	16	40
PLACE	2	4	8	12	16
SHOW	2	2	4	8	12

**THEY CAN INSERT
MORE THAN 20
COINS ON 1 GAME**



MULTIPLE COIN CHUTE

\$125.00 / **\$135.00**

Stancor Univertor
Equipped - Batter-
ies Optional. **TICKET
MODEL**

Check Separator \$5.00 Additional

**WESTERN EQUIPMENT
& SUPPLY CO.**

925 WEST NORTH AVENUE • CHICAGO, ILL.

**"SPIN-A-PACK"
CIGARETTE MACHINE
WITH GUM VENDER**

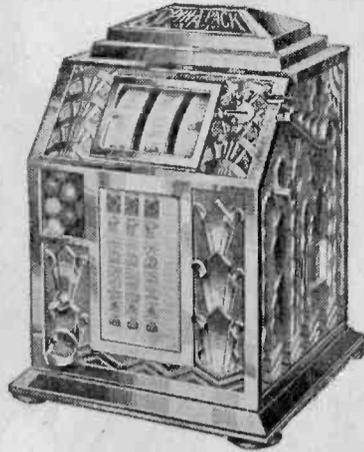
Hundreds of locations waiting for this new 10 Stop Reel Cigarette Machine. Can be had with Double Door and Register, allowing operators to leave key with location for lower door. Register keeps track of all plays.

Plain Model,
\$12.00

With Register and Double Door,
\$1.50 Extra

BALL GUM

15c a box (100 pieces)
CASE LOTS,
100 Boxes,
\$12.00.
1/3 Deposit With Order.



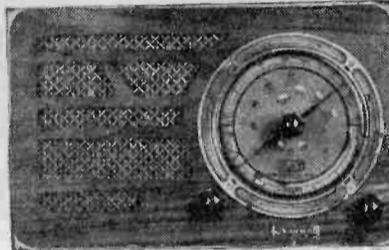
SICKING MFG. CO., Inc.



5c MYSTERY BELL

76.50 PLUS 10% TAX

1922 Freeman Ave., Cincinnati, Ohio



THE NEW MAJESTIC INTERNATIONAL "MODERNE"

With The World Famous "Time Airplane Dial" Gives the time, day or night, wherever you are tuning the dial. SAMPLE

5 R. O. A. Licensed Tubes. Dynamic Speaker. Tone Control Switch. Automatic Volume Control. Size: 13" Long, 8" High, 6" Deep. Walnut Cabinet. Chronomatic Dial. 1/3 Deposit. Balance C. O. D. WRITE FOR FREE CATALOG

\$9.45

LOTS OF SIX **\$9.00**

JERSEY TRADING CO.
11-15 E. Runyon St., Newark, N. J. • 900 N. Franklin St., Philadelphia, Pa.

**Chicago Coin Puts
On Double Shift**

CHICAGO, May 16.—When reorders begin to pile in after the original orders are sent out the success of a pin game is usually definitely assured to its manufacturer. The Chicago Coin Corporation reports that System, its new odds-changing non-payout game, is clicking in a big way. After the original orders were shipped to distributors and jobbers a big reorder response was received. In fact, Chicago Coin reports, so much business has come in for System that the plant has been forced to go on a double shift.

The odds-changing feature has been most appealing to operators. The fact that the player may change the odds by skillful shooting keeps his enthusiasm running high. System has a fast five-ball play which gives the player a run for his money.

The Chicago Coin's sensational payout game, Monopolee, is all set to go into production at the plant here and first deliveries will be made within 10 days. Monopolee could have been shipped weeks ago, but officials of the firm were reluctant to send out the game until they were absolutely sure that it would be 100 per cent in every detail. As a result it should be very successful. Its many playing features, together with its fine mechanical and electrical construction, will no doubt make it a game that will carry the Chicago Coin laurels to a new high. Complete details will be announced next week in *The Billboard*.

feature that should result in a tremendous return to the operator on his original investment. The operator can run it as a multiple play game that takes in from one to five coins per game. The light rack shows the number of coins inserted. Thus the game may take in as much as 25 cents on each game. The merchant can check the winning score and the number of coins played without leaving the counter, as it is all shown in lights on the rack. In territories where multiple coin-slot play is not permissible 50 Grand can be operated as a straight one-coin-per-play game. Even when used this way the operator will find it very popular.

In 50 Grand Genco introduces a sparkling new playing idea. The first zero in the light rack lights up as a coin is inserted. The remaining four may light up all at once, three or two at a time or singly by making the corresponding holes on the playing field. The player then shoots for the skill hole at the top of the board. Each time it is made the ball is returned for another play and the number on the light rack advances consecutively, starting with one up to five. Thus by making the four zero hole and by making the skill hole five times a perfect score can be made with just one of the five balls. The idea that the player can win a reward with just one ball keeps his enthusiasm at high pitch.

Genco officials urge operators to see their jobber and ask for 50 Grand. They ask operators to play it just once, and they believe without a doubt they will instantly foresee that great profits can be made on this game.

**Genco's 50 Grand
Now in Production**

CHICAGO, May 16.—Genco, Inc., announces 50 Grand, a new non-payout game with features that make it as profitable for the operator as an automatic pay-out game. 50 Grand is in production and first samples are being shipped to jobbers and distributors all over the country.

Those who have previewed 50 Grand have been greatly excited over its marvelous profit possibilities and playing features. In fact, the Genco firm states that the game will start a new era in novelty non-payout-game history.

Besides the natural playing attraction of the game itself, 50 Grand has one

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

FOLDING LUCKY COIN
Is now ready. Works the same as the FOLDING HALF DOLLAR which sells for \$3.50, but our new one sells like "HOT CAKES" for 50c. Our price to you is \$2.00 Doz. Sample, 25c.

You DIRTY DOG, new folder, is HOT and FUN-
NY. Dozen, 30c; per 100, \$2.00. SHIMMIE
DANCERS, 11 different ones, 25c Doz., \$2.50
Gross. BEST GRADE Comic Mirrors, 12 kinds, 35c
Doz., \$3.50 Gross. Over 2,000 Tricks, Jokes, Puz-
zles at Special Prices are listed in our Catalogue.
Send 10c for it, or \$2.00 for 50 Samples of Good
Sellers. MAGNETRIX NOV. CORP., 136 Park
Row, New York.

A GENCO GAME THAT WILL START A NEW ERA IN NOVELTY PIN GAME HISTORY!

YOUR JOBBER HAS IT OR CAN GET IT FOR YOU!



50 Grand

5 BALLS-Player Can Make a Perfect Score With Just 1 Ball!

The 1st zero in the lite rack lights as a coin is inserted. The remaining 4 zeros may be lighted all at once, 3 or 2 at a time or singly by making the corresponding holes on the playing field. The player then shoots for the skill hole at the top of the board. Each time it is made the ball is returned for another play and the number on the lite rack advances consecutively, starting with 1, up to 5. See it—play it—you'll be thrilled with 50 GRAND!

50 GRAND CAN BE OPERATED AS A MULTIPLE COIN GAME TAKING 1 TO 5 COINS PER PLAY

Or STRAIGHT 1 COIN GAME WHERE MULTIPLE COIN PLAY IS NOT PERMISSIBLE!

BACK RACK SHOWS NUMBER OF COINS PLAYED.



\$59.50

F.O.B. CHICAGO TAX PAID

SIZE 47" X 22 1/2"

GENCO Inc.
2625 N. ASHLAND • CHICAGO, ILL.

Detroit

DETROIT, May 16.—Ben Lefkowitz, operator of the Candomatic Vending Company, was in Chicago on a buying trip last week. The company manufactures a vending machine and operates it on a number of routes in Detroit.

Coin-Meter Washer Service Company, operating a number of coin-controlled washing machines in apartment houses and elsewhere, has gone out of business. The company was owned by William Schilawskie.

Floyd F. Yeager, Detroit coin-machine operator, has moved to new quarters at 19375 Teppert street. Yeager is operating a varied route of machines, including pin games and smaller type vending machines, dividing his route about half and half. He reports that business generally is picking up in most locations.

Ray Laster and Elmer Hendrickson, operators here for several years, have purchased manufacturing rights to the Penny King System gum-ball machines.

Firm is located at 12394 Roselawn avenue.

Garfield Beattie, Detroit operator, has moved to a new location at 4782 Baldwin avenue.

Another Detroit operator who has recently moved is R. S. Johnson. He is now at 232 Merriweather avenue, Grosse Pointe, East Side suburb.

N. E. Stanbury, operator of pin and cigaret vending machines, is disposing of a number of routes, but does not plan to retire from the business entirely.

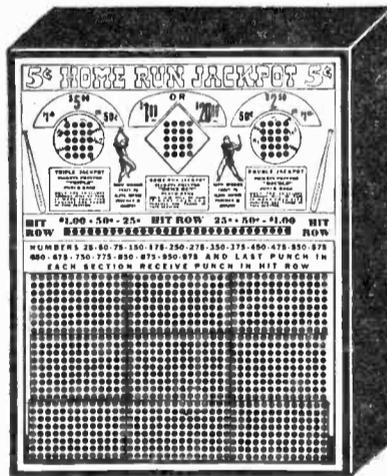
C. H. Bennett, who operated pin games and other coin machines in this territory, with headquarters at 3007 McGraw avenue, has withdrawn from the business, disposing of all his machines. He has returned to the building industry, in which he was originally engaged.

Joseph A. Sontag, operator, recently moved to new headquarters at 15550 Linwood avenue. He has sold out all his routes of pin games because of lack of time to devote to this part of the business. He is now concentrating all his efforts on peanut vending machines, which he has operated for a number of years.

Charles Barnes, West Side Detroit operator, is now living at Gibraltar, Mich. He operates from headquarters in Detroit at 6338 West Fort street, coming here whenever business requires.

Sam Rosenthal, operator of the General Amusement Company, is selling out a route of 60 almost new cigaret vending machines. He is disposing of surplus machines, but does not plan to retire from the field, according to Max Schubbs, his manager.

L. V. Rohr, Detroit operator and jobber, has established a profitable new sideline in the Fix-It Shop, devoted to servicing of household appliances.



SCORING PROFIT HITS FOR OPERATORS EVERYWHERE

HOME RUN JACKPOT No. 1195

Takes In.....\$50.00
Average Payout..... 14.36

Average Gross Profit.....\$35.64
PRICE, \$3.84 Plus 10% Tax

Including Esels and 4 Fraud-Proof Tickets.
A Harlich Jumbo Board—the best in sales-boards. Extra thick, with extra large, easy-to-read tickets for extra fast play.

Our general catalog and supplements illustrate over 100 boards designed especially for operators. Send for them today!

HARLICH MFG. CO. 1411 JACKSON BLVD. CHICAGO, ILLINOIS

BARGAINS!!! USED MACHINES A-1 CONDITION

BIG FIVES (Like New).....\$30.00 | PAMCO PARLAY (Like New).....\$60.00
SUNSHINE DERBY (Like New)..... 60.00 | GRAND PRICE (Like New)..... 45.00
PAMCO SPEEDWAY (Like New)..... 60.00 | DAILY LIMIT (Like New)..... 60.00

One-Third Deposit, Balance C. O. D.

COX VENDING MACHINE CO. 115-117 E. Fisher St. SALISBURY, N.J.C.

MONARCH RECONDITIONED GAMES GIVE YOU MORE PROFIT

MONARCH'S SPECIALS

Autoflash (tape)	\$13.75
Kings of Turf	11.50
Scream	14.50

NOVELTY GAMES.
Action, Jr.....\$ 5.00
All Games Reconditioned by Factory Trained Experts. TERMS: 1/3 Deposit, Balance C. O. D. Complete Line of New Machines.
Write for Latest Price List.
MONARCH COIN MACHINE CO., 2306-08 Armitage Ave., (Roy Bazelon), Chicago, Ill.

Brainteaser No. 9

A jobber sold a machine for \$90 to an operator. The machine cost the jobber \$90. The operator couldn't use the machine for one reason or another and persuaded the jobber to buy it back for \$80. A few days later the jobber sold the same machine to another operator for \$100. How much profit did the jobber make on the machine?

Answer to No. 8:

A location has \$1.15, all in change and each coin less than \$1. Yet he could not change a nickel, dime, quarter, half dollar or dollar. What coins did he have?

Answer: One half dollar, one quarter and four dimes.

Important announcement

TO JOBBERS AND OPERATORS IN THE GREATER CHICAGO AREA

OUR appointment as Bally Distributors for the Greater Chicago Area is a privilege we have pledged ourselves not to abuse, but rather to use as a means of giving greater service to the trade in this territory. We assure the Jobbers and Operators the best of service and expert advice; and we will at all times carry a complete selection of the latest coin-operated machines, both new and used. We want you to make money and will do everything in our power to help you make money. You'll find it a pleasure to deal with AUTOMATIC-MARKEPP, Inc., and we solicit your business.

At this time we take occasion to thank the Jobbers of Chicago and surrounding territory for their earnest support and co-operation.

Accept this invitation to visit our Showrooms and Offices. Plenty of parking space. The latch-string is always out to you!



SKY-HIGH

5-BALL PLAY! 1-SHOT APPEAL
Sensational new Bally Payout or Ticket Game. 1 to 5 payouts possible per game—\$4.00 top! "Jumbo-style" 1-shot layout, plus opportunity to score with 2 to 5 balls! Double Score feature! Out-hole Awards! Rush your order for this great new hit today!

PAYOUT
\$99.50

Ticket Model
\$109.50

Check Separator
\$5.00 extra

TERMS:
One-third deposit
with order, balance
C. O. D., F. O. B.
Chicago



HIALEAH

Takes in 8 OR MORE NICKELS PER GAME, whether played by 1 or 8 players, as player has every incentive in the world to play extra nickels. ANIMATED ODDS CHANGER—BIG ODDS always in sight — 40-TO-1 TOP! Escalator SHOWS LAST 12 COINS. Electro-Pak equipped. A greater hit than JUMBO—so get in on ground floor!

PAYOUT
\$139.50

Ticket Model
\$149.50

No extra charge for
Check Separator
F. O. B. CHICAGO

AUTOMATIC-MARKEPP, Inc. brings together two nationally known Distributors with whom you are already acquainted: The Automatic Amusement Co., Memphis, and The Markepp Co., Cleveland. We are not strangers to you—and our policies of the past are known.

*We Do Not Operate
or Sell to Locations*

SPECIAL NOTICE TO USED MACHINE BUYERS

Backed by two outstanding Distributors, who serve large territories, we are able to supply you with good used machines of any make. Let us know your requirements. Write today.

WE SELL
Bally
**PRODUCTS
AND OTHER
LEADING
MAKES**
...
**WE CARRY
COMPLETE
STOCKS
AND OFFER
INSTANT
SERVICE**

AUTOMATIC-MARKEPP, INC.
2338-40 BELMONT AVENUE CHICAGO, ILLINOIS



NEW FEATURES COUNT!!!

and COUNT HEAVILY for Operators of

PAMCO GALLOPING PLUGS

- 1 FIRST—IT'S FULL OF FUN AND NEW COMEDY FEATURES! IT'S DIFFERENT!
- 2 TWICE-SIZE "ODDS COMMUTATOR"—BIGGER—MORE APPEALING—THREE SETS OF ODDS—"WIN"—"PLACE"—AND "SHOW" FOR "LOOKS-EASY" PAYOUTS!
- 3 STRANGE "HORSESHOE" DEVICE GUARDS "DAILY DOUBLE" PAYOUT—PLAYERS "HIT" IT FREQUENTLY ENOUGH FOR BIG "COME-ON" APPEAL!
- 4 ODDS SHIFT WITH EACH NEW COIN! ARE IMPROVED BY "SKILL" SHOT AT TOP OF BOARD! HOW THEY "GO" FOR IT—AND "STAY" WITH IT!
- 5 A "WINNER" OF A DIME TO \$2 IF ALL HORSES ARE PLAYED! PAYOUTS OF 70c AND UP ON "DAILY DOUBLE" AND "THE FIELD" MOST COMPELLING!
- 6 TEN PLAYERS CROWD TEN NICKELS PER GAME INTO "GALLOPING PLUGS"!
- 7 NEW DISC-TYPE ESCALATOR—NEW UNLIMITED MONEY-MAKING COIN CHUTE!

PAYOUT MODEL **\$149** TICKET MODEL **\$159**

YOUR DEALER HAS IT NOW — OR WRITE — WIRE DIRECT!

PACIFIC AMUSEMENT MFG., CO.
 4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

Jersey Trading Reports Big Fishing Outfit Sales

NEWARK, N. J., May 16.—Sam Broudy, of Jersey Trading Company, reports that one of the fastest moving items for the coin-machine operators here has been the complete fishing equipment outfits which his firm has been featuring. The outfits are wired onto a special display board and make an unusually attractive premium for high-score play.

Sam reports that the operators have found the outfits to be among the best play stimulators they have ever used. The sales have been high and are continuing to go higher every day as the warmer weather sets in. The firm's best selling displays are the bait-casting and deep-sea-fishing outfits.

Broudy reports that the increased interest in deep-sea fishing in this State is apparent in the large demand for this sort of display from operators' locations everywhere. The bait-casting set is more popular out of town and Sam says that the firm has been shipping these in dozen lots to leading operators everywhere. He also claims that he is featuring only the finest rods, reels, lines, hooks and other equipment. Reports have come to him that winners of these items have asked where they can purchase duplicate outfits and that many operators have been doing a fine business selling complete sets to many location owners for their customers.

three sides of the concession, including the side facing the midway. Illuminated with strong lighting, both white and colored, they make an excellent flash for customers.

Two punching-bag machines at the back of the concession have proved highly popular this season. This type of machine, a bit novel today because of its unfamiliarity among the more modern game machines, is attracting the attention of the younger visitors to the carnival lots, who are tempted to try out their prowess by the presence of the machine. While the correspondent was on the lot this week a group of players kept the machines in constant use, altho other concessions were only partly patronized at the time.

Howard plans to take his concession on the road with the Krause and other shows this season.

Monarch Coin Continues Its Expansion Activities

CHICAGO, May 16.—Under the leadership of Roy Bazelon the Monarch Coin Machine Company here is continuing several expansion activities. A steady flow of domestic and foreign orders has made necessary the enlargement of Monarch headquarters and a number of experienced men have been added to the repair and shipping departments.

Sales promotion activities have been placed in the hands of Bill Pinsker. He promises some interesting information for operators in every part of the world within a few weeks and suggests that Monarch ads be watched for announcements.

Within a short 18 months Monarch has risen from a position of comparative obscurity to one of vast importance. Games are being shipped daily to all parts of America and to many foreign countries.

Bazelon recently made the following statement: "I believe we have outgrown our reputation as the 'world's smallest distributor.' Today our watchword is 'the world's most efficient distributor.' We are well equipped to make good this claim and in point of service, quality and dependability I think we fully qualify."

Arcade on Carnival Gets Excellent Play

DETROIT, May 16.—E. A. Howard, veteran Detroit showman, is operating his carnival arcade for the third season, playing at present with the Mamie Krause Shows in Center Line, Mich., near Detroit. Howard has an individually erected concession housed in a tent and devoted especially to the use of the crane-type machines.

He has a battery of the cranes on

PUT 'N TAKE

400 Hole Form 3875
 Takes in \$15.00
 Average Payout 7.54
 Price with Easel 1.10
 Plus 10% Federal Tax.

CHAS. A. BREWER & SONS
 LARGEST BOARD and CARD HOUSE in the WORLD
 6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE

JACK POT

Jack Pot Pays \$500
 \$250
 \$500

Jack Pot Pays \$500
 \$250
 \$500

PUT TAKE

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

BARGAIN SPOT

KINGS OF THE TURF \$9.00

TERMS: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE,

First With the Latest New Games—Get Your Name on Our Mailing List.

NOVELTY GAMES		
Squadron	\$20.00	
Ginger	18.00	
Gold Medal	18.00	
Hi-Lite	18.00	
Zoom	18.00	
Banker	15.50	
Scream	15.00	
Rapid Transit	15.00	
Scrimmage	15.00	
Five and Ten	14.00	
Hi-Hand	14.00	
Cheer Leader	13.50	
Big Game	13.00	
Ball Fan	12.00	

PAYOUTS		
Repeater	\$47.00	
Electric Game	40.00	
Ball	40.00	
De Luxe "46"	38.00	

TICKET GAMES		
Prospector	\$35.00	
Aces	23.50	
Stampede	22.00	
Varsity	18.00	
Put 'N' Take, front door	14.50	
Carloca	14.50	
Red Arrow	13.00	
Put 'N' Take, side door	9.00	

1407 Diversey Blvd. CHICAGO, ILL.

HOT OFF THE GRIDDLE

1—CENTRAL SHAKE A ROLL BOARD (1,000 plain, cigarette or money board)	\$1.50
2—LUCKY SCOTTIE (1,000 cut out board, pays out \$21, takes in \$50)	\$3.25
3—CENTRAL AUTOMATIC SALES BOARD	\$3.50
4—POKER GAME and all sizes of Push Cards.	

Mfd. by CENTRAL PRESS, 425 Market St., Philadelphia, Pa.

5 Bally Peerless, two weeks old \$65.00	Each
5 Bally Derbys, 4 weeks old \$60.00	Each
5 Aces	\$17.50
1 Bally Ranger, like new	\$45.00

Terms: Send one-third deposit, balance C. O. D.

INDEPENDENT NOVELTY CO.

220 No. 5th St., Springfield, Ill.

Announcing a revolutionary new PAYOUT or ticket game

Bally's

SKY-HIGH



5 BALL PLAY with 1 SHOT APPEAL



DOUBLE SCORE *feature*
INSURES CONSTANT REPEAT PLAY

OUT-HOLE AWARDS *insure*
"LAST-BALL" SUSPENSE!

44 IN. BY 22 IN.
1-INCH NON-MAGNETIC METAL BALL

Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

PAYOUT MODEL
\$99.50

TICKET MODEL \$109.50
Check Separator, \$5.00 Extra.
1/3 With Order, Balance C. O. D.,
F. O. B. Chicago.

ONE-SHOT THRILLS—plus 5-BALL SUSPENSE! That's what Bally's new SKY-HIGH means to the player! And for the operator—a chance to get those big, juicy 1-SHOT PROFITS in locations demanding 5-ball play!

1 TO 5 PAYOUTS PER GAME—\$1.00 TOP

Player can win on a single skillful shot—or by placing balls in FAIR UP 2 POCKETS across the board. Either way he gets instantaneous automatic award—and CONTINUOUS TO SHOOT balance of balls for ADDITIONAL PAYOUTS

"Pair pockets" are cleverly arranged along the sides of the field—two 10-holes award 10 points, two 20-holes award 20 points, etc. And right smack in the center is the famous "Jumbler

style" 1-shot lane—\$1.00, \$1.50, \$2.00 in a row—any one of which may be scored with ONE BALL! And that's not all! DOUBLE SCORE pocket doubles all awards made BEFORE OR AFTER hitting DOUBLE SCORE!

SKY-HIGH gives the player a run for his money. He has a chance to win on every ball—and, no matter where his first four shots go, he still has a chance to win on his very last ball—either by pairing up one of his previous hits or landing in "1-Shot Lane." And even if all four balls are out, he still has a fighting chance to get the 10 point OUT-HOLE AWARD!

Nation-wide location tests prove the strong money-making power of SKY-HIGH'S 5-BALL PLAY and 1-SHOT APPEAL. Get in on the ground floor by ordering SKY-HIGH from your Jobber today!

THE SKY'S THE LIMIT ON SKY-HIGH PROFITS! ORDER TODAY!



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

MAKING PAY TABLE HISTORY!



- ★ 50 inch heavy-duty cabinet
- ★ Multiple Coin Chute
- ★ Ticket Unit
- ★ New Pay Unit
- ★ Mint Vendor
- ★ Changeable Odds
- ★ \$10 Top Award

ALAMO *crashing through!*

\$149.50

COMPLETE WITH
ROCK-O-PAC

★
MINT VENDOR...\$10.00

★
TICKET UNIT....\$10.00

with Biggest Pay Table Profits Ever Known!

ALAMO is making all the headlines. It's stealing the show. Smashing all competition. It's sweeping across the country in a grand rampage of profits! Profits operators have talked about but have never seen before. Profits that make them write — wire — phone—demand—ALAMO for every spot they have! See your distributor today. Get in on the profits. Big profits. ALAMO profits! Get started NOW!

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue Chicago, Illinois, U. S. A.

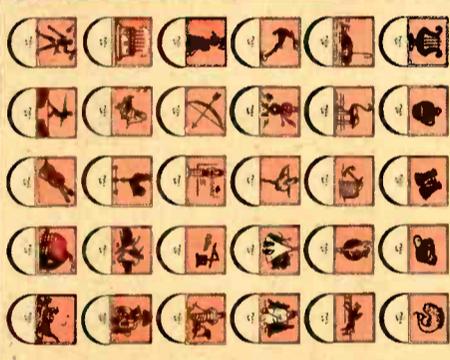
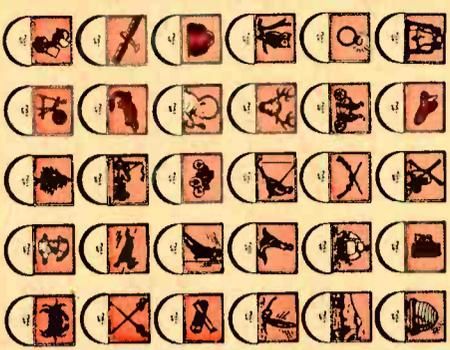
"REMEMBER THE ALAMO" FOR \$40.00 A DAY PROFITS!

TREMENDOUS VALUE Every PURCHASE!

HONEST JOHN PRESENTS



THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN, FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!



AMAZING ARTICLE FOR A... TRIFLING SUM

ASTOUNDING MERCHANDISE Each and every PURCHASE

10¢ per PURCHASE

\$50.00 TO \$100.00 PER DAY FOR YOU.
YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.

SOME OF THE ARTICLES IN EACH CASE "HONEST JOHN"

- Silk Hosiery
- Silk Lingerie
- Brossieres
- Ponies
- Step-Ins
- Ladies' Silk Garters
- Men's Silk Neckties
- Silk Handkerchiefs
- Silk Sox
- Silk Scarfs
- Silk Suspenders
- Pearl and Bone Handled Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Fountain Pen Sets
- Prapel and Repeal Pencils
- Gold Plated Cuff Buttons
- Gold and Silver The Clasps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Table Cigarette Lighters
- Briar and Rosewood Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
- Imported Cigarette Boxes
- Manicule Rolls
- Toilet Articles
- Babies' Silk Shoes
- Gold Plated Signet Rings
- Gold Plated Rings with Semi-Precious Stones
- Gold and Silver Bracelets
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Compasses
- Vanida Pearls
- Peter Pan Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Miniature Statuary
- Imported Novelties
- Domestic Novelties
- Toys—Games
- Dressed Dolls
- Baby Dolls
- Incense Burners
- China Ware
- Glass Ware
- Silver Plated Bon Bon Dishes
- Silver Plated Cumb Toys
- Silver Plated Sugar and Creamers
- Silver Plated Salt and Peppers
- Miniature Roulette Wheels
- Silver Plated Picture Frames

RECORD SALE!
12 MINUTES PER CASE!
 Average complete sale in retail store less than 12 hours per case!

100%
SALES GUARANTEE
 WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... **100%**
 We will make full refund at any time on any full or broken cases and pay return charges on same.

'HONEST JOHN'
 HAS 60-10¢ PURCHASES
 RETAILER RECEIVES \$6.00 PER CASE
 HE PAYS YOU \$4.50 PER CASE
 YOU PAY US \$3.25 PER CASE

DELIVERY PREPAID ON ALL ORDERS OF 6 OR MORE CASES
 25% DEPOSIT REQUIRED ON ALL ORDERS . . . BALANCE C. O. D.

GENERAL CONCESSION CORPORATION, 6545 CARNEGIE AVE., CLEVELAND, O., U.S.A.