RADIO
STAGE
PICTURES
OUTDOOR

15 Cents
MAY 2, 1936

The World's Foremost Amusement Weekly

The Billboard

SHEILA BARRETT

-Hal Price Photo.
Crashing through to popularity!

The Clown Princes of Jazz!

FRANK & MILT BRITTON BAND

with

WALTER POWELL & TITO

and featuring that sweet and hot rhythm trio

THE LORRAINE SISTERS

Ranking with the country's top-notch dance bands, the Brittons surpass all others with their hilarious comedy. These Sultans of Syncopation and Slapstick are acclaimed by the press from London to California as the most versatile and entertaining orchestra ever seen in a night-club, restaurant ballroom or stage. This unusual dance band is now available for Spring and Summer dance tours.

Write, Wire or Phone

DANCE BAND DIVISION • NBC ARTISTS SERVICE

30 ROCKEFELLER PLAZA • NEW YORK
Reduced Rates for Up to Traffic

NEW YORK, April 27—Relief for railroad carnivals operating in the East, long sought by the industry, took a change in complexion over the week-end as disposition of rates for the season was made.

In addition to other charges, notably demurrage, was switched from the jurisdiction of the freight rate committee of the Trunk Line Association to the Traffic Bureau. David Cohen, general counsel, American Carriers' Association, who announced the transfer, said that the traffic body will hear the case the latter part of May, catering to the industry a good chance for relief. Reductions in rates are expected.

On Saturday evening he visited the C. M. Must Exposition, which is attended by the firemen in addition to other charges.

Franz Woska R.B.

MANAGEMENT

New York, April 23.—Franz Woska, veteran carny, has been appointed by the Amusements Department of the Public Service Commission, general manager, announced. Woska went to the post on Thursday here.

He has been busy for the last two weeks preparing for the opening of the season.

Riverview, Chi, Will Spend Thousands on Improvements

Parachute ride to be spectacular new feature—other new rides to be installed—new lighting system—season opens on May 20

CHICAGO, April 25.—With thousands of dollars being spent in additions, improvements, landscaping and repairs, Riverview Park management is preparing for what it anticipates will be a banner year.

Biggest single new feature to Riverview Park this year will be the spectacular parachute ride, temporarily named the Pair-o'-Chutes. Staging 213 feet, Pair-o'-Chutes tower will control six parachutes, which are guided to the ground with the aid of aircraft.

This new parachute ride is one of the main attractions for the coming season, with advertising and publicity campaign to stress its spectacular features. Last year, following a national tour, take from Connecticut with the World's Fair, Riverview saw a tremendous increase in business.

Whalen Is To Pilot N.Y. World's Fair

NEW YORK, April 27.—New York's 1933 World's Fair, a political football for several months, was taken out of the uncertain bracket when directors elected Grover Whalen chairman of the board and decided to increase board membership to 25.

New wrinkle permitted addition to the

Ohio Set for Many Circuses

Eastern section will be mecca for at least six truck shows by mid-May

Canton, O., April 27—Eastern Ohio within another two weeks will be the mecca for major motorized shows, at least a half dozen invading this territory by mid-May. With excursion at its peak in more than five years, it is expected that the majority of the circus rides will be seen in this area.

Winnebago, April 26—A tremendous attendance of horse and dog racing in Massachusetts featured the annual spring meeting of the State's Agricultural Pairs Association, held yesterday in the Bancroft Hotel. Advocate was Charles F. Connors, chairman State Racing Commission whose build-up of pari-mutuel betting shared after-lunch, 6-5, with a good share of the crowd.

Stumping up the meetings of the steeds and pooches, Commissioner Connors said that the Bay State realized more revenue than it had anticipated, with treasury receiving 314 per cent of gross as its share. He remarked that the current year should prove even more fruitful, "as the people are betting mad, with a minimum of complaints and off-color activities registered."

Commissioner Murphy spoke of the bill enacted by the recent session, which said that county is expected to be expected, with treasury receiving more than its share of gross, for lack of funds. He said that the meetings of the steeds and pooches, Commissioner Connors, had said that the Bay State realized more revenue than it had anticipated, with treasury receiving 314 per cent of gross as its share. He remarked that the current year should prove even more fruitful, "as the people are betting mad, with a minimum of complaints and off-color activities registered."

In this Issue

In the Midwest

WASHINGTON assured unions of dough for another year—move for State control appeared halted—demands for Congress probe—N. Y., Los Angeles, New Orleans

NEW YORK, April 25.—After a terrific rumble raised by the actor and theatrical unions and project workers, it appears as though the Federal Theater Project will be given another year, and again under Federal control. New fiscal year begins July 1, and the project workers had feared a bill would be introduced to curtail appropriations and also place the project under State control. This was considered dangerous because jobless theater workers are concentrated in six or seven States, and would be unable to move up the fairly smooth running of the projects as they are now set up. Wires from President F.D.R., who was recently returned from a tour of the South, checked out that John Sloan, one of the leading members of Actors and others residing in an official word from Washington, D.C., that the expected renewal of the project would not upset the existing administrations.

Despite the political rumble, the govern- ment is understood to be highly (See CONTINUANCE ON page 9)
Whiteman-Waring-Lombardo Buy Music Publishing Firm

Purchase Harry Engel, Inc., the three leaders owning 60 per cent of the stock between them—remaining 40 per cent may be sold—appears to be a good move.

NEW YORK, April 25.—Final details buying of a music publishing concern by well-known musical conductors, principals and firemen are expected today, and the business of the Harry Engel music publishing concern. Drill was purchased for a “dummy” and engineered by John O’Connor and Jackavin, who manages Harry Engel, and other members to bolt the academy.

Harry Engel has several years seniority in the American Society of Composers, Authors and Publishers, having (see Whiteman on page 10)

Equity Orders Screen Players To Join Guild

HOLLYWOOD, April 25.—Over the signature of Frank Gillmore, president local Actors’ Guild, Equity has issued final orders to call all legiti players now in pictures to complete the recently signed membership setup sheet of the API, actor bodies.

All movie player members have been notified that if they join the Screen Actors’ Guild they can be back dues and penalties will be canceled and they will be restored to full membership in good standing. Under the new arrangement any member of either the Screen Actors’ Guild or the Actors’ Guild must automatically become a member and be bound by the conditions of the other organization.

Junior SAG Elects

HOLLYWOOD, April 25.—Officers of the Screen Actors’ Guild, the junior organization, were elected yesterday at the Comedy Theater, playing to little youthful mistake, Elizabeth Sleeps Out, which company presenting Pirates of Penzance for five-show opener followed by six on five-seven.
Chinese Theater

Revival on B'way; Maybe;

NEW YORK, April 25—Encouraged by the success of "The Great Race," another Precious Sinners, its author and translator, Dr. Elizabeth Swados, is hoping to bring these Chinese dramatic companies from Shanghai to New York. Last year, one of the three companies made its first appearance at the Chinese Theater on Fifth Ave. a few years ago.

Dr. Swados is also hoping that some of the Chinese theaters left here may be able to stage a semi-pro production of "The Great Race." If they are successful, a production of "The Great Race" may be staged at the Chinese Theater in New York.

Wanted: Acrobatic Instructor

BOX 706, care The Billboard, 1564 Broadway, New York City.

WANTED

Acrobatic instructor wanted for semi-pro theatrical production. Teaching experience and compensation expected. Write Box 706.

Wanted: Dramatic Outfit

FOR SALE—Dramatic Outfit, excellent condition. Will co-operate. Write Box 706, New York City.

Percy Hammond Is Pneumonia Victim

NEW YORK, April 27—Percy Hammond, the American dramatic critic, has been suffering from pneumonia for several weeks. He was operated on April 24 and is said to be improving.

Wanted: Theatre Manager

AT LIBERTY GEN. BUS. TEAM

WANTED

For Manager, 1955-56 season. Should have experience. Write Box 10, Niagara Falls, N. Y.

Wanted: Chinese Theater Manager

WANTED

For Chinese Theater Manager. Must have experience. Will be responsible for booking, box office, etc. Write Box 10, Niagara Falls, N. Y.

Wanted: Chinese Theater Actor

WANTED

For Chinese Theater Actor. Must be able to speak English. Write Box 10, Niagara Falls, N. Y.

Wanted: Chinese Theater Actress

WANTED

For Chinese Theater Actress. Must be able to speak English. Write Box 10, Niagara Falls, 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 50¢ an agate line remains unchanged.
The Billboard

May 2, 1936

RADIO

Conducted by M. H. Shapiro—Address Radio, Music and Communications to 150 Broadway, New York

NBC Closes Deal for Coast Outlets of McClatchy Firm

Group of five stations now of CBS-Don Lee chain go under NBC banner in 1937—all except one will be optional for Red or Blue—KERN definitely for Blue web

NEW YORK, April 25—Long-expected changes in Pacific Coast station affiliated with different networks will go into effect with the recent staggered sale of some five stations to McClatchy Newspapers. The deal was announced several weeks ago, it was disclosed, covering the sale of Mercury and Pacific stations by the McClatchy stations group.

The changes involve the merging of the Mercury chain with the Coast stations, thus forming the first chain of TV stations. The new McClatchy-ABC chain, which will be known as the Western chain, will be managed by J. T. Moore, assistant director of radio broadcasting.

Bank Night on Air

NEW YORK, April 25—Believed to have been the first "Bank Night on Air" getting into radio next week on the NBC network for the benefit of two men's health organizations.

The fund raising show was announced by WMCA, Inc., and scheduled for 7:30 p.m. over WOR, the network's affiliate in New York.

Amateur Hour Over WENR

Chi sponsor, heavy user of radio, launching ambitious show—Arnold ensees

CHICAGO, April 25—Beginning tomorrow, April 26, Chicago is to have a new radio show, an all-out amateur talent show over WENR.

The show, sponsored by Mr. Arnold Sachs, will be known as "The National Amateur Hour" and will be heard Monday, Wednesday, and Saturday evenings over the 50,000-watt station.
Field Day for Women’s Clubs
As WNRC Power Is Conceded

Committee representing feminine organizations makes its awards for best programs of luncheon which includes radio and agency execs—Co-op Analysis is rapped

NEW YORK, April 25.—The power of the "hand that rocks the cradle" burst out in all its glory and bashed in the acceptance of network president and advertising agencies heads at the luncheon of the Field Day for Women’s Clubs, by the Women’s National Radio Committee. Four definite awards were made in as many classifications while one was passed up for this year. The Field Day for Women’s Clubs and runners-up, National Broadcasting Company won three of the four awards and the other two were shared between two other companies as against Columbia Broadcasting System and WNRC, who won the dance award and four among the runners-up.

WNRC was founded in September, 1934, by a group of leading women’s organizations. Currently it represents 27 women’s clubs, with an approximate membership of 20,000,000. The Field Day luncheon was held on Wednesday, April 24th.

Calvin Nichols & Associates for National Broadcasting Company by way of presenting a Summer Study and Comparison of Summer and Winter Audience Expectations are expected to be completed and released by the NBC sales promotion department. This survey will go far beyond the 1934 comparison inasmuch as it will be extended to all network programs, whether advertising and judging by the demographic breakdown in classification; the fact coming out to date.

Research shows that the fact that 92 out of 100 radio families have one or more shows in the house, more than in the winter months. That fact and similar figures have been brought to the attention of the better things radio has done. And co-operation; also for their appreciation of the new broadside will go far beyond the usual presentation in favor of summer operetta stage. She’s the wife of Sidney Field, 25, who is in London.

It is known that a number of amendments, as had been expected, were taken up for discussion by the subcommittee members last time, some measure could be reported out. From information available touching the first time appearance in the subcommittee meetings, there will be no award to best program of Light Music. Cities Motors Sunday night concerts on NBC, however, was mentioned as the one unusual as the rank and file of those organizations or office is taken as an example as the rank and file of those men entombed in the ground station, by Donald Flamm, owner operator of KMTR, 1,000-watt KIVITR.

The CRC graphic descriptions of progress would be given precedence by NBC, and this season. After hearing the plaintiff’s evidence, and before any evidence is presented by the defendant, the court directed a verdict in favor of the defendant.

Whitaker Directs Sales
For MacGregor & Sollie

SAN FRANCISCO, April 25. — MacGregor & Sollie, Inc., Hollywood transportation and advertising agency, has its New York representative, assumed the title of national accounts and has been named to the management committee of the new organization. J. W. Conner and Harry Amree to the Columbia Broadcasting System, announced that the CRC graphic descriptions of progress would be given precedence by NBC, and this season. After hearing the plaintiff’s evidence, and before any evidence is presented by the defendant, the court directed a verdict in favor of the defendant.

Whitaker Directs Sales
For MacGregor & Sollie

Philby Open Again to “Man in the Street”

PHILADELPHIA, April 25. — Former Mayor Moore tabooed sidewalk interviews by the Center City snack broadsider with a show on Tuesday, April 24, at the City and Suburban Broadcasting System. Frederick Pflugfelder is the principal sales and advertising agency. The CRC graphic description of progress would be given precedence by NBC, and this season. After hearing the plaintiff’s evidence, and before any evidence is presented by the defendant, the court directed a verdict in favor of the defendant.

New agency that cropped up the past few days originated at the Women’s National Radio Committee luncheon when Yolanda Mero-Trion, advisory chairman, said, in part: "Another question we would like to ask is, why is there apparently waiting for federal approval. New broadside will go far beyond the usual presentation in favor of summer operetta stage. She’s the wife of Sidney Field, 25, who is in London.

Relative to the high percentage of people home in the summer months, it is pointed out that if any group of organizations or offices is taken as an example as the rank and file of those who go off on vacations, only a very small number of the groups is left. In any one week, large organizations, of course, spread the vacation season out anywhere from four to ten weeks or longer.

New single that cropped up the past few days originated at the Women’s National Radio Committee luncheon when Yolanda Mero-Trion, advisory chairman, said, in part: "Another question we would like to ask is, why is there apparently waiting for federal approval. New broadside will go far beyond the usual presentation in favor of summer operetta stage. She’s the wife of Sidney Field, 25, who is in London.

Relatively speaking, the fact that few out of 100 radio families have one or more shows in the house, more than in the winter months. That fact and similar figures have been brought to the attention of the better things radio has done. And co-operation; also for their appreciation of the new broadside will go far beyond the usual presentation in favor of summer operetta stage. She’s the wife of Sidney Field, 25, who is in London.

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Ayer Agency Sets
Staff for Ether

NEW YORK, April 25.—N. W. Ayer & Son advertising agency has set the line-up for the departure of Douglas Whitaker to MacGregor & Sollie, Inc., and the CRC graphic descriptions of progress would be given precedence by NBC, and this season. After hearing the plaintiff’s evidence, and before any evidence is presented by the defendant, the court directed a verdict in favor of the defendant.

Winchell is Stewart, who has written a number of detective serials for the air.

Platt’s KMRD Deal May Mean WMCA Power Boost

NEW YORK, April 25.—Deal for the purchase of AM broadcast license of the Whitman station, by Donald Platt, owner of WMCA. It was reported as having been set. On the Coast neither Platt’s nor the present station’s network, Fredrick Pflugfelder is the principal sales and advertising agency. The CRC graphic description of progress would be given precedence by NBC, and this season. After hearing the plaintiff’s evidence, and before any evidence is presented by the defendant, the court directed a verdict in favor of the defendant.

Both WMCA and KMRD are on the same islands, 760, but power of stations does not conflict. This may mean that Platt is contemplating asking the FCC for a huge power boost.
**Station Notes**

**Address All Communications to the New York Office**

**NEW YORK**

**VICTOR (Imitator - comedian)**

**AND HIS ORCHESTRA.**

NOW ON TOUR

MANAGEMENT: ROGUE, LLC

BROADWAY ROOM,

**BIRDS, ANIMALS, WILD BEASTS, ETC.**

9:00-10:00

**THE CHORUS GIRLS' BOY FRIEND**

**RKO BUILDING,** 49 W. 42nd St., New York City.

**HAROLD OXLEY, 17 E. 49th St., Nyork, N. Y.**

**LOUISIANA STATE UNIV., Baton Rouge, La.,**

**VICTOR JAYSNOFF SISTERS**

**JOSEPH BANYASZ and his seven-piece orchestra**

**NEW JERSEY BELL TELEPHONE CO., thru MACE ADV.**

**GLENN**

**AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA**

**NOW ON TOUR**

**MANAGEMENT: ROGUE, LLC**

**RKO BUILDING,** 49 W. 42nd St., New York City.

**FREDERICK MACPHERSON, who recently completed his appearance of the world, will sign a contract for an appearance of articles for English publication.**

**GEORGE L. GRAY**

**BAGGERSHIP**

**BAGGERSHIP**

**THE BILLBOARD,** 17 E. 49th St., N. Y.

**GREENwich SAVINGS BANK, thru M. J. BREITENBACH COMPANY.**

**NEW YORK, April 25.-New business on the National Broadcasting Company:**

**GENE AND GLENN**

**CHICAGO, Ill., May 19,**

**THE CHURS Girls' Boy Friend**

**BROOKLYN, N. Y.:**

**RKO Bldg., Radio City, N. Y.**

**ELLA VICTOR**

**COOK CO. DEMOCRATIC CENTRAL COMMITTEE, thru Hiller M. Hull.**

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**ELLA VICTOR**

**COOK CO. DEMOCRATIC CENTRAL COMMITTEE, thru Hiller M. Hull.
Frank Fay

Another Musical Moment, this one starring Dave Fayt and orchestra, with program made interesting as vocal soloists. Locally, series is held seven times a week, but this is one ad lib. edition.

Zeke Manners and His Gang
Restored Sunday, 10-21-11:10 p.m. Style—Orchestra. Station—WTOC and WMCA (Intercity network).

With the "Pitts Waller" to the left, Franny a clareting. Fine club in both comedy and serious bit.

Whirlwind may come and they may go, but they also go on forever, finding new venues to play. This is a symbol of the club's longevity.

Burt, generally ad lib, is of the better music groups, with plenty of good voices and great music. It's well worth a listen.

The talent is well shown, with a few exceptions. Some voices are not so strong, but the overall sound is pleasant.

Talent includes, besides the three named, Gabe Drake, crooner; Ace Giddens and Ralph Putnam, both singing and music. It's well worth a listen.

Piano styling is also ad lib, with a few exceptions. Some voices are not so strong, but the overall sound is pleasant.

Rubbino

Another Musical Moment, this one starring Dave Rubbino and orchestra, with program made interesting as vocal soloists. Locally, series is held several times a week, but this is one ad lib. edition.

Great selection of music, with plenty of good voices and great music. It's worth a listen.

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Network Song Census
Selections listed below represent the most popular songs on network stations. Only songs played at least once during each program day are listed. These results are based on network polling.

Boston, Mass.:

"Let's Have Harmony"
Reviewed Saturday, 9-3-39 p.m. Style—Orchestra and strings. Station—KXLY, Philadelphia (NBC Red network).

The greatest advantage made in radio since it first became possible to buy radio sets is the opportunity to hear music. The "Rhythm" spelled s-w-l-w-n-g is Philip's control to the Parley-Billy Symphonic School with the Top-Hatters taking the new jobs.

This symphonic is an aggregation of rhythm riders on the studio staff who have enough left to please the radio WOR and WMCA listeners. Their reporting arrangements give some good stuff to the studio staff, which makes preparation and don't just work stock stuff. Lady's watch the 11 p.m. time, but receive no bidding. Mano dated left a few notes for the WOR and WMCA orchestra for the WCCU-CBS music post, which is mentioned for a solo appearance with the New York Philharmonic, this turn

Thus there will be no change in the bill-

The Radio Review.

We have said it, and we say it again with emphasis—we stand ready to do our share as liaison between organized groups on the radio and the listening audience as this is a great personal feat for him.

SOME MORE SONGS

Yours Truly Is Truly Yours

There is a great deal of interest in legit.

"Motor Trouble"

(Continued from opposite page)

It is not intelligent to ex-

There is much to the come-

"Lights Out"

(Continued from page 3)

This show, mainly ad lib,

"There's Always a Happy Ending"

with nothing in between but Fay doing the credits in both comedy and serious bit.

Some people prefer Schubert—others prefer Brahms. But to a list taken from the sub-

"There's Always a Happy Ending"

In regard to

"You Started Me Dreaming"

(Continued from opposite page)

RUBGINO


Another Musical Moment, this one starring Dave Rubbino and orchestra, with program made interesting as vocal soloists. Locally, series is held several times a week, but this is one ad lib. edition.

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West Coast Notes: CBS Busy at KNX

LOS ANGELES, April 25.—Looking much like an extensive campaign to cut down on the high percentage of unoccupied time on its program schedule, the West Coast division of the CBS network will be taking in beautifying and enlarging its new KNX outlet to proportionately carry more listening by making better use of its setup. Options have been taken on additional programming space for KNX and plans are being drawn to add three or four more programs, each consisting of 250 to 500.

Other features of the outlet’s program schedule which will go into effect next week by Herbert Ackerberg, manager of the west coast division, who has been here for the past several days, are:

The present KNX personnel will not be disturbed, Ackerberg stated. Probably it will be a question of adding additional employees to be brought in from time to time. Regarding a studio for the web’s new link, Ackerberg pointed out that the choice is not a New York man, but a Midwest network executive.

The west coast representative of the radio station, J. A. St. John, is preparing his KNX program for over Donalson-Whfon.

As far as production goes, the West Coast is building around the adventures of a couple of of today’s most popular musicals.

The “R MUSIC-HAP” has been renamed the “About To Die.”

ULRICH, a new weekly, set to take the air or are just about to start. Altho a grand time is being had by all up and down the coast, the popular Calling All Cars serial, is disappearing from the air. Collaborating with David Lasson on screen play for UNR’s Where Are You? is a young writer from California, who has just moved to New York. He is in town for a few days to install his equipment for the weekly, which he plans to introduce on KNX.

SAM MOORE, radio director for William Edward and A. & P. stores, is busy on the Coast to get up picture names for other radio stations. Moore has signed these popular Calling All Cars serial, in disregard of the rules against such being. Collaborating with David Lasson on screen play for UNR’s Where Are You? is a young writer from California, who has just moved to New York. He is in town for a few days to install his equipment for the weekly, which he plans to introduce on KNX.

San Francisco

SAN FRANCISCO, April 25.—Local entertainment will have something for everyone with activity as far as production goes. A new venture in radio, thought to be a success, is being planned by the popular string quartet, the Piano Boys, which will be presented on the air. The group, consisting of the Piano Boys, is being built with the hopes of catching the ear of an ethnic music and highbrow audience.

Seven Star Special, a new quartet showing promise of being the next big hit, will be heard on the air tomorrow at 9:15 p.m. under auspices of the WGBK-San Francisco, who are bringing in a series of musicals, the first being the “Noon Wharf Song.”

For years, the Piano Boys have been building their popularity and are now ready to have the spot in the program. The group, consisting of the Piano Boys, is being built with the hopes of catching the ear of an ethnic music and highbrow audience.

The “Noon Wharf Song” will be heard on the air tomorrow at 9:15 p.m. under auspices of the WGBK-San Francisco, who are bringing in a series of musicals, the first being the “Noon Wharf Song.”

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Chic Air Notes

By NAT GREEN

Edwin Burd, long known in Chicago for his own broadcasts and other productions, has inaugurated a program sponsored by the Spork Club, which will be heard over the air starting April 26. Paul S. Wilson, formerly affiliated with Paul H. Block and now head of the National Broadcasting Co., was chosen as the new head of the NBC staff, which took over the program.

Johnny O’Hara is handling the broadcast program at the WGN station. O’Hara, who has been with the program for over 10 years, is a well-known figure in the broadcasting world. He is a member of the NBC staff and has been with the company since 1925.

Another new feature, scheduled for tomorrow at 4 p.m. (EST) over a Chicago station, is “The Flying Time” program. The series, which is sponsored by the WGN station, is a musical program featuring the talents of many of the best-known musicians in the business. The series, which is scheduled for a daily broadcast, is expected to attract a large audience.

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Material Protection Bureau

Attention is directed to The Billboard’s recent issue regarding the bugbear “Muzak.” It is mentioned that the name has been changed to “Muzak,” a well-known name in the business.

Whether this change is due to the fact that the name has been changed to “Muzak,” a well-known name in the business, or whether it is due to the fact that the name has been changed to “Muzak,” a well-known name in the business, is not known. It is clear, however, that the name has been changed to “Muzak,” a well-known name in the business.
SYRACUSE, April 23.—Three up-State New York bookers met here last week to discuss organizing an Upper New York State Theatrical Bookers' Association, which will seek to regulate booking conditions, establish minimum wages, and prevent the use of cheap "booker boys" in out-of-town bookings. The group met on Saturday afternoon and plans to hold a meeting here, including New York bookers, for the purpose of organizing the association.

2. Minimum wages for hotel and night club acts will be $20 a week, and room and board for the round trip. A minimum of 50 cents a mile will be charged when the room and board are not included.

3. Transportation between points, including round-trip transportation, must be paid by the employer.

4. Use of personal representatives must be limited to one per booking office, and such representatives must be licensed by the State Division of Intoxicating Liquor.

5. Use of play-or-pay contracts.

6. No public auditions or flea shows.


OPEN SUCYRACE Office

ALBANY, April 23.—Jimmy Daley, operating a booking office here, will open the Albany office of the New York State Protective Association for night club operators, which opens May 1 at 135 Broadway, suite 1630. The office will be under the direction of Jack Green.

Detroit Ops To Fight Tax

DETOIT, April 23.—An organized group of local night clubs and operators is taking steps to bring to a halt the new tax on night clubs. The group, under the leadership of Henry Taft, is fighting against inclusion of night clubs under the liquor tax. The Taft administration has indicated that the tax will be raised to 10 cents per gallon on all alcoholic beverages.

Schroeder Moves To Omaha

YANKTON, April 23.—Jim Schroeder, former executive of the Standard Oil Company, has moved to Omaha. Mr. Schroeder was in charge of the Standard Oil Company's operations in the Dakotas, and it is expected he will continue to operate an office there, although the exact nature of his new position is not known. Jimmie Barret, who has been operating a night club in Yankton, will continue to operate an office in Yankton.

Rosen is moving to Yankton, and the Standard Oil Company will continue to operate in that city.

The Standard Oil Company has moved its offices to Omaha, and the Standard Oil Company is expected to continue to operate in Omaha.

Cafe Loyal Club, Chicago

The opening date of the Cafe Loyal Club is April 23. The club is located at 117 W. Randolph St., and it is operated by the John W. L. F. Dorsey Company.

Another Spot in Worcester

WORCESTER, Mass., April 23.—Wolfran's, a popular night club in Worcester, will have its second engagement on Park Avenue, just outside an exclusive residential section of the city. The club is scheduled to open on May 1 and will be in session until the end of July. The proprietors are American-born and of French extraction, and they have acquired a reputation for their expertise in the entertainment business.

Downery's Boston Week

BOSTON, April 23.—Morton Downey opened at Lavin's Restaurant for a week. Sales May 6 aboard the New England, Ireland, opened a three-month tour of the British Isles. Opening date is Royal Theatre, Dublin, May 6. The tour, which is a week-date at the London Palladium, Lavin's is a New York night club.
**CLUB CHATTER**

**THE NEW BAND SENSATION!**

ENRICA

N. Y. City.

Telephone 1619-B

RED McKENZIE AARONSON TOURS

RAINBOW ROOM  RADIO CITY, 6-1345.

Just completed fourteen weeks at the Rainbow Room of Radio City in New York, N. Y.

**T. DE JULI**

 bookings through the August 31st presentation of the Mound City Blue Blowers. Features included fine dances with the June 10th appearance of the Rainbow Room of Radio City in New York, N. Y.

**DICK BUCKLEY**

mgc now on tour

**ENRICA and NOVELLO**

**DISSIMULATED DISTINGUISHED DANCERS!!!**

**BETTY REAL**

and her RHYTHM

The New Band Sensation!

㎎emale: ANDY PINE.

**DOLLY BELL**

DANCE EXTRAORDINARY.

**SHEILA BARRETT**

Come and enjoy the Real Rhythm. Presented by REED McKENZIE and the Rainbow Room Orchestra.

**SYLVIA FINA**

Waldorf Astoria, New York, N. Y.

**EDWARD K. BICKFORD and AYLIE CRANALL INTERNATIONAL DANCE STARS, WITH THEIR OWN BAND**

**JOHNNY HAMP ORCHESTRA**

International Dance Stars, with their own Band.

**LORETTA LEE and JOHNNY HAMP ORCHESTRA**

**NEW SHOWBOATS FOR NEW YORK**

**LORI_Utils and ELIZABETH ABBEY**

**LORI_Utils and ELIZABETH ABBEY**

**GRACE MORGAN**

MUSIC SALUTE

Current appears King Cole Room St. Regis Hotel, New York, N. Y.

**DON HUGHES LES**

RAYE, PRINCE & CLARK SEASONED SONGS WELL SEASONED.

M. C. Vass, V. 1560 Broadway.

**SOMETHING NEW UNDER THE SUN.**

**HARRY MOSS**

165 East Broadway, New York, N. Y.

**RHYTHM II**

**BETTLY REAL**

**CLARK BAND**

**FAY NORMAN'S REVUE CONTINUES**

TOLEDO, 0. April 25. — The Grand Jury investigation of Ted and Bert Anderson, operators of the Clark Club in Toledo, ended last week. Charges of immoralty in Fay Norman's Gay Boy Revue were unsealed, and the club continued to turn away a surplus of customers.

**ALEXANDER BIRD**

Bird and animal sound imitations in night clubs, is giving all his time to radio in New York. Based on several appearing on radio programs.
Whiteman Moves To New Offices

NEW YORK, April 30—Ray Whiteman, who has been moving his four offices located at 17 East 45th street, same building that houses the offices of George Mitchell and the Wilt Chamberlain offices, has been handsomely decorated and furnished the offices, which will be occupied by Whiteman in a few days. The offices will be located by Leslie and C. B. Cochrane. Rube Pollack's brief engagement at the Continental Hotel in New York, is being remoted to the West Coast nightly via KLO, Los Angeles.

The Revival

BUCK RE-ELECTED

NEW YORK, April 25.—Annual election of the board of directors of ASCAP and annual meeting of ASCAP publishers held Thursday resulted in the re-election of Willard A. Robinson, John H. Callahan, Mr. C. G. McCullough and Frank C. McComb as members of the board. The board was composed of the following members: Willard A. Robinson, president; John H. Callahan, vice-president; Mr. C. G. McCullough, secretary; Frank C. McComb, general manager. Positions of president, general counsel and general manager are the paying offices and the rest considered more or less honorary offices since the Board of Directors, the appointments, which are made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Corporation, Inc., are not included.

Orchestra Jackets

Tailored of finest quality washable Gabardine and Durateen that hold their shape and give long wear.

Superior Juggling Clubs

BATONS & JUGGLING PLATES

Also the best in theatrical presentation.

WHITE HOTEL

BETTER HOTEL

NEW YORK, July 41.

Judy Garland and Durateen that hold their shape and give long wear.

Sheet-Music Leaders

(Week Ending April 25)

Based on reports from leading jobbers and retail music outlets from Coast to Coast. The figures show an increase moving away from the Detroit sound from week to week. The “barometer” is accurate, with necessary allowance for day-by-day differences in the business.

Sales of music by the Maurice Richards Music Company, Inc., are not included, due to the exclusive selling agreement with a member of publishers. Acknowledgments are made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Corporation, Inc., for the cooperation of their agents in obtaining these sales.

1. Lost
2. Melody From the Sky
3. In the Moonlight
4. Goody, Goody
5. You
6. Guess I'm Lonesome
7. Touch of Your Lips
8. It's a Blue, Blue, Blue Lady in Blue

PHONOGRAPH RECORD best sellers will be found on page 73.
More Than 40 "Name" Orks Invaded Vaude This Season

All circuits the buyers, and not only limited to the Paramount—supply greater than any other source can be built into whole shows—return of stage-band policy

NEW YORK, April 25.—While the movie branch has been made important mostly thru the dramatic film and the radio, the vaude industry in the theater field than just being confined to one coast, has produced this season from supply of new and original material, which can be built in a way to fill out a full program. The vaude program can be built in a larger way than is known before.

The circuit buyers have not only been supplied with a great many new acts, but many of the new acts have been taken in a great number.

The vaude program has been expanded to include many new acts, which have been taken in a great number.

Edwards House Changing Policy

NEW YORK, April 25.—Gus Edwards' Broadway Shub-Windu window, winding up its policy of changing its policy of double feature policy, to single feature policy, tomorrow, in the fall, will go into Friday feature policy. A very fine feature policy will be taken in a very fine feature policy.

The picture will be produced by an additional policy which will give the picture a feature policy.

Tonight Mark Plant and the Three Nonchalants leave the show, with John Rio and Brothers coming in. Starting Friday, the May 1, only Ed Lowry and Joe Dore will be retained, as will Bill Powers and Clark Robinson on the production staff. The feature Footsteps production number will be retained also.

The show will comprise new talent, standard acts and productions. It will be necessary to take over the post until May 11.

Miss Webster resigned her post to join the William H. Strong in the ranks of the legitimate theater world, as personal friends of the deceased.

This was the beginning of the end for the legitimate theater world, as the legitimate theater world has always been overshadowed by the possibility of cancellations because of film assignments.

Furthermore, the shows have an exciting future, as the new policy makes for the supply of vaudeville.

500 at Butterfield Funeral

DETROIT, April 25.—The funeral of the late Colonel W. B. Butterfield was held today, April 25, at the home of the late Colonel, with an attendance of about 500, including representatives of practically every theater group in the city, as well as personal friends of the deceased.

The funeral service was held at the home of the late Colonel, with an attendance of about 500, including representatives of practically every theater group in the city, as well as personal friends of the deceased.

The services were held at the Butterfield Funeral Home, and many stars were in attendance, including performers and friends of the late Colonel.

Kid Actor Allowed to Continue Richmond Date

RICHMOND, Va., April 25.—Eight-year old, Eddie, brother of the late Jack Strong, dubbed "mental marvel," won a victory in the highest court this week when he was allowed to continue his performance at Loew's Theater here after his manager, Harold Rose, had been fined $10 by Judge J. H. Rice in Juvenile Court on the charge of violating Virginia's child-labor law. Jackie had been appearing at Loew's, according to The Richmond News-Letter, and had been fined $10 by Judge J. H. Rice in Juvenile Court on the charge of violating Virginia's child-labor law.

Appearing with the band as a regular feature will be Ben Yost's Varsity Eight, golf-club unit. The band and set will be implemented each week by three or four standard vaude turns. Under the new set-up, the sets will be produced by Cliff Boh, popular shubert manager.

Arno's Buffalo Renewal

BUFFALO, April 25.—Arno, who came into the shub's Buffalo Theater as guest star, has been informed that permanent option has been renewed to a three-year term. His appearance here marks his first stand as featured headliner.

He was formerly violinist with Rudy Waly's and Colonel Coughlin's orchestra at the Michigan Theater, Detroit, and the Para- mount. He has appeared in many films and on the WBEN airwaves in a half-hour sustaining period each Saturday evening.

French acts demonstrate against Alhambra—recent foreign act bookings

PARIS, April 25.—A demonstration by French vaude performers at the Alhambra Theater here on Tuesday, protesting against the employment of foreign performers, chiefly Americans, will probably be repeated in the coming week.

This closing date was gleaned from sources close to Kurt Robitschek, owner of the Alhambra, who has not established whether the closing is an ord

During Tuesday's performance some demonstrators swung from the balcony by ropes into the higher-priced section of the theater, which is reserved for the French law requiring half of its acts to be French. The group consisted of the Two Shangos, Frit and Bobby, Ida May Midship Girls, Gus Rice and Family, Lily Kloss, Bobby Weems, Bobby Picon, Freddie Pinder, Eddie, O'Neal Wills, and a Beary Blue.

There have been other demonstrations in past months for a like cause, and it was assumed that the group would have been sent for Harry Poster, English agent, who appears on the theater's bill. Poster explained the need for international acts on a show, and his appearance to settle the matter.

Penney WPA Units Bringing Squawks

PITTSBURGH, April 25.—Current in- dex on the WPA shows is a whole new concept in the WPA's policy, now that their first expiration date is reached May 15. That date, however, will be followed by an attempt on the part of some local bookers for the financing of the shows at some admission price for their units.

WPA officials are not happy with the claim that the units constitute unfair competition.

On the WPA side the defenders of the current policy point out that the units are playing only settled WPA educational and school auditoriums and never attempt to book theaters at any price against the competitive field. The bookers come back with the argument that no matter how long the WPA units are allowed to book school auditoriums, they will not be able to compete with the WPA units.

The arguments will be heard next month, when more time for the project is provided, and the number of changes to be effected is one. The change is to provide for the employment of the professional actor, the hiring of more professional theatrical personnel, and the need of work. At present only 10 per cent of the professional entertainers are represented in the personnel of the WPA show, which has the unemployed professional points out, and cast members are only amateurs.

Schemedaty's Vaude Out

NEW YORK, April 25.—Another stand has been taken against the employment of European agents, doubling as a performer, brings to light the fact that they can be used to advantage as agents, with one even more important than the other. Inasmuch as he is a circuit representa-tive, an agent, he is doubling as bookers and bookers doubling as agents.

European agents have appeared in Europe and is over there, established a connection with Charles Tucker, London agent, and while here recently, was contacting acts and agents for authori-zation for European booking. One of his bookings is Peggy Calvert, who is scheduled to go into active in July for six weeks, playing the Palladium and Savoy Hotel, London, and then going on to Paris, Europe, and then to Egypt.

Victor Oliver has been European agent, for a long time, having made his connection with Henry Sheek. He has been handling for booking a national American into French dates, making his connection through the Eileen Oliver of Paris.

Bob Vernon, of the Stone and Vernon agency, has been doing more promotion, he being the American representative in London, England, and both with America. He appeared on an American show that played that circuit last sea-son, and is now appearing in London and other places.

He supervised the sending of two shows into that territory recently, working in with Lou Wolfinson, of the Williams Agency. More shows were expected to go into that territory soon.

Actors as Foreign Agents: Murphy, Oliver and Vernon

NEW YORK, April 25.—The recent departure of European agents, doubling as a performer, brings to light the fact that they can be used to advantage as agents, with one even more important than the other. Inasmuch as he is a circuit representa-tive, an agent, he is doubling as bookers and bookers doubling as agents.

European agents have appeared in Europe and is over there, established a connection with Charles Tucker, London agent, and while here recently, was contacting acts and agents for autho-
Bowes Unit in 1st Plane Hop

Increased use of planes for show jumps seems—much publicity marks event

PITTSBURGH, April 25.—A historic event marking the transition in the transportation of traveling shows took place this week when the Major Bowes Unit No. 1 came into Pittsburgh from Indianapolis yesterday on two charted TWA Douglas planes. After a 50-minute flight time at the Stanley Theater. The Billboard was the only amusement trade paper present to witness the event. The Pittsburgh correspondent flew into downtown business district and attended opening night with the performers.

The unit fulfilled a date in Danville, Ill., closing there Thursday night. Regular bus or train transportation would have delayed the troupe's new arrival into Pittsburgh until late Friday night, necessitating the use of planes.

The local Warner office learned of this event and, along with C. E. McCollum, district traffic agent of Transcontinental & Western Air, made arrangements for the planes and made it his point to be on hand in Indianapolis to make every detail of his plans.

The Warner boys mapped a huge publicity campaign to make the trip from McCollum's office to the planes and made it his point to be on hand in Indianapolis to make every detail of his plans.

When the last train service were contacted to broadcast the news and local newspapers printed the story the next morning, it was one of the biggest publicity stunts ever staged.

The unit left Danville, Ill., for Chicago last Monday night and reached Indianapolis at 1:30 a.m. on Friday morning. The cast was gathered at the locker where the performers were assembled.

Mayor William N. McFarland and several city officials were on hand at the airport to welcome the troupe. Don Wermuth, of the local TWA office, met the group with reporters and cameramen, who took snapshots of the planes as they flew over the downtown streets and then down to the airport. The planes were studded with hoops. A good hand here.

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Loew's State Theatre
Cleveland, Ohio

JACK BENNY
with
MARY LIVINGSTONE
and Their Associate Players

Week of April 10
$39,500.00
Breaking All-Time Record
by
$11,500.00

Week of April 24
Metropolitan Theatre
Boston, Mass.

(Continued from preceding page)

A definite upturn in the quality of acts at the Bronx Theatre for this view-
ing, as well as better production and lighting. All in all, the customers got
a good run for their money, what with the screen support of The Informer
and Collegiate.

Opening spot to Vivian and Ross, a mixed team of hoofers, offers an ensem-
ble dances and solo novelties. Ross clicks best with a familiar derby and
smoking cigar turn, and the girl with an acro bit. Got a real laugh both
closed with Ross doing a flying split, which he accomplished by jump-
ing from a table to the stage.

Garner and Clancy, colored mixed team, introduced as having been in the
old musical Skiffle Along and with the floor show of Contest's tin, gag, song
and dance thru the second. Female is of the Aunt Jemima type, is fairly
personable and comes thru best with Peg's My Harlem Hot Shot Man. Also
surprises with a tap dance, a solid number, considering her weight. Male offers
a soft-shoe novelty, otherwise presenting the same material as his partner.
A fair act.

Cornell and Smith, the former occasionally emceeing, take over the third
with a turn which begins as a magic act and winds up as a gag session.
Smith, a stooge with a low-down pair of pants, gets quite a few laughs with
his bloop and mugging. Later, he did a hula singing turn, during which the
stooge burlesqued Egyptian dance possibly to good effect.

Tommy Howe and Company, Oriental acro troupe, consisting of three men
and two girls, for the closer. Juggling, plate twirling and lariat work, with the
exception of using a strip of paper in the latter rather than a rope, were the usual
items and were performed expertly. A novelty for an act of this kind was a
dance turn done by one of the men. Twirling and lariat work, with the ex-
ception of using a strip of paper in the latter rather than a rope, were the usual
items and were performed expertly. A novelty for an act of this kind was a
dance turn done by one of the men.

Radio Fun, a neighborhood act that

(Reviewed Friday Evening, April 24)

mostly bus-lease stuff that falls

Presents His

PARADE
OF STARS

FEMALE IMPERSONATOR UNITS
3414 W. 97 St., Cleveland, Ohio

THE THREE WIERE BROTHERS
say:
"GOOD BYE AMERICA - HELLO LONDON"
WHERE THEY WILL OPEN JUNE FIRST AT THE PALLADIUM (14TH TIME)
WITH 4 MONTHS' TOUR OF ENGLAND TO FOLLOW. THANKS TO OUR SOLE REPRESENTATIVES,
LEDLY & SMITH, FOR 8 MONTHS OF PLEASANT BOOKINGS IN THE UNITED STATES.

RKO
THEATRES
1270 Sixth Ave.
Radio City, New York
Laurel and Hardy and then went into comedy acrobatics and tumbling and opened with a small timish, and there are some gosh -

Oars of Harry Romm

UNITED STATES:

New York City.

A Temptations Maze of Rhythm and Color.

RIDAC'S Rumbald-

muchachos

In her

Elenore Wood

in her

original spider dance

SAUL

GRUAMAN

MUIDEL GB TONE)

Greatest, Novelty, and Variety Entertainers.

Oh Pearlce and his Gang

NOW MAKING PLATFORM APPEARANCES

THIS WEEK.

May 2, 1936

VAUDEVILLE REVIEWS

The Billboard

17

has been around some time, hasn't changed its routine since first caught and still remains limited to the family. His eyes are a pair of "comedy" from the attending public, plus some Natural Comedians. His laugh is long and prolonged the act. Principal instant is still the electric routine that's got a girl's body and a boy's brains.

Ming and Toy, Chinese mixed duo, pleased enough musical act. The girl sings a pair of numbers and her voice is also noted for the same. Alto 200 for.

A beautiful routine featured the three others in the act, with specialties, a tap routine by a blonde, cebh Russian terping by a redhead and an acoustic specialty by a brunette, don't help much, only the red head impressing. The act was well received and fairly amusing. The man and woman both have several excellent routines, mostly of the throw-around variety, and could either work alone or better the set with improved support. JERRY PHARKEN.

Kedzie, Chicago

(REVIEWED SUNDAY AFTERNOON, APRIL 25)

Earle, Philadelphia

(REVIEWED APRIL 24)

(REVIEWED APRIL 24)

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Announcement of Agreement May Force Guild Negotiations

Meetings held after announcement—plays with picture dood get different terms from those independently produced—dramatists have choices of procedures

(Continued from page 3)

cited. Instead of the straight 60-40 ar-
rangement that has been given to the profes-
sion in the past, the manager of a play, if the produ-

cation to the usual salaries paid.

Extra "Pride" Salaries

(2) The dramatist is given the oppor-

tunity to name a price to be paid him

for the screen rights of the play.

(3) A two-out-of-three decision, in-
volved. If the play is not accepted, the offer may be regarded as the minimum price after the play has run three weeks

Stone City House, Historic Spot, Goes

CEDAR RAPIDS, Ia., April 25—Shades of Jenny Lind, Tom Thumb and other early stage notables of the period, are being brought to mind in the destruction of Columbia Hall, erected at Stone City in 1896 by William A. Cox, who now owns the property, believes it

feet thick, with some of the partitions

curtain for his "opry house." The artists

included the village of Stone City and

Green quarries and painted scenes that

were famous Cox Brothers, to paint a

period.

He found it necessary to erect another

building to house his guests, many of

his sometimes magnificent language, indulging in a ringing affirmation of the

self. Rather badly, since his satire turns out to be directed devastatingly against him-

that break would never shave occurred—and even as a propagandist he falls down

in the clear light of quiet beauty all about him, he makes the archbishop a moving and

able Mr. Denis, had very little to do with the experience in question.

the managers' pact can be found in a news yarn somewhere else in this issue.

have practically forced renewed negotiations between the two groups.

contract would then be drawn between

but its own.

Dramatists' Guild, since that body has

ranged makes no mention of the

as drawn makes no mention of the

the Group Theater in Chicago.

unofficial

The manager's agree-
tor, when questioned as to the

number of split votes received.

observers figure, will cut down on the

all of the independent candidates will be

serve until 1937; Edward Everett Hale,

and Alexander Kirkland, until 1939.

would then be sold in the open market.

A

PITTSBURGH, April 25.—Bringing

down the curtain on the double-
fumate season here with University of Pittsburgh students and Gonzaga

cour, tonight, Manager Harry Brown

has been in the business for a

legality of the procedure, stated it was

in all of the independent candidates will be

for replacement are John H. Brown, to

serve until 1937; Edward Everett Hale,

and Alexander Kirkland, until 1939.

Three Theaters Auctioned

NEW YORK, April 25.—The Astor,

Biou and Morosco, adjoining theaters property lot, in Park Avenue, is being put on

the market by the management. The

is going to be sold in the open market.

New York to open April 25. See a

Chicago to open May 4, for the third

subscription season.

"Awake and Sing" In Chicago May 4

CHICAGO, April 25.—Chicago leg-

it may well be on its way to the

third and last of the seasons. Two of

are due to open in Chicago within the

next week. The Playhouse Metra Girl and Winterset are all set to close their run

in Chicago. The Chicago Military in

is Awake and Sing, the Clifford Oetje

drama staged by the Group Theater of

New York. It is to open May 4, for the

fourth of the city, starting the latest

subscription season.

The first appearance of the Group Theater in Chicago;

A great bid for a very good run here, playing to near capacity most of the time. The theater has not done so well this season, a great tragedy being that a popular appeal.

extraneous effect of the play.

In the event of successful

The Nixon had 22 full weeks, most of

them highly profitable. Theatregoers

in good and both factions are drawing together.

Pitt's Best Legit Since '30

NEW YORK, April 25.—Closing

the curtain on the double-
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The New Plays on Broadway

THE NEW PLAYS ON BROADWAY

ETHEL BARRYMORE

Begins Monday Evening, April 20, 1936

BURY THE DEAD

Prelude

"Bury the Dead," a one-act drama by Edna Ferber, is a work which has been performed by Actors' Repertory Company, with direction by F. W. Robinson Smith, and music arranged by Fred Stewart. A dramatic play written to permit burial.

The play is preceded by a curtailment of Gertrude Weldon's "Lonely Breeze," the evening to the usual time. Prelude is interesting mainly because it is a demonstration of what could be done in a modest acting company rather than written by a cooperative of professional actors who have been apprenticed in veterans in a hospital reminiscences. The play is read, with songs and comment, while in the background are more people illustrating war.

This technique builds upon a model for the main one-actor, and, as such, it is excellent. But as a standby on its own it is fairly dull. Lacking something that has been newly entered in the New Theater League anti-war play contest recently. The work of a 23-year-old unknown, it was recently a bit of interest, even before it opened.

BURY THE DEAD

Cast of "Bury the Dead"

First Soldier

Gertrude Weldon

Second Soldier

Richard B. Hume

British Army

Mary Perry

The Guard

Sara Hord

George Armstrong

The Billboard

MAJESTIC

Begins Monday Evening, April 20, 1936

THE PIRATES OF PENCZANCE


END OF SUMMER (Guild) . . . . . . . . . 28...107

THE BILLBOARD

PERFORMANCES TO APRIL 25

One act, in the English language, for the entertainment of the American people. The entire act is staged before a four-section unit set, with the orchestra pit at the center. In an attempt to illustrate war, the author would come perilously close to a disreputable position. TheBDY act is, in all honesty, no better than a measured statement, and is ably performed by Roy Cropper, incinerator. The orchestra is excellent.

As the Playbill, in telling something of Mr. Cropper's work, they would come perilously close to a disreputable position. The BDY act is, in all honesty, no better than a measured statement, and is ably performed by Roy Cropper, incinerator. The orchestra is excellent.

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**Film Consensus**

Below are the films reviewed in last week's issue of The Billboard, together with a tabulation of the daily papers. Opinions expressed are those of the individual writers, and are not necessarily those of the producers or distributors. While every effort has been made to be fair and impartial, there may be some variations in opinion. The following reviews are based on a viewing of the complete films. Where possible, a brief synopsis of the plot is included for those who have not seen the films. Readers are encouraged to see the films in order to reach their own conclusions.

### Things To Come

**UA**

<table>
<thead>
<tr>
<th>Name</th>
<th>Favorable</th>
<th>Unfavorable</th>
<th>Opinion</th>
<th>Comment</th>
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<tr>
<td>Mr. Deeds</td>
<td>10</td>
<td>2</td>
<td>2</td>
<td>&quot;Accolade mainly intelligent acting.&quot;</td>
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<td>To Town</td>
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<td>1</td>
<td>1</td>
<td>&quot;Right good entertainment.&quot;</td>
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<td>Old Pecary</td>
<td>10</td>
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<td>&quot;Engaging.&quot;</td>
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<tr>
<td>The Witness</td>
<td>3</td>
<td>5</td>
<td>7</td>
<td>&quot;Saves to deliver.&quot;</td>
</tr>
<tr>
<td>Murder</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>&quot;World-T'gram. Fun. Fest.&quot;</td>
</tr>
<tr>
<td>The Girl</td>
<td>3</td>
<td>4</td>
<td>2</td>
<td>&quot;Very little action.&quot;</td>
</tr>
<tr>
<td>The King</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>&quot;Will be received.&quot;</td>
</tr>
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<td><strong>Total</strong></td>
<td>49</td>
<td>14</td>
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#### Movie Curb

- **Ben Hur**
- **Bryan's Reports**
- **Variety**
- **Radio**
- **The Billboard**

**Theater Equipment New & Used**

**Motion Pictures**

**Communications to 1564 Broadway, New York City**

**May 2, 1936**

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**Exhibitors’ Organizations**

MPTO of Arkansas, Mississippi and Tennessee, which has been sponsoring benefit shows to aid those areas struck by the recent tornado, particularly Tupelo, Miss., reports that 40 theaters has benefit shows. The total amount of $9,600 has already been received. The New York office reports that, to the best of their knowledge, there have been turned in at the time of going to press.

According to Nathan Yamins, who spoke at a meeting of the After Owners of Connecticut April 22, the new organizing bill will join Allied. This will be the first time Allied will have a Connecticut chapter.

On April 20 Allied of Iowa and Nebraska held its spring convention at the Kirkwood Hotel in Des Moines, and on April 21 a conference was held at the exhibitors by the Allied at the Loyal Hotel in Omaha.

**THEATRE EQUIPMENT NEW & USED**

- **244 S. WABASH AVE. CHICAGO, ILL.**
- **Cement, Ticker, Lamps & Supplies**
- **Cameras**
- **ASCAP**
- **FILM SUPPLIES**

**“CAPTAIN JANUARY”**

**(BOTH-POX)**

**RELEASE DATE—April 17.**

**PLOT—Star, a little girl, was washed up in a wreck to the Palmer House in Chicago, and on April 20, 1943.**

**ANP—**

**TIME—77 minutes.**

**“THE AMATEUR GENTLEMAN”**

**(UNITED ARTISTS)**

**RELEASE DATE—April 17.**

**PRODUCER—Marcel Hellmann.**

**TIME—100 minutes.**

**PLOT—John Barry, ex-fighter in England. He's accused of a robbery, but his guilt is completely out of the frame of the day. So his son, Barnabas, pretends to be a gentleman, with the hope of nabbing the high-born culprit who put his pa on the box. He is more successful in winning the hearts and affection of murder and falling in love with the lovely Lady Cleone Mooz.*

**CAST—**

- John Barry
- Barnabas
- Lady Cleone Mooz
- Others

**DIRECTIONS—**

- Keep the film moving.
- Maintain a nice acting pace throughout.
- This is a direct outgrowth of President Hoover's letter to the American Film Industry, and various other groups.

**APPEAL—**

- Costumes fans mainly.
- Surefire for the alfalfa crowd.

**EXPLOITATION—**

- Don't mention the novel. Everyone who's read it will leave the theater cursing the film.

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**“News of the Week”**

**MOTION PICTURES**

This appears to be the new St. Louis courthouse, which has recently been completed. The building is located on the site of the old St. Louis Courthouse, which burned in 1928. The new courthouse is a modern structure, designed to meet the needs of the growing population of St. Louis. It is a large, multi-story building, with a number of courtrooms and offices. The building is constructed of steel and concrete, and is designed to be fire-resistant. The interior of the building is spacious and well-lit, with a number of large windows to allow natural light to enter. The building is also equipped with modern heating and cooling systems, and is designed to be energy-efficient. The new courthouse is expected to serve the needs of the St. Louis community for many years to come.

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**Nathan Yamins**

At a meeting of the board of directors of Allied in Eureka, Utah, recently a vote was taken favoring cancellation privilege of 25 to 33 per cent. Another important matter discussed was the Legion of Decency, which, according to the association, is not doing a good job in its attempt to provide good family films.

John S. Gillette, of Tooele, Utah, and w.c.f. and director of the Allied of Utah’s “Association,” has named a new management committee of the board of directors for his territory.

Allied Theater Owners of Iowa and Nebraska, aided by MPTO, will conduct a campaign this summer favoring the Legion of Decency, and the vote on whether or not to accept the Legion of Decency will be made to conduct meetings in different parts of the territory. It is hoped that something will be done to stop holding back of product and to pass a favorable law on preferred play dates.

At a meeting of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware at the Hotel Bellevue-Stratford, Philadelphia, April 24, President Lewis Pinnix, in his report to the members of the trade conferences, gave a report, to which the members present, Walter Vincent also spoke.

Nathan Yamins at the New Haven meeting of MPTO April 21, presented a motion that the question of the Legion of Decency was being discussed out- standing problems facing all independent theater owners. Among the items mentioned were the question of excessive prices and the constantly increasing number of prints, ASCAP difficulties, score changes, and various other trade problems. The vote taken at the meeting was 25 to 33 per cent for adoption of the Legion of Decency.

A report on the Legion of Decency was made to the meeting of the MPTO of Eastern Pennsylvania, Southern New Jersey and Delaware at the Hotel Bellevue-Stratford, Philadelphia, April 24, where the question of membership was discussed. It was reported that there were 25 to 33 per cent for adoption of the Legion of Decency.
**"I MARRIED A DOCTOR"**

**WARNER**

**TIME:** 85 minutes. **RELEASE DATE:** April 26.

**PLOT:** A very free adaptation of Sinclair Lewis' Main Street, previously brought to the screen in a far better version. Emphasis here is not on the social satire which made the novel and the original version outstanding, but on the romantic elements. Lewis had filled the higher things of life, rebel against the conventional and muffing life of what is now known as Williamsburg, where Alice Kellogg and others. O'Brien and Hutcheson are excellent, but subsidiary characters are less successful.

**AUTHORS:** Story by Robert M. Burtt and Willfred G. Moore. Comment—Exciting, idealized yarn of aviation industry.

**EXPLOITATION:** Sell the phony Winchellian inside, and routine stuff.

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**"SKY PARADE"**

**PARAMOUNT**

**TIME:** 70 minutes. **RELEASE DATE:** April 17.

**PLOT:** Speed Robertson and Scotty Allen, aviation heroes during the war, continue flying after the armistice, first barnstorming with carnivals and finally taking a trans-oceanic flight. They land up in Scotty, is killed, and upon Speed and Jerry, a girl parachute jumper who had joined the men at a country fair, falls the task of rearing Scotty's son, Jimmie.

**AUTHORS:** Screen play by Casey Robinson, based on Sinclair Lewis' Main Street. Comment—Exciting, idealized yarn of aviation industry.

**EXPLOITATION:** Routine.

---

**"MOONLIGHT ON THE PRAIRIE"**

**WARNER**

**TIME:** 83 minutes. **RELEASE DATE:** not given.

**PLOT:** Ace Andrews, suspected of the murder of "Stetch," Bob勃, joins a medicine show and leaves town, thus continuing his beliefs in the guilt. The show fails, and Ace, stranded in a near-by village, meets Roberts' widow, Barbara McGrail in the usual get-acquainted sequence, thus getting under way a feud with the villains, headed by Munro. In accordance with the trite Western routine, Flagg is accused of a murder and spends a lot of time proving he is innocent.

**AUTHORS:** Story by Theodore Tinsley and screen play by Harold A. Shumway. Comment—Very ordinary effort.

**EXPLOITATION:** Central situations. Don't do too much on the Main street basis, since lovers of the novel will be disappointed and disgruntled.

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**"LAWLESS RIDERS"**

**COLUMBIA**

**TIME:** 58 minutes. **RELEASE DATE:** not given.

**PLOT:** Thieves hold up a stagecoach, shoot the driver and leave the panick-stricken horses careening away madly with Edith Adams, a terrified and panic-stricken woman. Edith Adams, a terrified and panic-stricken woman. Edith, a very attractive young woman, is chased by the robbers and is captured from Escuerra's men and makes such a ridiculous figure who takes the old man's clothes and presents himself to Inez's family. In addition to her family being against her daughter's courtship, her daughter, Inez, is engaged to Don Salvador, a feeble old man of high rank in the army of Spain. In a scuffle aboard the plane between Casey and the real pilot, who takes the old man's clothes and presents himself to Inez's family, receives the instructions over the wireless from Speed and brings the ship down safely.

**AUTHORS:** Screen play by Robert M. Burtt and Arthur Beckhard from story by Robert M. Burtt and Willfred G. Moore. Comment—Ingenious yarn.

**EXPLOITATION:** Jimmie Allen radio tieup, and swell shots.

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**"GALLANT DEFENDER"**

**COLUMBIA**

**TIME:** 95 minutes. **RELEASE DATE:** not given.

**PLOT:** Johnny Flag rescues Barbara McGrail in the usual get-acquainted sequence, then gets married. He travels with the bride, Hulda, in accordance with the trite Western routine. Flag is accused of a murder and spends a lot of time proving he is innocent. climax comes with the hero doing ochs for the girl and finally winning into the way of his horse a few times, but finally musters and resuscitates the girl. This is the beginning of a beautiful friendship.

**AUTHORS:** Story and screen play by William Jacobs. Comment—Inexpensive affair that should return a good profit from the usual.

**EXPLOITATION:** Routine.

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**"HI, GAUCHO"**

**RADIO**

**TIME:** 60 minutes. **RELEASE DATE:** not given.

**PLOT:** Lucio, an Argentine cowboy, falls in love with Inez, lovely daughter of an aristocratic Gauchito family. In addition to her family being against the match because of the difference in social status, the girl is already betrothed to Don Salvador, a sickly old man of high rank in the army of Spain. In a scuffle aboard the plane between Casey and the real pilot, who takes the old man's clothes and presents himself to Inez's family, receives the instructions over the wireless from Speed and brings the ship down safely.

**AUTHORS:** Story by Thomas Atkinson. Comment—Inexpensive affair that should return a good profit from the usual.

**EXPLOITATION:** Routine.
**NEW YORK, April 30—Negotiations between the Burlesque Artists’ Association and the EBMA, which has been in progress for over a year, appeared to be almost ready to reach fruition yesterday. The talks were set to go on again tomorrow, and the union leaders believe that a settlement can be reached. The talks were held in the offices of the EBMA, with representatives of both sides present. The talks were discussed during the meeting, and it was agreed that a settlement can be reached.

**HOLLY LESLIE REPLACES GEORGE SCHILLER IN DETROIT**

**Baker Communicated with Lawyer on Changes—Will Deal with Managers Soon—**

**Irving Place, New York** (Radio News, April 21)

A hot show this week is "It’s Just Too Bad!" at the Happiness, featuring a number of novelty and rowdy comedy acts. Grover Frank staged the show and did a neat job considering the limitations imposed by the small theater. A number of gay acts are featured, including a girl who sings and dances in a red-lined gown, and in the second a beautiful gold and white gown. The chorus girls sport abbreviated costumes and do a dashing job. A hot show this week is "The Gal From Dallas," at the Rialto, Milwaukee, featuring Marie Cord. She revealed a pleasant soprano voice and also a slim figure when she opened the show and did a neat job. The comedy wars are on again, and the specialists and comedy comics are either better than average or it is still raw. Perhaps if the theater gave the comics a chance instead of making them do the same act every night, the comics might be changable. The comics are either better than average or it is still raw. Perhaps if the theater gave the comics a chance instead of making them do the same act every night, the comics might be changable.
E MERY COUDY, for many years con-

nected with the A. B. Marcus Show, is now

at work for the Daily Express. Mrs. Condy has contin-

ued with the Marcus show for the past year at the Lirtor Theatre, Mex-

ico City, for a seven-

week engagement. Mrs. Condy and Joe, her hus-

band, are now in the-

Denver area, where they plan to close the show.
A BUSINESS the night club field has made tremendous strides the last two seasons. As a channel of employment for performers and musicians it has taken the place of other fields. This mushroom room growth has been accompanied by certain evils. They are especially the bane of the operator but which, if permitted to flourish, will act as a boomerang to both the operator and the performer.

The legalization of the sale and dispensing of alcoholic drinks has been privileged to many night clubs. When the drink is spiced with a dash of glitter or glamour it is easy to understand why certain clubs are able to out-flourish others by performing their subjects in a manner that is more theatrical in essence than it is journalistic in style. The stage is a perfect medium of doing business with those who have money to spend for pleasure. If there is a prevalent practice constitutes a violation of local business, employment and contract laws that the AFA will eventually accomplish in the removal of the night club operator. As a result we have a situation in most States whereby night clubs are either being closed without a penny to carry out their promise to perform should be liable to damages equal at least to the value of the artist's services.

We doubt whether most actors are forced to play dates without getting in advance written, enforceable contracts. But the ad for them is this: The law is just what the operators are to be able to do. It holds the night club owner open to the demands of grafting and holding on to his customers. When squawking was an unheard-of remedy due to the close alliance of the police and the night club operators, there are other ways the operator in the speakeasy field enters it with the clear understanding that they were not only to be paid in advance but to take their chances and that show business was not interested in their activities.

But the speakeasy is no longer a factor in the night club field. It has not entirely disappeared but has been reduced to the side line and little remains of the old-time nightly theater. It is the opinion of a few authorities that the public is entitled to see tested and proven talent. It restricts the number of performances and helps to carry out his promise. It also results when trouble arises, that the actor has nothing to back up the presentation he is giving. A club operator cannot be allowed to carry out his promise to perform should be liable to damages equal at least to the value of the artist's services. A letter requesting an act's date and a stipend noted thereon is not a contract. A letter requesting an act's date and a stipend noted therein is not a contract. A letter requesting an act's date and a stipend noted thereon is not a contract. A letter requesting an act's date and a stipend noted thereon is not a contract. A letter requesting an act's date and a stipend noted thereon is not a contract. A letter requesting an act's date and a stipend noted thereon is not a contract. But the AFA is operating with the new hour show starting on WENR April 26.

The amateur idea in radio is not dead, in the opinion of a wealthy Chicago sponsor, and it will be interesting to see what George Arnold and the 'Bell Stage Players' bring out in the near future. The phone voting idea used by Major Bowes is being adopted. Gene left the show.

Quin Ryan and Harold Stokes, of WGN, are all hopped up over the start of the yachting season. Quin's boat, the 30-foot Kerry Dancer, was launched last week, and it is hoped that the phone voting idea used by Major Bowes is being adopted. Gene left the show.

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Gurtler Picks Elitch's Cast

DENVER, April 25. - Announcement has been made of this season's cast of the Pitcathley stock company by Arnold J. Gurtler, manager. Gurtler recently returned from Elitch's, where he signed up the company. Kenneth McLaughlin, manager of Elitch's, and Irene Putnam, leading woman.

The Pitcathley cast will be Lynn Kendall, second woman; John Seager, second man; Phyllis Whitt, ingénue; Talmage Williams, Cleary; Edward Gabor, compère; George Bonney, of both pictures and stage, will direct.

As before, will probably offer stiff competition to the local motion picture companies.

Houston Pickups

HOUSTON, April 25. - Dorothy Lamb drew a fat role in the Pitcathley current bill and many of her local admirers were in and out several times recently. Lamb and Doris Hulme, of Elitch's, were recently visiting Houston friends after closing the Robert LaThy winter at their home in Hot Springs.

J. P. and Milla McDonald came in for the opening of the Spavin, a near-by city.

The Jersey Show Brock is scheduled to take the road out or here in just a few days. The main attraction is the latter part of its kind. Included in the personnel will be Mr. and Mrs. Charles Allender, of the show and Steve Power and Billy Bough.

Capt. Bill Menke Will Again Operate Golden Rod Showboat

PITTSBURGH, April 25. - Capt. J. W. Menke, now making his home in Wilkins- burg, recently joined an old acquaintance of his at Pittsburgh, where he will operate the showboat in the Western Pennsylvania ter- ritory beginning about May 15.

Mr. B. H. Paduch, of Paducah, Ky., will join him this season and the opera- tions of the ship will be conducted in small river towns. Capt. Bill Menke, by the way, is from the Pittsburgh area, and his interest in its recent flood, saving more than 25 persons from flooded downtown buildings in its swift.

Sharp Back in Columbus, O.

COLUMBUS, O. April 25. - George Shaw, manager of Shaw's Opera House, has returned to resume his presentation of The Billboard. Shaw is the P. T. Barnum of the Marshall Hall of the Hotel Virginia. Three new faces are in the cast—P. T. Tobias, Ross Biff and William Green. Old members of the troupe are Irene Cowan, Mabel Korman, Norman Porter, John Cooke and Mr. and Mrs. Turner, who are also bringing their showboat out of Florida.

Sweet Players Begin Canvas Trek May 11

STORM LAKE, Ia., April 25.—Mr. and Mrs. James A. Swain, and family, winter at their hotel in Storm Lake, Ia., have arrived at their show head- quarters and are prepared for the 1936 season. They will be on the road May 11 and will be seen with a tent o'er this summer.

MABEE ROBBINS, manager of the Hart Dunbar Show and now convalescent in a Colorado sanitarium, would be glad to have any cards or addresses of former employees of his company. He can be reached at 2177 23rd Colony, 616 W. Colfax, Edgewater, Colo.

Important Announcement

Effective with June 6 issue the minimum single column display space rate will be sold on 10 lines, costing $.55; minimum double column space, 14 lines (1 inch) in depth, costing $1.40.

The advertising rate of 50c an agate line remains un-
changed.
RICH is handling Omar's advance. At the time of writing (April 21) he the thing by offering a radio to the city. Alive stunt at the Club U-Know in that Store, St. Louis, is now doing his buried - week's engagement at

340

THEWS, professionally known as Mme. E. After that he played in and around the tables with accordion and a girl partner and the two entertain engagement at the Red Gables Night Tearoom each afternoon and in New Howard Hotel, Baltimore, for an engagement at the New No. 5 Professional Catalogue 25c. IRELAND, Mr. and Mrs. Baker. Miss Zetta is featured in the hotel's Little Gypsy Troupe and as a featured attraction in and the Wonder Bar before the regular floor show each night. He played there for a run in Washington and New York Hotel following the Baltimore show.

JOHNNY FLATT, after several weeks of our-own-town night-club engagements, has opened at Von Tillenhen's, Chicago, for a run around the Northwest, with a girl partner and an accordion. He played there after a brief visit in William B. Frick's and the House of Happiness. Mme. Zetta has been an attraction with this outfit. Brown has been doing a magical specialty in the floor shows, with a weekly change of program.

Mystery Howard, of Chattanooga, Tenn., is now in his 13th week of an indefinite contract with the Chicago Club, Indianapolis, he played there for six weeks last fall. Brown has a course of study for himself and around the tables with accordion and Brown. Brown has been a musical magician in the floor shows, with a weekly change of program.

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MR. AND MRS. GEORGE E. MATTHEWS, professionally known as Mme. Howard Thurston, opened at the New Howard Hotel, Baltimore, for an indefinite engagement with Brown. Mme. Zetta is featured in the hotel's Little Gypsy Troupe and as a featured attraction in and the Wonder Bar before the regular floor show each night. He played there for a run in Washington and New York Hotel following the Baltimore show.

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MR. AND MRS. GEORGE E. MATTHEWS, professionally known as Mme. Howard Thurston, opened at the New Howard Hotel, Baltimore, for an indefinite engagement with Brown. Mme. Zetta is featured in the hotel's Little Gypsy Troupe and as a featured attraction in and the Wonder Bar before the regular floor show each night. He played there for a run in Washington and New York Hotel following the Baltimore show.

JOHNNY FLATT, after several weeks of our-own-town night-club engagements, has opened at Von Tillenhen's, Chicago, for a run around the Northwest, with a girl partner and an accordion. He played there after a brief visit in William B. Frick's and the House of Happiness. Mme. Zetta has been an attraction with this outfit. Brown has been doing a magical specialty in the floor shows, with a weekly change of program.

Mystery Howard, of Chattanooga, Tenn., is now in his 13th week of an indefinite contract with the Chicago Club, Indianapolis, he played there for six weeks last fall. Brown has a course of study for himself and around the tables with accordion and Brown. Brown has been a musical magician in the floor shows, with a weekly change of program.
Wonders About Closing Shows On Waterways

On Waterways was probably one of the finest equipped canal boat shows to tour this country. It was owned jointly by George (Shinga) Settler, bulls, and C. I. and Andre Norris. First barge to reach Portage was Mr. H. E. Wondra's, and William Scott was one of the first showmen to use the canal. In 1901, I met Sherwood & Hazelwood-Wallace season show of 1927 and I believe he must have had a personal with the original Norris show who is troubled today.

DR. CHARLES P. WATSON.

It was an animal show all the time I was with it. Trainers during that period were Joe Cotilla, exotic collector; George (Shinga) Settler, bulls, and C. I. and Andre Norris. First barge to reach Portage was Mr. H. E. Wondra's, and William Scott was one of the first showmen to use the canal. In 1901, I met Sherwood & Hazelwood-Wallace season show of 1927 and I believe he must have had a personal with the original Norris show who is troubled today.

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DR. CHARLES P. WATSON.
erated rides on various carnivals.

BROWN - Milton, 72, a retired manager, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was known to many as "Bil," and was a member of the Billy Graham Crusade, Chicago, April 19 of a rare disease, heart attack, in Excelsior, Minn., April 21, 2007. He was the father of five children, all of whom are active in the field of the arts.

DUNCAN - Elinore Whittner, 24, of the 1918 film "Twelfth Night," won an Academy Award for her performance and was nominated for a second Oscar for her role in "Lady in Distress." She was also a member of the British Isles, and died in Oakland City, Ind., April 15. She was the mother of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

EIGHTEEN - Elise, 66, a veteran of World War I, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. She was the mother of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

GOODE - Frank, 87, a veteran, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

HILLHOUSE - John Ten Eyck, 56, an editor, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

HILDEGARD - Lillian, 65, a veteran of World War I, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. She was the mother of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

JACOBS - Edith Page, 44, a musician, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. She was the mother of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

JONES - William, 67, a veteran of World War I, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

KELLER - Roger, 53, a musician, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

LAVAGNE - Henrietta, 76, a veteran of World War I, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. She was the mother of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

MILLER - John, 56, a musician, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

NOYES - Joseph H., 67, a veteran of World War I, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

PHILLIPS - Clyde, 41, a burlesque co- owner, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

SCHWARTZ - Albert Richman, 56, a veteran of World War I, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

TILEY - Buddy, 33, a member of the cast of "The Moulin Rouge," was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

WINTER - Tom, 56, a musician, was killed in a car accident on the Billy Graham Crusade, April 23, 1956. He was the father of Mrs. Dick Lee (Georgie Kaye), a dancer in Chicago night clubs.

For the full list of obituaries, please see the final curtain on page 64.
EXPLANATION OF SYMBOLS

Following each listing in the ACTS-UNITS-ATTRACTIONS and BAND-UNITS-ATTRACTIONS departments appears a small symbol. These symbols are the key to understanding the events or performances advertised. These symbols are fired like a signal in the designation corresponding to the symbol when the message is addressed to the questioner or an individual of the indicated kind.

The following table shows the symbols

<table>
<thead>
<tr>
<th>Symbol</th>
<th>Meaning</th>
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BANDS AND ORCHESTRAS

[List of musicians and their locations, including names and venues like Zay, Freddy (French Casino) NYC, Barron, Blue: (Paradise) Rochester, N.Y., and others.]

INDEPENDENT BURLASK

Beauty Parade (Variety) Pittsburgh 27-May

Baker, M. L. Cirrus Side Show: Newport, Tenn. 27-May


Dossen & Purcell Circus: Puckee, 29-May

French's Circus: Creswell, Ill., 29-May

Pratts Middle Circus: Beloit, Ill., 30-May

RIVERVIEW, CHI

(Miscellaneous)

 offending a large amount in reconstruction and decoration, they are sure of our being added. This year several new pavilions were erected to the attraction roster, as well as a complete lighting system. Plans were rehearsed and will be a brilliant new flash."

Landscape ideas are being incorporated to add even more to the park's beauty. Ideas, of course, is to add weight to the claim that the "world's largest amusement park is also the world's most beautiful." With new electrical features, additional lighting systems, the management feels that strong emphasis will be made on safety principles with modern streamlined design. Thus adds to the big standard attraction, the regular Chippewa Wheel, which thoroughly rebuilt and will be a brilliant new flash.

sent the new "Spectacular new features will be the Steeplechase of the park" and "will remain same for railroad traction.""

Name Bands Only at Saltair

BANDS ONLY AT SALTAR
Leases 15 Cars
From H-W Show

Some animals also taken over—quarters will be established at Detroit

DETROIT, April 25.—James M. Cole, general manager of the James M. Cole Trains at the Garden here, said he has signed a contract for the lease of equipment and animals of the Russell Bros. and Raspberry Circus. On Monday, he told The Billboard correspondent in headquarters in the Tuller Hotel here, that he was purchasing the equipment of the Russell Bros. and Raspberry Circus and would be using it for the opening of the Garden show on May 1.

Cole has plenty of lions, tigers, bears, elephants, black King Cobra, and other animals for the show. He has also signed a contract for the use of the Russell Bros. and Raspberry Circus. The show will be opened by the Russell Bros. and Raspberry Circus, which will be held on April 30-May 1.

Fifteen railroad cars from the Hagenbeck-Wallace Circus, containing 1,500 animals, will be used for the opening of the Garden show. The railroad cars will be shipped to New York, where they will be loaded onto the Garden show train.

The Cole show has been purchased by the Russell Bros. and Raspberry Circus, and will be used to transport the animals to the Garden show. The deal was negotiated by Ralph C. Clawson, manager of the Garden show.

The Garden show has contracted for 15 cars to be leased from the Russell Bros. and Raspberry Circus. The cars will be used to transport the animals to the Garden show, which will be held on May 1.

The deal was negotiated by Ralph C. Clawson, manager of the Garden show, and the Russell Bros. and Raspberry Circus. The cars will be used to transport the animals to the Garden show.

The Russell Bros. and Raspberry Circus has contracted for 15 cars to be used for the Garden show. The cars will be used to transport the animals to the Garden show, which will be held on May 1.

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Fleet owner changes to Chevrolet trucks because of their great economy

"These 28 Chevrolets are operating at about one-half the expense of the 28 trucks of another make they replaced."

CAPITAL FUEL & FEED COMPANY of Phoenix, Arizona, operators of a fleet of seventy-five passenger cars and trucks, is one of hundreds of fleet owners that have discovered the money-saving advantages of Chevrolet equipment. Read the following statement by the president of this company, in which he tells of their remarkable experience with Chevrolet equipment, and why Chevrolet will be their choice when new units are added.

"The deciding factor in the purchase (28 Chevrolets) was the record established by one of your Chevrolet cars which we drove over 150,000 miles with the original pistons, and a cost record unsurpassed for economy by any unit in our fleet. The 28 Chevrolet trucks are used for hauling hay, grain, coal and fuel oil in loads up to 4, 5 and 6 tons, over all kinds of roads and conditions. Considering all expenses, these 28 Chevrolets are operating at about one-half the expense of the 28 trucks of another make which they replaced. From here on we propose to use Chevrolets."

Chevrolet trucks are the world's thriftiest high-powered trucks. They are the most economical of all trucks to maintain, and give the greatest pulling power of any trucks in their price range. Get the facts on your own haulage or delivery requirements. See your Chevrolet dealer at once.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

NEW PERFECTED HYDRAULIC BRAKES
always equalized for quick, unswerving, "straight line" stops

NEW FULL-TRIMMED DE LUXE CAB
with clear-vision instrument panel for safe control

NEW HIGH-COMPRES-SION VALVE-IN-HEAD ENGINE
with increased horsepower, increased torque, greater economy in gas and oil

FULL-FLOATING REAR AXLE
with barrel type wheel bearings on 1 1/2-ton models

CHEVROLET TRUCKS
AN 80 FT. BARGAIN
80-ft. ROUND TOP with three 30-ft. Mid-
depth stages. Tall, ruffled, pole floor, regular Cirque Rigging, York potato code, horse- and mule-drawn. Drv. Bill. Has one season's use. Top, Wall, Rigging, for $1,000
Write—Wire—Phone
BAKER-LOCKWOOD
17th and Central, KANSAS CITY, MO.
America's Big Tent House
50x225 ENTRANCE FLOOR
CAMPFIELD, 522 W. 422 St., R. Y. C.

TIGHT
Everything. For Theatrical Wardrobe
The Lanquay Costume Co.
290 Taftre Place, Trumpet.
Dorp, May 1; Port Richmond, 2.
To join on wire, strong Baritone, Trombone, Bass,

FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street.

Harper Joy, past president of CPA, was made an honorary member of the Hotel Ge-

ter of America at a banquet held in Spokeson, Wash., April 13. Harper

tells that he had a chat with B. M.

George H. Barlow III, circus fan of Bandanna, returned from his trip to

to New York City, where he saw the circus in the Garden four times.

R. H. Muller, circus fan of California, Mo., writes that he made Russell Bros.'

When Circus Pan George Schodderle,

The high-school horses presented un-

WANTED IMMEDIATELY FOR SIDE SHOW.
THE JAMES M. COLE TRAINED TWENTY-FIVE.
W. M. MANUEL KING.
Arts of Mt. Morie, Almo Adie, Harriet Adie, Alexander, Adie;
Fred Tunn, Ernest Walliser, Pits Aric;
Pitbulls and Asses, and Ticket Seller who make up the James M. Cole Circus Gentry.
WANTED. Order Guelph or organized Band for Middle Shore.
JAMES SHROPSHIRE, Annex Mgr.
502 East 2nd Street.
Marcellus, Ky.

EDDY BROS. CIRCUS WANT
To hire on, write, Horace Thomas, Trumpet, Bag.
Circus; J. J. M. Mullen, Bag. 110 E. 27th St., New York, N. Y.;
May 1; Port Richmond, 2.

The Langley Costume Co.
140 North Street, 404 Capitol Building.
OHIO, ILL.

Everything For Theatrical Wardrobe
LINENSTORES—SPLINTERS—TUGS
WANTED QUICKLY.
Bravura, 30x20x15, Roy Burton.
Koshar Bros., 25x35x20.
Holloway, 30x20x15.
Koshar Bros., Friday, Monday, Saturday.

TIGHTS
KOHAN MFG. CO.
280 Traffic Place.
BROOKLYN, N. Y.

MOTORIZE
Write for our Premium Flare, OVAL, GOES,
Rancland Canopy Co., East St. Louis, Ill.

Cirques
MAY 2, 1936
CHICAGO, April 25.—Attendance at

Circus Attendance Continues To Build

CHICAGO, April 25.—Attendance at

The Greatest Show on Earth

NEW, UNUSUAL AND
EXCEPTIONALLY
ATTRACTIVE DESIGNS IN
PICTORIAL PAPER AND CARDS FOR
CIRCUS CARNIVAL
RODEO
AUTO RACES
THE BEST DISPLAYED
POSTERS, CARDS AND
BUMPER CARDS. MUSLIN
AND FIBRE BANNERS
PRINTED FROM TYPE ON
NON - FADED PAPER WITH
PERMANENT INK.

The Donaldson Litho Co.
NEWPORT, KY.
Opposite Cincinnati, Ohio

Des Moines Show Over Big

CHICAGO, April 25.—Performers re-

theips that the show is rightly adver-

The handsom e bearded general-

Some swell stories have been breaking

For the State fairgrounds.

Frank Wirth. writes that he made Russell Bros.'

Some of the acts that are playing the

Many of the acts that are playing the

The show also

Lorenzo Lott, star of At Home Abroad, visited the show a few days ago

Earl Reynolds’ two roller-skating acts, the Arab act, Ted Elder, Ira

The palm for dead-pan clowning goes

The high-school horses presented un-

The old-timers of the circus are...
RINGLING BROS
AND
BARNUM & BAILEY
Combined CIRCUS
SEASON OF 1936
TRAVELING THOUSANDS OF MILES AND SPENDING
THOUSANDS OF DOLLARS IN COMBING THE EARTH
FOR FEATURES TO AMAZE AMERICA'S AMUSEMENT-
GOING MILLIONS —

HOWARD Y. BARY
Chief Foreign Scout of The World's Largest Circus
and
Importer of The First Family of African Pigmy Elephants Ever Brought
Out of the Jungles.

The Idol of American Youth

Col. TIM McCoy
The Screen's Greatest Western Star
PERSONALLY HEADING HIS THRILLING NEW CON-
GRESS OF ROUGH RIDERS AND INDIANS AT EVERY
PERFORMANCE.

THE GREATEST SHOW ON EARTH
RINGLING BROS AND
BARNUM & BAILEY
Combined CIRCUS
SEASON OF 1936

THE YACOPIS
THE BOKARAS
ACCLAIMED WITHOUT EQUAL
A SENSATIONAL NOVELTY
THE WORLD OVER

Under Exclusive Management of Roberto Yacopi

THE FLYING CONCELLOS
CENTER RING ATTRACTION
Featuring Miss Antoinette Concello. Only lady aerialist in the world to accomplish double full-twisting somersault and two and one-half somersaults with pirouette return.
Address all communications to ART CONCELLO, 801 W. LOCUST ST.

RANDOLL'S
FLYING COMETS
WORLD'S GREATEST FLYING ACTS

Address all communications to ART CONCELLO, 801 W. LOCUST ST.

CAPTAIN LAWRENCE DAVIS
Superintendent of Elephants
presenting
"MODOC," the 4 ton piccolino dancer, and other features

10-The Great Otari Troupe-10
presenting
Their Original and Famous Maltese Cross Featured With
RINGLING BROS. - BARNUM and BAILEY CIRCUS
SEASONS 1934-'35-'36

DOROTHY HERBERT
9 GUICE TROUPES 9
Aerial Bars and Comedy Riding Acts

The One and Only
HARRY RITTLEY

THE GREATEST SHOW ON EARTH
CIRCUSES

RINGLING BROS.
AND
BARNUM & BAILEY
Combined CIRCUS

SEASON OF 1936

RINGLING BROS. AND BARNUM & BAILEY CIRCUS
presents A NEW SENSATION!
THE LAST WORD IN IRON JAW

The Great FREDERICO
ASTOUNDING TEETH FEATS ALOFT!

Absolutely Unrivaled!!!

ALF LOYAL
Personally Presenting
HIS FAMOUS, OUTSTANDING RINGLING BROS.
AND BARNUM & BAILEY CIRCUS ACT
Getting the biggest laughs on the world's biggest show!

A

AUSTRALIAN
WAITES
(BILLY WAITE)
The Most Copied Act in the World...

Stock Whip
Manipulators Extraordinary!
Routine, Ideas, Presentation and Original Features Fully Protected.

FIRST TIME WITH RINGLING BROS. AND
BARNUM & BAILEY CIRCUS

RUDY RUDYNOFF
and
ERNA RUDYNOFF

Greetings to our friends all over the world

THE GREATEST SHOW ON EARTH
RINGLING BROS AND
BARNUM & BAILEY
Combined CIRCUS

SEASON OF 1936

THE NAIITTOS

★ FIRST TIME IN AMERICA

with
SENSATIONAL
NIO
(Four Girls and One Man)

★ THE “TOPS” IN TIGHT WIRE

The Exotic Queen of Balance on the Flying Trapeze »»»

★ MISS AMERICA OLVERA

★ JUST FINISHED TRIUMPHANT TOUR OF ENGLAND, GERMANY AND FRANCE
★ NOW 3rd SUCCESSIVE SEASON WITH RINGLING BROS. AND BARNUM & BAILEY CIRCUS

Again—a feature of the Big Show!

Mlle. GILETTE
In Her Sensational 75 Foot Leap

Perm. Address — INTERNATIONAL ARTISTS’ LODGE, 1560 BROADWAY, NEW YORK, N. Y.

THE GREATEST SHOW ON EARTH
RINGLEING BROS AND BARNUM & BAILEY
Combined CIRCUS

SEASON OF 1936

THE SPURGATS
THE WONDER OF DIAMONDS

POISING and CONTORTIONIST ACT

THE ONLY ACT OF ITS KIND IN THE WORLD

LEO SPURGAT

Manager
Perm. Address: Room 401, 1560 Broadway, New York, N. Y.

3rd SEASON

Producer of every type of painted statue (with 34 girls) in the Ringling Bros and Barnum & Bailey Organization

THE GREATEST SHOW ON EARTH
RINGLING BROS
AND
BARNUM & BAILEY
Combined CIRCUS

SEASON OF 1936

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THE GREATEST SHOW ON EARTH
NEW YORK, April 30—In the April issue of the New York World-Telegram, the sportswriter, Richard Vidler, has an article that will interest Elizabeth Mackintosh, a giant, Jack Earle. And in The World-Telegram, April 30, he has his phrasing on page 10 and his opinion about collecting circuses, a hobby in which he has taken an interest. He began by noting that he visited New York City during the spring of 1936, which was the last time the World-Telegram published a piece on the subject of collecting circuses. This was the first time that he had written on the subject of collecting circuses.

He also referred to the April issue of the Program and Jim Pon seems to be getting better and better as an editor. He had planned to write a piece on April 26 about the pros and cons of the World-Telegram's policy on advertising. He also wrote about the pros and cons of the World-Telegram's policy on advertising. He also wrote about the pros and cons of the World-Telegram's policy on advertising.

In one-page program of Welch, Delavan and Knapp, F. E. Johnson wrote "The Wonders of the World." He also discussed the pros and cons of the World-Telegram's policy on advertising. He also wrote about the pros and cons of the World-Telegram's policy on advertising.

One of the many stories that could be written is that of the circus. A circus is a group of performers who travel from place to place, giving a variety of shows. The circus is a popular form of entertainment in many countries, and it has been enjoyed by people of all ages for centuries. The circus is a combination of drama, music, acrobatics, and animal acts, all performed by skilled performers. It is a unique and exciting form of entertainment that is enjoyed by millions of people around the world. The circus is a living tradition that has been passed down from generation to generation. It is a symbol of the spirit of adventure and the joy of discovery.

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THE LLOYDS have contracted their Side Show with Roy Bros. Circus.

Both the Ringling-Barney and Cole Bros. shows have a dandy line-up of clowns.

WESLEY LAFEAR will be with Doc Perry's side show on Bockus & Killicorn Shows.

BILLY FREEMAN will have charge of band and minstrels in side show of Bockus & Killicorn Shows.

MILTON KOLB will write for the Hooptown Press of the Paterson News.

First Circus to be booked for Ringling Brothers, N. Y., this year is Ringling-Barney June 26.

The presence of Billy Rose in Chicago last week gave rise to the report that he may put his Jumbo show, in a more or less condensed form, on Chicago stages.

At close of Shrine Circus in Des Moines, Fr. Tom Newlon and charge of props, and his assistant, Steve Adams, left for Minneapolis to join Cecil Orey.

J. C. CLARK writes that E. H. Jones was in Atlanta, Ga., April 18 and put through a thorough publicity play as a result of his painting. These and the others who knew Billie say it is the smoothest public catering machines in the business, and his visit will help the club's headquarters.

The BEAT is booming in the forthcoming Community Center Circus. The Cole Bros. and St. Louis Police Circus are in New York to talk part. He has been encouraging the city to take a very active role in the show, as the city is going to have a great deal to do with the tourists present at the ball.

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C. G. CRIER attended opening of Russell Bros. Circus at Bolla, Mo., and is now with the same circus in Illinois. He was shown every courtesy by William B. Antes and Justine Edwards, who are handling the show.

There are reports current that the Roy LaPearl Jumbo Circus and Expos is ready for paint shop. Next week.

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CHIEF W. P. WINDSOR advises that his All-Indian Band will play 34 weeks starting with the Pittsburgh engagement.

Mr. and Mrs. Montie Montana have been at Palm Springs, Calif., about two months, and will return to their home in Desert Inn Stables. Between motion pictures and rodeo activities, he will participate in rodeos this summer.

Cole, Delbert E. Hill, who has been playing indoor dates in and around Chicago, will return to his Texas home in the West with Lew, the second of 100 horses he is to have this year, including some Indians.

In route from Port Worth, Tex., to Pittsburgh, to join the Harris-Redwood Rodeo, Oklahoma, Curly Robert stopped at St. Louis for a few days with the ring. He was in St. Louis at the same time and others, including the Brahma Twins and the Virginia Louises, who just were in St. Louis. Harris-Redwood will play a couple of weeks of dates, then back to the H-R engagement, then back to St. Louis, and prospect to go to Dallas for the Col. W. T. Johnson's show. Cleveland-

Art Lark has opened his Ring-Show and he is not sure to be present for 12 days, beginning April 29, at the Arena in St. Louis, Mo. The Town is well plastered with pavement and the attendance is improving. Advance ticket sale is reported by Miss and Mr. Heflin, who are in charge. Tickets are being sold under K. O. Austin and Jack Knight will be in charge of the attendance, including press and publicity.

Cont. - Attendance at the rodeo steadily increasing. The attendance at the Louise City Rodeo is biggest ever staged. It is notably larger than the attendance at any other rodeo. It is also larger than the attendance at any other rodeo.

Dallas - Col. W. T. Johnson is putting on a grand show of horses and rodeo he will stage at the Texas Centennial. He announced that he will have one of the largest ever staged. He is notably larger than the attendance at any other rodeo. It is also larger than the attendance at any other rodeo.

A number of Colonel Johnson's staff officers who are looking at a large iron bar fell on his head. He was rushed to the hospital and he was resting for several weeks.

Harp炜, rider, suffered a broken hand while doing one of his daring feats on a mudtry truck during the rodeo. He was taken to the hospital and he was in hospital for several weeks.

Jimmie La Rue, boss property man, suffered a broken ankle while doing one of his daring feats on a mudtry truck during the rodeo. He was taken to the hospital and he was in hospital for several weeks.

Actor brothers, Jimmie and John Cornell, at the Arena, have a new trailer, a large iron bar fell on his head. He was rushed to the hospital and he was in hospital for several weeks.

Barnett Bros. in Snow Storm at Marietta, O.

MARIETTA, O., April 35 - Barnett Bros. Circus has been here for several days, and the local chamber of commerce has been very busy in preparing for the opening of the show.

The show opened on April 29, and the local chamber of commerce has been very busy in preparing for the opening of the show.

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BLENDING is scheduled for April 25. - Barnett Bros. Circus.

Rust, blacksmith, injured his leg while working on the stage. He was taken to the hospital and he was in hospital for several weeks.

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Better Biz To Bring Early A. C. Opening

ATLANTIC CITY, April 25—This new risk plan promises to be invaluable to the amusement park operator, according to Mr. Charles Ellis, former director of the New York World's Fair, who adds: "It is the unanimous feeling of the leaders in the amusement field that the new plan will aid the industry immensely." The plan was developed by A. R. Hodge, secretary of the National Association of Amusement Parks, Pools, and Beaches, and he will assist in promotion work.

Weather Hampers Kennywood

PITTSBURGH, April 25—Kennywood Park, the well-known amusement park, closed yesterday because of unseasonable weather. Outdoor recreation has been common at Kennywood despite the bad weather. The park will soon reopen.

Big Picnics Edgewood Am

DETROIT, April 25—Edgewood Amusement Park opened yesterday for the season's opening, will follow an intensive program of promotion and publicity this year, said Manager Paul Hetrie, who is planning special efforts for large industrial and fraternal outings.

Why an Equipped Playground?

Charles F. Keller, Jr.
Sales Manager Park and Beach Supply Company, Inc.

"It is a child's God-given right to play. These words, spoken by a man well known in planned civic recreational circles, speak for themselves. With the selection of those words sound the beginning, as spoken by a colleague.

None of us can deny that the planned recreational movement as inaugurated and carried on by our municipalities is wonderful. Let us visit your city playgrounds during summer months and then go and study the realization of the daily packages of play that would do to your depression-ill amuse- ment park. You will find a crowd as thick as usual every day.

Did you ever stop to realize that a large percentage of the outdoor movement for cities and towns was just beginning last week? The advent of the new free planned recreational playgrounds made an impact on the child and took many parents from your park. It was not longer true that the father would not let his children to the amusement park to en-

RISK PLAN BETTERED

Two More Advantages Included; Premium Points Are Moderated

DOUGLAS GLAZIER, who is starting his ninth season as pilot of Park Island Lake, says that the new plan is being in service at the amusement business in the state of Washington a number of years. He declares management that gives those patron full value for money spent are headed for bet-

Sandy Beach Sale

Involves Big Sum

BELLEFONTAINE, O., April 25—Sale of the Clear Lake Park, a sailboat, is under way. The sale opens today and is expected to be completed by the next owner.

Special

Lucky Teter's Hell Drivers, which has been using the new theater and has been a great success, will be followed by Teter's band for the next few weeks.

DOUGLAS GLAZIER, who is starting his ninth season as pilot of Park Island Lake, says that the new plan is in service at the amusement business in the state of Washington a number of years. He declares management that gives those patron full value for money spent are headed for better times and the prosperity formerly enjoyed by amusement park operators.

Cincy Operators in Pool Protest

Proposed public tanks for adults bring a delegation in opposition to plan

CINCINNATI, April 25—Swimming pool owners and their attorneys were in court today to challenge the public recreation commission against establishments of adult public swimming pools, as advocated by Mr. W. H. Oliver Klein at last session of council, in opposition to the commission.

The delegation was headed by Attorney Walter D. Murphy, counsel for Cincy operators, and Attorney Samuel Smith, attorney for Mrs. Louis A. Phillips, owner of swimming pools in western hills, Walnut Hills, and a large pool on Summit St., and pool owners also were in the party. They were told that the regular weekly meeting and the commission, scheduled for Thursday, was postponed. The delegate said they would be opposed to the commission at the next meeting.

WEATHER HAMPERS KENNYWOOD

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The Pool Whirl

By NAT A. TOR

SMALL-HEADED DIVER

Consider them dour and you meet me, it is refreshing to receive a letter like the one from Bill McNulty, Boston, announcing the world's championship high dive.

First consideration day in Palisades (N. J. Amusement Park). Apparently Bill's name was added thru error to the long list of prospective entries, for he writes:

"Thanks for the compliment in sending me data on the big diving derby. Subsequent to the entry blanks was written suggestions that I promptly send in my entry. Also the reference in your column that I have not come up to my candidacy for the laurels, but am expected.

"Alto have I been active in swimming as a swimmer and later as a coach, instructor and pool manager, including services in all three, for the millionaires Bar Harbor and New York. I, by the way, never did get the ceramic for what area worst and have sent a couple of belly blinks, one for my shadow and the other for myself. In the meanwhile quite a number of fellow blinks at me, but I am out of range. In other words, not hot enough."

"I'd like to see Capt. Smiles O'Timmons, one-legged and one-armed high diver, in your tournament. He's one of the best have ever seen from a high perch despite his dual disability."

"I don't know where his parking space is, but saw him at two fairs. Yours truly."

"Incidentally, Bill gets barrel, eh?"

OK, Bill: I'll scratch your name from the prospective entry list. But I should like to hear from Captain O'Timmons. If any reader knows whereabouts I'm greatly appreciate his address. Also I am still waiting to hear from Walter Connors, who gave his last address as Jessup, Md. Entry blank sent to him at that address has been returned.

"Last calls are in order, too, for those who have received entry blanks but have yet to fill them out and send them in. For only a short time remains between now and the contest."

ATTENTION CUSTARD OPERATORS

TURN IMMEDIATELY TO PAGE 61 FOR AN ANNOUNCEMENT ABOUT THE CENTURY'S MOST IMPORTANT DEVELOPMENT IN THE CUSTARD, SHERR and ICE BUSINESS.

ADVERTISERS

WILL BE ACCEPTED AT PAR VALUE AS PAYMENT ON OR IN FULL ON THE GREAT LOOP-O-PLANE A Sure, Fast Money Maker Out of 15 Dual Loop-O-Planes man- nufactured and delivered this year:

8 Crossed Over $10,000.00
3 Crossed Over $12,000.00
1 Crossed $15,000.00 in
9 Weeks

Over a hundred owners of single units make good profits. Over 75 parks and shows available for bookings.

WRITE ROBIN REED, Box 237, SALEM, OREGON Eyerly Loop-O-Planes

FOREIGN REPRESENTATIONS WANTED

RECREATION PIER LONG BRANCH, N. J.

ALCYON LAKE PARK PITMAN, N. J.

WANT PIER AND BOARDWALK WANT

SKILL AND GROUP GAMES

Wants—One party to take over all games, Refreshments, Ice Cream, Candy Popcorn, Sportland, Skee Ball, Novelities. Business good—7 days.

D. J. MAHER

ORangedale, L. I.

ACME TAMING "GRAND PRIX OF THE 20TH CENTURY"

December 20, 1936

Golden Gate Park

SAN FRANCISCO, CALIFORNIA

The World's Greatest Horse Show

$200,000.00 in Prizes

TICKETS ON SALE NOW at

osten PAINT SHOP

EMPIRE THEATRE

SONNY BRENNER, Promoter

PARKS - FAIRS - CELEBRATIONS

MERCHANDISE SECTION

FOR SALE - FOR RENT - QUALITY CULTIVATOR MACHINERY

Makers of Mechanical SHOOTING GALLERIES W. F. MANELS CO. COUNCIL ISLAND

PARKS-RESORTS-POOLS

The Billboard

May 2, 1936

45

ATTENTION CUSTARD OPERATORS

For immediately to Page 51 for an announcement about the century's most important development in the Custard, Sher- rir and Ice Business.
American Recreational Equipment Association

By R. S. UZELL

Jumbo closed at the New York Hippodrome on Sunday afternoon after a record season during which he had recovered from the injuries he received in his pastime of making the trip from North Tonawanda, N.Y., at the age of 27. Jumbo was a Jumbo, pachyderm, and was the only representative of the species at any of the American zoos, and he was the last living specimen of his kind.

Coney Island has 11 Shooter and Dodge riders. Unfortunately they are price cutting as a means of promoting their business. However, it is their intention to promote only fair competition.

Weill's CURIOSITY SHOP, 20 S. 2nd St., New York City, is building up a new exhibit.

The Billboard show sailing under a name that will allude to the famous park, and is looking forward to a successful season.

Mrs. Cramer showed her devotion to the cause by making the trip from New York City for a meeting of committees and officers of AREA. The afternoon was consumed in a thorough discussion of management, conduct, hours when open and general operations.

Jack Dempsey and his partner, the Earl of Lonsdale, have been visited by many oldtimers who were seen at their respective stands this season.

Dave Rosen, owner of Wonderland Circus, has succeeded in winning the latest athletic carnival by winning the 1936 season. He has made his best effort, and the deciding point in the meet was the last week in June.

The Billboard show sailing under a name that will allude to the famous park, and is looking forward to a successful season.

On Rollers in Europe by CYRIL BEASTALL

From April 1 to the 5th European and English roller club championships were held in Stuttgart, Germany, and the 1st annual South American championships were held in Buenos Aires, Argentina. The U.S. A. had invitations to compete but they were unable to do so because of negative replies were received.

The Billboard show sailing under a name that will allude to the famous park, and is looking forward to a successful season.

Rip Men Who Have Once Had A--

Rinksis Skaters

by CLAUDE R. ELLIS

Chicago Roller Rink Co.
4427 W. Lake St., Chicago, Ill.
**MO. ENLARGES SHOW**

**Features New in Sedalia Carded For Augmented Grand-Stand Bill**

Extended entertainment policy among numerous changes, including revised acts—racing interest enhanced by new track—rebuilt midway to open.

**Young Revue For Two More**

CHICAGO, April 25—Erle Young's National Revue will be featured at the Delaware State Fair for Great Forks, and at the Nebraska State Fair for 1936 in the second time, according to news announced by Erle Young. The Young office has also signed a contract with Tulsa (Okla.) Four- State Fair on September 15.

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**MO. ENLARGES SHOW**

**Showmen Add Area in Dallas**

Dufour, Rogers increase space for Garden and Maze—rooms shortage denied.

**Thrill Day for Kids**

Children's Day, opener, will have pet drawings and a shredding of a sherd pony, said this morning by the fair's press agent, Otho Deef.

**Judge Says Marshals Couldn't Halt Runaways**

BLOOMSBURG, Pa., April 25—State Supreme Court reverses lower court decision and held that Columbia County Grand Jury had no right to arrest for alleged injuries to a woman struck by a runaway horse in a race at Columbia County Fair, Bloomsburg, September, 1930.

Justice Dryer declared that race-track marshals ride "paw horses" and couldn't catch runaway horse because they wanted to prevent and the other justices pointed out that midity tracks ordinarily don't report accidents.

Altho the plaintiff was awarded $2,000 by a lower court, affirmed by Superior Court, the Supreme Court held that Columbia County Fair was not liable.

**Young Revue For Two More**

CHICAGO, April 25—Erle Young's National Revue will be featured at the Delaware State Fair for Great Forks, week of June 25, it was announced by Erle Young. The Young office has also signed a contract with Tulsa (Okla.) Four-State Fair on September 15.
WANTED

San Diego, April 25—Special events in the week's schedule brought large crowds. Sally Rand held the audience as the free attraction, appearing four times daily. Wayne W. Dallard, executive manager, announced that he had engaged the services of Sally Rand for another week, with Judith Lawton, baritone, and the Sally Band ballet. Attendance up to and including April 19 was 500,099, management announced.

In a few days, radio stations in the vicinity of San Diego will devote their programs to Sally Rand. A radio studio to select talent to appear on the week's programs of "California Night," now being produced each Monday and Wednesday by The Billboard Hollywood Broadcasting System, there were selected from more than 500 Barbara Steinbach, pianist; Norma Neale, singer; K. J. Anderson, baritone; Kay Elvin, singer; George Young, saxophone; Robert L. Volstein, and Jack Osten.

Sally Rand extended another week—bid for Louis-Schmelting bout.

SALLY RAND WANTED

WANTED

Sally Rand, Burlesque, Thill Company, or Auto Rides.

ROSMER MILLER

SPRINGFIELD, ILL.

CARNIVAL WANTED

WANTED


JOE E. WALSH

303 John A. Reed, City Clerk, Sioux Falls, S. D.

FIRST-CLASS CARNIVAL FOR NEW FAIR MAN

To Be Held This Year in Spectacular Memorial Park, Portland, Ore.


WANTED


JOE E. WALSH

303 John A. Reed, City Clerk, Sioux Falls, S. D.

FOOT NOTES

JULY 4TH TO 11TH.

GREENVILLE, S. C.—C. A. H. Poe is captain of American Legion Post 95, Brandon, Miss., and Secretary H. H. Kel-

ley said advertising sign boards to me after 100 years of the same thing. Well, I'll have them up in the next 50 years. Good to me after 100 years of the same thing.

SIOUX FALLS, S. D.—South Dakota State Racing Commission awarded the following entry blanks to the Rodeo Association for the 1936 season, the entries to be accepted for the 1937 season. The following entries were received, the names of the creditable entries are in the order of their appearance in this column:

H. B. Sato, chairman of the Fair Board, announced that he had agreed to post a guarantee of $100.00 to the Las Vegas, Nev., Tightrope Walker, at a height of one thousand feet above ground, if he could walk a hundred feet, with one foot on each of the poles, and he started the walk with a pass, being successful in every detail. The grand prize amounted to $30,000.

The exposition management has offered $50,000,000 to the Los Angeles, Calif., fair for a week's attendance up to and including April 10, $50,000,000 for a week's attendance up to and including April 15, $50,000,000 for a week's attendance up to and including April 20, and $50,000,000 for a week's attendance up to and including April 25. The fair will be open on the above dates.

Games Climax in Hillsdale

HILLSDALE, Mich., April 25—Re- 

ditioning of Hillsdale County Fair 

on, and Secretary H. H. Kel-

Greenville, S. C.—C. A. H. (Bill) Poe is captain of American Legion Post 95, Brandon, Miss., and Secretary H. H. Kel-

ley said advertising sign boards have been nothing but a curse to me all over the country. The fair, in its 17th year, builds up steadily and is already tourist attractions in the last three weeks, with the conclusion of the fair, and the conclusion of the fair, and the conclusion of the fair.

For Jay County Fair, Portland, Ind., August 9.

RIDE WANTED

For the Fenwick Independent Fair, Fenwick, Ill.

WANTED SHOWS, RIDES, CONCESSIONS, AUGUst 10, 14, 15 Days and Nights.

W. H. SANDFORD, JR., Secy., NEBRASKA STATE FAIR ASSOCIATION, Lincoln, Neb.

NEWSPAPERS WANTED

For 48-page tabloid in City of 45,000. For dates write JOE E. WALSH

303 John A. Reed, City Clerk, Sioux Falls, S. D.

SOUTH TEXAS FAIR, GLOUCESTER, TEX.

INDIANA BOARD IN BUILDING SNAG OVER STREET CAR LOOP

INDEPENDENT FIRE COMPANY FAIR AND CARNIVAL

JUNE 11-20, INC. SOUTH WILLIAMSPORT, PA.

Concessions of all kinds, Shows of all kinds, with Snake, Animal Show, Rodeo, Circus, Bicycle Races, Cannon, Ball Games, Rides (Loop-o-Plane, Kiddie Rides, Ferris Wheel, Merry-Go-Round, etc.), Cook House, Free Acts.

Address Care of The Billboard, Cleveland, O.
Great Lakes Space Moves

Complete sellout for exhibits and fun zones predicted—post office to be built.

CLEVELAND, April 28—For Great Lakes Exposition only 50,000 square feet of exhibition space remains to be sold, said Lincoln G. Dickey, general manager, yesterday. Twenty months to go before opening, a complete sellout is assured, he declared. The fair space needs are far in advance of schedule and a sellout is predicted by Almon R. Shafter, associate general manager.

Additional contracts have been awarded to Buildus, Aquarium Company, Fort Le Roy Taxi Protection Company, L. W. Davis Enterprises, Lake Transportation Company, Cleveland Metal Specialties, Beech-Nut Packing Company, Zeno Coal and Supply Company, Monore & Donman Company and The Show, Inc.

At a luncheon in the Hotel Cleveland attended by more than 500, United States Secretary of the Interior, Robert M. Luce, said that Uncle Sam would erect a post-office building. This, he said, is the most important building to be erected for the exposition. The building will be constructed on the site of the Post Office and Commerce Building at the corner of Ontario and Columbia avenues.

MONROE, La.—With naming of John Birdson as 1935 manager, Coonhounds' Association of South Carolina, will accept applications for premiums and erection of additional space, said John E. Black, general manager of the administration building on the new exposition site, Monday. The show committee is ready to begin its work. Grounds are being fenced, and for the most part, have been graded. Entrance gates will be ready in time to open on May 25. Free grand stand shows and firework schedules are scheduled.

RINKS

(Continued from page 26)

include a track for midget auto and motorcycle racing.

S 10,000 square feet

extension for the 1936 fair. Great Lakes Island shows will be on the midway.

LISBON, Va.—Russell County Live Stock and Agriculture Association concluded some meetings here recently and continued some years ago, and two years ago another group of the association, passed to the town council.

Langley, aerialist, and Charles B. Singer, Dr. F. R. Moulton, Chicago; Earl W. Wooten, manager of Beech-Nut exhibits to be displayed in a glass case.

Building will house it.

L. Hamann and E. Ottenbacher, Stuttgart, German amateur champion, 1935; Frl. Selzer, secretary to the Rink, to be sent by Music Corporation of America, to be in charge of the pool.

Smallest board such as to 

decreases season bathing. New features announced for Manhattan, which will have a free Davega swim room on the Boardwalk.

In order to keep an extensive radio campaign on Station WIP, Philadelphia, thru Hy Frankenstein, in charge, these beaches and also at a subsidiary aquatic park, Castle Hill Bathing Park, Bronx, New York, where 90 per cent of its is by the season. Bronze pool, a few blocks west of the latter, also in the Bronx, disregarding season bathing.

Dr. Th. Lewald, Dr. Ritter von Halten, Dr. R. C. O'Neill, Belgian consultant; Paul Bruebach, German commissioner; R. M. Bowden Smith, English vice-consul; C. L. M. Berthureau, Bordeaux, vice-president of the French R. H. Association, and Comte Leblond, president of the French R. H. Association, and Comte Leblond, president of the Suisse R. H. Association, have been generously complimented for their services.

Building will house it.

Among notables in residence are: John Augis, New York; Mrs. R. O. Duke, Dallas, Tex.; Charley Poston, Ft. Worth, Tex.; Tedo De Witt, vice-president and manager of the new Winter Haven, Fla., hotel; Tom Manning, NBC announcer; Dr. P. M. Ostermann, national Photophile, Harry Langley, artist, and Charles B. Singer, president of Troylee, Ind.

Fair Grounds

COLUMBUS, O.—State emergency committee for the construction of a horse barn on Ohio State Fair grounds was recently appointed and made available by the Legislature.

WOOSTER, O.—Wayne County Agricultural Society authorized a contract for constructing a new grand stand on the Fairgrounds. Approval was given a contract to Joseph O. Walker & Sons of Wooster, to build a 30 by 150 feet and 40 feet high.

An advisory committee is being formed.

KENTON, O.—Robert Mallow, South Kenton, is expected to return as a juvenile grandstand superintendent at Ohio State Fair grounds next season, according to sources here.

He will be in charge of displays by juvenile granges in Ohio.

ORANGE, Tex.—Orange County Fair Association has selected a plot, 300 feet, as a grounds addition, said President E. H. Bryan, Orange, Tex. "It will increase space to the east and permit new buildings and live-stock division.

Extended for the 1936 fair, Great Lakes Island shows will be on the midway.

Why An Equipped

(Continued from page 41)

etc., there is no doubt that what pieces of apparatus should be first considered by those who want them are very much in demand, as attested by the demand of the children themselves.

Fortunately I have available a state- ments made by most of the most popular pool apparatus manufacturers to show you what is the right pool apparatus that will suit your mind any doubt on the subject.

I quote: "Just recently one of the outstanding physical educators who is associated with us, as well as many others, made a survey to determine just what apparatus the pool authorities want for pre-adolescent years. He selected 16,000 children between the ages of eight and eight and grades who were attending schools in connected municipalities, and from schools in the suburbs in order that he would have a true picture of the physical preferences of all types of children. He submitted the apparatus to the children, and with the question 'Tell what playthings would have a true picture of the actual apparatus really

as to what apparatus you would have in mind if you had to

It is a non-stock

Selling 80 different items of apparatus, all of which appeared last year will grace the Manhattan board stand again this summer. A very large number of these which played last year, Judy Valley, Paul Whitman, Irving Aaronson, Abe Reles and Harold Steentjes, will play in a circle as season batters to help se- cure a World Series championship. fans, the return postcard signifying their choice.

An advisory committee is being formed.

Season Bathers N. C.

Despite the fact that Joseph P. Day has made so many simple points in his articles about the agricultural and horticul-
**CARNIVAL**

**JONES AND DODSON BATTLE**

**Play Day, Date**

At **Washington**

*Dodson opening hit by electrical requirements—Jones aided by previous contacts*

WASHINGTON, April 25.—Electrical inspectors of this city threw a hitch into the opening plans of Dodson's World's Fair Shows when they forbade the lighting of the midway Wednesday night and permitted but a few of the attractions to have light Thursday. A few blocks away the Johnny J. Jones Exposition opened day and date with Dodson.

The Dodson Shows, located on what passed for Washington's Fifth and Florida avenues, experienced its difficulties because of unfamiliarity with local conditions regarding shows. City inspectors are very demanding with fire laws being of the harshest nature. City officials at first, passing on the show when then late in the afternoon of the opening day liased not complete and put a stop to the show until lines and fires were changed.

The advertising campaign of the Jones organization, which has had many previous direct contacts in city, included extensive newspaper space and placards around city. A usual feature was the familiar line “Johnny's here” and giving the location as 13th and 11 streets, which has previously been used by that show.

When the shows were placed all over town by both shows, Dodson used arrangements for the lot prior to and after opening day. Dodson Shows had hopes of using their sound system. (See JONES; DODSON on page 55)

*Mrs. Wade Suffers Burns*

LINCOLN, III., April 25.—Mrs. Fred W. Wade is recovering from being severely burned at her home here Thursday of last week by blazing gasoline, on her body, hands and right side of her face. Wade, 59, and his wife, Bertha, 47, were washing clothes at the kitchen outhouse when the fire started. Mrs. Wade advises that it will take about eight weeks before her wife has good use of her hands.

*Jack Burns in Hospital*

DENVER, April 25.—Jack Burns, who resides in the city of Denver, Colorado, Texas, is in General Hospital, this city, where he underwent an operation last week for an ailment of his left knee.

Burns expects to remain at the hospital while beating out the fire, which started in the kitchen where the zone was washed. His wife, Bertha Burns, stated that Mrs. Wade advised that it will take about eight weeks before her wife has good use of her hands.

*Ten Organizations Make Bow For Their New-Season Tours*

**Rubin & Cherry**

At **Atlanta, Ga.**

ATLANTA, Ga., April 25.—With ideal weather conditions Rubin & Cherry Exposition started its annual tour here last Saturday at Lakeside Park, Georgia. The midway feature of the Dogwood Festival, sponsored by the Greater Commerce and combined Civic Clubs, Atlanta, is billed as “Lakeside Park, Saturday, May 11th—The Show of the Century.”

The first show in the nation to be opened for the 1936 season, the show presented a beautiful appearance. Spicck and span, opulent in detail and a single admission price—the show had all the earmarks of the best.

The show, which will again play some of the old acts, including new attractions, will visit 35 cities before reaching its conclusion on July 25. The show will start at 10 a.m., and admission prices will be $1.00 for adults, 50 cents for children and free admission for those under 6 and over 60.

**Strutes Shows Start in Portsmouth, Va.**

PORTSMOUTH, Va., April 23.—Strutes Shows are playing the opening of the season here this week, located on the grounds around High street at Fort Lee. The show has been advertised for last season Saturday. This is the first show in more than a decade to play in the city limits. Credit for securing permission to show in the city is given to General Agent Matthew J. Biley, who is handling the show.

(See STRATES SHOWS on page 56)

**O. C. Buck at Yokners, N. Y.**

YONKERS, N. Y., April 25.—O. C. Buck Exposition, piloted by Oscar C. Buck, opened here, for the first time in the history of this 1892 organization, with weather generally fine, but cold spell broke out during the current week.

Staff: O. C. Buck, owner, W. J. Chrounded, manager, J. Staggers, advance manager. (See O. C. BUCK on page 55)

**Gibbs' Golden Eagle**

At **Pittsburg, Kan.**

PITTSBURG, Kan., April 25.—W. A. Gibbs' Golden Eagle Shows played their opening engagement of the season last week at this city under auspices of Trains and Labor Council on the lot at Fairview Park. Pitts, the first time a road stand, booked for this week. The show opened on Tuesday last, but later encountered some delays in getting started.

According to a member of the staff, the shows played the local area and also some of the territory thru Kansas, Iowa and Nebraska. Another truck was added to (See GIBBS' GOLDEN on page 56)

**Ballyhoo Bros. Circulating Expo.**

A Century of Profit Show

By **STARR**

BY DEBELL

The first opening op of the season at the State Fairgrounds cultural Carnival day and dated here. More shows located two miles out of town on Highway 151. Shows located on right-hand side of the road and our competitor on the left. Just 60 feet of concrete between the two marquises. Both shows played under the highway Department. We took the pavers and concrete mixers and they get the gas tax collectors. This gave us the better likes auspices of the two. Both shows used loud speakers on the main gates. Gave both the rare opportunity of calling them to each other. The sisters used the slogan, “Go down a long road that has no windings,” while the Ballyhoo Bros. used the slogan, “Don't go shuffling, pay the Ballyhoo Bros. a visit.” Both sides in front of our gate. This left it open. All of our people parked their cars in front of the sisters' entrance and filled their small parking space intended for customers.

Monday night the sisters made a broadcast from a hookup on their lot. (See BALLYHOO on page 55)

**Marks Shows at Richmond, Va.**

RICHMOND, Va., April 25.—Marks Shows have again started their new season tour at their home city. Last week was the inaugurating engagement, as the show opened in Petersburg, Va., on the railroad lot at London and Carson Street.

The show has its own motor train which has been transported here from the winter-quarters city, five years old, and in excellent condition. The show made its bow for the season last Saturday at Lakewood Park as the opening engagement of the new season The show train of 20 cars ar

**Greater Expo Shows At Granite City, Ill.**

GREATER CITY, Ill., April 25.—Greater Expo Shows played the opening stand of the season here last week. Show made a nice spread, with new and varnished lights all fronts and rides. Is carrying two free acts, Hits and Dunn, high wire, and Madocson Florence, high-pole act. (See GREATER EXPO on page 56)

**Barker Shows Go From Missouri to Illinois**

BARKER SHOWS, St. Louis, Mo., April 25.—Barker Shows played their opening engagement of the season last week at this city under auspices of Trains and Labor Council on the lot at Fairview Park. Pitts, the first opening stand, booked for this week. The show opened on Tuesday last, but later encountered some delays in getting started.

According to a member of the staff, the shows played the local area and also some of the territory thru Kansas, Iowa and Nebraska. Another truck was added to (See GIBBS' GOLDEN on page 56)

**ANNA, Ill., April 25—Barker Shows, which played here last week, started their opening engagement at Cape Girardeau, Mo., where they experienced a great deal of rain and cold weather. Show has its own modern transportation, including new得很酷的自行车。Pulling follows is a roster:

Dick, J. F. Conklin, owner-manager; Murphy, general agent; Roy Smith, electrical engineer.

Rides: Big Kil Wi—Frank Winslow, manager; Bob Wembly, assistant. Morris—Frank Coleman, salesman; Curtis Bridges, assistant. Chairplane—E. R. Pineau, foreman; Seco Collins, manager. (See ANNA, Ill., April 25 on page 55)

**RAS Has Big Day At Jacksonville**

THOUSANDS OF KIDS RECEIVE INJURIES IN SPILL

JACKSONVILLE, Fla., April 25.—Royal-Canadian Exposition, located on Duval County Fair ground, here had gratifying business Wednesday, “Children’s Day” at the fair, when, according to estimates, about 30,000 Kiddles had free admission to the grounds. An executive of the show states that since Wednesday patronage of attendance, it has been pretty nice.

As a result of a crash of three motorcycles in the Motordrome Wednesday night Speddy Price is in St. Luke's Hospital with his left leg broken in two places and the knee in his right leg. Baillie Thompson escaped injury but his machine was demolished. Price’s motor copped near the top of the dam and well and he was forced into Thompson’s machine, crushing it into Kemp's motorcycle, bringing it to the ground and the bottom of the pit.

Mrs. Laura Sedlmayr, wife of General Manager C. J. Sedlmayr, underwent an operation at St. Luke’s Hospital for a throat infection Thursday and is convalescent. Mrs. Jones, wife of Curtis Velare, one of the owners of the show, who underwent an operation at Washington, Va., recently, is reported as convalescing.

**Simpson Again in Hospital**

CINCINNATI, April 25.—James C. Simpson is again in hospital here as a patient of Dr. John E. Carr. He is receiving treatment for his eye trouble. While en route to Atlanta, Ga., by train from Charlotte, N. C., his right eye was burned by the fumes of one of his eyes, not the part recently operated on.

**Latlip Shows in**

CHARLESTON, W. Va., April 25.—Latlip Shows have had cold weather for their opening engagement here last Saturday on the J. A. Sauer's 100-acre picnic ground on Grandview Road, 15 miles south of Charleston, W. Va., on the A. T. & S. F. tracks, west of the city, in the heart of town.

While en route to Atlanta, Ga., by train from Charlotte, N. C., his right eye was burned by the fumes of one of his eyes, not the part recently operated on.

**F. Tindle, Notice!**

CINCINNATI, April 25.—A letter from Mr. Tindle, director of the Red Cross, Greenwood, S. C., states that the wife of her husband is ill in hospital.

**Laplart Shows in**

CHARLESTON, W. Va., April 25.—Laplart Shows have had cold weather for their opening engagement here last Saturday on the J. A. Sauer's 100-acre picnic ground on Grandview Road, 15 miles south of Charleston, W. Va., on the A. T. & S. F. tracks, west of the city, in the heart of town.

While en route to Atlanta, Ga., by train from Charlotte, N. C., his right eye was burned by the fumes of one of his eyes, not the part recently operated on.

**Winters Exposition**

AT ALIQUIPPA, Pa., April 25.—Winters Exposition, located on the New Sheffield lot, the first carnival in the area this season, is expected to continue as scheduled. The show was postponed from Saturday, when it was cold to open, ideal weather held forth, until Monday night, when it was too cold to open.

Of the 12 shows in the line, all but three of the shows were open Tuesday night, but Wednesday night the weather was too cold to open.

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**Are You A Live Wire CUSTARD OPERATOR?**

If so, you cannot miss this golden opportunity to increase your business 100 per cent—maybe more.

**Do It With "ELECTRO-FREEZE"**

Remember the name. You'll be hearing more of it in the next few weeks. It's sweeping the U. S. A. What is "ELECTRO-FREEZE"?

It's a new, up-to-the-minute invention which dispenses Custard, Ices, Sherbet, etc.

**WITHOUT FILTH • WITHOUT ICE • WITHOUT WATER • WITHOUT SALT**

"Electro-Freeze" passes local and State health regulations and saves you money—plenty of it, too—because Ice and Salt are eliminated. Moreover, absence of water yields the finest, the most delicious and the most tasty Custard product. It produces a staple, uniform excellence.

"Electro-Freeze" Machines Are Cleaned and Sterilized in Five Minutes!

**RUSH THIS COUPON TO US TODAY!**

FRANK MILLER & ASSOCIATES
Controller of Sole Rights to "ELECTRO-FREEZE"

369 W. Madison St.,
Chicago, Ill.

I am a Custard Operator [ ] Sherbert Operator [ ] Ices Operator [ ]

(If Check)

Please send me full details concerning your "ELECTRO-FREEZE" Machine.

NAME

SHOW, Firm or Trade Style

STREET ADDRESS or P. 0. Box Number

(If blank, State whether permanent or part-time)

CITY AND STATE

**FRUIT CONCENTRATES**

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE

OFF DRIVE OR ICe BALL STANDS

Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are few in price, easy to take. All you will say that they are the finest you have ever used.

Musk Melon, Orange, John Lemon, Lime, Lemon, Cherry, Grape and Root Beer. Price, $2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 36c each, any three for $1.00. SEND FOR YOUR RIGHT Away.

**GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati**

**Personnel Roster of Cellin-Wilson Shows**

REDIVILLE, N. C., April 25.—Following is the personnel roster of Cellin & Wilson Shows, which played their opening engagement here last week:

Staff: J. W. Wilson, manager; L. Cellin, assistant manager; Harry Dunkel, general agent; E. S. Holland and C. D. Grump, special agents; Doc Hamilton, concession manager; George Hirschberg, secretary; Nell Hinter, trimmer, and Henry Maro, assistant; Fred Otter, electrician, Frank Malsick, general superintendent; M. P. Gregory, automotive (See PERSONNEL ROSTER on page 61)

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CARNIVALS

Midway Confab

BY THE MIXER

"MR. GROUNDHOOG" knew his weather— it's been a cold spring.

MORE THAN 100 carnivals have started their seasons. There were 89 in the Routes column of last issue.

DID YOU THE GREATEST has booked his 6th meets at Magr and Illusions and "Buried Alive" with Howard Bros.' Shows for the season.

R. A. WALL goes to Cunningham's position this season with his company, also to change his charge of the front gate.

The tollness of Mr. Johnson is an asset to Bunts Greater Shows. He's electric and is easy to find on the midway.

DARCY SISTERS and Leo Hamilton left Chicago last week to join the Key- stone Shows, as free passes were given until the start of their first dates.

AL ROSS, who was a talker at the Chicago World's Fair, is now conspicuous on the Pennsylvania midway. He is installing a new restaurant that is hangin' for him.

PRINCE JOGGER and wife recently joined Col. M. L. Baker's Side Show with Bunts Greater Shows, presenting mentalistic and performing the show's offerings 14 in number.

CARLETON COLLINS turned up for his engagement at Mark's Wall Shows, and was the same old handsome fellow accompanied by a man-size hoe under his left arm, which was as necessary as the other one.

MR. AND MRS. JACK CHISHOLM are with the New York World's Fair. They are a medium-looking couple and are dressed in their best.

ENNIS S. JOHNSTON, lately several months in New York, is now with Paramount Pictures.

SUGGESTED Banners: Horse, Man, Girl, or Boy for shows that want a new look, and will look well with any type of program.

The new Rolling Board for Summer shows has a new look, and will look well with any type of program. It has a new look, and will look well with any type of program.

THE NEW CHAIRPLANE

The Billboards, 8th and 15th, Tropicana, O. M.-JAI-3, 1300 W. Market, Boulevard, New York City. ALL SHOTS, KITE, SANSHEER, NAFE, HURLEY, 28, and 26-Page Catalogues (mostly in quarto size) will be mailed to Southwestern and Western States. New 124-Page CATALOGUE now on the press.

NEW DREAM BOOK

120 Pages, bound in half calf, gold lettering. Contains fascinating reading material. One for sides, one for complete shows. 25c.

FORTUNE TELLING WITH CARDS. Semi-binding. Send for Wholesale Prices.

ROSTER of Shows with Rogers Bros. 38 Pages. For trade only.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO. Importers and Wholesalers of Fine Goods.

BINGO GAME

100 Cards Set: $5.00

500 Cards Set: $20.00

1000 Cards Set: $40.00

Send for Wholesale Prices.

GOLDEN—Jumbo (3 runsma); Quo-Maj-4,000; Faster Than Faster, 2,000 (gold star); "Traveler," 1,000; "Jumbo," 800; "Hog," 500; "Clio," 400; "Queenstown," 300.

Jewelry, Gold, Silver, and Silver Plate. All at wholesale prices.

NEW 124-Page CATALOGUE now on the press.

NEAL ENTERPRISES

109 S. Third Street, COLUMBUS, O.

BRADSHAW CO.

NEW YORK CITY.

WHEELS

Park Special

$12.00

BINGO GAME

Readers may write to Mr. C. L. J. Simpson, 116 East 72nd St., New York City, for General Information on Wholesaling Shows.

CARNIVALS

BUNNS, Inc.

1500 E. 61st St., New York City.

1454 Gratiot AVE., DETROIT, MICH.

(Over Thirty Years in Business)

1936 ASTRO FORECASTS

Readers in 127 and 225 Pages. Describes the three sun signs, representing the three earthly elements, Fire, Earth, and Air. Every 3 weeks with Smith's Great Atlantic Shows.

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NEW! De Luxe De Luxe Post Card Vender with Art Slides $1.50

WANT 300 FREE CARDS $25.00 36 CABINET BASE $100 A History of 10 De Luxe Card Venders will be given in the last edition of $1,000 in one location this season.

POST CARDS De Luxe Card Venders will be any of the attractive 30 different series of Exhibit Post Cards. Inquiries are called upon request. Write for full particulars.

EXHIBIT SUPPLY CO.

5421 W. LAKE ST. CHICAGO

ALL-AMERICAN EXHIBITION SHOWS

W. M. SUTHERLAND, Head Office, 117 N. Wells St., Chicago.

RICHMOND, Va., April 23.—Trainmaster Don Montgomery has been given orders to hold up passenger traffic Wednesday preceding the opening at Alexandria May 4. General Manager Marmaduke Northrup released the information in time to enable the telegraph to reach the capital in advance of the show.

RICHMOND, Va., April 23.—A new Show is to be larger than last season, according to W. D. Osbey, manager. Three new railroad shows will be included in the lineup, built under the skilled guidance of Bob Osbey. W. D. Osbey will be in charge of the show. The show will go out five cars larger than it closed last year.

WANTS Concessions, Ride Help, Wrestler

1233 Glenmore Avenue, Brooklyn, N. Y.

Available at Long Island Summer Resort.

List Free.

Shipping Cases.

$1,100.00 SHOW FOR $475.00.

We buy Portable Shooting Galleries, Arcade Machines, etc.

$15.00 Genuine Horse Hair Bridle, Hand Made.

1740 Crawford Rd., Cleveland, O.

Till -U -Win, Hoop -la., all kinds. No exclusive.

A-1 Cook House. WANT Lindy -Loop, second-hand, One Show, Model City, Fat People Show, also BigSnake Show. WANT legitimate Stock Wheels and figures just off the press. Don’t waste your money on fakes.

Thank You for Mentioning The Billboard.
BALLYHOO—

(Continued from page 59)

Pictured the “Weaker Sex” plea. We may be a little weak, but we are not being mistreated. We are going to give the management a hard time, so you can expect us to be more demanding in our demands. We will not be taken for granted. We will stand up for our rights and our dignity. We will not be pushed around any longer. We are going to stand up and be counted. We will not be mistreated any longer. We will not be taken for granted any longer.

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GREAT EXPO.

(Continued from page 50)

President Rubin Gruberg and Madame Lampino, assistants.

The wares shown include a Circus, consisting of three brothers and two sisters.

As a result, the show opened with 10 major rides and 60 smaller ones, all of which were well received by the public.

Among the shows are: Circus America, owned by the LeFevre family; The Great America, owned by the McCarthy family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; The Great American, owned by the LeFevre family; 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**RIDE OPERATORS and MACHINERY**

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**FACILITIES FOR YOUR SHOW**

**TOURISTS AND WILD WEST SHOWS**

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**FACILITIES FOR YOUR SHOW**

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AGENTS - STICK-ON-WINDOW SIGNS, 50o each, large, 5x3; 75c each, large, 7x4. 250,000 printed. No. 49. B. E. CO., 419 N. Clark St., Chicago,11.

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BARGAINS IN USED AUTOMATIC MACHINES - Write for list of machines. COSTA & M. 58 W. Washington St., Chicago.

BASSET HOUNDS - HAVE A TEAM of 12 Basset Hounds, for Rascal, for Sale in lot, and are available for Sale in large quantity. All of the above machines are available for Sale at any time. Description: A complete one-piece machine. Write for rate and models. MILLS BIZ. 10c to W. H. R. in Chicago.

BARGAINS IN USED AUTOMATIC MACHINES - Write for list of machines. COSTA & M. 58 W. Washington St., Chicago.

BARGAINS RECONDITIONED MACHINES, ALL SIZES - Write for list of machines. JIM SMITH COMPANY, 145 W. Lake St., Chicago.

BARGAINS - USED AUTOMATIC MACHINES - Write for list of machines. COSTA & M. 58 W. Washington St., Chicago.

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HELP WANTED--MUSICIANS

GOOD DANCE MUSICIANS; SINGERS PRE-
ferred. AL MECK, Grand Junction, Colo.

SAKES THAT DOUBLE FOR MODERN BAND

WANTED--YOUNG GIRL TRUMPET PLAYERS,
JOHN J. BORNS, 49 West 66th St., New York, N. Y.

WANTED--SAX DOUBLING CLARINET PLAYER

for show. Salary must be low. TOBY

SHELTON PLAYERS, Humo, Mo.

MURAL APPARATUS

FIRE MYSTERIES, TRICKS, FIFTEEN FOR 25c-

WILLIAMS CUSTARD CO., 1429 N.

FROZEN CUSTARD CO., 869 THOMAS, MEM

WANTED--FEMALE IMPERSONATORS; CLEAN

& LEE, 117 Mackubin, St. Paul, Minn.

WANT EXPERIENCED MED. PERFORMER--

salary. Wire JAY GOULD, JR., Glencoe, Minn.

TENOR AND ALTO SAX FOR STAGE AND

etc. RELIABLE managers or bookers wire

KARNELKORN, 1045 Abbott, Detroit, Mich.

WANTED-FEMALE IMPERSONATORS; CLEAN

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TENOR AND ALTO SAX FOR STAGE AND

etc. RELIABLE managers or bookers wire

KARNELKORN, 1045 Abbott, Detroit, Mich.
When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
Diggers Point Way in Support Of Greater Use of American Mds.

NEW YORK, April 25—Leading wholesale sales here have come together in an effort to bring about a greater awareness of American-made merchandise.

There has been much dumping of cheap foreign merchandise on the market, which has greatly hurt general sales of American-made cosmetics. This has led many to question the sales of these products and has also tended to lower the reputation which many wholesalers have built for quality products.

The action of these leading wholesalers is fast gaining the support of leading retailers throughout the country and it is believed that this action will eventually aid the general welfare of the field.

The foreign merchandise in the lower priced brackets has been the greatest offender. This merchandise has been pointed out as being unable to meet the quality standards of American merchandise and has not even cared to list the fact that it is of foreign manufacture. This is causing a great deal of diversion among retailers.

Most of this imitation merchandise is sold purely from a price standpoint. It is instead of helping to bring about greater quality, the German importers states that it has been replaced by a more sophisticated system and then tremendously lowered them by losing the patronage of the public.

With the small use of German and Italian cosmetics, paper advertising and circulation, staffs and others, are using this system with a certain degree of success. However, the same principle is taken further by many enterprises and distributing encountered by sales staffs in practically every line of business has led to the formation of some very effective and varied methods for increasing the effect and influence of new merchandise and the responsibility for volume sales results. So far, the trend of demand is in no way one of a considerable quantity is assured, for awards are made to every sales person who performs well.

Some excellent results have already been achieved in the promotion of a variety of awards. For instance, insurance men, somehow, will always work harder for articles that are made of leather. Such items as portfolds, billfolds, wallet cases, and others, are now to be seen in attractive pastels or even various shades of black or brown, are now to be seen in attractive pastels or even various shades of black or brown.

In the selection of awards that have a particular appeal to the salesmen, these men, for instance insurance men, somehow, will always work harder for articles that are made of leather. Such items as portfolds, billfolds, wallet cases, and others, are now to be seen in attractive pastels or even various shades of black or brown.

Baseball Season Ups Novelty Sales

NEW YORK, April 25.—The opening of the baseball season this year has been a favorable time for the sale of many novelty merchandise. The opening of the outdoor season much generally create much better sentiment of the retailers by the wholesalers will benefit from this action by the association. Of Greater Use of American Mds.

The association also decided not to sell a credit for merchandise which was condemned by the health officials. They felt that this would not be in good policy with general credit refused. Of Greater Use of American Mds.

Merchandise manufacturers are also being encouraged to bring about a greater appreciation of quality merchandise, and some of the most beautifully and tastefully designed quality articles at the Toilet Goods Manufacturers Give Credits to Flood Area

The Toilet Goods Association, Inc., has decided to give credits to all retailers in the flood area for merchandise that was not delivered.

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Trend to Colors Growing Stronger

Orders for spring gilt, price and accessory merchandise being placed now by buyers are becoming heavier. This is particularly true in color and at any time during the spring season. The material fact is, in fact, merchandisers predict, the coming season will be one of brighter and more varied color than any other season of recent years. Where formerly, color was the most popular they have ever used in a popular level.

Pitchmen have been seen about the baseball field selling baseball merchandise in large quantity. The action of these leading wholesales has stimulated sales of American novelty merchandise and have recognized this fact by the wholesalers will benefit from this action by the association. Of Greater Use of American Mds.

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Top producers, for instance, the finest quality workmanship is so superior and demand is for American-made merchandise and have recognized this fact by the wholesalers will benefit from this action by the association. Of Greater Use of American Mds.

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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 $5. The advertising rate of 50¢ an "age" line remain unchanged.
NEW Ciggie Snuffer
A new type of ash tray has made its appearance on the market. It is the "Smuff-A-Hetter," a number of cells pockets and by simply slamming the cigarette into one of these pockets the cig is automatically smokeless. The Smuff-A-Hetter goes away with stamping and imprinted cigar. It comes in all colors and is manufactured by the Eaststrand Manufacturing Company.

Attractive Tie Line
Jifty Tie Company is offering a new line of ready-tied four-in-hand ties that combine flash and appeal in a new spring style. Ties are full cut and have all the appearance of the genuine silk satin. Complete numbers of the various patterns are available, showing all colors and designs. Like also features a genuine leather ready-tied bow, same colors, pattern and quality.

New Scottie Dog
Created Ideas, Inc., announced recently a new scottie premium item with a combination of Michelin car tires, branded "Michelin" and the "Scottie Premium." They stated that they have spent months developing what they called the "Pur-fur-nnce" covering, which feels and looks like real hair. The new item is made of a high-grade bronze, and closely resembles the live scottie, an achievement of mole, and white and beige for cash and appeal. Also, the scottie ribbon encircles the neck. Height of the dog is 10 inches.

Mickey Mouse Sharpener
Distributor Eugene B. Buechel & Sons are marketing a new Mickey Mouse pencil sharpener made of castalium. It has a removable steel blade, comes in assorted colors and can be obtained at a margin that allows for a good profit. In addition, they have also released other famous characters, Minnie and Donald Duck, which are also obtainable on the sharpener.

Window Anti-Rattler
An anti-window rattler has been added to the line of the Champion Company. It is made of a high-grade bronze and slips in between the window channel and the felt. Will fit windows on all makes of cars and is said to be invisible after installation.

All-in-One Shredder, Slicer
A device just placed on the market will do all the work of slicing, cutting, shredding, mincing, grating and even extracting whole cloves that the housewife finds necessary for the preparation of dainty appetizers, salads, fruit drinks and wholesome food. It does the work.

SILVER SALES CO.
912 NO. MICHIGAN AVE., CHICAGO, ILL.
NEW FLYER

Just Off the Press. Write at Once for Free Copy.

MILLS SALES CO. of Chicago

Other than information in the above, no subscription to this or any newspaper shall be solicited by any person or persons.

Enjoy Cheaper Transportation and Speedy Service

Out of Chicago.

Enjoy Cheap Transportation and Speedy Service Out of Chicago.

MILLS SALES CO.

25% Deposit With Orders, Balance C.O.D.

Just Off the Press.

Enjoy Cheap Transportation and Speedy Service Out of Chicago.

MILLS SALES CO.

Sunglasses, Mucilage, White Petroleum Jelly, No. 4 - Pc. Stropper Outfit, Strop, Rubberized Bandage, Each

We have brought prices down.

Also available in the book "The Book of Values"... now ready.

ATTENTION PITCHMEN - CORN GAME OPERATORS - GRIND STORES - PEDESTRIAN COMMERCE - Bakers.

Complete line of Novelties, Premium Goods and Notions at lowest price. We handle Blankets, Oak Bond Blankets, "De Luxe" Flaps, all kinds of Peddler's Supplies, including Razor Blades, Slings, Safety Pins, Bird Cars and hundreds of other fast-selling items.

WE HAVE BROUGHT PRICES DOWN - WRITE FOR OUR NEW PRICE LIST...

"THE BOOK OF VALUES"... NOW READY.

MILLS SALES CO.

13 S. WELLS ST., CHICAGO, ILL.

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13 S. WELLS ST., CHICAGO, ILL.
TREND TO COLORS
(Continued from page 62)
full to have likewise endowed the more dismal blacks and grays in other merchandising directions and the change from... We have already said and now we can pr...some. in the current season. Glo boys, gloves...of the patronizing public.

Face Powder Scoop
A dainty little scoop for transferring milady's face powder from the box to the compact. It is featured by the Edward J. Cudgin Company. It is an accident that dream, which usually performs the service, will now be limited to the care of the face. And, incidentally, there should be prac...of the beauty products. The powder scoop is handy, useful and inex...will not need to send for refills.

COMING MARRIAGES
(Continued from opposite page)
members of the famous acting troupe the Four Millers, to John Vincent McC...of the management of the Stork Club, New York. Isabel Pullow, showgirl in the Zieg...Ray, to Dr. Harry Fulton within a...Harry Ruby, songwritter of the team of Kolin and Ruby, to Elaine Perry, silent columnist and former Ziegfeld girl, in June on West Coast.

SPECIALS

New Rubber Cig Holder
A name for the 5-in-1 Kitchenaid is the name of a...It is featured by the Edward J. Cadigan Company and has three times the flash...made by theGoodrich Co., Est, 1864, they...dden blueir and red colors. $9.50

Gadget Reproduces
Several Instrument Tones
The "Jimmie Crockett" is the name of the new toy instrument being introduced by M. K. Fischel, Inc. There are fourteen types of phones, slide trombones, clarinets and cor...play them. You just hum a melody into...phones, slide trombones, clarinets and cor...and should prove a hot pitch item.

NEW ITEMS
(Continued from page 63)
of at least a half-dozen kitchen utensils without scratching or bruising the hands. It is reversible and adapt...for different purposes on both sides. Heavily plated and thin steel, nickel and...reports it is going like wildfire.

Handy Kitchen Necessity
The 6-in-1 Kitchensaid is the name of a new kitchen gadget distributed by the Acme Specialty Manufacturing and Dis...well be limited to the care of the face. And, incidentally, there should be prac...of the beauty products. The powder scoop is handy, useful and inex...will not need to send for refills.

New Rubber Cig Holder
An attractive item being featured by Edward J. Cudgin Company is a new cigarette holder. It is good looking, made of black vulcanized rubber and can take any shape or type of cigarette. By pressing the stem a chuck, engage, opens to receive the cigarette and draws it into the holder. There is no twisting or conf...orted one--but your cost is only $1.35 each.

Diverses
Julia Payne and Ellen, the star of the silent picture days, from Anthony Murtill, att...er and scenarist, in Reno recently.

NEW EXCLUSIVE - DIFFERENT - FUZZFINISH SCOTTI..."THE HOME OF NEW IDEAS"

GET A LOAD OF THESE WITHOUT A DUFFY-"THE BEST BUY ON TUBE RADIO"...load them on the bus and then throw them out. You,...sion has run out on these ex-sell...adherence to price advance. Tube's and...in the market for filters and..."THE HOME OF NEW IDEAS"

B & N SALES - Same Day Service
DALLAS, TEX.-1014 Main St.
CLEVELAND, O.-1444 West 3d St.
CHICAGO, IIL.-116 South Wells St.
DETROIT, MICH.-927 Woodward Ave.
MILWAUKEE, WIS.-1020 N. 3d St.
PITTSBURGH, P.A.-997 Liberty Ave.
Order From Your Nearest Branch

CARNIVAL SPECIALS
American Made Rose Balls
Bar...&.00. Each
Swagga...-20c. Each
Jug or Basket...1.00 Each
Corks (Bag of 50)...65c Each
Give-Away Candy (Case of 24)....35c
PLASTER - WHIPS - CANES
CANDY - BALLONS - HATTS
AT LOW NEW PRICES
25% Deposit Required with all C. O. D. Orders
BE SURE TO RECEIVE OUR JUBILEE 1936 CATALOG READY ABOUT MAY 15.
LEVIN BROS.
TERRE HAUTE, INDIANA

NEW - EXCLUSIVE - DIFFERENT - FUZZFINISH SCOTTI..."THE HOME OF NEW IDEAS"

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Order From Your Nearest Branch

CREATED IDEAS, INC., 901 Evans St., Cincinnati, O. "The Home of New Ideas"
NEW ITEMS

(Continued from page 65)

when the pressure on the stem is
removed, the entire device also
escapes the stub into the ash tray. It is
called the Panama.

New Religious Line

The Reinherz Silver Manufacturing
Company has recently announced the
addition of a complete new line of reli-
tious goods to its Himalaya Silverware
list. These new items consist of Mariana
or Lucky Charms, in sterling, shamrock
or shamrocks, to which has been added
brooch pins, of religious character; pins
of the typical Madrid or floral design;
chain crosses, brooches and rings.

New Octagonal Pencil

David Kahn, Inc., manufacturers of
writing instruments, announced recently
the introduction to the trade of a new
octagonal propel-erip-erip pencil to re-
tail for 10 cents. Comes in solid black
and yellow, takes 10 leads and has an
invisible eraser. Good premium item.

Moth-Preventive on Market

A new moth-preventive that empo-
rates into invisible, harmless gas, and
kills moths and keeps them away has
been placed on the market by the Puro
Corp., Chicago. It is a daintyly colored
secret chemical, pleasantly perfumed
with sweet flower odors, that not only
kills the moth but also banishes smells
of mothballs and other odors. Looks
like a crustic item, judging from initial
acceptance.

ORDER FROM THIS AD, USING NUMBERS AS LISTED; THANK YOU. 25% WITH ORDER, BALANCE 100.

LETTER-TIES—SLIP-NOT-TIES

The Ties with the Real-Made-up-Hole hold their shape forever. Silk, satin,
such and solid colors. Bright, Gay colors—never fade. Tie $2.50 per dozen postpaid

MAIL ON HAND AT

NEW YORK OFFICE

1106 Broadway, New York, N. Y.

ST. LOUIS OFFICE

111 E. 23d St., Dept. E-7, New York City.

BARGAINS!

WHOLESALE MERCHANDISE-PIPES

M. LEVINE, Inc. (Manufacturer of Neckerchief),

13 North 13th St.


wholesale prices on all kinds of pipes

Mail a few Cents for this free cata-
gorie-book containing 32 pages of

BARGAINS!

WHOLESALE MERCHANDISE-PIPES

M. LEVINE, Inc. (Manufacturer of Neckerchief),

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wholesale prices on all kinds of pipes

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BARGAINS!

WHOLESALE MERCHANDISE-PIPES

M. LEVINE, Inc. (Manufacturer of Neckerchief),

13 North 13th St.


wholesale prices on all kinds of pipes

Mail a few Cents for this free cata-
gorie-book containing 32 pages of

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STILL TAKING...the baths down here," says Chic Denton from Minesville, Tex. "Will leave the joint again soon. I spent the last few days of the lot here, on trade day last Monday, I was in the Red, New, for the last three years. Charles Cohen, All did fair. I have lost eight pounds here and feel 20 years younger."

D. OLIVETI PARDO-

"We stopped in for a visit while in the city last Thursday. Dutch and the inmate musicians are busier than ever in New Orleans territory, leaving recently in their Buick touring car to come to Cincinnati by early stages thru Missouri, Tennessee and North Carolina. Placed the year in Ole Miss, Memphis hostel and club is doing a splendid job as manager. The boys are mostly good for only one shift, not so hot, he says. Pipes from dope, La Mar, the Joe Jack Young and Allen Rose would be appreciated. Varpa is working card tricks out of a new spring a plot. He will work Cincy shops for another week or so and then head for Detroit.

THE N -R MFG. CO.,

6 North Western Ave., Chicago, Ill.

5 in 1 KITCHENAID,

.calls.

ACME SPECIALTY CO.,

824 East 12th Street, Chicago, Ill.

a book, on the market for the first time; every-

AMERICA'S LEADING MANUFACTURER OF

EASTERN MILLS, EVERETT, MASS.

GEORGE J. (HEAVY) MITCHELL

22 East 21st St., New York City.

HEADQUARTERS FOR

ACME SPECIALTY CO.

CHAS. C. RAY, 705 N. Van Buren St., Chicago, Ill., President.

A Complete Medicine Show Line. Immediate Shipment. Wholesale Supply of all Medi-

For Wholesalers, Retailers, Agents. Wholesale Distributors. All Health Products, San-

Allentown, Pa.

(Atlantic City, N. J.)

827 E. 12th St., Chicago, Ill. 62 W. 42nd St.

E. Z. WAY

A Complete Medicine Show Line. Immediate Shipment. Wholesale Supply of all Medi-

For Wholesalers, Retailers, Agents. Wholesale Distributors. All Health Products, San-

Allentown, Pa.

ALBERT SIMS

12 striking patterns, Chrome or Gold. Men's

and Ladies' Sizes.

SAMUEL DOUGLASS

AMERICA'S LEADING MANUFACTURER OF

...and many a joyous hour together. Glad to see where Frank Libby is out of the hospital and hope he is able to be here. The story of the last few days is a pleasant evening with Frank and the kids. It was in fits and starts until the year. Enjoyed Carter Miller's pipes. Glad to see about Ray Kay and the boys that over with a bang with tie forms are now on the market. Some of my friends, if, only a few lines between pitches. Or would enjoy a visit if you could. Enjoying this style of life and violets are permitted on Tuesday, Thursday and Sunday from 3 to 4 p.m. and Wednesday evening, 8 to 9.

AM IN THE HEART...

of the sheep ranching country," tells S. G. Carey from Malia, Mont. "Left the job in the first of March and for myself and myself with a nice b. r. This country is not for novelty and pitchmen. We have plenty of stuff. I see that Johnny Grosswell first prize winning pluck is playing,请见下一页 to that One-Named Murphy and Al Meyer missed last fall."

AS AN EXAMPLE...of business prospects for the season," says George Franklin, 122 East 21st St., New York City, "our town is noted for the wonder-

AMERICA'S LEADING MANUFACTURER OF

...My wife has been here for the past five

...be home for several months to come.

...since my brother piped in about my re-

...them call that the soup is on, so guess I will hang up for a while."

...to leave my partner Bill Westfall, as it could be expected.

...to her many accomplishments.

...for a partner.

...to her many accomplishments.

...all States open.

...reasonable prices. Bal. C. O. D. Sample, 25c.

...shows one week.

...there is no man can say that this is a partner.

...but have only met one

...for some of our 'higher class' boys.

...and duststorms," shoots Ole Pep from the land of the reds. "Mike has been here for the past five days and the mines are working fair.

...for a week or so and then looking-fast.

...for a month.

...him again soon.

...the joint again soon. Room 425, I see.

...3 -Way Safety Glasses.

...entering the joint again soon. Room 425, I see.

...not so hot, he says. Pipes from dope, La Mar, the Joe Jack Young and Allen Rose would be appreciated. Varpa is working card tricks out of a new spring a plot. He will work Cincy shops for another week or so and then head for Detroit.

"KEEP WORKING PAPER... in the coal fields of Kentucky and West Virginia for the past six weeks," says Peter Goodger from Va. "Getting a little money despite the fact that the fields are down, but let the mines close. Have seen very few pitchmen in thei area. A lot of the boys don't try to get it together around here. Plenty of folks on Saturday, but the mines are closed. There's some long green here, I'm sure, in the sense of some 'higher class' boys. Also looks good for coupon workers. I won't call it quitting, but am missing something in a plot I am working.

SORRY TO LEARN...of Jim Soren's death," says Chic Denton from Minesville, Tex. "If only we could have talked more and always today for the first time, it would mean that it wouldn't be long. I was this shop around several years and helped him build some of his biggest illusions. He was a grand fellow and always enjoyed looking things over.

I AM WRITING MY... first show of the year, from the land of cold winds and duststorms," shoots Ole Pep from the land of the reds. "Mike has been here for the past five days and the mines are working fair.

I WANT TO THANK... the many friends who have written me since my brother piped in about my re-

FELT RUGS

NEW ERA OPTICAL CO., Ltd., 17 N. Wolcott Ave., Chicago, Ill.

I want you to be ready to sell the book, send for

AGENTS UNDERSELL STORES.

WHOLESALE MERCANDISE-PIPES

DOVE TIE WORTHY

is working in and around Tremont, Pa.

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DUKE TIE WORTHY

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WANTED CARNIVAL  
For two Mammoth 4th of July Celebrations, starting week June 29.
Around Public Square. Communicate to Albire Fire Department, Albia, Iowa.

SILVER STATE SHOWS WANTED

Good Electrician. Prefer one with Concession. Will part with Ben and Snowy outfit. Must be reliable. WANTED Land Gallery. Pickle, chutney, jam, jelly, relish, etc. 50 per case. Wanted. Good 10 Top Ham and Bacon. CAN USE all good variety. L. Scholl. P.O. Box 123, Colorado Springs, Colo. 

February 24 12, Phillips to follow.

WANTED LARGE CARNIVAL

for our Mammoth 4th of July Celebra- 
tion, starting week June 29. Around Public Square. Communicate to Albire Fire Department, Albia, Iowa.
executed by Mildred Clair, then back to the park to be greeted by Concession Manager A. V. Ackley, Secretary Peg Danforth and others, and then to lunch. We had a delicious dinner prepared and served to us by Norumbega Park, Auburndale, Mass. still a horrible sight.

FIELD-Flooded territory making re-entry into the high-diving contest at Palisades Park impossible, as the pool was still not ready.

W. R. Patrick Shows

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Coinmen Realizing Value Of Unity for Own Benefit

Industen boosts more State and local groups than ever before—25 bodies formed since first of the year—importance of local associations is stressed.

CHICAGO, April 25—Organization among coin-machine men is taking hold as never before. The extensive and noticeable activities along this line are dependable indications that the coin-operated machine industry is going forward at a noticeable pace. Today the industry can boast of more functioning State and local organized groups than ever before. This year, of the organized group, reports on the formation of new associations are coming in from Coast to Coast and from the northern boundary of Canada to the Gulf of Mexico. The activity has been a widespread one and has resulted in a jury verdict for the defendant in the case of the Skill Game Operators Association, of Michigan, against Mr. Pinchall, the former Police Commissioner of New York, in which the jury declared the defendant not guilty.

Appeal Made To Locations

Minneapolis location owners asked to express themselves in favor of games.

MINNEAPOLIS, April 25—The newly formed local organization of coin-operated amusement games known as the Minneapolis Amusement Games Association has sent out a letter to every owner in the city asking for their aid and support in the promotion of a favorable publicity. The letter is as follows:

"Dear Mr. Merchant: Pinball machines are again in the public limelight. (See APPEAL MADE on next page)

New Michigan Group Formed

DETROIT, April 25—A meeting to organize a local association of coin-machine operators in Wayne County for the first time was held Thursday evening at the Golden City in Pontiac. Some 20 operators attended and more than half have joined the newly formed organization.

This is one of a series planned to recognize the growing interest in the amusement business throughout the country and the desire of coin-machine operators to band together for the betterment of their business. The organization is the work of Mr. R. C. Havington, president of the Skill Game Operators Association, Detroit, and Mr. Warren R. Derby, secretary of the same body. The association is incorporated and members of the organization will be required to pay an initial fee of $25 and to pay dues of $5 per year, the proceeds of which will be used to promote the welfare of the members. The officers of the organization are as follows:

President—Edward E. Turner. Vice-President—Mr. H. C. Havington, secretary—Mr. W. R. Derby. Treasurer—Mr. A. C.的内容被部分遮挡，无法完整阅读。
Washington Ops

WASHINGTON, April 25—Describing the Washington, D.C., branch of the organization, Melvin Mandell, temporary chairman of the National Amusement Operators Association of Washington, emphatically stressed the necessity for the public cooperation with the police officials in an address before members of the association who met at the Minneapo- lis hotel held at Mr. Lue's Cafe here tonight.

"Operation of the real business of the organization," Mandell declared. "We have present three-fourths of the organiza- tion, representing two-thirds of the ma- chines operated in the District of Co- ngress today." Mandell expressed con- fidence in the progress of the association, stating that proportional figure four of them have not contacted the police and urged members along lines of co-operation and assistance themselves.

Following Mandell, Jacob Sandler, general manager of the District of Columbia association, outlined the necessity of co-opera- tive activity rather than individual en- deavors, speaking of the co-operation of every merchant in the district.

"Individually we can accomplish nothing more than a social organization," Mr. Mandell expressed con- fidence that the public cooperation of all is necessary to the ultimate success of this organization.

South Bend Okes

Trade Stimulators

SOUTH BEND, Ind., April 25—Police Chief Lawrence J. Lane of this city has given the following information which pertains to the cooperation of all coin machines and sales- boys in the city.

"Pin games which pay in denominations to the credit of the operator are within a single organization group. Police Chief Lane in issuing his city- wide order stated that all coin-machine devices which pay in trade will be permitted upon the understanding that they are not only games of skill but are con- sidered great trade stimulators.

The association is being divided into sales areas. The association is being divided into sales areas.

STRIDES IN

(Continued from preceding page)

(Continued from preceding page) of games of skill which pay in trade will be permitted upon the understanding that they are not only games of skill but are considered great trade stimulators.

APEAL MADE—

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Milton H. Lange Firm
Successful With Music

GLENDALE, Calif., April 25—Starting last June with one assistant, Milton H. Lange, of this city, has built up an enviable record for successful music operation in this territory. The firm now employs 12 people and has in service a fleet of 12 cars and trucks.

In commenting on the phenomenal growth of his organization, Mr. Lange attributes his success to the fact that he is operating a quality automatic phonograph, that he operates music exclusively, and that the excellent service his organization is giving and to the most courteous treatment given to locations at all times.

Marquette Music Company
Operating Wurlitzer Phonos

DETROIT, April 25—Marquette Music Company has taken over the rights as operators for Wayne County of the Wurlitzer Phonograph. "Business recently has been surprisingly good on music," Harry Graham, general manager of the Marquette firm, says. "Much of it has been caused by the direct popularity of the new Wurlitzer model machine.

"Some of this was due to a change in popular taste. The beer garden or place where liquor is served is now legitimate and we don't have to take chances about a raid by police or federal authorities. The legitimate operator is accordingly willing to make a substantial investment in phonographs and better machines on the market."

"All operators have made a good profit, and there are more features opening up. The amusement field has actually doubled in possibilities, to my opinion. The public is becoming phonograph-conscious."

Harry Delchyn, owner of the company, has been away at the Wurlitzer factory at North Tonawanda, N. Y., the past week on a buying trip. The Marquette Company at present operates about 200 music machines of all models in this territory.

Heruvich Firm Durapoint Rep

BIRMINGHAM, Ala., April 25—Max Heruvich, of Birmingham Vending Company, this city, reports that his firm is distributor for the Durapoint phonograph needle.

Max reports that one of the most delicate, as well as most outstanding necessary features in phonograph operation, has always been the needle. With the new high-fidelity records which are being made today, needles have become a greater problem than ever.

Texas Music Notes

DALLAS, April 25—Fisher Brown, local distributor, received another carload of Rock-Ola's Multi-Selector phonographs this week, making a total of nine carloads since the first of the year. The equipment in addition to the many machines sold thru his other warehouse offices thruout the Southwestern states.

W. L. Talley, Brown's representative in East Texas, lost his father April 21 at Waco, Tex. Death was attributed to a heart ailment. Funeral services and burial at Temple, Tex., April 22.

Sam Alexander, West Texas and New Mexico representative for Fisher Brown, has been high. He recently bought a car from the commissions on Rock-Ola phonographs. He is renting the new operation thru his territory and ended the trip to Dallas where he took a much-needed vacation.

R. J. P. (Dicky) Burke, who represents Brown in Louisiana, recently completed a deal for 60 Rock-Ola phones, then brought a customer to the Dallas office who bought 50 pieces of assorted equipment and then returned to Louisiana. All in one day.

W. C. Daniels, South Texas music operator, closed a heavy load of 10 machines to the Brown office, bought 10 Rock-Ola phonos, making a total of 64 Rock-Ola phonos on operations, in addition to other phonographs.

Electro Ball Company reports heavy sales on Rock-Ola phonographs. Several carload shipments have been received recently and so no sooner does a carload arrive that they are as good as sold out by operators and placed on location. The firm's phonograph sales since the first of the year is startling.

Los Angeles Music Notes

LOS ANGELES, April 25—W. E. Simons, Wurlitzer factory representative, covering California, Arizona and Nevada, left here today by plane for Pico boulevard, Los Angeles, and will spend a week at the Wurlitzer factory in North Tonawanda, N. Y.

Ralph Benedek, of Chicago, has opened a route of Simplex phonographs in the district. Del Voyes, of Chicago, has charge of the route and reports business good.

The Phonomatic Company has received another carload of Simplex phonographs. Less than a year old, the operating firm ranks as the third largest in California, and at the rate it is going will soon be at the head of the class.

The phonograph business is good on the West Coast from Monday thru Friday, but business is cut off on Saturday.

Sheets-Music Leaders

Based on reports from leading jobbers and retail music outlets from coast to coast, songs listed are a consensus of music actually sold from May 16 to 22.

Sales of music by the Maurice Richard Music Company, of New York, has not included, due to exclusive selling arrangement with a number of publishers.

A complete list of sales by firms in the Music Corporation, Music Sales Corporation, and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Camden Hingold Music Company and Western Book and Stationery Company, of Chicago, is given below.

Radio Song Censuses

Selected lists represent the Billboard's accredited checkers throughout the country. WJZ, WEAF and WABC only songs played all week during each program day are listed. Idea is to recognize certain hit songs in a gross score. Period covered is from Friday, April 17, to Thursday, April 23, both dates inclusive.

Radio Song Censuses

Guitar lessons weekly, Wednesdays, 2:15 p.m., 6:00 p.m.

THE SEEGBURG FRANCHISE IS MORE VALUABLE

This Instrument without "Service headaches"

J. P. SEEGBURG CORPORATION
1502 DATTON STREET
CHICAGO, ILL.

SYMPHONOLA MODEL B

ELDER LEADER FOR OVER 50 YEARS

From London Town

LONDON, April 22—Weather in Britain over Easter—first Bank Holiday of the year—was stimulating and suitable. Saturday, April 18, was not stretched out at sea-side as is often the case. There was some fairer weather in the north, which was due to the strong influence of the anticyclone and high pressure area. The weather was generally very fine, with many clear days.

There was a certain jumpingness in the trade here at the moment due in no small measure to the increased restrictions imposed by local authorities as to types of open-air dancing. The season started at sea-side resorts and thus uncertainty as to when in going to happen in some places when where all has been in the past is not. Actually the position in England is that the giving of prizes for successful play on machines breaks certain laws. But there are signs of a tightening up and a tendency to reduce the amount of open-air dancing. On the other hand, in the trade there is no need to be anxious about the position in Britain is that the giving of prizes for successful play on machines breaks certain laws. But there are signs of a tightening up and a tendency to reduce the amount of open-air dancing. On the other hand, in the trade there is no need to be anxious about the position in Britain.
Rolling Display Room
Proofs Successful Idea

AMUSEMENT MACHINES (MUSIC SECTION)

From Coast to Coast, for America's most successful operators the Wurlitzer-Simplex is making the biggest profits ever known in the history of automatic music. Its beauty and tone make it the one machine that the operators expect. There would be continued toleration, but the way they are given the limelight, most of the feeding pipe into the babies. Most of these two-player machines have two slots. Each player inserts a penny and the winner gets his back.

Several machine men in London have received picture postcards sent by Pat Brinkley from clubs. The postcard is a boost for Havana cigars and recipients of the cards are wondering if the smoke is to follow.

Ten Best Records for Week Ended April 27

<table>
<thead>
<tr>
<th>Bluebird</th>
<th>Brunswick</th>
<th>Decca</th>
<th>Victor</th>
<th>Vocalion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1B6301 - <em>All My Life</em> and &quot;The <em>Dixie</em> Dreamers&quot;</td>
<td><em>You Started Me Dreaming</em> and &quot;The <em>Dixie</em> Dreamers&quot;</td>
<td><em>I'm a Sin To Tell a Lie</em></td>
<td><em>You</em></td>
<td><em>Christopher Columbus</em></td>
</tr>
<tr>
<td>1B6302 - &quot;Is It True That They Say About Dixie?&quot; and &quot;Moon Over Miami.&quot;</td>
<td><em>Christopher Columbus</em> and &quot;The <em>Dixie</em> Dreamers&quot;</td>
<td><em>Goody, Goody</em> and &quot;All My Life.&quot;</td>
<td><em>You Never Slept So Beautiful</em></td>
<td><em>Sweet Violets</em></td>
</tr>
<tr>
<td>1B6303 - &quot;The Touch of Your Lips&quot; and &quot;I Hope Gabriel Likes Me.&quot;</td>
<td>*You Never Looked So Beautiful.&quot;</td>
<td><em>I'm a Sin to Tell a Lie</em></td>
<td><em>Christopher Columbus</em> and &quot;The <em>Dixie</em> Dreamers&quot;</td>
<td><em>Mama Don't Allow It</em> and &quot;The Paco Is On It.&quot;</td>
</tr>
<tr>
<td>1B6304 - &quot;If You Love Me&quot; and &quot;Don't Say a Word.&quot;</td>
<td><em>If You Love Me</em> and &quot;My Dear.&quot;</td>
<td>*True, Truly Is Truly Yours.&quot;</td>
<td><em>Lol and &quot;I Can't Be With You.&quot;</em></td>
<td><em>I'm Made Money With The First Simplex Built.</em></td>
</tr>
<tr>
<td>1B6306 - &quot;If You Love Me&quot; and &quot;My Dear.&quot;</td>
<td><em>I'm a Sin To Tell a Lie</em></td>
<td>*You Can Take Me Away.&quot;</td>
<td>*I Can't Be With You.&quot;</td>
<td>*You Can Take Me Away.&quot;</td>
</tr>
<tr>
<td>1B6310 - &quot;I'm a Sin To Tell a Lie&quot;</td>
<td>*I Can't Be With You.&quot;</td>
<td>*You Can Take Me Away.&quot;</td>
<td>*You Can Take Me Away.&quot;</td>
<td>*You Can Take Me Away.&quot;</td>
</tr>
<tr>
<td>1B6314 - &quot;The Touch of Your Lips&quot; and &quot;I Hope Gabriel Likes Me.&quot;</td>
<td><em>The Touch of Your Lips</em></td>
<td>*When The Rain Comes Rolling Down.&quot;</td>
<td>*I Can't Be With You.&quot;</td>
<td>*You Can Take Me Away.&quot;</td>
</tr>
</tbody>
</table>

- **BLUEBIRD**
  - 1B6301: "All My Life" and "The Dixie Dreamers" by Willie Bryant and orchestra.
  - 1B6302: "Is It True That They Say About Dixie?" and "Moon Over Miami." by Christopher Columbus and orchestra.
  - 1B6303: "The Touch of Your Lips" and "I Hope Gabriel Likes Me." by Tommy Dorsey and orchestra.
  - 1B6304: "If You Love Me" and "Don't Say a Word." by Freddy Martin and orchestra.
  - 1B6305: "Love Is Like a Cigarette." by Henry Mancini and orchestra.
  - 1B6306: "If You Love Me" and "My Dear." by Jimmie Lunceford and orchestra.
  - 1B6307: "Your Old Grey Bonnet." by Hal Kemp and orchestra.

- **BRUNSWICK**
  - 1B6301: "All My Life" and "The Dixie Dreamers" by Willie Bryant and orchestra.
  - 1B6302: "Is It True That They Say About Dixie?" and "Moon Over Miami." by Christopher Columbus and orchestra.
  - 1B6303: "The Touch of Your Lips" and "I Hope Gabriel Likes Me." by Tommy Dorsey and orchestra.
  - 1B6304: "If You Love Me" and "Don't Say a Word." by Freddy Martin and orchestra.
  - 1B6305: "Love Is Like a Cigarette." by Henry Mancini and orchestra.
  - 1B6306: "If You Love Me" and "My Dear." by Jimmie Lunceford and orchestra.

- **DECCA**
  - 1B6301: "All My Life" and "The Dixie Dreamers" by Willie Bryant and orchestra.
  - 1B6302: "Is It True That They Say About Dixie?" and "Moon Over Miami." by Christopher Columbus and orchestra.
  - 1B6303: "The Touch of Your Lips" and "I Hope Gabriel Likes Me." by Tommy Dorsey and orchestra.
  - 1B6304: "If You Love Me" and "Don't Say a Word." by Freddy Martin and orchestra.
  - 1B6305: "Love Is Like a Cigarette." by Henry Mancini and orchestra.
  - 1B6306: "If You Love Me" and "My Dear." by Jimmie Lunceford and orchestra.

- **VICTOR**
  - 1B6301: "All My Life" and "The Dixie Dreamers" by Willie Bryant and orchestra.
  - 1B6302: "Is It True That They Say About Dixie?" and "Moon Over Miami." by Christopher Columbus and orchestra.
  - 1B6303: "The Touch of Your Lips" and "I Hope Gabriel Likes Me." by Tommy Dorsey and orchestra.
  - 1B6304: "If You Love Me" and "Don't Say a Word." by Freddy Martin and orchestra.
  - 1B6305: "Love Is Like a Cigarette." by Henry Mancini and orchestra.
  - 1B6306: "If You Love Me" and "My Dear." by Jimmie Lunceford and orchestra.

- **VOCALION**
  - 1B6301: "All My Life" and "The Dixie Dreamers" by Willie Bryant and orchestra.
  - 1B6302: "Is It True That They Say About Dixie?" and "Moon Over Miami." by Christopher Columbus and orchestra.
  - 1B6303: "The Touch of Your Lips" and "I Hope Gabriel Likes Me." by Tommy Dorsey and orchestra.
  - 1B6304: "If You Love Me" and "Don't Say a Word." by Freddy Martin and orchestra.
  - 1B6305: "Love Is Like a Cigarette." by Henry Mancini and orchestra.
  - 1B6306: "If You Love Me" and "My Dear." by Jimmie Lunceford and orchestra.
The Silver Anniversary celebration really started at the Hotel New Yorker Wednesday afternoon, with the arrival in town of Ray Moloney and Jimmy Buckley and their cross-country troubadour, Wesley Long.

Ray and Jim immediately announced themselves in a luxurious suite. Almost immediately the nationally known Ralph Hite, president of National Hotel Management, personally visited the suite, accompanied by Mr. Andrews, resident manager of the New Yorker, and cordially invited the "O'Toole" to make use of the hotel's every comfort. Ray and Jim then called their old friend Elmer Goya from the Terminal to set at their major-domo for the rest of their stay, and what started the ecu of the silver anniversary celebration.

Thursday morning John A. Fitzphobons at the door of his new Daily Building bright and early on this sunny day with a white carnation in his buttonhole. The out-of-town ape and the local ape started to arrive in great numbers. Every one of the 20 employees of Fitzphobons Distributors, Inc., wore white carnations. Flowers were handed up into a tremendous pyramid in the back part of the first floor offices and more and more baskets continued to arrive at five-minute intervals with wires and telegrams and long-distance phone calls in between.

The Billboard photographers were on hand taking pictures of those who entered in candid camera fashion. The Billboard also sent a delegation of three, consisting of Joe Cribb, of the New York office; Jack Nelson, of the Chicago office, and Walter Evans, from Cincinnati headquarters.

Every important jobber and distributor was present from the local area. Food and drink, catered by Jack Dempsey, were being consumed at an enormous rate in the rear restaurant and bar arrangement. Flower decorations, pin streamers, banners and large signs proclaiming a welcome to Ray and Jim, were everywhere.

Out-of-town guests continued to arrive every few minutes. Aside from those mentioned as being present the first day, David B. Bond, of Boston; Bill Heirigl, of Keystone Novelties & Manufacturing Company, Philadelphia; Bill McConkey, of Bally Manufacturing Company, greeted the big crowd with a broad smile, starting off the Fitzphobons party in great style.

BAY'S RACES drew a big play by the operators attending the Fitzphobons grand opening. Picture shows the Bally maned entertaining while the boys played the game.

THE POPULAR JACK FITZPHOBNES shaking hands with Ben Haskell and Joe Fishman at his grand opening party in his new building April 15.
The above machine is the first and only Bell type machine on the market with a coin top showing last the 8 coins, the best protection against slugs.

Built in 3 Models.
Bell, Front Vendor and Gold Award Built for 1-5c-10c-25c Play Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST., CHICAGO, ILL.

Returns for advance information.

PENNY PACK

GARBER & GLASS
914 DIVERSEY BLVD. (CHICAGO, ILL.

The purchase of games and lowest price.

JUMBOS

WANTED FOR CASH

ONE OR FIFTY—State fully condi-

R. F. VOGT
Cullen Hotel Bldg., Salt Lake City
Here’s Our Guarantee and Challenge
No matter Where You Are You Can Buy Merchandise From Us in New York Delivered to You at a lower Price than You will ever see. We have a 20 years experience in the business. Of course We Guarantee To Make Good the Difference.

Should Any of our Competitors Advertise or Circulate an Item at a lower price than we do — Send us your order accordingly and We Guarantee To Ship It for LESS. Let Us Prove to you that
"WE ARE NEVER UNDERSOLD"

For your GENERAL MERCHANDISE, NOTIONS, BRUNDLES, TOILETRIES, RAZOR BLADES, KNIFE BOOKS, etc., order from NEW YORK and get the lowest prices. We are leaders in the manufacture of Baseball Tally Cards, Jack Pot Tips and all other labels for operators. Many other games for operators.

AVERAGE PAYOUT INCLUDING JACK 'POT AT $.05 CENTS DOLLARS.

Joinerville, Texas; Eureka, Calif.; Alamosa, Colo.; West Frankfort, Ill., this week; West Frankfort, Ill., May 10; Junction City, Kan., week May 3. 

Wants Penny Arcade, Candy Floss.

The Billboard
May 2, 1936

AMUSEMENT MACHINES

PAN-AMERICAN SHOWS

Chicago Coin Corp.
Offers Novelty Games

CHICAGO, April 25—Realizing that there is a definite trend to cheaper novelty non-profit games, the Chicago Coin Corporation announces two new games of that type, Finance and System. Both are designed for the de luxe use by operators of all different novelty games that very cleverly uses an economic sales system and light and funny. It has a fast five-ball play.

One of the most unique straight novelty games ever produced by the Chicago Coin firm is Finance. Upon the insertion of a coin the spinner selects the holes that must be made in order to win and the rewards for a winning score. The holes are cleverly designed as properties, such as houses, hotels, railroads, waterworks, electric companies, etc., in the lowest price class and from every indication should sweep to overwhelming popularity. Both of these games are in production and orders are being filled as rapidly as received.

ROUTES

(Continued from page 31)

Hansen, Al C.: Rockton, Ill.
Hancock, C. H.: Prague, Okla.
Humphrey, E. J.: Lovington, N. M.
Hunt, W. E.: Wakefield, R. I.
Hurley, H. A.: Chillicothe, Mo.
Hvacinths, P. B.: Cheyenne, Wyo.
Hvacinths, P. B.: Denver, Colo.
Hvacinths, P. B.: Kansas City, Mo.
Hvacinths, P. B.: St. Louis, Mo.
Hvacinths, P. B.: Minneapolis, Minn.
Hvacinths, P. B.: New York, N. Y.
Hvacinths, P. B.: Los Angeles, Calif.
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Hvacinths, P. B.: Cleveland, Ohio.
Hvacinths, P. B.: Detroit, Mich.
DIVORCES—(Continued from page 8) James Edgar Hill, Detroit society man and socialite, and Mary Elizabeth Parque, 30, New York actress, were granted a divorce last week.

Late Deaths

(Rest of the following items were received at press time. More details in the next issue.)

HAMMOND—Perry, 63, drama critic for The New York Herald-Tribune, in New York April 30 after a week's illness with pneumonitis.

NAVARD—Tennant, 49, stage and picture actor, famous as a "gale crasher," in Los Angeles April 36, where he had been spending time with W. C. Fields.

Shows' Biz Okeh At San Antonio

SAN ANTONIO, Tex., April 25—An executive of Beckman & Gentry Bros. advises that, despite rain the first two days, Monday and Tuesday, their amusement and snack business during the annual Fiesta De La Flor was a tremendous success of which the flowers is an outstanding feature.

With clear and warm weather the last four days, immense crowds thronged the plant and this year's showing was acclaimed as the most successful and best presentation of the event ever staged.

WHALEN IS—(Continued from page 8) board of Mayor Moirillo La Guardia, three other city officials and one state and one federal representative. The latter included the name of Frank J. Taylor, Aldermanic President and Paul Dominick, Robert Mooney. State will be represented by the chairman of the State Fair Commission, to be chosen by Governor Roosevelt.

Whalen was New York police commissioner in the Mayor Walker regime and the town's most noted receiver of distress calls. Whalen is now a general manager of a department store and is leading light of a history firm. He is regarded as the big chief in promoting the fair, exceeded in all by Governor Roosevelt, as the state's fair president, many of whose executive decisions have already been made.

Increase in directors will require an amendment to the by-laws and certificate of incorporation. This will be accomplished by a meeting of the 125 incorporators within 10 days. The state is expected to pay the privilege fee of $4,120,000 this week.

Harry Wolcher and Wife Visit Chicago and N. Y.

CHICAGO, April 25—Mr. and Mrs. Harry Wolcher of Okeh, have been visiting in Chicago for the past two weeks. The visit was a great success and pleasure from here Harry flew to New York where he was reunited with his mother and also attended the Pigtibebes celebration. Harry did some snappy buying for the Okeh in New York and several in the Seattle territory were fair. Harry Wolcher has been accused of becoming a "telephone snatcher." Of late, however, he has reported things are just as they were. 

Harry is on his way to up to the Okeh and Mrs. Wolcher will probably be chosen by President Roosevelt.

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WONDERFUL OPPORTUNITY FOR INDEPENDENT SHOWS

Can one use large show and three or four smaller ones for several Celebrations, opening May 8. These dates include northeast, Indiana Kremo, Griffith, Elkhart, Michigan City, and full circuit of 10 good fairs. Ward's, Mabel Mack, good fairs, and 7 shows a month. Also one show a week in Small towns. Can use Loop Plane, Plane preferred, also Kiddle Auto Ride. No rack concession. No gate admission until Fairs. Address inquiries to THE F. E. GOODING AMUSEMENT CO., Box 386, Columbus, Ohio

WANTED MILLER BROS. SHOWS BEST ROUTE COAL FAIRS WORKING FULL TIME. BIG STONE GAP, NORTON, HAZARD, JENKINS, WITH BIGGEST FOURTH OF JULY CELEBRATION IN SOUTHERN INDIANA.

WANTED: Lions Club, Plane-Loop, Plane, Loop, Garbage Collectors. ALSO WANT Concessionaires. All Whole wheel open. Good open for exclusive Corn Game. Eddie Brenner write NICK PLACE Collectors Pieces through the mail on 50% commission, with or without Taxes. Furnish complete Side Show, 120' Steel Front. WANT Special Agent that can handle Promotions. Must work 7 days a week. MILLER BROS. SHOWS, this week, Greenville, S. C.; next week, Big Stone Gap, Va.

KRAUSE GREATER SHOWS WANT

For next week and balance of the season to open in Morristown, Tenn. Girl Revue, also organized Plantation Show. Will furnish outfits with seats and front panels for both shows. Opening for Five or Ten-in-One, small Animal, Dog and Pony or Wild West Show. Fun House, Fat Show, Midget Show, Crime and Life Show, Small Motordrome, Mechanical Concessions, or any other show not conflicting. Opening for樊 Wheel, Loop Plane, Plane, Loop Plane and Kiddle Ride. Will staff all shows. Will exclude on Photo Gallery, American Palmist, Long-Dumpp Shooting Gallery, Cigarette Shooting Gallery, Frank Cattlin, Perry Arcadi and Marehendish Wheels. Also operating for other concessionaires. Address inquiries to W. P. F. G. CO.

ATTENTION SHOWMEN! HUMBOLDT, TENN., STRAWBERRY FESTIVAL "TELEVISION-POKER ALREADY PROVED ON LOCATION THE GREATEST LEGAL MONEY-MAKING GAME SENSATION IN COIN MACHINE HISTORY!"

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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 20c an agate line remains unchanged.
Hi diddle diddle, the Cat and the Fiddle;
The Cow jumped over the Moon.
The Little Dog laughed to see such sport,
But the crowds kept playing.

Money in Merchandisers
Robbins Firm Announces

BROOKLYN, April 25--Dave Robbins, of the Robbins & Company, Brooklyn, started in the coin-machine business by operating a pin game and peanut vending machines. Several years later, when he sold his route and entered the jobbing and manufacturing end of the industry, he received for his route a great deal more than what the machines originally cost.

An established route of venders has a great good-will value, as such machines earn a steady and dependable income. Many operators have incurred regarding the profits to be made on the various items which can be vended in the "two-in-one" vender. Robbins' new double-column pin game and peanut merchandiser.

The following items will net the operator an average of 70 cents profit per point. Robbins says, after paying from 25 per cent to 30 per cent commission to the merchant and after paying for the merchandise: salted peanuts, licorice nuts, chocolate peanuts, mixed nuts, cashew nuts, candy and toys, sunflower seeds, pumpkin seeds, etc. The "two-in-one" vender vends two different items from the same machine. The average machine sells about two pounds of each item weekly. The operator should therefore earn at least $1 weekly profit for each "two in one" vender that he owns.

Dave Robbins stresses the point that the only use to the operator of the highest grade of merchandise, as vending machines, is to cater to the same customers year after year and the custom is almost certain to last. Robbins claims that quality products are always obtainable from the machines they patronize.

D. Robbins & Company claim that they have secured a great many orders for these items in one vender pin-game machines, who are adding these merchandisers to their routes. While vending pin games it requires only a few minutes' additional time to set up the "two-in-one" vender which is located in the same store with the pin game.

Soup Vender on Location

DETROIT, April 25--The soup dispensing machine recently put on the market by the National Dispensing Corporation, Detroit manufacturers, is already on location in about 100 places in the Detroit territory, Clifford B. Watson, general business manager of the company, stated this week. The company is also negotiating for distribution in several important territories, including Chicago, New York, California, and Pittsburgh.

Sees a Definite Trend
To Merchandise Venders

NEW YORK, April 25--J. D. Lazar, 78, of the Lazar Company, Pittsburgh, again visited here over the last week-end to pay his respects to John A. Fitzgibbons on the latter's 50th anniversary in the coin-machine business. He reported that conditions everywhere were getting better for merchandisers.

He stated that sales of the Master merchandiser, which his firm represents for the Eastern States, have jumped tremendously and that the firm is supplying them in greater quantity than at any time in the last two years.

Mr. Lazar believes that the trend to the merchandisers is more definite at this time than ever before and that some of the largest routes of these machines will result from the unusual interest which the trade is showing at this time.

Venitor Corporation
Indorses 9-Point Plan

DETROIT, April 25--The Venitor Corporation, of this city, recently passed a resolution indorsing in full the nine-point program of the National Council of Coin Machine Operators' Association.

The Venitor Corporation took the initiative in establishing a fund as per the council's per capita levy. The Venitor Corporation is composed of H. H. (Sam) Walker, treasurer, and John Crist, secretary.

Portland Licenses Diggers

PORTLAND, Ore., April 25--Portland City Council has decided to license the digger machines. Diggers are skill games and not gambling devices, the members of the body concluded. The diggers have been installed in the city hall, and the city commissioners are among those who enjoy playing them.

Fisher Brown Forms
Operating Organization

DALLAS, April 25--Fisher Brown, who has maintained his present business for 11 years without entering the operating field, announces that he has formed an organization which will be strictly an operating company. Besides Brown, the company is composed of H. H. (Sam) Wallace and Ben Smith.

The newly formed company will be conducted in connection with Brown's present distributing company and there is a possibility to make other local connections and later add four or five other Southwestern cities to the area to be covered by the company.

The purpose of this organization is to sell games and equipment handled by the Brown Distributing Company and thereby show the possibilities of the machines. "All classes of coin-machine equipment will be included, excepting illegal machines," says Fisher Brown.

Brown left late this week for a swing thru Southern Texas and Oklahoma, the towns of San Antonio, Houston, Beaumont, Corpus Christi, and Port Arthur, he will proceed to New Orleans, Shreveport, Shreveport, Oklahoma City, and Tulsa.

The Fisher Brown office has added to its office staff W. W. Hudson, public accounting and personnel manager, who is installing a new bookkeeping system which will take three months to complete. His capacity is now sufficient and bookkeeping department supervisor.

Other additions to the office staff are Lilian Chandler and Ethel Goolsby, both in the stenographic department.

H. E. Wedewen, office manager, returned early this week from a trip thru the Oklahoma territory.
Jennings 30th Anniv., Outstanding Success

CHICAGO, April 23 - It was a big day at O. D. Jennings & Company Thursday. All day the huge factory was crowded with visitors from almost every state. It was the 30th anniversary celebration of this well-known coin-operated manufacturing concern.

Congratulations, to O. D. Jennings and his firm, from a number of visitors who were the pioneer coin machine manufacturers.

One of the most significant events of the day was the presentation of a new and unique coin-operated amusement machine.

The machine is a combination of a pinball machine and a slot machine. It is called the "Jennings Double Pin," and it is designed to appeal to both adults and children.

The machine is equipped with a variety of games, including classic pinball games and slot machine games. It is controlled by a plastic card that is inserted into the machine.

The machine was demonstrated at the factory and was well received by the visitors.

The company is also planning to introduce a new line of coin-operated amusement machines, including a new version of the "Jennings Double Pin."
FORCED TO SELL
850 PAY TABLES

1-BALL
CASH PLAY

Put 'N Take ........ $12.50
Equity ............ 12.50
Carioca ........... 19.50
Ace ..................
Stampede ........... 22.50
Rodeo ............ 22.50
Pearl Harbor ....... 27.50
Prospector ........ 27.50
Turf ............ 32.50
Deale "46" ........ 35.00
Daily Double ....... 35.00
Rolls ........... 40.00
Jumbo ........ 40.00
Daily Derby ........ 60.00
Giant ........ 60.00
Baffle Ball ........ 60.00
Double Up ........ 45.00
Reliefette ........ 150.00

3-BALL
CASH PLAY

Redwood ........... 45.00
Stapmoe ........... 25.00
Fortune ........... 47.50
Texas Ranger (New) .... 37.50
Daily Limit ........ 70.00

5-BALL
CASH PLAY

Sunshine Derby ........ $55.00
Trojan ............ 32.50
Traffic ........ 17.50
Big Five ........... 50.00
Big Bon ........... 60.00
Kings of the Turf .... 35.00

10-BALL
CASH PLAY

Sportman ........ $16.00
Golden Harvest .... 40.00
Football (Exhibit) .... 40.00
Playball (Exhibit) .... 40.00
Cocktail Hour .... 65.00

TICKET
PAYOUT

Jumbo .......... $43.00
Whish ........... 65.00
Autodart ....... 15.00
Clicks ........ 35.00
Golden Harvest .... 50.00
Tickalite ........ 10.00

Iowa AMA Meet May 9
Manufacturers to exhibit machines — banquet and entertainment on program

CHICAGO, April 25.-The AMA of Iowa will hold its annual meeting and banquet May 9 at the Drake Hotel here. The day will start with a short business session at 10 a.m. The rest of the day will be devoted to looking over new machines which will be exhibited for the first time.

The banquet will be at 8 p.m. and is scheduled to be held in the Chicago office. The grand finale of the meeting will be the exhibiting of equipment by manufacturers. 

FRED K. CHANDLER, 535 Southwest Seventh street, Des Moines, Iowa, will stage the banquet.

Iowa AMA Meet May 9
Manufacturers to exhibit machines — banquet and entertainment on program

CHICAGO, April 25.—A revolutionary invention that should prove of definite value in opening up closed territories is announced by the joint leadership of the Western Equipment & Supply Company of Chicago and the J. H. Kennedy Company.

The device, to be known as the Free Games Device, raises the question as to what are the greatest advancements in the history of the business. Easily adapted to all types of machines, Free Games Device works in the following manner: For the purpose of explanation, assume that the player wins five free games and the Free Games Device is turned to the player's handle. From one to six coins are inserted in the machine and the Free Games Device automatically totals to show the player the number of free games he is entitled to play at no additional cost. To receive his free games, the player inserts a coin which starts the board, prepares it for a new game to be played. The coin that the player inserted is put into a chute, and if the coin does not drop into the cash box, but is re- turned. The total of the Free Games Device is the payout register. This register, available to all players, is the only accounting mechanism in existence that records the number of free games given out by the device.

Opinions from many of the finest legal minds in Chicago coincide in the fact that the Free Games Device will prevent illegal operation of the machines and will enable the operator to remain the owner of the machine itself. A pleasing descriptive name has been given to the Free Games Device, and the machine itself is as important as the name of the game.

The Free Games Device, is unquestionably one of the most important inventions that should prove of definite value in opening up closed territories. A Free Games Device for the biggest coin-machine gathering ever staged in Iowa.

CHRIS KEENLEY COMPANY,
1401-17 W. Jackson Blvd. CHICAGO, ILL.
ATLAS GAMES MUST BE OK

2200 N. WESTERN AVE.,

May 2, 1936

We are the Largest Coin Machine Distributors

2200 N. WESTERN AVE., 1901 FIFTH AVE.

getting means the FAMOUS ATLAS PERSONAL SERVICE.

ASLEEP AT THE SWITCH. We are thoroughly alive to the fact that our

NOT because of UNETHICAL business methods, but because WE ARE NOT

BRAND NEW FACTORY

GOLDEN GATE

ELECTRO

ACTION

CHICAGO, ILLINOIS

BABE'S BARGAIN BUYS

CHICAGO. ILL.

Write...

Today!

FOR SALE OR TRADE

THAT "SWEETIE PIE"... \ATTRACTION... \A PLUS \EMOTION \PERFECT \ACTION \ORDINARY \ACHIEVING \COMING SOON \OF THE TURF 10.00

HOP SCOTCH

KINGS of the TURF 10.00

Real horse-race atmosphere . . . real horse-race action! Play 'em "across

the board"—3 times the opportunity for the player to win. And the

Operator's chance to collect not merely one nickel on each play, but as many

as 8, 10, 15, 20 and upwards. Here's how DAILY RACES is played: Put a

nickel into the slot . . . immediately the massive, colorful light-up rack flashes

your horse and shows odds for Win, Place and Show. BUT, if you're not

satisfied with the odds, insert another nickel and take a chance at increasing

the odds. With each nickel inserted an additional horse flashes on the rack

and the odds change. As many as all eight horses can be played. After eight

cars are being played, each additional nickel gives the player an opportunity

to charge the odds. Pays as high as 60 to 1.

DAILY RACES has one of the most beautiful, dazzling playing fields ever seen.

Ten brilliant colors really makes it a game of spectacular beauty. Get in on

this "sweat-bbox" . . . Place DAILY RACES plays-the game that accomplishes

more than products selling for as high as $500.00.

SUNSHINE DERBY—GOING STRONGER THAN EVER

The outstanding one-ball automatic payout with player changing odds

that is the profit-sensation of the day. Operators all over the country

are realizing serious money with SUNSHINE DERBY for it's the lowest

PRICED payout in its class. Get yours today! 50"x24" $89.00

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<th>D. GOTTLIEB &amp; CO.</th>
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P S PERSONAL SERVICE

We are the Largest Coin Machine Distributors in the Middle West—

NOT because of UNETHICAL business methods, but because WE ARE NOT

ASLEEP AT THE SWITCH. We are thoroughly alive to the fact that our

customers appreciate prompt, courteous and satisfactory service, which

means the FAMOUS ATLAS PERSONAL SERVICE. That's why we're

getting the business.

ATLAS NOVELTY CORP.

2200 N. WESTERN AVE.

CHICAGO, ILLINOIS

50"x24" $125

ELECTRO-PAK equipped (

(Charge optional)

D. C. Addabough:

List Price: $12.00

Extra.

One Addabough can save any

dealers in the same location.

Ticket Game: $325.00

Check, Separate: $3.00 extra.

Mint Vendor: $10.00 extra.

May Be Used in 2 or 3-Ball Play.

$2 Extra.

500 FACTORY CONDITIONED CIGARETTE MACHINES

ALL LIKE NEW! REAL MONEY-SAVING VALUES!!

U-Need-A-Pak, 3 Columns

144 Packs . . . . . . . $27.50

Rowe De Luxe, 6 Columns

100 Packs . . . . . . . $18.50

Rowe Standard, 5 Columns

100 Packs . . . . . . . $15.00

Rowe Aristocrat, 6 Columns

150 Packs . . . . . . . $47.50

WRITE FOR LIST

PROVIDENCE, R. I.

X. L. COIN MACHINE CO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
The Finest 4-for-10c Money-Maker on the Market!

QUARTERMATIC

We've never seen a 4-for-10c machine to compare with this! Fireproof, waterproof, weatherproof and water-proof, QUARTERMATIC is made from heavy gauge steel to stand up under all kinds of weather. Opal glass top and bottom lighting provides better partylight effect. Automatic changer and counter on camera, special flex fly lens for better, faster exposures.

SANDBOX AND CAMERA

With Screens, Lighting, Lights and Blue Print Plans for Booth and Dark Rooms.

(Cameras may be purchased separately)

MARKS & FULLER, Inc.

"All Things Photographic Since 1866"

44 EAST AVE. • ROCHESTER, N. Y.

Ops Recovering From Flood Damage

HARBOR, Conn., April 25—A number of General Amusement Company, this city, reports that the ops are returning to the condition, as the floods now that most of the vestiges of the water are gone, which so scurred this insurance city, are disappearing.

Al late that for weeks it was impractical for the ops to get around. Many of these hundreds of games have drifted away, never to be seen again. The statements were corroborated by Herman Pollock, of Bridgeport, who happened to be caught in the flood at the Bond Hotel the first day it descended upon this city.

Fish said that the ops were getting their games back on location, replacing those that they can repair and buying new machines to replace the ones that passed on with the flood.

Al said that the days in this city for the marvelous man in which they accepted the boys and mannequin and after the flood that the fact is that each and every one of them is cheerful and happy and believes that conditions will be generally better.

Al also reported that his firm is helping all ops in every possible manner and that he personally has been buying all types of games to help conditions.

Gardner Representative Visits St. Louis Distributors

ST. LOUIS, April 25—Phillip A. Koller, factory representative of Gardner & Company, Chicago, manufacturers of salesboards, spent several days in St. Louis this week visiting the various coin-machine jobbers. He reported good luck in sales of the new coin salesboards, all of which now come with coin-change wraps, which idea, according to Koller, makes a big hit with the jobbers.

Koller went from St. Louis to Kansas City.

Appointed Genco Distributor

ST. LOUIS, April 25—Genco, Inc. of Chicago, has appointed the Ideal Novelty Company, as its distributor in Illinois, Missouri and Missouri, to date Carl Trimmer, owner and general manager of the Ideal Novelty Company, has disposed of more than 100 Champs, the latest novelty baseball game manufactured by Genco, Inc.

Electro Ball Company

Opens Memphis Branch

DALLAS, April 25—Electro Ball Company, with headquarters in Chicago, has announced the formation of a new branch office in Memphis, making a total of seven branches in the following towns: Memphis, Oklahoma City, New Orleans, Wichita Falls, Fort Worth and San Antonio.

The new office is under the management of Abe Fisher, who has been connected in the main office of the company for many years. He is assisted by H. D. Hughes, manager of the photographic department, and Bert Shinn, who handles the new office's business in Memphis.

The Electro Ball Company has moved its sales office to the American Building, where it will operate in larger quarters at 407 Main street there. It is one of the finest offices and display rooms in the Southwest.

Bert Trammell, of the New Orleans office, will supervise several works in Dallas and We, the latter the home of his mother. After completing his duties at Memphis he will return to the New Orleans office.
I, like many other letters of appreciation are being received by the company. I am writing this letter to show you that no matter what the unit, it is doing an excellent job and is being well received by the operators.

In the wheel that keeps your factory moving, and that boys — is BROKERS TIP!

Simple as A B C To Play

Each nickel inserted in the multiple chute flashes a light on the front of the unit, indicating a Commodity purchase and prices quoted for its Bonds, Preferred Stock and Common Stock. Now, if you're not satisfied with those prices, by inserting additional nickels the prices may go up. Each nickel adds an additional Commodity to your holdings until all eight are cornered, and then only the prices change.

20 Times More Profitable!

As much as one dollar in nickels has been collected by Brokers Tip in a single play! Odds may run up to 40-1 — subjected to mechanical and political adjustments from day to day.

You’re not speculating when you invest in BROKERS TIP! You’re paying for the company's past and present history, proven-profitable machines! Order now!

Compare value for value and you’ll agree with our claim that Brokers Tip is the finest "bug" today!

---

Genco's Silver Cup Proving Sensation

CHICAGO, April 25 — According to reports, Genco's Silver Cup is fast winning the approval of operators. Many letters of appreciation are being received by the Chicago office, and all praise is of a highly complimentary character. The unit is doing well in the West as well as in the East. Genco is certain to appear on the Chicago market.

Chicoh misunderstood the advisability of inserting Commodity purchase prices for its Bonds, Preferred Stock, and Common Stock. However, when the unit is played, the prices go up, and each nickel adds an additional Commodity to your holdings until all eight are cornered, and then only the prices change.

20 Times More Profitable!

As much as one dollar in nickels has been collected by Brokers Tip in a single play! Odds may run up to 40-1 — subjected to mechanical and political adjustments from day to day.

You’re not speculating when you invest in BROKERS TIP! You’re paying for the company's past and present history, proven-profitable machines! Order now!

Compare value for value and you’ll agree with our claim that Brokers Tip is the finest "bug" today!

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Windy City Breezings

CHICAGO, April 25 — Dave Gensburg, president of Genco, Inc., has returned from a pleasant West Coast visit. He spent his time in Los Angeles and visited the Ray-o-Lite factory at North Tonawanda, N. Y. Upon his return to Chicago, he gathered the operators to attend the Jennings anniversary celebration.

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Up To Date

The unit is doing well in the West as well as in the East. Genco is certain to appear on the Chicago market.
Coin Amusement Supply Co. Opens New Toledo Quartet

TOLEDO, O., April 25—Coin Amusement Supply Co. formerly known as the West Toledo Merchandising Company, owners of the famed operetta of its new quartet at 1335 Syriana ave., here today with a gala party to which all the operators in the territory were invited.

The company is now wholesale distributor for most of the manufacturers of coin-operated devices. The new showrooms are modern in every respect and the concessionary carry a complete line of machines and supplies at all times.

$5 Increase on Champs

CHICAGO, April 25—True to the Genco policy of always offering to operators quality-built games at low prices, this firm announced a new baseball game, Champs, at an exceptionally low price. Upon the production, however, the Genco costs per game far exceeded the advertised price, therefore the price of Champs has been increased 50 cents.

Champs is the only novelty baseball game on the market. It is a remarkable game from both the operator's and player's standpoint. Singles, doubles, triples, and home runs and sacrifice hits may be made with the 10 balls played. Captive balls on the infield diamond actually run. Runs are likely recorded in lights on the backboard which are switched on when the operator has his profits protected by a permanent recording device which registers all payouts. Thus not only are collections simplified, but cheating on the part of the operators is eliminated. The game is attractively housed in a colorful cabinet.

RACE COMMISSIONER

(Continued from page 3) attended the meeting, which was highlighted in the afternoon by a motion picture of a show given at the St. Louis exposition by the Maine State Railroad, brought here by the A. W. Lombard association's secretary-treasurer, who saw the film at the New England men's amusement park convention in Boston the past February and urged its showing before the CPA as part of his system of idea-exchange emanating either from the show business itself.

Details of Commissioner Comers' speeches, including figures contained in his report, plus other talks and committee appointments, will appear in the Fair Department of next week's issue.

OHIO SET

(Continued from page 3) the history of the Ohio valley. After a show in Western Virginia, the circuit enters Ohio to play at 1355 Clemens ave., here May 2, to start an engagement for the H. L. Meyer Co. with Edgar Bros. in Freehold. Edgar Bros. is heading for Ohio, a fast oil producer in the country, to be followed, it is reported, by the Buckeye State stand at Hamilton May 11. Edgar Bros., circuit, scheduled to open at Jackson, Mich., May 4, will head this way, agents having visited several towns in that section during the past two weeks. It is understood the show will...
Jutoscope in Production

NEW YORK, April 25—Announcement was made today at the International amusement show of Fergusson Manufacturing Company, Inc., that the firm is now in full production on the popular Hurdle Hop, which has restressed a sensation among leading amusement operators, who have been continually informed of its progress, and the general tantalizing appeal of the high-score pockets is unique. The game is well arranged for use in low- or high-score pockets, and is especially interesting to the players of both types.

The play of the Jutoscope in complete production, all models and skill games being marketed. A ticket model and a non-ticket game with “score-at-a-distance” arrangement. The play of the Jutoscope is fascinating. The balls shoot in and under score pockets and in circular fashion at the head of the slope.

Bill Rabinson, president of the firm, reports: “We have taken our time in the development of the Hurdle Hop. We believe that the game will remain permanently on location. Our arrangement of the ticket and non-ticket feature has received much praise. The Jutoscope game incorporates all the best features of the ticket vending unit, for absolute and positive checkup by the operator and yet greatly adds to the play of the game itself.

“The game has been thoroughly tested on location and the reports which we have received are truly remarkable. We are certain that operators will agree with us that Hurdle Hop has absolute permanency. Every production manufacture feature is incorporated into the game.”

The Jutoscope immediately becomes familiar with the game because of its size, shape, and unique appeal. The scoring is so arranged that the player is continually interested in his progress, and the general tantalizing appeal of the high-score pockets is unique. The game is well arranged for use in low- or high-score pockets, and is especially interesting to the players of both types.

Jutoscope reports that national coverage of the market will be made possible within the next few weeks. Pin models are already contracted for and shipments are arranged.

Pamco’s New Payout

CHICAGO, April 25—Pacific Amusement Manufacturing Company is about to spring a new surprise payout table. It is said that Pacific engineers have been developing the game for some time, and it has been tested in locations with such favorable results that production will soon be under way.

All models have not been announced as yet, new principles of scoring and different ball animation embedded in the machine have caused much favorable comment among players who have seen it. With Pacific Amusement going on record for producing a successful line of popular numbers, Fred McClellan says: “If a Pamco game you can count on, your bottom dollar will be assured of getting us used to the play of selection and proving us correct in our belief.”

“Snag” Roberts Fatally Injured in Auto Crash

DALLAS, April 25—C. H. (Snag) Roberts, one of the most successful pinball operators in the country, was killed in an automobile accident Wednesday near Fredericksburg, Okla.

Roberts, whose business and home were located in Vernon, Tex., was on a good will tour with the “Skeeball Tour” with 60 pinball machines. He was killed in an automobile accident. The car, owned and driven by a fellow Vernon merchant, turned over three times after leaving the highway. Roberts’ back was broken and he died the next day at 7:30 a.m.

Funeral arrangements had not been completed at this writing.

BANG! THREE MINUTES TO GO!

WIN WITH BANK NITE. BANG!

Write for information.

GLOBE PRINTING COMPANY

1023-27 Rush Blvd., PHILADELPHIA, PA.
22 West 28th St., N. Y. C.
414 E. 5th Ave., Miamia, Fla.
1200 N. E. First Ave., TADOMA, WASH.
202 N. East Ave., SAN ANTONIO, TEX.

BANG! THREE MINUTES TO GO!

WIN WITH BANK NITE. BANG!

Write for information.
NOW 125.00

NEW PRICE IN EFFECT
MAY 1ST
$149.50
F.O.B.
BY SPECIAL COURTESY TO BILLBOARD READERS—we extend the effective date of the new price increase—i.e. MAY 5TH
Positively no orders will be accepted at the low price after this date.

ORDER NOW!!
SAVE 24.50

EXHIBIT’S PERFECTED BIG RICHARD

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER
Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%.

Plain Model, Single Door
$12.00

With Register and Double Door
$15.00 Extra

BALL GUM
15c a box (100 pieces)
CASE LOTS, 100 Boxes, $12.00
1/3 Deposit With Order.

CLEARING HOUSE
WITH GUM VENDER. Three Games in One
1/2 CLEARING HOUSE AWARD, with the fantastically odds of 400 to 1.
1/2 CIGARETTE AWARD, with maximum odds of 150 to 1.
1/2 BEER AWARD, with maximum odds of 100 to 1.
Average Total Payout 50%.

HOW THEY WILL GO FOR IT!
Get busy while it’s hot! Be first in your territory to clean up with CLEARING HOUSE!
Order Today!
$17.50

With Register and Double Door
$20.00 Extra

BALL GUM—Box of 100, $0.50. Case of 100
1/2 Deposit, Balance C. O. D.

SICKING MFG. CO., INC.
1922 Freeman Ave., Cincinnati, Ohio
AMERICA’S OLDEST DISTRIBUTORS—EST. 1905

PUT ‘N TAKE
400 Hole Form 3875
Takes in $15.00
Average Payout 7.94
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.

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.

TRI-STATE NOVELTY CO., INC.
BRISTOL, VA.

NEW TOPSY KNIFE
TOPSY NEGRO KNIFE — 10 BEAUTIFUL TOPSY KNIVES IN JACK POT IDEA, ASSORTED COLORS.

SICKING MFG. CO., INC.
1922 Freeman Ave., Cincinnati, Ohio
AMERICA’S OLDEST DISTRIBUTORS—EST. 1905

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.

TRI-STATE NOVELTY CO., INC.
BRISTOL, VA.
May 2, 1936

AMUSEMENT MACHINES

**IF You want to FILL UP YOUR MONEY BAGS**

**Order "PAMCO PALOOKA"**

**PINCH HITTER**

loads up collections day after day. "PINCH HITTER"—Brand NEW—
with RECOIL BALL ANIMATION—
with AUTOMATIC and SKILL-CONTROLLED CHANGING ODDS—pay-
outs of 10c to $1.50—is a piece of operating equipment in 1 or 2-
ball play you NEED and can easily afford at $119

**RED SAILS**

Rules with CASH—with PLENTY of EXTRA MONEY over and ABOVE
the average pay-table game. "RED SAILS" with DISTINCTIVELY DIF-
FERENT ACTION—is steadily INCREASING in MONEY POWER.
Take it in 1 or 5-ball play for REAL EARNINGS at $119

It's IN THE BAG, Mr. Operator! And there are PLENTY of REASONS why "PAMCO PALOOKA" with (1) BOWL-TYPE SCORING—
(2) AUTOMATIC CHANGING ODDS—
(3) SIX COIN CHUTES—takes in SIX TIMES the MONEY you'd get from ANYTHING else!
Has a WEALTH of NEW OPERATING FEAT-
URES. Be guided by Big-Time BELL and Payout Operators if you want HEAVY MONEY. Order "PAMCO PALOOKA". It's IN THE BAG at $119

---

**ATTENTION,—== BARGAINS**

**OPERATORS and JOBBERS**

We have the following New Games for Sale at Factory Prices:

**Pamco Palooka, Red Sails, Daily Races, Brokers Tip, Pari-Mutuel, Hialeah.**

Operators with Used One-Ball Payout Games, write immediately for our Special Trade-In Proposal on Pamco Palooka Games.

PLEASE NOTE—Every Machine Looks Like New and in Perfect Condition.

**TERMS:** One-Third Deposit With Order, Balance C. O. D.

**CAROLINA NOVELTY COMPANY**

216 North Martin Street, Elizabeth City, N. C.

ADVERTISE IN THE BILLBOARD YOU’RE SATISFIED WITH RESULTS
Rock-Ola's superb new One-Shot with Mint Vendor and Ticket Unit!

There comes now on the coin machine scene a superb new table. A table new in idea. New in design. New in mechanical makeup. And new in money-making ability. It is the best money can buy.

This table is a one-shot engineered by Rock-Ola. A one-shot styled by masters. It is the most important new table in the business today. No shrewd operator will allow a single fact or detail to escape him.

Just turn your imagination loose on a table with all these magnificent features: multiple coin chute that plays 5 coins at a time ... escalator showing last 5 coins played ... equipped with Rock-O-Pac ... automatic change-over from Rock-O-Pac to batteries or vice versa ... changeable odds ... $10.00 top award ... $8.00 pocket ... Battle of Alamo sound effects ... mint vendor and ticket unit if desired ... in-a-drawer mechanism ... side door inspection ... 50-inch cabinet ... lights ... colors ... and a money capacity that can net you $40.00 a day!

That is ALAMO. And ALAMO is this country's new winner. ALAMO has captured the imagination of the American public. ALAMO'S play-idea has the fascination of magic itself. Instead of the ordinary layout, the 5 pairs of pockets are arranged in one row across the bottom of the field. The new 1¼-inch Cateline Ball comes dodging down the field. As it rolls over each switch the odds increase. From a dime up to ten dollars. To win the ball must go in a lighted pocket. Each coin lights one pair of pockets. The chute takes from one to five coins. The five coins light all the pockets. That's 25c a game instead of the usual nickel. With these facts you can easily figure for yourself the tremendous profit possibilities of ALAMO.

ALAMO, gentlemen, is no ordinary table. Please understand that. ALAMO is a true masterpiece. THE one-shot. So make no mistake. Waste no time. ALAMO is too important. The stakes are the greatest in all coin machine history. To act quickly is to act wisely. $40.00 a day is not hard to take. That's $1,000 a day on twenty-five ALAMOS!

See your nearest Rock-Ola Distributor today!

Remember the ALAMO for $40 a day Profits!

800 NORTH KEDZIE AVENUE, CHICAGO, ILL.
ALL-STARS

BASEBALL thrills in a high speed 1-SHOOT game with ANIMATED ODDS CHANGE - new DOUBLE AWARD feature - MYSTERY POCKET with $3.00 TOP. ALL-STARS is already smashing Bally Derby's record for sales volume and sensational profits to operators. Get your share! Wire your Jobber today for at least a sample ALL-STARS.

$115.00
Ticket Model $125.00.
Check Separator $5.00 Extra.
F. O. B. Chicago.

PARI-MUTUEL

Players PICK THEIR OWN ODDS! That means 0 PLAYERS not only can but ACTUALLY DO PLAY every game - because players pick BIG WINNER pockets or MORE FREQUENT small awards, depending on their individual skill or self-confidence. It's everybody's game, anybody can win — and somebody's bound to win, as there are NO OUT-HOLES. Here's the ideal game for crowded noon-hour spots - takes the place of 5 or 6 machines and earns more money!

$177.50
F. O. B. Chicago.

RELIANCE Payout DICE GAME

"So real you can almost feel the dice rattle in your fist!" That's what they say about RELIANCE - the "automatic ivories" that duplicate every play known to dice! Player wins on 7 or 11, loses on 2, 3, or 12 - or, on any other number, gets FREE PLAYS till he "makes his point" or loses dice on a 7.

NICKEL $119.50
PLAY

QUARTER $124.50
PLAY

In a row! Get in on the biggest profits in history - order today while there are still spots open!

F. O. B. Chicago

BALLY MANUFACTURING COMPANY