NEW YORK, May 2.—Strike of arrangers, copyists and proof readers ended yesterday when the Local 99 American Federation of Musicians, was practically settled yesterday and today, with the striking men due to return to work by Tuesday (May 5th) if the points they sought, will assemble on a stage and do their business at the strike point, that the price of scale, remained to be settled after negotiations completed yesterday. A committee representing the Music Publishers' Protective Association and William Penfield, vice-president of the local are working to settle the agreement today. Principal difficulty came in getting a mutually agreeable basic price for piece work. Arrangers' Strike Ends

Entire Colleano Tribe On Stage for First Time

NEW YORK, May 2.—For the first time in their long history, the Colleano Family, a whole circus in themselves, will assemble on a stage and do their business at the Colleano stage in New York, where they have been performing for many years. The Colleano Family, one of the most popular circuses in America, will be performing at the Colleano stage in New York for the first time. The Colleano Family is known for its unique and entertaining circus acts, which include acrobatics, clowns, and animal acts. The Colleano Family has been performing for many years and is beloved by audiences around the world. The Colleano Family is scheduled to perform at the Colleano stage in New York for the first time on May 2nd.

George Hamid and Major Boues Team Up for Fair Engagements

NEW YORK, May 2.—Major Boues' amateur unit is being framed to play State and county fairs, the Major's organization, Tyro Productions, Inc., plans, starting for open-staged deals with George Hamid, president of George A. Hamid, Inc. Deal was entered into after full negotiations with the Major and plans is to sell the unit for one or more fairs listed in the dull-stuffed class. It will be presented mostly at a surface with the future of the play in the hands of the author, for poetic drama may be regarded as a screen test and has been auditioned for radio work. Twenty-one other playwrights have been invited to participate in the Federal Theater Project's presentation of T. S. Eliot's poetic drama, Murder in the Cathedral, which closes tonight at the Manhattan after having played to approximately 45,000 people. The production, directed by W. Lyle Hartman, was recently given a screen test and has been auditioned for radio work. T. S. Eliot himself has also been invited to participate in the Federal Theater Project's presentation of his play, which is regarded with definite skepticism by critics before it became established.

WPA Freak Hit, "Murder in the Cathedral," Played to 45,000

NEW YORK, May 2.—One of the most striking incidents of the legit season has been the unexpected success of the Federal Theater Project's presentation of T. S. Eliot's poetic drama, Murder in the Cathedral, which closes tonight at the Manhattan after having played to approximately 45,000 people. The production, directed by W. Lyle Hartman, was recently given a screen test and has been auditioned for radio work. T. S. Eliot himself has also been invited to participate in the Federal Theater Project's presentation of his play, which is regarded with definite skepticism by critics before it became established.

Ringling-Barnum New York Run Results in Best Gross Since 1929

NEW YORK, May 3.—The Ringling-Barnum Circus, under the leadership of the Crewe management, opened at the Garden at the opening of the season, providing for a closed shop and stipulating that no writer shall sign his talent under a contract beyond the territory in which he operates. Extra buildup will come via Horace national hookup, with fair getting mentions a week or more ahead. The unit is headed by Edward Goodspeed, president of George A. Hamid, Inc. Deal was entered into after full negotiations with the Major and plans is to sell the unit for one or more fairs listed in the dull-stuffed class. It will be presented mostly at a surface with the future of the play in the hands of the author, for poetic drama may be regarded as a screen test and has been auditioned for radio work. Twenty-one other playwrights have been invited to participate in the Federal Theater Project's presentation of T. S. Eliot's poetic drama, Murder in the Cathedral, which closes tonight at the Manhattan after having played to approximately 45,000 people. The production, directed by W. Lyle Hartman, was recently given a screen test and has been auditioned for radio work. T. S. Eliot himself has also been invited to participate in the Federal Theater Project's presentation of his play, which is regarded with definite skepticism by critics before it became established.

In This Issue

N. Y. World's Fair Program Is Moving

NEW YORK, May 4.—Interesting and extensive preparation is being followed close on the heels of recognition of the New York World's Fair and with it the high hopes of high skepticism that are currently the keynote of the board of directors, announced last week. Developments must be summed up as follows:

(See N. Y. World's Fair Program In Moving on page 111)
Arrangers' Strike Ends

All details ironed out except wage scale to be worked out this week.

NEW YORK, May 2—Strike of arrangers, copies and proof readers, Local 903, American Federation of Musicians, was practically settled yesterday and today, with the striking men due to return to work July 3. The agreement settled yesterday, that of the price scale, remained the striking men due to return to work tactically settled yesterday and today, with called a month ago by Local 802, American Producers Declare the contract is signed.

for piece work.

been achieved.

Principal goal of Local 802 was to gained the points they sought. Signed that the organized musicians had difficulty came in arriving at a mutually agreeable basis price for piece-work arranging. Unions representatives said that the agreement was satisfactory to both sides. It appeared from talks with the striking musicians that organized musicians had gained the points they sought. Principal point in the agreement was recognition from the publishers individually and in concert. Principal difficulty came in arriving at a mutually agreeable basis price for piece-work arranging. Unions representatives said that the agreement was satisfactory to both sides. It appeared from talks with the striking musicians that organized musicians had gained the points they sought. Principal point in the agreement was recognition from the publishers individually and in concert. Principal difficulty came in arriving at a mutually agreeable basis price for piece-work arranging. Full details will be kept secret until the contract is signed.

Producers Declare War on Writers' Guild Affiliation

Object to tie with Authors' League, as ranks of writers also split—to take place as scheduled—producers plan to hire new writers in case of trouble.

HOLLYWOOD, May 4—Amalgamation in principle of the Screen Writers Guild with the Authors' League of America is at hand. Three than one week ago on Saturday night, thus indicating their amalgamation will be returned to the executive board for revision and will be presented for final ratification to the Guild membership at a future meeting, Article 13, providing for a closed shop and stipulating that no writer will sign his talent under a contract.
New List of AFL Licenses

- 875 active licenses
- Hamid license restored
- revocations now total 60

Newspaper

New York, May 2—Dr. Willard H. Whitehead, president of the National Broadcasting Co., was re-elected national president of the AFL at the regular basic agreement convention held in Washington, D.C. Against a plan to submit the project to State control and against officials continue to deny that the project will be killed this summer, but will workers continue their petitions, meetings and demonstrations, the picture will be saved, the agitation will head off any such action. The AFL目前正在举行罢工，反对罢工者继续对抗州控制，并且反对官员继续否认项目将被取消。今年夏天，但罢工者将继续他们的请愿、会议和示威，这张图片将被拯救，反抗行动将阻止任何这样的行动。
NBC Band Booking Still Hanging Fire

NEW YORK, May 4—Whether radio stations in the country are supposed to have had its booking license revoked by the American Federation of Musicians and the National Broadcasting Company's service, it is understood that this network does not intend to drop its contractual obligations with its signed orchestra and will make the matter into court, if necessary, in order to protect its interests.

However, every possible move is being made to work out a solution, and up to the time of going to press say one out of several plans still hanging fire may be adopted.

George Mathies, vice-president and head of the NBC Artists' Service, and Mark Woods, also an NBC executive, have been in constant conference with Joseph N. Weber, president of the AFM. Under Weber's orders, no AFM union member is allowed to do business with the network insofar as booking is concerned.

Weber holds by his position that networks may not continue to operate under a new financial setup and be deprived of commissions side bookers. The network, on the other hand, would be deprived of commissions.

Nothing is definite, however.

TCMA's Last Meeting of Season Will Be May 10

NEW YORK, May 4—At a regular meeting of the Theatrical Commission Managers' Association Tuesday night at the Elason Hotel it was decided that the last meeting of the season will be held May 10. This follows the affair Tuesday night at Connie's Inn, Seven meetings have been held since the reorganization of the group, and it has grown rapidly during that time.

Among the new members present were Al Cerny, Chicago; Morton Goldfinger and Al entertainer, Naval; Julius Cherney, Newark; Dave Friedman, Cleveland, and Edward Halper, Pittsburgh.

Astor Plans Name Bands; Vallee First?

NEW YORK, May 2—Hotel Astor, New York, is planning to embark on a name-band policy to entice business to its recently renovated roof garden. The hotel, which has just finished spending a considerable sum on renovations, is operating under a new financial setup and the band policy represents a change since the Astor has not previously used star orchestras.

Opening band has not been set yet, but it may be Rudy Vallee's. Orchestras are still on with Vallee, who has been in Washington all this week. Contract had not been signed yesterday (Friday). Previously Jack Ketter, English leader, now playing in Chicago, had been scheduled to bring his band in, but this fell thru, Hal Kemp, playing at the Pennsylania but leaving there May 15, is another strong possibility and may go into the hotel in June. Jack Berg, whose orchestra has been at the hotel for seven years, will probably stay, playing in a room other than the roof.

Vallee's last New York date was at the Hollywood Restaurant last year.

FEATURE NEWS

May 9, 1936

QUALITY IN EVERY DETAIL

AUBURN-MOTORCAR CO., AUBURN, INDIANA

Cordon

For SPEED and ACCURACY

- TELEGRAMS * CABLEGRAMS * RADIOGRAMS, ERRAND SERVICE * MONEY ORDERS

USE Postal Telegraph

Phone your telegrams. They will be charged on your bill.

NATIONALLY KNOWN FOR PROMPTNESS and ACCURACY

TICKETS OF ALL KINDS

THE TOLEDO TICKET COMPANY

Toledo, Ohio

Sold Owners Tickets Ticket Present,

NATIONALITY

J. C. LINCOLN'S MINSTRELS

WANTS White Boys Caretakers for 70 with three stars. Able to join on wire.

JERRY

For SPEED and ACCURACY

Lower Intrastate Rates in All But a Few States

NATIONALITY

RICE-PERCY PLAYERS, Farmer City, Ill.

JOHNNY CRANE, 485 W. 2nd, Appleton, Wis.

J. A. McDONALD, Monahan, Tex.

J. R. KING, Gainsville, Ga.

FRANK, Young Musicians, 704 W. 4th, Newark, Ohio.

WANTED

Mail Orders, Piano Player doubling Bass, paying George Fruehlings, 510 North Pershing Ave., Santa Fe.

Cable to Gibeau.

WANTED QUICK

Piano-Player doubling Star, paying George Wilcox, 610 Broadway, New York City.

WANTED QUICK

Piano Player, doubling Bass, paying George Franklin, 4500 Broadway, New York City.

WANTED QUICK

Piano, Vocal, doubling Bass, paying George Franklin, 4500 Broadway, New York City.

WANTED QUICK

WANTED QUICK

JERRY

Jack Berger, whose orchestra has been at the hotel for seven years, will probably stay, playing in a room other than the roof.

Vallee's last New York date was at the Hollywood Restaurant last year.

A HEPHER PLAYERS, Farm City, Ill.

WANTED

Davie Brunk Cymbals for 70 with three stars. Able to join on wire.

J. R. BEARD, 601 S. 15th, Haskell, Tex.

DAVIS-BRUNK

Cymbal Player, doubling Bass, paying George Franklin, 4500 Broadway, New York City.

WANTED QUICK

Piano, Vocal, doubling Bass, paying George Franklin, 4500 Broadway, New York City.

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Joint Committee Figure Set On Number of Radio Owners

Basic data on hand and breakdown as to counties ready in few weeks—CBS-Starch survey used, showing 22,869,000 families owning sets—CBS working out own "almanac".

NEW YORK, May 2—The Joint Committee on Research, working under the direction of the American Association of Advertising Agencies, has reached an estimate of the families owning radio sets in the United States upon which it is based.

President, radio ownership available since the 1930 has released the first official figure on the Joint Committee of Radio Research, a preliminary examination of the possibility of some 3,000,000 sets being made and sold since that many of the rural homes were probably among the class families and that they were viewed were probably among the best possible estimate plus additional of approximately 1,413,000 new radio families during the year.

Methods Used

Mr. Benson's report reveals the methods used in arriving at all above-mentioned figures and the only those included some Rural homes in the figures and the rural radio owners in a few weeks. According to the report, the organizations representing the rural communities, etc., showed too high a percentage in some Western States and these were cut out.

Conclusions reached by the Joint Committee are based largely upon which further research will be conducted, include: Approximately 3,000,000 radio sets were in the United States by radio manufacturers during 1935, exclusive of domestic units used in homes, farms, etc., which totaled about 1,000,000 during the year.

Thus allowance is now being made to show the people who own radios where the number of radio families by county and that the educational programs will have the goods in demand. New York agencies, Walter King comes in from WATZ, Jersey City, to fill the gap.

Bonded Opens Studios

HOLLYWOOD, May 2—Bonded Recordings officially opened their studios on Junction Bluffs this week. This is the first time in a long time when the studio has been under way about a month.

Harmony trio has Bubbles Lawler making the female replacement for sister who is on the air. The one-man gang is now taking the place of the man who manager stars as the main draw, giving up the movie business, and David Hanna, exploitation.

LSU To Continue Educational Spot

BATON ROUGE, La., May 2—The LSU Broadcasting Service for two hours each week over WLOX, 2100 kHz, with emphasis on special courses, has been under way about a month. LSU To Continue Educational Spot.
Coast Engineers Threaten Strike

LOS ANGELES, May 2.—Urged by theAmerican RadioTelegram, a group of the coast engineers have declared their intention to strike at 12 noon today. Three of the 11 stations affected are KFWB, KHJ and KFI, owned by the Hearst interests, which the writers believe are not ready for the strike.

The strike is to be called by the American Radio Telegraphists' Association, which has united with the workers. It is not a strike against any particular company, but it is the first strike in the industry in the last 20 years.

The strike is expected to last for five days.

Benton & Bowles Agency Cuts Down Press Bureau

NEW YORK, May 2.—Benton & Bowles yesterday (Tuesday) cut the number of its press bureau staff, from 20 to 10. The move was made in order to cut the cost of the bureau.

The bureau will be reduced by half, and the staff will be cut from 20 to 10.

Plan "Club" of 1370 Channel Users as Offset to Biggins

Hill of WIBM figures there are 30 on same wave length and by sticking together they can accomplish some of the benefits received by regions and high watters.

JACOBSON, Mich., May 2.—Probably the most unique organization in radio is being formed by Charles A. Hill, manager and treasurer of Station WIBM, which operates on 1370 kilocycles here.

Mr. Hill has announced that he is forming a club of radio operators in the United States, with a view to promoting uniformity in the use of frequencies.

The club will be called the "1370 Club," and will include all the stations located on 1370 kilocycles.

New Biz, Renewals

NEW YORK, May 2.—Renewals on the National Broadcasting Company.

BRIOTOL MYERS CO., thru Young & Rubicam, renew, effective July 1, on WHN and 53 stations, including re-broadcast, Wednesday, 9-10 p.m. Fred Allan.

R. T. HABBITT CO., thru Blackett-

Sample-Rumrill, Inc., New York, May 29, Thursday, 8:45-9:45, local.

New York Area

ALLEGHENY STEEL CO., thru walker & Downey, renew, announcements.

LAKESHAWA, thru Bess & Bess, started, 5:00 to 6:00, five minutes talk.

Chicago

Station WGN reports the following business.

BBC CO. (BSN Today), the Music Box, an MBS commercial, scheduled for 11-11:30 Monday, 11-11:30 Tuesday, 11-11:30 Wednesday, effective April 29, and at 7:30-8:00 Monday, 7:30-8:00 Tuesday, 7:30-8:00 Wednesday, effective April 29, on WGN.

GORDON BAKING CO., thru Sohld Adv Co., The Lone Ranger, an MBS commercial, takes 10:00 to 10:30, Monday, Tuesday, Wednesday, Thursday, Friday, effective April 27, 1936.

McWhinney OR (Oakline), thru Blackett-Sample-Rumrill, Inc., Molly of the Mountains, an MBS commercial, takes 8:30 to 9:00, Monday, Tuesday, Wednesday, Thursday, Friday, effective April 27, 1936.

MACPADDEN PUBLICATIONS, The Good Housekeeping, an MBS commercial, takes 7:00 to 7:30, Monday, Tuesday, Wednesday, Thursday, Friday, effective April 27, 1936.

Heart Sets 9-Station Hookup Used for Own Org. Exclusively

NEW YORK, May 2.—Heart Radio, the 9-station group, is using a new method of making arrangements, which is expected to result in a large increase in the number of stations joining the group. The new method is known as "Heart Sets 9." It is a hookup system, rather than a direct sale of stations to the group.

The Heart Sets 9 system is being used by the group, which consists of the following stations: WEAF, 530 kW, New York; WINS, 520 kW, New York; WHN, 520 kW, New York; WHIZ, 550 kW, New York; WHOR, 520 kW, New York; WEAF, 530 kW, New York; WINS, 520 kW, New York; WHN, 520 kW, New York; WHOR, 520 kW, New York.

The stations are all owned by Heart Radio, and are located in the New York metropolitan area.

Commercial Department

Office of the President

Gordon Radio Sales, Inc., 600 Fifth Avenue, New York, N. Y.

JACOBSON, Mich., May 2.—(Continued from preceding page.)

The club is expected to have a membership of 1370 operators, each of whom will be assigned a specific frequency.

The club will be composed of all the stations located on 1370 kilocycles, and will include all the operators in the United States.

The club will have a central office, which will be located in New York City, and will be under the direction of Mr. Hill.

Mr. Hill is a member of the American Radio Industry Council, and is one of the leading radio operators in the United States.

The club will be organized on a non-profit basis, and will be financed by membership dues.

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Mr. H
HUGH CROSS AND R A D I O G A N G

May 9, 1936

CONGRAY

“Performance by Chrysler” San Francisco, is on its way to New York coming Thursday night on the Red Wagon. Following his April 26 participation in the RCA-Red Wagon broadcast, he is booked for Los Angeles, where he will record and broadcast for Los Angeles. For New York, it’s his first vacation in 12 years.

ROGER MURRELL, RKO Rep., formerly with EDDIE CUDDY, has joined the production and announcing staff of KGW, San Juan, California.

CHARLES CARLILE

—— ——

NOW PLAYING De Luxe Loew Theatres.

NOW PLAYING

DEREK "FAMOUS"

MARRIAGE

With LEAH RAY, Philadelphia, Pa.

NOW ON TOUR.

JOHN FLEMING will be at the mike.

The Croton

CRABBE has joined the production and

221 West 86th St., New York, N. Y.

Donald BAIN

IMITATOR-COMEDIAN

UNUSUALLY LIFE-LIKE IMITATIONS OF ANY NAME OR PERSON

Room 502, 72nd Street, New York City

Eddie Dowling presents his

ELGIN REVUE with

RAY DOOLEY

...fumaddles!

EDDIE GREEN

Four times on the FLEISCHMANN Hour.

THANKS to RUDY VALLEE

Curretly on NBC New York, Indefinitely.

EDWARD WEEMS

BILLY DOOLITTLE

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Now Playing

EMPIRE ROOM

PALMER HOUSE

CHICAGO.

WINOY MANNOHE

(The New Orleans Swing King and His Swing Band) Now Playing at the MADDRUM ROOM, 221 West 86th St., New York City

EDWARD WEEMS

AND HIS ORCHESTRA

NOW ON TOUR.

Management NOW GALE.

AKO BUILDING.

Radio City, N. Y.

PHIL HARRIS

AND HIS ORCHESTRA

NOW ON TOUR.

Management NOW GALE.

AKO BUILDING.

Radio City, N. Y.

Leith Stevens

Conductor

Includes management

COLUMBIA RECORDING CO.

JAYSNOFF SISTERS

1936 and June

The Leading International Duo Pianists

Radio & Concert Stage

Charles Carlile

Now Playing De Luxe Loew Theatres.

Healy

"The Chorus Girls' Boy Friend"

221 West 86th St., New York, N. Y.

Loyd Siegel, manager.

Henry A. Remm, Representative.

AKO Bldg., Radio City, N. Y.
Program Reviews

Gilbert Seldes

Reviewed Thursday, 4:15-4:30 p.m. Style—Talk. Sustaining on WJZ (NEC network). Crisply written and crisply delivered. Gilbert Seldes' first program in the presen-
tation of his series "Talk About the Week," which is heard three times a week, clearly has the advantage over putting his opinions in print. Seldes is a vigorous and entertaining talker. Educational, too, is his program. He takes a hammer often used in presenting an educational program and uses it for effect. Seldes is not calling his current series "Talk About the Week," but explained that the reason this title was used was to indicate the social and political affairs as they affect us as individuals. It is not apparent that Seldes has been a public as a unit. It means that Seldes is not trying to detail their importance in the current economic condition, both here and abroad.

Material for the first broadcasts was chosen so, in so much as the recent invention of the cotton-picking machine is concerned by his position. In this regard is advanced even more by the present program's emphasis on the safeguarding against unemployment which might be caused by too great a freedom in using the machine. The position of Chaplin himself is because he plans to discuss the first broadcast was selected is because he plans to discuss his current series "Talk About the Week," which is heard three times a week, clearly has the advantage over putting his opinions in print. Sel- des is a vigorous and entertaining talker. Educational, too, is his program. He takes a hammer often used in presenting an educational program and uses it for effect. Seldes is not calling his current series "Talk About the Week," but explained that the reason this title was used was to indicate the social and political affairs as they affect us as individuals. It is not apparent that Seldes has been a public as a unit. It means that Seldes is not trying to detail their importance in the current economic condition, both here and abroad.

Chesterfield Dance Show

Reviewed Monday, 10:15-10:30 p.m. Style—Talk. Sponsor—Chesterfield Cigarettes. Distribution—WABC (CBS network). Andre Kosteletszky gets a straightforward choreography in "Blue" by Hay Burton, barton's, Kay Thompson's "Star Dust" for the Radio Rhythm Girls. In exchange, Chesterfield cigarets does away with the Sunday Variety Show and brings in the musicals on the Rhythm Girls. Chesterfield cigarettes does away with the Sunday Variety Show and brings in the musicals on the Rhythm Girls. Based on a popular song and composed for the Rhythm Girls, "Star Dust" is a welcome addition to the repertoire of the show. The musicals on the Rhythm Girls, "Star Dust" is a welcome addition to the repertoire of the show.

Sapolio, good old cake in its day and now a rumba and tango specialist, under the direction of Sunyl Black, has been working with Chesterfield cigarettes at the Rhythm Girls. The program also features Earl Truxton and his 11-piece orchestra in popular aggregations are invited to take part in the program. As a result of the program's popularity, the audience has been growing. The program is well worth the time spent listening to it. Chesterfield cigarettes does away with the Sunday Variety Show and brings in the musicals on the Rhythm Girls. Based on a popular song and composed for the Rhythm Girls, "Star Dust" is a welcome addition to the repertoire of the show.
Gabriel Heatter is slated to start a WOR program in New York this week under the Harmon Realty interests, marking one of the most welcome signs to the radio trade that the industry has used radio. As the commercial houses are raising the prices of holding, the field of the course on the opera is set to develop, of course, unless a delay is ordered because of a strike connection with the Texas Centennial.

Jerry Sylvan, radio actor (WNYE), went into Love on the Lone, legit drama, last night. The forthcoming New York City Guide, a WPA Writers' Project, will include the lefty, a directory of the New York City radio stations, life histories, etc. as well as a list of radio stations. Stuart Churchill is going to Mountain Lake, N. Y., for the summer. His mother lives in Lake, Conn. American Legion Auxiliary is planning to be the best in the promotion of better radio and television. As the program will originate on the Coast the program will originate next fall, with Don Brickert, chief engineer, back at his desk after a three-month period. Tommy has sailed for the West Coast via California, where Gene will join him May 14, when Brickert will be 46. Another expedition will be a hostess at a studio birthday party for Charlie, lead in the Mary Marlin show, will be held at CBS studios. If Don’s work keeps him from going to Hollywood for a trip to New York and Washington. If he goes, he will make a vacation on the Pacific Coast. . . . He will stop off in Kansas to visit his mother.

Ted Weens and his orchestra and troupe of entertainers join the Fibber McGee and Molly program, beginning Sat. night, April 28th. In the interim, which is going to take a vacation from the winter program, he is over the WBBM Quarter Hour of Romance and will bring in a cover from a severe cold. . . . Believing that radio listeners purchase as many magazines as possible, he is going to continue in winter, the Squire Dingee Company sponsorship of the program for WLS for a 15-minute three-a-week program. The program is known as "Tempo King," WNEW management, Indian story teller, has terminated for the program, which was set up with the Squire Dingee Company. The program has been a success since it was handled by the Columbia Artists Bureau Company. Ted Weens is on NBC as morning programs series this week. . . . George Sheldes, WNYE engineer, is an ex G man.

The Serenade, featuring a string ensemble of WNYE, will make its debut a few night ago (May 1) with the premiere of the program. The Serenade will be sponsored by Ed Supplee on artists’ bureau publicity.

In this connection Bill Maloney, of the Bob Toplinger office, is in the WOR press bureau, Lester Goldberg and Tom Geller are moving over to the Bob Toplinger office, that function for Mutual as "concert." The first artist to appear was that of Ambi Jenkins (Tom Geller) against Benton & Bowles and General Foods. The program is postponed half a week (Thursday) before it gets into the air. Another suit, brought by Benjamin David, Inc., against Billy Rose for commission on the sale of the radio rights of "The Serenade," will be heard early this next week.

The forthcoming New York City Guide, a WPA Writers’ Project, will include the lefty, a directory of the New York City radio stations, life histories, etc. as well as a list of radio stations. Stuart Churchill is going to Mountain Lake, N. Y., for the summer. His mother lives in Lake, Conn. American Legion Auxiliary is planning to be the best in the promotion of better radio and television. As the program will originate on the Coast the program will originate next fall, with Don Brickert, chief engineer, back at his desk after a three-month period. Tommy has sailed for the West Coast via California, where Gene will join him May 14, when Brickert will be 46. Another expedition will be a hostess at a studio birthday party for Charlie, lead in the Mary Marlin show, will be held at CBS studios. If Don’s work keeps him from going to Hollywood for a trip to New York and Washington. If he goes, he will make a vacation on the Pacific Coast. . . . He will stop off in Kansas to visit his mother.

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Nat’s Dance Week
Boosts the ‘Ronrico’

CHICAGO, May 2.—The Ronrico, new dance spot, has been opened to the public. The Continental Room of the Riviera Hotel, was introduced throughout the country. A feature of the entertainment was the appearance of the famous dance band, “Maxine”.

The new dance, which has created much excitement, is the “Samba” of the Brownian. The combination of the music with the Latin beat is a new sensation. The band has made a hit with its arrangement of the Samba.

Manny Sachs Joins Music Corporation

PHILADELPHIA, May 2.—Music Corporation of America, in a masterful agreement complete by taking over Management of the Music Corporation, a band, has reached a decision. The band, under the direction of Manny Sachs, will continue to function under his leadership.

Sachs, who is considered one of the most versatile and popular bandleaders in the music business, has signed a long-term contract with MCA. His band, which has established itself as one of the top groups in the country, will continue to appear regularly on radio and television.

Sophie’s New Show

CHICAGO, May 2.—Leonard Hicks, managing director of the Sophie Corporation, announces a new, smart, and different show for the Sophie Room on opening the doors on May 2.

The show will consist of Sophie Tucker and her orchestra, directed by Jack Pomeroy, with Shirley Richards, who is a graceful ballroom team, and Eddie Powell, who is a speed hoop juggler. The combination of these talents will result in a show that is sure to please the audience.

New York hotels rush last-minute preparations as warm weather finally arrives—Nick Pronis and John Bogosian planning big spot to Foxt.”

Hotels Open Roof Gardens; Summer Night Spots Get Set

New York hotels rush last-minute preparations as warm weather finally arrives—Nick Pronis and John Bogosian planning big spot to Foxt.

Hotel Manhattan’s new night club, the Longfellow, is among the newest local spots. The club features a live band and a dance floor that is designed to cater to a sophisticated crowd.

London Night Spots

LONDON, April 30.—There is a lot of activity at the Savoy Hotel where Nick Pronis has his club, the Cocktail. He has three of them, all of them featuring American music.

Diamond Brothers remain the outstanding hit at the Dorchester Hotel, where they have been playing for several weeks. Their act is well-received by the patrons.

Club Richman Charged

With Objectionable Show

PITTSBURGH, May 2.—The Court on Thursday reserved decision on a motion for a temporary restraining order against Club Richman, operated by Paul Pronis from the license of a local hotel. The license was revoked April 11 by Pronis on the ground of alleged obscenities and insanities in conduct. The police commissioner had asked for an order against the club.

At the hearing Thursday, counsel for the police commissioner asked for a restraining order. The police commissioner stated that a female impersonator is necessary at the club.

Club has been featuring ‘boys will be boys’ type stunt of gay male impersonation, according to Marden.

New management of the club, who are taking over the operation, have promised to eliminate any objectionable acts.

Café Pommele, Davenport

A. C. Wants a Theme Song

ATLANTIC CITY, N. J., May 2.—Mayor A. C. wants a theme song for Atlantic City. The mayor is looking for a song that best reflects the city’s image.

The mayor has announced that he will hold a contest for the best theme song. The winner will receive a substantial award and the song will be played at all city events.

Hotel Rickard

The Rickard Hotel opens the doors on May 2, with a show featuring Nick Pronis and John Bogosian, owners, and Barry, the Cuban Danzon. The show is expected to draw a lot of attention.

New Massachusetts Agency

FITTSBURGH, Mass., May 3.—Nick Marcella, who has been in the music business for several years, has opened a new agency on Penn street in this city. The agency is called the Marcella Organization, and it features the Vic Vitton Brothers, Sammy Vincent and Babe Mack.

For the patrons, Johnson is a pleasing leader and pianist, while Harry Melville is an accomplished singer. The band is well-known for its smooth and swinging style.

The agency will present a variety of shows, including jazz bands, vocal groups, and dance bands.

Palm Room, Hotel Commodore, New York

New floor show here is a thoroughly pleasing affair, completing a new dance team, Don Loper and Patricia Gibbs, the Heat Waves, who were on the musical stage, and Nancy Healy, tap dancer. The Johnny Johnson Orchestra is still here, and the show makes a strong combination.

Both are tall, the girl being an attractive and willowy blonde, while the boy is a pretentious and smooth partner. Their dance is arranged by Fred Lequenne and a stellar number arrangement by Loper himself. The show is a well-orchestrated and lively and graceful movements.

The show opens on Thursday, and it is expected to be a hit.

Kit Kat Club, San Francisco

This spot, in the heart of the theater district, is located on the site of the former Olympic Theater. The club was opened in the late 1930s and has been a popular destination for the local theater community.

The club is known for its lively and energetic atmosphere. The dance floor is always bustling with activity, and the music is a mix of jazz and pop.

Modernistic furnishings lend a classic air to the club, and it is well ventilated, comfortable, inviting and has a good-sized dance floor. Operated by Dinny More, the spot maintains a high standard of entertainment, marvelous food and smooth liquor.

Floor show is put on in fine fashion and is always a hit. The club is open from about 40 minutes. Bob Harrison has the house on its own beat. The dancers deliver in style, and it is well ventilated, comfortable, inviting and has a good-sized dance floor.

The club is well-known for its lively and energetic atmosphere. The dance floor is always bustling with activity, and the music is a mix of jazz and pop.

Show opens with a line of six, and it is usually a hit. The patrons come on again at closing, are young, pretty and pretty, too. They supply the club with its own entertainment. Baby steps out of line for her sister, and it is well ventilated, comfortable, inviting and has a good-sized dance floor.

Well liked are the kids and Ferland, who bring to the club their own brand of enthusiasm. The examples of ballroom dancing and the latest fashions of the show are always a hit. The club is well-known for its lively and energetic atmosphere. The dance floor is always bustling with activity, and the music is a mix of jazz and pop.

(See Club Reviews on page 11)
CLUB REVIEWS

(Continued from page 11)

JOE AND NITA CARLTON head the
New York. Nadel's Orchestra also
opened at the Clover Club Wednesday night
and with Bob Hall, singing rhymster,
the Radio City Rainbow Grill has
given a good show which is expected
to continue for some time to come.

BETTY

NATIONAL
BROADCASTING
COMPANY
ARTISTS
SERVICE
20 Rockefeller Place
New York, N.Y.

May 9, 1936

12

The Billboard

-night Spots---Orchestras--Music

CLAUDIA

CLUB CHATTER

SHEILA BARNETT

New Playing
CLOVER CLUB - HOLLYWOOD,
CALIFORNIA.

Don't misuse your voice on NBC. It is named for the New
Year's Eve program of the New York WABC, which was
cancelled. This is not allowed. The Clover Club, where
Lester B. Winfield is in charge, features Sheilas
Barnett, and is on the bill of the west coast.

SYLVIA FINA

PLAYING SUBSTANTIAL
SPOTS FOR MODERN DANCERS

Now nightly at CHEZ PAREL, Indianapolis, Ind.
Address, Gary Billboard, Cincinnati, 6.

EDWARD K. BICKFORD

AND

ALICE CRANDALL

INTERNATIONAL DANCE STARS

With Their Own Orchestras

Now nightly at CHEZ PAREL, Indianapolis, Ind.
Address, Gary Billboard, Cincinnati, 6.


Of the Inimitable Star!

in

"Sewanee Rhythm"

Connie's Inn
Broadway & 45th St.
New York.

THE DRINKS ARE ON ME

The Doctor of Deception
and His MAGIC BAR

Mettle-Music Corp. of America

California's chatter box

DICK BUCKLEY

(mr.)

now on tour

*Return of the Inimitable Star!

From the Flickinger's "Sewanee Rhythm"

The SMART SET'S FAVORITE SONGSTRESS

* NBC ARTIST

Marie Almonte

*绂ory of the Inimitable Star!

Betty's REAL RHYTHM

The New Band Sensation

Ferm. Rep. ANDY PINE

More Casino Trouble

NEW YORK, May 2.—Park Commissary
Morgan was granted the right to
of the Central Park Casino when the
Jay Gorney was granted the right to
at the Hotel Commodore, New York,
for three shows for Educational Pictures.

CUTIE, MORENO, singer-guitarist,
opened last week at the Chenapea-
Waters succeeded Ruth and Billy Am-
asked the Barrett of Pin show, New York.
and the Radio City; Rainbow Grill has Zve
orner, Lane and South, and Misco, Mas-

DELL, RENAY has gone into the Club
May 16, New York. Joe and Betty Lee,
now at the Hotel Commodore, New York.
and their accordion, violin and guitar, who

STEVE EVANS, a young man who
present his new show at the Donlin's, has
succeeded Guarnini in the Empire Room of the
Club, and the Radio City; Rainbow Grill has Zve

Elliott
dance and song.

SONGSTRESS

in

"Sewanee Rhythm"

Connie's Inn
Broadway & 45th St.
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**Sheet-Music Leaders**

(Week Ending May 2)

Based on reports from leading jobbers and retailers music outlets from Coast to Coast, the songs listed below are considered a cross-section of music actually moving off the shelves from date of publication to date of publication.

**Generals**
- 1. Melody From the Sky
- 2. Love Me, My Love
- 3. You Started Me Dreaming
- 4. Goody, Goody
- 5. You
- 6. If Im True What They Say About You
- 7. All My Life

**PHONOGRAPH RECORD best sellers will be found on page 33.**

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**Orchestras**

It is scheduled to fill a short engagement before returning to Los Angeles. The band has been engaged by Lawncraft, Inc., under the management of Lawrence H. Levy, manager of the Club Hotel, Chicago. The-Monogram label will be used this summer in the Cascade Room of the hotel on the South Side. The band will take off after they have finished playing the Cotton Club, New York, for an engagement and is heard over CBS.

ROY HAMPTON has been booked to play the Cotton Club, Chicago, May 12 and 14, with a date at Little Known, Baltimore, being filled on the 15th. The band also plays a series of shows in London.

PAUL WHITEMAN has been booked for a series of shows at the Savoy-Plaza, New York, May 7 and will alternate with the Melody From the Sky, which his house is publishing, for an indefinite contract. We are in for some versus a vote. At any rate Tormented is all chorus and something new, at least in popular songs. Krit claims that the average verse is not always listened to, albeit it is essential in helping in the effusion's continuity.

In order to exploit two songs, Whiteman's organization has been given a new setup by the A.P.M. and is setting up new arrangements. The band has already received two such tasks, with one of the leaders playing the post in the William Penn Hotel, New York, last week. Kirt Arnold and his orchestra receive the task.

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**Profit Music**

**NEW HOWARD HOTEL**

**Orchestrations**

**SHERWOOD MUSIC SERVICE**

1212 Oregon Ave., St. Louis, Mo.

**Orchestras**

**WANTED**

**Colorized Entertainers**

**NEW HOWARD HOTEL**

---

**Print music**

**JEWEL HOPKINS, talented young colorized entertainer, has rejoined Arhenn's Band as vocalist. The Arhenn unit is currently touring the west coast by way easternward via the Southern route. After several weeks in the Southwest, the band headed north, Chicago, where the past a song that failed to impress was returned without much comment. This was found to be more destructive than helpful to the writer or writers who wrote it. The song will probably evolve at some future date a number worth while. The gesture seemed appropriate for the other day a young man who got one of the slips back an interested listener, in which he thanked the firm which had vision enough to ignore a ditty which the author, after sober reflection and deliberation, agreed was tidy.

When tabulating on fresh terrific tans, especially those of a so-called comedy nature, E. H. Fritts counsel Crutches Avid should not be over-rated. This is not a gag, but a solid coalition effort of two veterans of Tin Pan Alley—Fred Fischer and Harry Jennis.

After refusing to admit it one way or another, Harry Engel, lustily in business for himself, is now aligned with the Robbins forces. It is understood he is going to represent the Robbins firm abroad.

**J. Fred Coots is authority for the fact that he and his collaborator Benny Davis, have placed the appended three songs with the New-Whiteman Band. With whom the publishing firms: I'm Grateful to You, Why Do I Love You, and Beside the Sea Beside You.

The Messrs. Warren and Dubin have been assigned to write the lyrics and music of Everly's new composition for the Versailles Hotel, featuring the tenor James Melton.

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**PROTECT YOUR PROFITS**

**WANTED**

**Central Screen Printing Co.**

**MASON CITY, IOWA**

**Print music**

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Bands Out of Town Fizzle, Circuits Again Want Units

- Booking of "name" bands out of town proves unsuccessful—bands are local propositions—as a result circuits again lean to flashy girl units as attractions.

NEW YORK, May 2.—The recent attempts of the circuits to help themselves out by booking "name" bands out of town has proved disastrous, with the result that the circuits are again swinging back to flashy girl units. In the last few weeks houses out of town have booked "name" bands, but the bookings were strictly a local item and much attention has been given to the booking at home. As a result, theaters over the country, the bookings are again in the local units.

In the last several weeks the band stops occurred in theaters in the Midwest, the coast, the Far West, and the Far East. But the managers have asked the bands to call at a hotel if booking in these cities. Only bookings they want are those already established as territorial attractions. The local situation, principally concerning the Paramount Theater, is good for any band of the first rank and the audiences definitely have their favorites, preferring a certain style or quality of the act.

- Paramount Circuit, when considering the possibility of extending its local policy to other towns, definitely turned down booking "name" bands. Any discussion proved the unprofitability of signing "names" even in big bands. It was suggested that the circuits might benefit by the experiences of other circuits that have signed "names" and been burned. All the units in Midwestern cities in recent weeks. However, Paramount will continue to use "name" bands for the summer for it has definitely established a policy against booking "name" bands.

Paramount, Warner, Low and RKO revealed this week that they have a definite local policy for the summer and will send mostly girl units, and that next season would probably carry on in that direction. The Midwest will continue to utilize "name" bands, but with Bill Howard, RKO booker, liberal in his booking of groups a Midwestern trip to o. o. units and o. o. theaters. Perle Simon, RKO agent, also left on a trip to see the "names" and get authorizations for them.

Schilling Case Adjourned Again

NEW YORK, May 2.—The license Department's case against Bill Schilling for operating without a license came up for trial again today, but he was adjourned for the fifth time. This time it was put over until June 15, when the judge ruled that it must be heard at that time. Schilling was not present when the adjournment was announced; he was asked for the adjournment, claiming it was not ready, as Schilling's attorney, J. Robert Broder, was prepared.

Thode To Book Shanghai

HONOLULU, April 25.—Chuck Thode, pianist, singer and composer, goes to the Orient June 15. Plans are pending to give Thode's act a week or two on the East Coast here, and Thode is likely to land here on spotener en route to China. Thode just completed a successful winter in the Orient.

Ledger's Personalities Canceled

NEW YORK, May 2.—Francis Ledger was canceled from the Ledger ledgers for the last three weeks for Paramount this month, but successful for the last three weeks for Metro. The Ledger forced him to cancel his personal appearances. F. M. and A. J. Ledger, the week, and Metropolitan, Boston, May 16.

Max Hayes to Coast

NEW YORK, May 2.—Max E. Hayes, with the National Booking Office, arrived Tuesday for the Coast. He has several deals with picture companies, with the possibility that he will join the production staff of either RKO-Red or United.

Godfrey and Linder Split After 3 Years

NEW YORK, May 2.—George A. Godfrey and Jack Linder, indie bookers, dissolved their partnership yesterday after a three-year association, the split being caused by a policy decision to go on individually in the indie field. Godfrey remains at the quarters in the Bond Building, while Linder has returned to the Publicity Building for his office.

- Under the arrangement made Godfrey will continue to book the house in Rochester, Cleveland, Detroit and a section of the Midwest. Godfrey has signed up with Todd as general manager of the operation.

Linder in returning to the Publicity Building goes back to the booking of the house in Cleveland, where he did a land-office booking business both in Cleveland and the surrounding area. He will continue to be the biggest source of the bookings for the house for some time, he is said.

- Godfrey and Linder's partnership was dissolved in the middle of the month. The split was not a surprise to the industry, as it was expected to have come after the two men had been together for three years.

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Midwest Spots Go for Vaude

- Many houses are switching to regular bills—boost biggest in months.

CHICAGO, May 2.—Considerable interest is being shown by theater managers, particularly in the smaller towns around here, in regular billing. The bookings have been without stage shows of any sort, and have been limited to occasional bills and units. Other towns have recently been forced to switch to a more regular policy of stage bills two or three weeks a month. At the request of local vaude week, the city, has been booked for the first time in the city.

- The Uptown here, formerly a Friday night, Saturday and Sunday house, is now a full week. The Corsonos, Rockford, Morris and紧紧围绕 the city, have been booked for the first time in the city. The city, has been booked for the first time in the city.

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**VAUDEVILLE**

Tower Theater, Chi. Leased by J. L. & S.

CHICAGO, May 2—Announcement was made this week by Aaron Jones Sr., managing director of the Tower Theater, that the firm had leased the Tower Theater.

The lease, which is for a period of ten years, gives the new management complete control of the Tower. The lease was written as of May 1, thus making it possible for the new owners to receive the first rental payment due next month. The lease is still in the possession of the partnership and is not being relinquished. Arrangements are being made to transfer the assets of the Tower to the new owners.

The Tower is a 1,000-seat house, originally built by Lubber & Trine. The building has been in continuous use for some years, and plans are being made to renovate it to new standards.

In Washington this week, H. A. Whitehead, executive assistant to Eddie Dowling, the Balaban & Katz chairman, has been transferred from the Tower's position as assistant to the president of the Balaban & Katz chain. The Tower is a part of the Balaban & Katz chain, and at one time Jones, Lubber & Trine controlled over 50 theaters here and now operate the State, Lake, Woods and Lafayette theaters, all in the Loop. Acquisition of the Tower will make the firm's total return to the neighborhood field.

A new 5,000-seat house, the Tower, was completed a few years ago. It has been leased by the Balaban & Katz chain, and plans are now being made to renovate it to new standards.

**ERWIN-COLLIER FOR JUNE DATES**

NEW BRUNSWICK, N. J., May 2.—Louis Armstrong will play a two-week booking at the New Brunswick Roosevelt Theater, starting May 15.

**ARMSTRONG TO TOOT AT PARA**

NEW YORK, May 2.—Louis Armstrong and his colored hand band have been booked for consecutive engagements at the Paramount Theater, starting May 27, in an all-colored pit show. Connective dates are planned and arrangements are being made to come into the house June 17 on a two-week booking.

**BUFFALO GETS BOWES UNIT**

BUFFALO, May 2—Paramount will open one of 16 houses here to stage shows the week of May 15, but the bookings are booked up for the week of May 22, and the shows will go into either the Buffalo or Hippodrome.

**NEW BRUNSWICK BOWS OUT**

NEW BRUNSWICK N. J., May 2.—The Finger Theater here will close May 15 and not open until after a short vacation, making arrangements for bookings there scheduled for the week of May 27.

**Submit Hersholt-Peterson**

NEW YORK, May 2.—Jean Herscholt and Dorothy Peterson, features of The Lucky Star, were submitted by the podrome.

**VAUDEVILLE REVIEWS**

Loew's, State, New York (Continued from page 11)

A hot day, a supper show, and still Loew's wonder house packs 'em in. In the opening, Robert Taylor, Robert Robert Taylor film, Small Town Girl, George E. Stone, and W. S. Van Dyke, Director and producer. The film is a comedy and circus project respectively here.

CHARLES MOCIE and Walter Diggins have been booked for one of the greatest vaudeville comedies. "A Trip Eastward," a success at the Metropolitan Theater, New York. The Bill is made up of four acts, which are current at the Colonial, Dayton.

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State-Lake, Chicago
(Reviewed Saturday Afternoon, May 2)
A trio of Chicago favorites head the current bill in the persons of Marty May and Odette Myrill, who starred in the Roberts Company here last year. Here Paul Ash, who conducts the band and acts as comic through the majority of the show. The State-Lake Sweethearts, the clever house line, appear at the beginning of the bill and in the middle of the show, by these adorable cuties would have paced the layout much better.

To a funny number by the band the State-Lake Sweethearts opened the bill with a very fine military tap, the effectiveness of which was enhanced by the beautiful costumes. They drew a big hand at the end.

Marie Hollis, a really fine acrobatic control dancer, had things her own way with her own work that included high kicks, sliding splits, back bends and mirror at the center of the stage. A hit.

Johnny Special, harmonics virtuoso, did Clap Hands, Here Comes Charlie, without the aid of his hands, did imitations of bugle and drum corps, a hurdy-gurdy, bagpipe and a railroad train and string arrangements.

He got a heavy reception. Followup is Merry May, a switch to fast stepping. Some comedy acrobatics that tickled the audience.

She has a beautiful voice of unusual range and is deprived of shorts and gowned in popular tunes, featuring A Pretty Girl is My Baby. He played the violin as she danced. Encorced with Smoke Gets in Your Eyes and left the print of stage presence and enunciates more clearly, than most growers. O'Connors all bow low to a strong hand.

Emsee Whitey Roberts opens on to prove he can do more than beg applause for the acts, doing a little of most every- thing, sax play, piano play, some fancy rope dancing, rhythm clogging and contemporary dance work. California Variety Light winds up the program with a medley, including Happy Trails, The Old Mill, Softly, Softly, Come Back to Me, etc. Boys and gals come in by the dozen and are sure to grow on Cincy vaude- ville, this week.

Two boys and a girl enacting in the revue roundup, with all on the stage for the finale. Good average show, though not up to that good record-breaking Folies Comiques.

Paul Denis.

Grand Opera House, N.Y.
(Reviewed Friday Evening, May 1)
Grand Opera House this half presents the Burke and Sullivan Company together with Lucky Derby and two features, jammed the house.

Cincy's only vaude house, marked the end of the season's program as the current bill here this week is the opening of the regular vaude proceedings, including the Carr Brothers and Betty in a fast trio clogging, the Roberts on tap there a number of comedy acrobatics that tickled the audience. The Brothers by Betty and Paul Denis.

The Carrs then return to the closing act, the Kimris. Aitho revised effort, Rogers made before he was killed. This number just precedes the mini- act has two girls and two boys.

Top spot has the Four O'Connors. The recent was a Comedy Vaude-

listeners and who also worked in the pix and are sure to grow on Cincy vaude- ville, this week.

Shubert, Cincinnati
(Reviewed Friday Evening, May 1)
Revelry Roundup, current show at Cincy's only vaude house, marks the end of the season's program as the current bill here this week is the opening of the regular vaude proceedings, including the Carr Brothers and Betty in a fast trio clogging, the Roberts on tap there a number of comedy acrobatics that tickled the audience. The Brothers by Betty and Paul Denis.

The Carrs then return to the closing . act, the Kimris. Aitho revised effort, Rogers made before he was killed. This number just precedes the mini- act has two girls and two boys.

Top spot has the Four O'Connors. The recent was a Comedy Vaude-

listeners and who also worked in the pix and are sure to grow on Cincy vaude- ville, this week.

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Paramount, New York
(Reprinted Thursday Evening, April 19)

Guy Lombardo and his orchestra continue the band's policy, with Lombardo a cinch to do business for the two weeks of his booking. A rather lengthier tour of 25 days is a non-event for a week, will not constitute any too much help and the band should be credited to the orchestra, which belongs in the top-class category. Besides the band there are Grace Barrie, singer, and Eliza Tapp, who replaced George Tzappas when Tzappas sprayed a game for his career.

The entire stage production uses on the stage comes mainly recruited from WCAU and KYW. Lyda Sue returns for another dance novelty to the music of Stuard and Quigley, the soprano, sings Cesar Cui's 'Paris Bills' (Week of April 22)
The Empire Music Hall offering its usual program, with a medley of pop tunes, including 'Sailors; Rain without music and her impression of Eleanor Barrett and Janis, long. Lombardo next offers Lost, an entrance into French N.

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PHILLY SEASON IN BLACK

Fewer Shows Than Last Year But More Successes Hit Quakertown

48 plays in all, against 55 previous seasons, but profitable runs go up from 21 to 28—tryouts more successful—109 theater weeks played during the year

PHILADELPHIA, May 2—The closing 1635-36 theatrical season in Philadelphia was uneventful and unspectacular in the post-war modern period. At the same time it has been the most prosperous in the last five years. The legitimate was first in 55 of the last year, the previous low on the withered buisness. Considerations will appear on the 1928-29 season that time 11 legitimate theaters were occupied in the last two years only four had any sort of consistent success.

The 48 shows of this year accounted for 109 theater weeks among the legitimate houses. Adding to the tryout seasons were three weeks of A Midsummer Night's Dream at the Chester; three with The Great Gieft (three with 200,000 Chief) and six weeks of movies, including the Chap-lin and the Marx Brothers. The total number will be increased before the season finally ends, for Three Men on a Horse is going into its 15th week at the Garrick with several more scheduled, and Cardboard Castle is at least another week at the Broad. There is no sign of a renewal of the theatrical activity during the Democratic Convention in June, with Katherine Cornell standing at a cold start.

The prosperity note is sounded on the year by the unofficial estimate that, of these 48 shows, 20 ended with books on the right side of the ledger. The rest were successful purely in the profits, but they kept out of the red, and the second year of last season's 55 shows hit the same comparative mark.

The public is to be noted in the better attention given the tryout shows of the year. Philadelphia has always given good business to the established New York hits and those produced in the Old Maid, Tobacco Road, Cornelius Rocky and Juliet. Three Men on a Horse and others may renew the same business. But the tryouts, in the last two years, have done well in the right story. Unready, poorly rehearsed productions of Saturday's Child and the goodies, a break-in-town and last year's 24 fledglings only one, Polo Valence, got real.

This year, however, of 28 try-out productions, 12 were a success and none of the money class. Possibly the managerial lists them in the red because of prejudice against the city, but this factor, which cannot be charged against the Tryout's, is not a profit. Five more, while not hits, were in the build-up class when their show engagements ended here. Only nine were hopeless flops, the smashed in this city being the Swiss Girl. However, it was here for over a week and didn't get a chance to cash in on its rare merit.

The tryout classes as successes were:

Taming of the Shrew, Squaring the Circle, by EUGENE BURR. The last opening of George White's Scandal, Lulu, I want a Philosopher, Pollyanna, Enter Ethel M. Follies. In the intermediate class were Night Must Fall, A Kiss Before Dying, The Millionairess, Devil's Garden, Old Gold, The Perils of Pauline, Mouse Bites, The View from the Bridge, You Never Can Tell, Love Me or Leave Me, a Pollyanna mood, Dear Old Darling, Flora and the Men, Many Loves, A Woman's Heart, The World to Come, The Changeling, The Enchanted, A Yankee at the Paris Opera, London After Midnight.

New musical production was limited this year as usual, but the six shows of the season were the same as last year's. It was the same ad nauseam.

In addition, Student Prince, Blossom Time, Rose Marie and My Maryland were reviewed in the city and for the sake, of the aroma around 24th street. EUGENE BURR.

NEW YORK, May 2—Duke Wellington, designer and creative theatre, has been engaged by Charles and Lillian Seligman, proprietors of the Playhouse, Inc., as art director for that company. Wellington is the author of The Theory and Practice of Poster Art and is president and director of Public Theaters Corporation. His headquarters will be at 525 West 43rd street, the home of the Seligmans, and the studio at a place in the cowboy, Virginia Barnard. Wellington's studio is at the Third Street 2000, which was the 48 plays of this year accounted for 109 theater weeks among the legitimate theater's, the longest of the season being Boy Meets Girl.

This doesn't mean that all were hits or pros-perous. In fact, an all-day sucker—if you don't look at the things you get what makes you profit. Other shows in the class did near capacity business, but the non sequitur; speeches have no more relation to each other than the run of the non sequitur; speeches have no more relation to each other than the run of the proceedings and, by dint of mugging and overplaying, wringing a few scattered laughs out of the audience, the author manages to prove that he has spent his young life in pursuit of the illusory promises of the staged who presumably has excellent theatrical knowledge and background. He has seen some of the best in the business, and has an evident effort to prove that she has found in the play. And Miss Nichols, in her more skillful efforts, has left the naive of Abie far behind, has introduced such things as (una- bit 'unsatisfying. Mr. Falk's is a voice out of musty Victorian England; one pictures him entirely out of his element. Thus, comparatively little is carried away from the proceedings.

Mr. Falk, on the basis of his personality as it's expressed in his book, would seem to be a first-rate teacher, and as an actor he is also the possibility of a 'renewal of interest. Pre-Honeymoon will treat it, no one can tell. This is also possible that people who have been hit over the head with a hammer will try hitting themselves over with a club, but this reporter, in a Pollyanna mood, refuses to believe in the essential idiocy of human nature. Miss Nichols has, according to reports, leased the Lyceum until July. One can only hope that she has another play to put into, is not only for her sake, but also for the sake of the town, the man and the insurance.

Play, Pre-Honeymoon, on which she collaborated with Alfred Van Ronkel and which is going into a 109 theater weeks of runs at the Lyceum Thursday night, manages to get one out of the run of Abie's Irish Rose, then we may add that the public taste has not improved, but declined. Pre-Honeymoon is a better play than Abie's Irish Rose, but it is not a play. Miss Nichols, deserting the sweetness-and-light that marked her famous plea for racial tolerance, has with Mr. Van Ronkel's questionably successful piece been one of those plays which, like pink ladies and white aprons, turn up in the ground in the spring and wiggle skilfully about and then fade out. She sends her current evening telling us what she was at some point of her career as a novelist. This is not a new play, but an old one, a rewrite of some of the scenes of Abie's Irish Rose. Miss Nichols has, with Mr. Ronkel's questionable piece, possibly expanded to include one of those scenes which, like pink ladies and white aprons, turn up in the ground in the spring and wiggle skilfully about and then fade out. She sends her current evening telling us what she was at some point of her career as a novelist. This is not a new play, but an old one, a rewrite of some of the scenes of Abie's Irish Rose.

PHILLY SEASON IN BLACK

...
**The New Plays on Broadway**

**MAJESTIC**

Beginning Monday evening, April 27, 1936

H. M. S. PINOFIRE

**TRIAL BY JURY**

[Blank]

[Text begins]

The Right Hon. Sir Joseph Porter, K.G., Attorney
General for the United Kingdom, dressed as a modern
Captain Coreen, Commander of the H. M. S. Pinafore,
Drew John Eaton, Head of the Pinafore Navy, as
Dick Deadlock, Ab Seamen, William Davison,
John Symonds, and Sec. and Adjutant, Claudius
Little Buttercup (Tim), a Portsmouth
Harry in his playing; that, however, is some-
thing that's any better than the
H. M. S. Pinoire, which is the first and one of the best of
the Gilbert and Sullivan collaborations.

**NEW AMSTERDAM**

Beginning Monday evening, April 27, 1936

CYRANO DE BERGERAC

A heroic comedy by Edmond Rostand. Eng-
lished and produced by Walter Hampden. Scene
production designed by Leon Sechter and
Presented by Walter Hampden.

**BROADWAY RUNS**

Performance to May 3, Incl.

Dramatic

Rip Van Winkle (Own)
Dow 

Rip the Dead (Pelle) A. 

Rip Young (Chips) A. 

The Comedy of the Plonk (Trans.) A. 

Stage Door (Anst.) A. 

The Serenade (Ed. 

The Good Time (S. P. 

The Millionaire (Fra) A. 

The Relief (Colot.) A. 

The Dandy (Durt.) A. 

The Professor (Fra) A. 

The Millionaire (Ed.) A. 

The Producer (Au.) A. 

The Beautiful (S. P.) A. 

The Barber (The 

The Toast (Str.) A. 

The Stage Manager (S. P.) A. 

The Boy Meets Girl (Cort) A. 

The Dead (Fulton) 

**OUT-OF-TOWN OPENINGS**

**Stalemate**

(Franklin, Calif.)

Author, William H. Whalen. Producer, Ben
Hard Director, Ben Marx. Designer, Ed-
wardbrands. Stage Manager, Ben Marx. Pro-
duction build by Edward Golding. Decoration and
Costume design by William B. McGee. Music from
sketch by William Livingston. Musical direction
Charles Hart. 

Cast of "H. M. S. Pinofire"

John Moore, John Cardini,
August Loring,
David Milton,
Paul Willard,
Curtis, LeRoy McLean,
Bill Bobstay, Boatswain.... Herbert Waterous
Roy Cropper
Dorothy Barclay,
Barclay,

**NEW YORK FOLLIES**

Presented by Walter Hampden.

**SYNOPSIS OF SCENES:**

**ACT III-CHARITY HOUSE**

**ACT IV-CYRANO'S GAZETTE.**

**The Playbill**

May 9, 1936

**LEGITIMATE**

The Billboards

AMERICAN ACADEMY OF DRAMATIC ARTS

FOUNDED IN 1864 BY FRANKLIN H. SARGENT

THE FOREMOST INSTITUTION FOR DRAMATIC AND EXPRESSIONAL TRAINING IN AMERICA

Enrollment for 1936-1937 is limited. For application for Teaching and Directing as well as for Acting.

TEACHERS SUMMER COURSE, JULY 6TH TO AUGUST 14TH

For Catalog address the Secretary, Room 146 E, Carnegie Hall, N. Y.
E. P. Briggs, treasurer. Members of the fiscal year are A. P. Archer, president; Bernie Hynes, vice-president; and Otto Brown, treasurer; Maurice Brown, secretary, and Sam Swigow, treasurer.

Norman were re-elected to the positions of the Arkansas Parent-Teacher Association, with headquarters in Denver.

Other speaker to mention improvement for the public were becoming more suitable for the theaters. Harry Brandt was not to attend.

In the business of manufacturing talking picture equipment, and Duovac says its injuries amounted to $2,500,000, but it is allowed triple damages under the anti-trust act. Duovac's total damages to $7,500,000.

Columbia Pictures' two-day convention at the Palmer Hotel Chicago, originally scheduled for two days, has been extended to five days, beginning May 20 upon request of the company. It was noted that the attendance will include about 250 home executives and regional managers, in addition to various brokers and New York execs.

The exhibitor practice of refusing prints sent by distributors is responsible for Columbia Pictures' decision to act. Generally, according to Motion Picture News, the exhibitor's present transportation companies distribute their own prints, and frequently there is no way of solving the problem. It is noted that the exhibitor has no choice but to order one print out of five or six which had been accumulating. The loss involved was about the same number of distributors.

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“THE COUNTRY BEYOND” (20TH-FOXE)

TIME—56 minutes.

PLOT—Sergeant Cassidy of the Canadian Mounted Police is assigned to be in two men charged with stealing a load of furs. The trial leads to the cabin where the Fugitives are hidden. Cassidy has a hard time catching them, but when the criminals try to escape, he manages to capture them.

AUTHORS—Screen play by Raoul Walsh and Bert Hanlon.

DIRECTOR—Kurt Neumann.

CAST—Bobby Breen, Henry Armetta, George Houston, Vivienne Osborne, Charles King, and Billy Burrud.

PLOT—Bill Fenwick, Chicago gang lawyer, goes on the side of law and order when his brother, a gang leader, is killed by Eddie Sultan’s mob. Knowing that Sultan has a lot of “hot” gold which he will try to dispose of by making the metal appear as though it was newly mined ore, Fenwick goes on the trail and traces the criminals to a run-down mine in Nevada. Disguised as a workman, he enters the back tunnel and is able to track the fugitives to a run-down mine in Nevada. He outsmarts Sultan’s men and captures Sultan. Fenwick and the girl marry.

AUTHORS—Screen play by Louis Steven, Thomas Lennon and Ferdinand Reay.

DIRECTOR—D. Ross Lederman.

“DRAUGHT” (BURRUGHS-TARZAN)

TIME—56 minutes.

PLOT—A young man, Jack Adair, working in a small mine, meets a woman he loves. They are married, but she is killed in a mine disaster. Jack is so crushed that he turns to drink and gambling. One of the nurses tricks him into announcing his will, and a judge is appointed to handle the estate. Jack is given a job, and when he mixes in with a gambling outfit and begins to collect information, the judge's appointment is revoked. Jack's life is saved by a nurse who has joined the police force. Jack and the girl marry.

AUTHORS—Story by Gerald Beaumont.

DIRECTOR—Vin Moon, with W. M. Seig as production director.

“PRIDE OF THE MARINES” (COLUMBIA)

TIME—56 minutes.

PLOT—Ursula, an orphan, is befriended by four Marines, with Steve, one of the sergeants and heavyweight champ of the corps, particularly liked by the kid. Steve, however, plays tough, but when it is found that the kid's only relative, an uncle, has left the country, he takes the kid to the barracks, where he is adopted as a Marine. Meanwhile Steve is falling in love with Molly, but she is going to marry someone else and asks that they be allowed to take the kid with them. As a result of the affair, Molly lands in jail during maneuvers but is injured. The colonel, on the eve of the long-awaited wedding, orders the marriage to be called off. When the marine term is over and over he means it. He tells the dangerous assignment, giving the kid up and defaulting on the right.

CAST—Charles Bickford, Florence Reid, Billy Bœuf, Robert Allen, Thurston Hall, George McDonald, W. B. White, and William Tabbert. Bennett seems like a pale imitation of Jean Harlow at her worst.

“THE LAST ASSIGNMENT” (VICTORY)

TIME—58 minutes.

PLOT—Detective Bob Horton, detailed to the murder of the District Attorney, finds that the guilty man is his father. He lets the old man escape, but the circumstances look so bad that he loses his job and is forced to run out on his marriage with Marie, daughter of the chief of police. Father Horton, endeavoring to make amends to his son, tries to give himself up to the law, but is flushed out by a gang of criminals who turn him over to the authorities. They escape. Police follow them to the redwoods of Baker and Oak, two of the sergeants and the city's finest. Beat the odds. Our hero manages to rescue the life of the police chief by getting into the way of a bullet, and Baker and Oak charge off for a battle. Everything is forgiven. All is forgiven.

AUTHORS—Story by James Oliver Curwood. Screen play by Lamar Trott and Adele Kurtz.

DIRECTOR—Rus Neumann.

EXPLOITATION—Breen-Cantor tieup.

“WOMEN IN WHITE” (PARAMOUNT)

TIME—76 minutes.

PLOT—Another cop and robbers affair, with the gems stolen and the handsome cop put on the trail. Affairs are complicated by what passes in pictures as a romance, this one between the cop and a finger-finger gal. The cop later becomes, of all things, a newspaper woman. Things are further complicated by a romance with a newspaperwoman who is in the criminal deals and various crimes, including murder. In the end, of course, the cop, with the gal’s kid, gets everybody after he’s been in disgrace.

CAST—Cary Grant, Joan Bennett, Walker Page, Lloyd Nolan, Alan Baxter, Mary Crane, Cedric Herter, Robert Allen, and Robert Young.

DIRECTOR—Raoul Walsh.

месты детальных показок по странице 21.
SO THEY TELL US

The last four weeks.

DIAN ROWLAND (Mrs. John Head), at the Gaiety, New York, celebrate a birthday.

Emmett Callahan stepped into the price of his new act, which has retained its scale.

The Gaiety on Broadway, which has been playing for several good weeks recently, has retained its scale.

DIAN ROWLAND, Mrs. John Head, is reported to have taken over a new show.

EMMETT LYNN, rube comic, with a new act, is scheduled to open at the Gaiety, New York, on May 2.

Summer Closings Of Indie Houses

NEW YORK, May 2 — The burlesque closings on the Independent Circuit still continue. The Apollo, New York, will close next Tuesday, May 3.

The Variety, Pennsylvania, is scheduled to close this week. The closing date has not been determined yet.

The Apollo retained its 25 and 35-cent matinees and 25 and 35-cent evenings. Yet Emmett Callahan stepped into the price of his new act, which has retained its scale.

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WANTED - NIGHT CLUB ACTS

GAME. "Do you remember," Ed and Bob are now located in Flint, Mich., where who quit show biz about five years ago, redrevue, has given up the idea as a after making a string of towns in the road with the Olsen and Johnson show so well known in tab and burly circles, show all last few seasons employed in the office Sam Allen, erstwhile tabster and the following: The Wade's Cellophane Scandals, currently after completing a string of Southern Reynolds and his Music Makers. Jeanne the outfit will hit out for the Ben Ali weeks ago.

BURLY BRIEFS

This week marks the return of "Peaches" Strange, expert shimmy ex- pectomoh, who previously enjoyed a long run at this house before she left a few weeks ago. Fred Clark has again pro- duced another fine show, proving the comedians do not fare so well but Clark's combined novelty act is hard to produce laughable scenes week after week, and there has to be a letdown. This is one of his better shows.

The show opened with a Parisian scene laid under the Elfit Tower and the "Waterfall" show. The novelty of this is that the chorus is, in the Country, Dorothy Rice, Harry Jackson, "Suck a Lemon" followed and drew a fair share of laughs. A chorus number

of each other: Frances Renault, who with John Hardy, Doc Baker, the Texas Comedy Don, and Miss Betty Favorites, attended University Four! And what's become of the Woodward girls? How's Downard, Harry Bowens, Sam Mylly, Bill Defraney, Jim Pearl and Jack Kipper? Uneventful week: Joe Spiegelbrug was fatally injured when he was run over by an auto in Atlanta last Christ- mas Day.

BURLY BRIEFS

(Continued from opposite page)

York, have formed a new comic-straight trio, Walter Johnson, arriving from Australia, is making New York headquarters for his foreign bookings, and looks to be likely material for a future hit in the Metropolitan.

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THERE is talk that Mike Jacobs, the fight promoter, is after a bankroll

to build a big arena—not far from Madison Square Garden. Indi-

cidentally, they say that Ben Bernie, the Bing Crosby rival who

declares in his new radio appearances that he would employ as a

ticket expert, will join Jacobs as one of the ticket experts. When 15

or so Group Theater players took part in a sketch about Sarah Bernhardt

on a recent Valley, they announced the piece as being by Clifford Odets.

But Odets actually has nothing to do with it, along with various others,

in shaping the thing. But Sarah Calhoun, now blind, did one of her famous

dramatic sketches at her own benefit recently and bought down the house.

Because she is a producer and the theater is a, so to speak, a "not for profit"

operation and the performers are paid only the cost of hiring the space.

preparing a single act as a filler during sister Margot's illness. The story

is that during the first week of the show the Aurora earthquake; they were

announced in two days by a cable stating that there was a great fire

in a tunnel near Amity Hall, Pa. The firemen got away from New York

they managed, all of them, to get themselves laid up with

several injuries, not that he had a chance to show off, he

was made to keep working, but the

boss's cousin by marriage and the wife insists that he be kept working, but the

manager is taken into the home office because he is the

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Hedgerow Players Are 13 Years Old

MOYLAN, Pa., May 2 — Hedgerow Repertory Players at Rose Valley celebrate their 13th anniversary with the presentation of Rehoboth Guild's "Lost in the Night" and "The Bells of St. Mary's" in the 110th performance. On May 15, 1936, in Jasper Deeter, the rep group today marks its 13th anniversary for its opening at the Playhouse in Philadelphia. Among the earliest members of the group are Mr. and Mrs. J. William Deeter and Mrs. Le Galleen.

The summer season here, with an average of three productions weekly, the players will start at 7:30 this month. The opening is May 15, last year the company made its second annual tour to the New England States and covered 17,000 miles in 15 States and two Canadian provinces.

Plays presented last week in their own theater here include "The Firefly Lantern," O'Casey's "The Plough and the Stars," and "The Magdalen." The theater, run on a co-operative basis, has a permanent company of 24 members. The price range scales from 60 cents to $1.50.

Hull Show Working Old Spots

FAYETTEVILLE, N. C., May 2 — Clyde (Smoky) Jowell, sensational contortionist, has been doing a good business in a new week of "reasonably satisfactory business." The Hull show, according to the management, is still the king in the territory. Last year's established territory, occasionally broken, has been working on an average of eight bookings a week in the Gulf Coast region. "Skiny" Rimbling, R. A. Warner, the Gibbons family and Jeffy Johnson are still in the Hull cast.

Billroy Show Briefs

Mr. and Mrs. Boyd Holloway, Jimmie Rhody and Jean Jordan closed last season at the State all and are now joining the Hull Show Working Old Spots at Pamplin City, Va. Their company is currently operating in a new show in the vicinity of Cape Girardeau, Mo. Mr. and Mrs. Syranne, N. Y., were they will report to John Van Arnam as an addition to his company. J. JOHN D. FINCH.

North players Back to Wichita

WICHITA, Kan., May 4 — Ted North Players will return to their old location, South Broadway and Franklin road here tomorrow for an indefinite run unlimited.

Members of the company are Ted North, Pern Witherspoon, Marie Peters, Virginia Guling, Cicely Wright, Nepal Morgan, Barney Wolfe, Frank Chilje, Joel and Jerry Hilliard, stage director. The operatic group of the company, admission price schedule will be 10, 15 and 25 cents.

This makes the fourth season for the Ted North Players in Wichita.

Boye Players Opening Soon

LINCOLN, Neb., May 2 — Chuck Boys Players are working on their opening for May 4th according to word from members of the company. The show for the opening will be "The Firefly Lantern," now running at the Palace for months long. It is probable that the run will extend to eight to 10 weeks duration this year.

FREEZMAN HAMMOND has the leading role in this presentation of "The Firefly Lantern" by Playhouse's production of the season, which opens an eight-week engagement at the Lincoln City May 3rd.

WANTED QUICK

On account of the very rapid rise in the prices of dancing laces. Mlle. Maxime, dancing laces Miss Paris, 125 Broadway, (Continued from opposite page)
EDWARD (Edward C. Ratcliffe), the creator of the mystery drama Roundstone Castle Mystery, a show now popular in the New York area, is returning to England. Judd De Kalb is managing the company, and has just presented the "Man of Magic." Edwin the Mystic, mentalist, and Perry O'Day, song and dance duo, will also be with the company. For dates within a 100-mile radius of Seattle the Ring of Magicians and the Society of American Magicians will hold a convention at the Yak-Yak Hotel, New York, May 11. A banquet and exhibitions of magic will be on the program.


PRODUCTION of INFLATED BALLOONS

LINDHORST ENTERPRISE, St. Louis, Mo., are using three full-grown head northward.

WILL L. LINDHORST, St. Louis magus, reports that Don Nicoll, well known for his Chinese magic, has quit the game and has presented him (Lindhorst) with his entire act.


LINDHORST ENTERPRISE, St. Louis, Mo., are using three full-grown head northward.

PHELPS, mentalist, who has been on the Coast in Washington, has presented the group with a new Plymouth sedan delivery car.

THE GREAT GEORGE (Grover C. Cawthorne), formerly with the California Legion, is now appearing at the Paradise Theater, Los Angeles, return from a successful trip. He reports that he has bookings to carry him thru the summer.

LINDHORST ENTERPRISE, St. Louis, Mo., are using three full-grown head northward.

LARRY BLAKE-young mimic and stage manager, is starring in a new star-studded impromptu show at the Yacht Club, New York. George, who until recently was a part of the turn's routine, with full powers of harassment that warrants a try on the air, especially with the comforting influence of new radio funnymen. They sing well, too.

In Boxed Assortments.

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T. S. DEHNISON & CO.

Dorothea Antel

312 West 72nd St. New York City

BIRTHDAY, EVERY DAY, CONVALESCENT

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The purpose of this department is to benefit producers, bookers, agents and others connected with the exploitation of acts on the major indoor, thru the Billboard's coverage of every branch of the show business.

The "possibilities" grouped below are distributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to the theatrical and music world, but embraces the entire entertainment industry.

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

For VAUDE

STUART AND MARTIN—vaude act made up of Charles Stuart, former magician of Hagen, and Frank Zaccone, stage manager.

HUGH C. HENRY, well-known 20 years ago as a b.o. comedian, singer and dancer, reports from Los Angeles that the West Coast boys are making plans to organize the Minstrelsy Association of the Pacific West Coast. The organization will give $10 for every vaudevue date to follow, after which he will return to Hollywood to fulfill a picture contract.

LARRY BLAKE-young mimic and stage manager, is starring in a new star-studded impromptu show at the Yacht Club, New York. George, who until recently was a part of the turn's routine, with full powers of harassment that warrants a try on the air, especially with the comforting influence of new radio funnymen. They sing well, too.

The organization will

When has become of the boys who used to write news to The Billboard?" asks one former staff member. "You could pick up The Billboard and find out."

"I don't know what I did when I got here," he answers. "I was just picked up to fill a vacancy in the business. Now they tell me what I know."

For RADIO

CARL C. FREEMAN has taken the management of Royalta, mentalist, and will pilot the act thru Eastern Virginia and Eastern North Carolina.

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For LEGIT MUSICAL

YOUNG WOMAN—also caught at the Yacht Club, New York. A tall, lanky comedian, he is marvelous at rapid-fire ad libbing and sharp, sly, humorous obiter. Great on a night club floor, he should be just as good on the stage. Definitely rates an assignment.

MABEL SCOTT—singer, now working with Jimmie Lunceford's band. She delivers her vocal and physical rhythms in a new way which beggars description. Plenty of heat and sing that should easily qualify her for a legit musical.

Eddy De Kalb is managing the Palladium Restaurant, New York.
British-American Technician Tie

HOLLYWOOD May 2—Negotiations are under way between British and American technicians to prevent a strike which might involve a veritable shattering of workers between London and local film centers. This discussion, it is reported, is being held with British actors’ Equity, is seeking an end to the practice of having British technicians work only but in recent years for free exchange of skilled and professional workmen. Negotiations have been going on for the last few days as both sides showed pleasure and acquiescence in connection with the picture, “The Great Gugfled,” and ask $12,500 damages. She claims that use of naked girls in the picture is customarily a practice or “unsented the name of Little Egypt.”

South Texas Teachers Meet

BROWNWOOD, Tex., May 2—Twenty members of the South Texas Association of Dancing Teachers held their quarterly convention in the Miriam Widman Dance Studio school here recently. Leona Mellon, of Galveston, who formerly taught at H-E-B Hotel, Galveston, was elected a director. They discussed in tap were given by Dolores Newberry, Galveston, and Dorothy Wolfort, Houston, and in musical composition by Dr. J. P. C. C. Collins, Galveston. A business session was also held where a number of resolutions facing the industry were brought to a vote. The resolutions adopted were: a new artist manager, Montie Boucher, Galveston, who is president of the Dancing Managers of Texas, is to be the director of the Lone Star State. Membership totals more than 50.

Shreveport Ops Again Out

SHREVEPORT, May 2—History repeated itself within 30 days here. Just a month ago city's largest theater chain was forced to get court injunction to keep “outside” help when projectionists in four of the largest downtown houses walked out. Regular men returned in a few days as both sides showed pleasure over agreement, but last week name houses again operated under “outside” help and second injunction just 30 days after first order of preliminary injunction because police on first occasion arrived too late to stop the strike. The Snegarian-Street Inter¬tory of Labor for free entry of talent, bars, and thru mutual agreements permit¬edly members of the various trade associations to work in other jurisdictions.

The technical alignments are being discussed by the associated Cinemas of the National Film Association, N.F.A. The British group was the first mover in the field, insisting that their industry is badly in need of technical training in all its branches.

The British ACT is a vertical type of professional union affiliated with organized British labor, and includes art directors, stagehands, actors, musicians, workmen, actors, and television people. Meanwhile British Equity is waging a campaign to open up the British Film Federation to the British Technicians’ Equity of labor for free entry of talent, bars, and thru mutual agreements permit¬edly members of the various trade associations to work in other jurisdictions.

B. & K. Earnings Highest Since '31

CHICAGO, May 2.—At the annual meeting Wednesday of stockholders of Balaban and Katz, Chicago, Balaban, president, reported that the earnings for 1935 were the highest since 1931. The 1935 earnings were approximately $2,289,000 as compared with $2,284,000 in 1934.

TCA Party Set

NEW YORK, May 2.—The Theatrical Corporation Managers’ Association will hold its annual banquet and annual meeting May 5 at Connie’s Tab. This will be the regular meeting of the organization at the Hotel Roosevelt. New members taken into the organization at the last meeting were: Al Caras, Chicago, and Morton Gottlieb, recently of Seattle.

Singing Teachers Protest

NEW YORK, May 2.—Harry R. Bipper, 250 W. 45 St., New York, executive secretary of the New York Singing Teachers’ Association, last week asked all present at WPA meeting music teachers as giving instruction to people who can afford to pay. Bipper explained that in the case of employment by WPA they use their classes to build up private enterprises.

Kids Lose Oat Opera Spot

WORCESTER, Mass., May 2.—With the closing of the Majestic Theater recently, Worcester lost one of its old landmarks and the kids lost their best spot for horse operas and gun pictures. The house for 28 years was a mecca for the kids.

For the past seven years the house was bought by Mrs. Hermann, an active member of the Woman’s Club. The building is being wrecked and stores are to be erected on the site.

Stagedula’s Union Celebrates

NEW YORK, May 2.—Golden Anniver¬sary Dinner of Stagedula’s Union No. 65, American Federation of Labor, was held Friday night at the Broadway Theater. The dinner was attended by many of the important people in the theatrical world.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing $5; minimum double column, 14 lines (1 inch) in depth, costing $14.

The advertising rate of 50¢ an agency is remains unchanged.

SMPE Holds Spring Meeting in Chicago

CHICAGO, May 2.—More than 100 theatrical photog¬raphers gathered at the studio of Picture Engineering attended the spring con¬vention of that group held at the ed¬ifice here April 27-30, at which time the latest in sound record¬ing equipment and projection mate¬rials were dis¬played.

One of the best read and demonstra¬tions given there were two things that caused comment among those present. One interfered by RCA's demonstration of the use of ultra¬ violet light, the result being a quality of pictures that previously was not achieved. A. J. Holman's treatise on "The Great Gugfled," which pictures have improved in the last 25 years and why and what further im¬provement is needed, is making con¬tributions, always interesting. Members were dis¬appointed when a lecture on improve¬ments achieved since the sound-film recording scheduled to be made by Douglas O. Shereuer, Metro-Goldwyn-Mayer, was not held because of the cameras' inability to be present.

Homer C. Tabor, president of the SMPE, predicted that television will be in the future, and there will be occasional programs and that it is a product for the home field, like radio which was predicted to be the movie industry is badly in need of technical training in all its branches.

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**Composers’ Forum**

**To Encourage Music**

**CHICAGO, May 2.—The local branch of the Northwestern Educational Association has announced the establishment of a composed and performed music program. The activities will be partly of its Chicago activities. The newly formed department hopes to encourage American music, and it is stated, and stimulate interest in the form.

**By B. L. Goldberg, who is in charge**

of the federal music project in Chicago, at the University of Chicago, has been asked to offer an explanatory comment on their work. He points out that there is no substitute for exchange ideas and impressions. After sufficient rehearsals, scores will be performed by the musicians employed by the federal music project. Residents are expected to submit scores, which will be passed upon by a panel of well-known people in the music world.

**Indiana Indorers Can Four**

**INDIANAPOLIS, Ind., May 2.—Of the**

287 motion pictures reviewed since September 5, 1935, only four failed to receive the endorsement of the Indiana Indorers, a group of Indianapolis Photoplays. The report was made at the annual meeting held this week.

**NEW SHAKESPEARE—**

**(Continued from page 19)**

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**NEW SHAKESPEARE—**

**(Continued from page 19)**
Percy Hammond

Percy Hammond, dramatic critic of The New York Herald Tribune for 15 years and one of the keenest observers of the American theatrical scene, died April 25 of pneumonia at the Rockefeller Institute Hospital, New York, as briefly mentioned under Burt Gillett.

Born in Cadiz, O. Hammond early associated himself with the theater, attending school at the Academy of Fine Arts. He was a regular newspaper reporter and has been a newspaper critic. He studied in Cairo, where he engaged in the study of Arabic. Shortly after he arrived in Cairo he decided to become a playwright and was one of the first to produce plays in the United States. He was also an actor and produced many plays in the United States. He was a member of the staff of Station WLS, Chicago, and was a member of the News Bureau of the Chicago Daily News. He was also a member of the Chicago Daily News in the United States.

He was a frequent contributor to The New York Herald Tribune and other newspapers and was a frequent contributor to the New York Daily News. He was a member of the American Society of Composers, Authors, and Publishers and was a member of the American Society of Composers, Authors, and Publishers. He was a member of the New York Drama Club and was a member of the New York Drama Club. He was a member of the New York Drama Club and was a member of the New York Drama Club.

During the later years Hammond has been known for his pointed, unbiased comment. He was unhappy the first year, but then established as a leader in the field. He was known for his pointed, unbiased comment. He was unhappy the first year, but then established as a leader in the field. He was known for his pointed, unbiased comment. He was unhappy the first year, but then established as a leader in the field.

Hammond is survived by his widow.
Organization

As Antidote for High Licenses

Carthage, Tex.

I am about tired of hearing about people who travel by rail and say they are saving traveling business, pay no taxes. If they would pay their taxes and take their traveling business, they would not resent it. Here are some of the taxes imposed on roads:

1. Permit $1.25
2. Cost of issuing permit $25
delicacy of which I travel. I have lived in Texas some years as a wagon driver, and about 15 years ago we had twenty horses and four wagons. At the time, the tax was $100 per year. I have never missed a tax, in fact, I have been so taxed in every State I have ever drove in, from $7 to $20 a year, and city licenses and occupational taxes from $5 to $15 a year. One man who lived near me in two States two years residence was required before he could operate his photographic business. Never in travel, meet new friends, see new places and have something to sell to the people who made up a large part of my business. For that I pay, why should those operating stage stations, railroads, or people who sell tickets, what the people want at a price they are willing to pay. Is the use of my business by enacting these high

High Licenses

In Texas, and there are over 24 States 22 States where they have to pay for the privilege. I must have what people want, what they are willing to pay, at the same time I have no time to write on the wall and organize, even if it does mean pushing a few pages of my scrap books about. I have always thought the grand old show that used to thrill the hearts of the people had been members of the circus since I was a child. Will he list some of these?

Many Notables

1903, a few, Boston, 1900, J. G. A. Tennyson as the first manager of the ringling show.

Burned Opera

Many, many others have since

House Played

many others have since

Denville, N. Y.

1900, Early on the morning of March 6, 1904, the old Hagen Bros. Opera House was reduced by fire to a mass of smoking ruins. I have been known as the operator of my scrap books about. I have always thought the grand old show that used to thrill the hearts of the people had been members of the circus since I was a child. Will

as it did. I am only a minor stake in the game of life, because I give my main efforts to the business of the opera, and I am too busy to read and study the history of my business. I have no time to write on the wall and organize, even if it does mean pushing a few pages of my scrap books about. I have always thought the grand old show that used to thrill the hearts of the people had been members of the circus since I was a child. Will he list some of these?

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

When Writing for Advertised Mail, Please Use Postcards.
Also state how long the forwarding address is to be used.
EXPLANATION OF SYMBOLS

- auditorium; b—ballroom; c—cabaret; cc—country club; db—dinner theater; nr—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

The Jersey State Fair (now the New Jersey State Festival) held its annual event in the Garden State Park in East Rutherford, N.J., from Aug. 23 to Sept. 6. Among the week's attractions were the World of Wonders, a show featuring the Fred Rotters and their aerialists and acrobats; the Melody Brothers; and the El Segundo Brass Quintet. The event also included an art exhibition and a crafts fair.

The Jersey State Fair is a popular annual event, attracting visitors from across the state. The fairgrounds feature various attractions, including rides, games, and food vendors. The Garden State Park, where the fair takes place, is a large multi-purpose complex that hosts numerous events throughout the year.

For more information about the Jersey State Fair or Garden State Park, visit the official website or contact the park directly.
After: 2022-09-04T09:19:17.566Z
Mix Biz Above Expectations

Oakland and other California engagements good—Tom Mix returns to show

WOOLAND, Calif., May 2.—The Tom Mix show has been hitting good weather and business at San Francisco, Los Angeles and San José. Tom Mix returned to the show after a short vacation to the coast and the west. The show is in the process of expanding and should be ready for the opening at Oakland by next Monday, according to Tom Mix. The show is expected to be a success in all locations. The show is performing at the Coliseum, San Francisco, and is scheduled to open in Oakland on Tuesday. The show is expected to be a success in all locations.

Haag Enlarged; Four Trucks Added

FRANKLIN, O., May 2.—The Mighty Haag Circus, which has been on road all winter in the South, started for the West yesterday. Four more trucks were added to the circus. Attendance here, April 30, stood at 12,000, which was the highest attendance of the year. The circus is expected to do well in the West.

Lorette Visits Circus

CHICAGO, May 2.—Billy Lorette, well-known clown, who has been confined to his home for several months, continues to mend and a few days ago he had the pleasure of visiting the Coliseum-Clyde Beatty Circus at the stadium. The visit was made possible by Mr. Wiegand, president of the circus, and Miss Levy (the former Mrs. McDonald), who was with the circus a few years ago. Billed in the circus and back. Seated in a box, Billy received a cordial greeting from all the performers. He was especially interested in the hippodrome truck, as he is all pulling for Billy's early recovery.

Russell Billed for Ohio

NEW PHILADELPHIA, May 1.—That the Russell Bros. Circus intends to build its new home in Ohio is indicated by the contracting of towns that will keep the show in the Buckeye State for some time to come. The show is contracted for May 20, the first in Ohio.

St. Louis Police Show Hangs Ups New Records; Big Adv. Program

ST. LOUIS, May 2.—The annual St. Louis Police Circus will hang up new records this year. The show opened at the Coliseum, April 24, and the Saturday night performance many have been turned away at the evening performance, with capacity houses at the matinee. About 4,000 extra seats have been placed around the arena floor.

According to officials of the Police Re-creation Association, the responsibilities of the circus have been taken over by the city and the show will not be discontinued. The figures on advertising in the 34-page program amount to $41,827, according to the boys. No additional permits being issued, two permits were sold at the box office.

Stimley Bennett again is in complete control of the show as booster. He directed it. Not an act that appeared here last year is on the program. It was his idea to present the 29 displays. Jules Blattner Jr. is the manager.

The Program


Mix Answers Rumors

CINCINNATI, May 2.—To set aside the rumor generated by yesterday's announcement that Tom Mix and his show had corresponded, the following letter by Tom Mix was sent to "The Cincinnati" office on Friday: "Show going along fine and I don't even own a bay bill that is going some for a cow boy."

Polack Plays to Slim Crowds in Lincoln, Neb.

LINCOLN, Neb., May 2.—Polack Bros.' Circus pulled stakes here April 28 after one four-day stand. The show, which opened just a month ago, was the last of the season in the city. The show opened in Lincoln on the 28th and will continue for six weeks. The show is expected to be a success in all locations.

Management is planning shortly to change from an indoor to an outdoor show, using cars and parks and yards for entertainment.

Maynard Opens at Van Nuys

LOS ANGELES, May 2.—The Maynard Show opened at the Ranch at Van Nuys, Calif., today. Members of Chamber of Commerce and other local bodies attended.

Lue Hogerly is in charge of billing department with a force of 14 painters. "It will be an interesting show, most of it special. Everyone who has attended it has found it as good as advertised. A local saloon owner has turned over head pieces for the bails that are outstanding, and all animal trap are foot in the van."

Sawyer & Co. are being featured. There are four bands, three calliopes, 21 wagons, 36 mounted people and the lead stock is valued at $100,000.

For Cole—Beatty Circus

CHICAGO, May 2.—Billy Lorette, well-known clown, who has been confined to his home for several months, continues to mend and a few days ago he had the pleasure of visiting the Coliseum-Clyde Beatty Circus at the stadium. The visit was made possible by Mr. Wiegand, president of the circus, and Miss Levy (the former Mrs. McDonald), who was with the circus a few years ago. Billed in the circus and back. Seated in a box, Billy received a cordial greeting from all the performers. He was especially interested in the hippodrome truck, as he is all pulling for Billy's early recovery.

Barnes Business Has Been Okeh

BAKERFIELD, Calif., May 1.—The G. Barnes Circus starting north through the San Joaquin Valley and the end of the fourth week show for four days. The local engagement is very good and the show will be a hit in the area.

Carson Kinsley, president of the Carson Kinsley Bros. and Andros, today.

Trade so far has been all that any business agent could ask for. The weather on the whole has been good and the show has been well attended. The show has been well received and the business has been good. The show is expected to be a success in all locations.

W. H. Cod, for many years legal assistant, had to left behind in Los Angeles for being sick. Cod, who has been a general agent for the show, has been appointed general agent of the show. He is expected to take care of the press and advertising.

King General Agent Of Cole Bros.' Show

CHICAGO, May 2.—It was announced Wednesday by Mr. Harry L. Terrell, general manager of the Cole Bros. Show, that Col. King, who has been a general manager of the show, has been appointed general agent of the show. Col. King is expected to take care of the press and advertising.

Maynard General Agent Of Cole Bros.' Show

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It was the first at which he was present when a performer was injured. Show ran on April 20, with Barnett going for Shriners' Home for Orpahed Children at Springfield, Mass.

Parke P. Deans, honorary member CPA of Columbus Va., was the bit tribute, and "Old Felows of all branches of the order in Connecticut on April 20. Deans is the only living member of the organization. He is now in the city.

The night Jennie McCluskey was injured the night show at the Shrine Circus, Hartford, Conn., was doing a "flag trick" when her partner was present in the ring. She was injured and was listed as being in critical condition.

Burt L. Wilson of Chicago, assistant editor of the Chicago Daily News, and a member of the Bathing Bunnies, was one of the performers.

P. E. Loxley, CPA of Cranston, R. I., was named ringmaster of the Barnum-Bailey Circus in New York at the time of this performance. He was called "the happiest man on earth." The affair continued with a ball at Hotel Bond and the performance was given by Deans at the Madison Ballroom.

Barnes Bros. were in charge of the night's show. The night crowd was the largest at San Jose, Calif., and at night made final performance of the crow. The show purchased the Garden at Chicago.

The show is visiting the city as the grand sire of the world and the celebration of the city's founding day. The show will be held in the city of the world's greatest showmen. The show will be held in the city of the world's greatest showmen. The show will be held in the city of the world's greatest showmen. The show will be held in the city of the world's greatest showmen. The show will be held in the city of the world's greatest showmen.

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Under the Marquee

By CIRCUS SOLLY

RAYMOND B. DEAN will handle press for Lewis Bros.' Circus.

MAYNARD BRO. CIRCUS opened its season at Winfield Locks, Conn., April 27.

BROS.' CIRCUS is in its third season with Lewis Bros.' Circus.

ARLIND CLAPP and wife (the former Goldie Steele) are operating a pet pitched tent along US 27, the road to the Indiana Village near Elkhart, Ind., and returned to Rochester, Ind.

COLE-BEATTY will be in Terra Haute, Ind., May 11, first circus to exhibit there this season.

DASHING DIGNAM'S Animals have been appearing in the circus at Rochester, Fla., and are now in North Carolina.

ED HILDER, general agent for Norris Bros. and other circuses, is doing a business fair. The show is in Missouri.

PAPE AND CONCHITA were tented out temporarily in toy department in order to exhibit Pape at the fair

EDDIE KECK, with Tudor Sisters and Avery, are again working for the Morton-Island Circus.

E. REED is in his third season with E. R. Reed Circus. Has charge of public relations at the Indian Village near Elkton, Md., and returned to Rochester, Ind.

WIZIARDE Novelty Circus opened its season at Terra Haute, Ind., May 3.

L. R. CHOISSER will play the steam organ for the Tom Mix Circus, weather cool, splendid performance.

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CIRCUSES

The Corral
By Rowdy Waddy

FOO HORN CLANCY has been engaged by Keith Tent, of the Inland Amusements, to capture a head of the largest menagerie that ever was on a pageant. The menagerie has the reputation of being the finest in the world, and the fact that it will be brought to this country is a matter of great interest to all who have heard of the performances of such a menagerie.

WINNER at the recent show at Meadow Lake, Calif., was competition of the California State Fair, where the winning sportsmanship award went to the champions of the Hunt, Drive, and Show classes. The winners were the following:

Hunt: George S. Davis, Jr., and the horse "Black Jack." The horse was judged the best in the show.

Drive: John S. Wood, driving a team of four horses.

Show: The team of horses owned by Mr. and Mrs. W. H. Weir.

In the carnivals and circuses in the Pacific Northwest, there has been a great deal of discussion of the possibility of a new type of entertainment. The idea is a combination of circus and carnival, with rides and games as well as performers. It seems to be a popular idea, and it is likely to catch on in the future.
SOE AGENCY HELD

Baltimore Office Is To Handle NAAPPB’s Risk Plan Exclusively

Final notices to industry being sent out by Secretary R. R. Hodge—President Baker points out that special services are only for members in good standing

CHICAGO, May 2.—Word from John Logan Campbell, Baltimore, is that J. L. Campbell & Company are sole agents handling the new risk plan sponsored by the National Association of Amusement Parks, Pools, and Beaches. The Baltimore office it was said by Mr. Campbell would join in consideration of the fact that it was the largest office in the society, but that as much time has been lost in negotiation, and opening dates for many of the smaller offices have been delayed.

In sending out final notices regarding the public liability plan Executive Secretary R. R. Hodge pointed out that special services are only for members in good standing. All inquiries will be promptly handled by the office, it was said.

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Carlin’s Steps Out With Early Opening

BALTIMORE, May 2.—Large crowds attended John J. Carlin’s opening of Joyland Park last Saturday. With the exception of the Old Mill, being repaired, all attractions were in full swing. All buildings received a fresh coat of paint and the grounds will shortly be covered with a new lawn. Several new features have been added over the winter and there are new lion and lion and lion. Boxing and wrestling in the arena will start on Tuesday and Thursday and night games will continue during the week. The quarter-mile track at the race track has been made into a tea-party. Mr. Carlin reports a fairly good season and the board and company are in full swing.

In the future you will have a voice in the rates to be charged thru this association, but that so much time has been lost in negotiation, and opening dates for many of the smaller offices have been delayed.

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Wildwood Arcade Reopening

WILDWOOD, N. J., May 2—Chaptree has been removed and redecorated for Decoration Day Sunday. The Wildwood Arcade will open on May 9. New features are the 40-foot tower for the roller coaster and the new kiddie rides being added include Pepperpot, Billy the Bull, and the Baby Bear. Mr. DeSimone will again operate the roller coaster and Mr. DeSimone will again operate the roller coaster.

Brown on Job at Buckeye

BUCKEYE LAKE, O., May 2.—General Manager W. D. Kuhlman said Buckeye Lake will open on May 9, operating last year, will again be featured. Some names will be used in the dance pavilion.

Kuhlman On Open Day

GEauga LAKE, O., May 2.—General Manager W. D. Kuhlman said Geauga Lake will open on May 9, operating last year, will again be featured. Some names will be used in the dance pavilion.
The Billboard

May 9, 1936

The Top Money Ride on Five Major Shows
Pep up Your Midway and Fatten Your Bank Roll with This FROSTY, PERFECTED RIDE

RIDE-O FACTS FROM RIDE-O OWNERS:

"Grossed $1,005.05 first five days of operation." (1935)
"16,000 entries in 9 hours Sunday." (1936)
"Has topped all other rides." (1934)
"Has grossed $600.15 Saturday, $367.05 for 6 days." (1934)
"It has a large repeat patronage-the absolutely safe." (1934)
"Ride-o is always at the top in receipts." (1934)
"Its speed and thrill appeals to the patrons demand." (1934)
"For a thrilling, money-getting ride there has never been one to equal the RIDE-O our most popular ride." (1936)
"It's quick. It will make a long time before a flasher, better-paying ride is built." (1934)

MUSIC VALUE TRIPLED!

Here's how to triple (or more) the music value of your RCA Victor Sound Systems. Install an RCA Victor Sound System to reproduce your music within the park, and in one or more places in the park, with rich, mellow tone. Pull 'em in at the main entrance, hold 'em in the park, ballyhoo 'em from one attraction to another. Make announcements, play records, radio. RCA Systems are available for permanent or portable use. Properly engineered but cost no more than haywire stuff. Write for information.

© RCA Victor Sound Systems

Parks - Fairs - Celebrations - Circuses - Pageants - Units

The Acme in Acts

RCA Victor Sound Systems

RCA Manufacturing Company, Inc., Camden, N.J., an RCA Service

101 Park Ave.
New York, N. Y.

RCA Victor Sound Systems

GET THE RIDES THAT PAY YOU BIG DIVIDENDS EVERY YEAR

AUTO SKOOTER - WATER SHOWMEN

18 District Sales and Service Offices to help you

AUTO SKOOTER

LEHIGH RIVERSIDE, PHILA., PA., U. S. A.

WATER SKOOTER


Feature Act

MR. PARKMAN - MR. SHOWMAN - Here is Your Opportunity - GRASP IT!

Loop-The-Loop, Kiddie Auto Ride, Carouselles

IMPROVED MODELS FOR 1936.

A few recent purchases include: Beckman & Gentry Shows, Gooding Amusement Company, Art Thomas Attractions, Lakeside Park, Dayton; Woodside Park, Philadelphia; Art Lewis Shows, De Leo Shows, Hennies Brothers Shows, James Carr, on Streets Shows; Mel Vaught's Shows, Connie & Garrett Shows, Se's Liberty Shows and Imperial Shows.

Spillman Engineering Corporation

NORTH TONAWANDA, N. Y.

Music value tripled!
Diving Data and Dives

Recent close soon for the world's high diving championships starting Decoration Day in Palisades (N. J.) Amusement Park. Among recent entries are those of Ethel Guthrie, White Bear Lake, Minn.; Capt. Jimmy Janoff, New York; Col. William N. Jackson, Polk, Pa.; recent requests for entry blanks came from Capt. Leo Isaacson, T. J. Tidwell Shows, and Capt. Val Mack, Regina, Sask. Those who have received blanks and have yet to send them back can do so immediately.

-Did you know that Harald Arias is a high diver and indorsed by the

-Pope brought to my attention an article of its shekels via wrestling and boxing.

-This is only part of the story.

-Mitchel Field mavens plentiful these days be- cause of the new airplanes, and refresh-

-ment stands are

-Steeplechase Park, Detroit, is con-

-During the entire season

-During the entire season

-Roller Skating the Latest

-Coney Island, N. Y.

-Resort Building Shows, Rides Apace; Midge City the Latest

-By LEONARD TRAUBE

-A five-year (at least) record for the field-station of the 1926 keynotes at Coney Island.

-the boys figure this is the year of prosperity's certain return, and while no fancy visions are being let loose together Pigeon will float for hours and when pushed under always stands on the same.'

-We have been informed by the mayor of Coney Island that they made the trip Chicago heavy-duty rubber-tire skates, with Libby Hoover on April 21 to roller skate at Grant Park, Chicago, Ill., to return a European tour. Which

-Rollers Rinks & Skaters

-by CLAUDE R. ELLIS

-ADVISES from Joe Laurey, Chicago pro star, who left Grant Park, Chicago, with Libby Hoover on May 16 to roller skate at Louisville, Ky., via highways on Chicago; New York; rubber-tyre skates, state that they made the trip in 23 hours' skating time. Joe reported good weather all the way. They will enter the roller derby in Louisville.

-WHITE CITY Rink, Chicago, has completed a novel plate and graceful skating contest, running Wednesdays for five weeks, with three couples qualifying for 15 high points in the finals. The winners are R. H. Sheppard. This was the first skating contest which included these 15 couples and any other couples that have won any previous contests in the rink. Norbert Kolar, Frank Podick, Bobbie Palmer trophies; will be presented to the winners.

-Talbots, theJustine medals, Nellie Wheeler, Joseph Sindelar, Dorothy Griffith, Howard Newton, Patricia Harvey, James Mannes, Virginia Sommers and Paul Pask, bronze medals. The trophies were donated by Bobbie Palmer, of the Three Rinks, and Bill Clark, manager of Harry Palmier, of the White City Rink. Three entries were made by Manager Palier, and employees and friends were given by Manager Palier in the form of oil painting, with names of recipients engraved upon them. A midnight to 3 a.m. benefit funfair for the benefit of the orchestra in White City Ballroom, on April 24. May 16, a dozen times.

-HOLLES RINK in Meyers Lake Park, St. Louis, Mo., plans to operate thru summer this year. Many outings booked have requested use of guns ranging up to 200, operation building over the Hofbrau.

-THERE appears to be little immediate prospect of a speed and fancy skating year, especially in the states. A city, India is pro, now considerably more than to 70 pro rink skaters, but Frank Kutzen, rink manager, and the balance coming in.

-Frank Kutzen, rink manager, has been open thruout the year, doubled business of the year. At first, Manager Frank Kutzen. It is operated by Eastwood Park Roller Rink Company,Established 1854.

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**HAMD TAKES OVER TRENCHTON**

**“Paris” Show In at Dallas**

- Hoad and McPhail plan super “Streets” for Texas Centennial Exposition

**New Speedway for Chicago**

- Michigan Fair Grounds to be of the best.
- Visitors, and coffee shops that will be
- several other new and novel ideas that
- are to make Chicago the most modernistic
- spot of the exposition.
- Have completed arrangements for
- cover $5,000,000, and large sums in storage charges for trucks
- 

**New York Grounds Being Transformed**

- ALBANY, N. Y., May 2—Visitors to see
- that 250 entrants will compete at 1936
- than 40 years.
- Mr. Beam announced that local setup
- for such aged visitors are part of the pro-
- undisturbed, with the Margerums and
- corporation, its stock and interests, remain
- ten years, with option to buy outright dur-
- the Margerums and Mrs. Mark Margerum.
- Miss Laffan agreeing to act in advisory
- participation in buildings and grounds
- that 250 entrants will compete at 1936
- to the fair and can prove that he or
- the oldest State fair in the United
- for closing Saturday. Speed
- the most modernistic
- and commercial display space up to ex-
- the WPA, practically every
- plants and trees
- feature races into a bower of beauty
- farm, including grounds and buildings,
- entire
- whose Friday Press Day has shown an
- with a well-known
- and also he said they have
- the WPA, practically every
- many new features. Mr. Hood said they
- of board of managers, of Michigan
- county board
- in cash awards, with supply firms to
- number of features tying in with
- 191 entries have been
- in connection with Oklahoma Press
- in which 191 entries have been
- $5.000,000
- of board of managers, said Agricultural Com-
- Duffield Scores in Houston
- He will
- for 30th annual Oklahoma
- and remain for closing Saturday. Speed
- on Press Day, said Roy P. Stewart, pub-
-Jessie L. Sampson, who was secretary more
- several new and novel ideas that
- have been negotiating with
- Duffield
- that 250 entrants will compete at 1936
- is designed to save the fair
- For Oklahoma City Expo
- connection with Oklahoma Press
- for the association’s midget
- Riverview
- vice-presidents
- Stars, whose Friday Press Day has shown an
- with a well-known
- many new features. Mr. Hood said they
- of board of managers, said Agricultural Com-
- The State show is 86 years old this
- and their son-in-law and daughter, Mr.
- CINCINNATI, May 2—D. R. Van Atta,
- former with Hagenbeck-Wallace and
- by Hamilton
- have been working all
- 1935. More than 200 men under supervision
- Cost of this renovation of the State’s
- Cost of this renovation of the State’s
- many and their son-in-law and daughter
- reception, New York races on Friday.
- has long been active in presentation of
- the Margerums and Mrs. Mark Margerum.
- in the week for Birmingham.
- Van Atta Succeeds Sampson
- each in cash awards, with supply firms to
- Christmas celebration; number of grand-stand fea-
- a chairman for the direct Wheeling Centennial Celebration
- have been working all
- More than 200 men under supervision
- 1936
- with a well-known
- for Oklahoma City Expo
- in Oklahoma City Expo
- Van Atta Succeeds Sampson
- to be exhibited at spring convention of the press association in Muskogee on May
- $5.000,000
- to attend the fair and can prove that he or
- 250 entrants will compete at 1936
**First-Cardinal Wanted**

**By RELIANCE HOSE Co. No. 2**

**GLASSPORT, Pa.-** For a West End show, a first-cardinal wanted at $50 per week.

**WANTED**

**Combiined-Siamese Cat**

**AMERICAN BAPTIST WINTER CAMP**

**Tent**

**SOUTH TEXAS CENTENNIAL EXPOSITION**

**JUNE 9-10, 1938, JERICHO SPRINGS, MO.**

**WANTED—TRICK RIDER**

**With Horse, May 21, 22, 23, to ride at Horse Show**

**American Legion Bonus Celebration**

**Complete Large Carnival, or will book Rides, Shows**

**Annual Celebration**

**Three Big Shows**

**springfield, Mo.**

**Midway to Glick's Exposition**

**FORT WORTH, Tex., May 2.—Aids now here at the Exposition. The committee on Crowth includes Richard H. Blackwell, whose firm installed mechanical equipment; Harold G. Hoffman, long time music director; John J. Pfeifer, long time ticket seller; and Robert L. Judson, York, to be dance director; A. A. Os-

**Talent**

**Offers**

**Wanted**

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A report of the news highlights of the American Legion Fair, held at the Harold Hotel, Worcester, April 30, op-

WORCESTER, Mass., May 2.—Under direction of Joseph R. Smith, chairman State Racing Commission, a body of three, consisting of William H. Eisen and Thomas W. Cassidy, an illuminating 32-page first issue of the 1929-1930 issue, is the most important fair in the State Agricultural and Kindergarten extension.

While the summer season is not at hand, fair and fair fair, since not only a minimum of Bay State agricultural shows but a number of practical and educational activities at the Agricultural and Kindergarten training program remains constantly high.

SCHOOLEY'S Rhymus Lewis and Edna Carruthers, by Jack Polk, for Nebraska State Fair grand stand, Lincoln, have been sold to the American Legion, for $100,000. The proceeds of the sale will go to the board of the fair for the maintenance of the fair's vast educational program.

As a result of the sale, the fair's educational program will be expanded, with a greater emphasis on agricultural education. The fair will continue to provide valuable educational opportunities to the public, with a focus on agricultural education and the importance of fair and fair fair fair.

Free Buildings

By EARLE REYNOLDS

World-Famous Roller Skater and Mgr.

Millions of dollars' worth of advertising should be spent on a large scale, according to the Commissioner's Report. The fair and fair fair fair is a great success and not remissed of the great values of advertising.

I recall a remark made two years ago by the late Sir Win-

hooper, the White's Superintendent: "If we were to do all our advertising by word of mouth, I should say that the continuation of the great value of advertising is a greater success than anything else we have done."

This brings me to the idea that $5,000,000 worth of free space will cause nothing. Ten per cent of that amount might be well spent, if the fair is to continue. It must be continued.

LONG ISLAND

(Continued from page 49)

Turf and Fairy Tales for a decade, and many of the bigwigs in the racing world. They are a hardy race, who dabble in show electrical work, operating a pony track. He will continue to run the pony track, but his men have been replaced by others who are better suited to the job. He is also studying to start the beans, and he said, "I will hold my horses, but you can't blame them. Mayor Kelly, in order to get this far, recently made a move to the "hand over the keys of the race". The mayor, in his own words, was a busy man, with an election near at hand, and, as I told him, he held the position of mayor.

Buckleys Visit in Cincy

CINCINNATI, May 2.—Robert P. Buckley, secretary of Bad Axe (Mich.) Fair and member of the board of man-

agement, is in Cincinnati today, en route to Louisville to witness the Kentucky Derby.

Cleveland Books Lorenzo

CHICAGO, May 2—Paul Lorenzo has been made assistant to the secretary of the fair and fair fair fair, to appear at Great Lakes Exposition, Cleveland, for four weeks, start-

ing on May 27.
R. R. RELIEF HEARING MAY 26

ACA Application Given Approval

Counsel Cohen requests communications from railroad shows immediately.

ROCHESTER, N. Y., May 2—The American Carnival Association has notified Dr. Louis Cohen, general counsel, announced to-day, that a hearing on its application for relief with respect to the activities of the association will be scheduled for May 26 at 11 a.m., Eastern Daylight-Saving Time. The application is before the Interstate Commerce Commission for authority to operate the "Self-Building Shows," a group of shows bearing his name, advised that as manager of the Girl Revue and will form that he

Myer Again With Gooding

Ellis.

various shows trying to locate Cotton Ellis. He is doing all possible to see that her re-

Mabel She did not appear at the She did not appear at the show closed they would get their money

business is re-

Stated that the company has con-

was hushed.

A dance will be held soon by the post. It

The entire show took on the weird atmosphere. Signs with the word "Billboard" are all big boxes and rides. Every band, organ, amplifier and talker are to be signed and returned.

The shows communicate with his local office, 415 Central Trust Building, immediately.

Counsel Cohen requests communications from railroad shows immediately.

SIXTH SEASON WITH GOODING GREATER SHOWS

Texas, had been added to his list for the shows bearing his name, advised that as manager of the Girl Revue and will form that he

The application of the ACA presented to the General Freight Committee in 1934 was not acted upon, but the association was given authority to operate the "Self-Building Shows," a group of shows bearing their name, capable of exercising greater authority.

Mr. Cohen indicated that the situation appears quite favorable for getting relief this year, particularly that a considerable cordial attitude would be expressed by those in charge, which attitude was reflected in a letter received from Chairman N. H. Watson, which reads as follows:

"Referring to your letter of April 20 and to the conference which you had with me at your meeting on May 26 at 11 a.m., Eastern Daylight-Saving Time.

"Please advise if you have started any shows and if so, to what extent.

"Mr. Cohen announced that he would be available at the ICC on Monday morning, May 25, at the Continental Hotel, for the purpose of presenting the application for relief. He stated also that representatives of such shows as are to be affected by the hearing and requests that all such officials be invited to attend the ICC hearing.74\n
"Among other officials that were requested to attend the ICC hearing are the following:

Mrs. Mabel Ellis Dies; Relatives Are Sought

Mrs. Mabel Ellis, who is well known in the show business, was found dead in her room here yesterday. The coroner's report, Mrs. Ellis went to the showgrounds Tuesday looking for her hus-

CORINTH, Miss., May 2—The manage-

ment and other members of John R. Ward, showed no sign of the woman, who was found dead in her room here yesterday. The coroner's report, Mrs. Ellis went to the showgrounds Tuesday looking for her hus-

But she added that the weather was not the occasion, according to the ICC's report, Mrs. Ellis went to the showgrounds Tuesday looking for her hus-

The Billboard

This year there are 12 major riding rides, except when playing for the free ad-

Carnivals May 9, 1936

B & G. Start Road Season

ST. LOUIS, May 2.—Beckmann & Melzer's World's Best Shows have been traveling throughout the city to make it a Bicentennial Celebration. Our company was invited to have a good time, and we were invited to attend the office. The entire show took on the weird atmosphere. Signs with the word "Billboard" are all big boxes and rides. Every band, organ, amplifier and talker are to be signed and returned.

The opening of the show, last week in San Antonio, Tex., during the annual meeting of the Texas Association, was met with a tremendous flash at night. There is a lavish display of new rides this year, and the gross receipts were considerably in excess of the same event last year.

With the new neon lights decorating the various showstands, the bazaars with the various rides and the various box offices, the midway makes a marvelous flash at night. There is a lavish display of new lights this year, and the gross receipts were considerably in excess of the same event last year.

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CHICAGO, May 2. - Vice-President Jack Nelson said after two weeks' meetings, his committee was now ready for the opening meeting, the final meeting for the season. The Trade Show was attended by Vice-President J. C. McCutcheon, Treasurer W. R. Hirsch, and a committee to which Mr. Nelson reported con-firmed the Committee to be the final authority on the opening of the Big Show. Mr. Nelson reported a pleasant visit with Brother Harry Lewin, who was full of hope and encouragement for the success of the Big Show. Brother Whitly Kraber frequently visited the tent town at Coudersport and has always found a finer climate for the opening meeting in October.

Brother Howard Pink attended this week's meeting, his first in a long time. Brother Fred L. Clarke reported confir-med in the Pennsylvania Hospital. Flowers have been ordered sent to help cheer Brother Whitey Lehrter who is reported as being in fine shape for the opening of the Big Show.

Eddie Strebich, North Beach, reported the committee reported Brother Ernst showing improvement and it is hoped that he will be able to attend the opening meeting. Brother Strebich was authorized to proceed with the purchase of a new building for the committee and have things in nice shape for the opening meeting in October.

Chairman Joe Lewis on this show.

Brother Bill Canby is off on a trip to Philadelphia for hisCommunication.

Brother Walter F. Driver in for an afternoon, Saturday. Pleased to receive a souvenir of the TENT WANTED

Wanted for rent 10 weeks or longer, 100-foot Round Top or larger, will rent any size, 40x40, 40x60, 60x60. Must be in good condition and right price.

ATLANTIC BEACH TENTS


Can place two full shows and tents and stands. Will pay 25 per cent. on what purports to be a new location.

London, Ohio.

CURT'S GREATER SHOWS

Opening Astoria, Ill., May 2. - Refining interest, the opening of the show on May 18 will be the most successful business for Curt's Greater Show this season. The show will be known as Curt's Greater Show on May 2nd to May 18th.

Diamond Midway Attractions

Astonishing, Ill., May 2. - Finishing touches are being applied for the opening of the show, which was opened on May 12th. The lineup will include the famous 'Fat Girl', Midget, Tattoo Artist, Half and Half, and Dancer for Hawaiian Village.

Addition to Frank Miller "Electro-Freeze" Display

On page 5 of the last issue Frank Miller published an advertisement describing his new "Electro-Freeze" display, which is an attractive list of concessions. The transformation of custard, ice cream, and sherbert is a feature of this display. A complete roster will appear in a later issue of the Gazette, which is an executive of the show.

USA Begins Tour At Pt. Smith, Ark.

PT. SMITH, Ark., May 2. - With ideal weather prevailing, the 1936 edition of United Shows of America is playing its opening. The show is directed by the famous producer, Amos Grote. The event has been a success, and the audience is large. The opening night was attended by 13,000 people.

Baltimore Glick's First Road Stand

Baltimore, May 2. - The William Glick Exposition Shows have opened their first week in Baltimore, having opened on May 1st. The show was well attended.

FRUIT CONCENTRATES

Soft Drink or Ice Ball Stands.

Get started right this year. Use Gold Medal Concentrates, the kind of the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the best.

Stock Flavors. Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Per Quart, makes approx. 16 gallons of drink, 36c per quart, any three for $1.00. Send for free samples.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio.
Advertising in the Billboard is the best way to reach the people who buy "Midway Confab."

A MAJORITY of the shows have started their tours for 1936.

SOON more than 200 companies will be providing amusement through the country.

HAPPY PRESTON recently joined the John V. Robertson's Circus Side Show with J. C. Weer Shows, and expects to do with his Punch and Judy act.

ABRAXAS Infed from Citi that he had signed for the front of the "Furis" show expresses appreciation of the Heart of America Showman's Club sending lovely flowers for the funeral.

Just "kidding" a little: It's tough to get show pictures in a paper at a certain city. It's tough when your picture landing "advertises" an opposition show. Wonder if Dick had anything to do with it.

MADAM JAY DEE recently joined Davis & Wilson Shows with mentalist, palperee, and palmistry, added to J. D. Donnelly, who also does Punch and Judy.

GERMAIN BURGHVIN, formerly Mrs. Roy E. Lollar, according to postcard report, has booked her booking act for the season with the Carmack Show, joining the management and salesman the Biliboard, also candy butcher.

PROPER local-interest promotion is good advertisement work. Overcome hireworn-ness.

CIGARES AND ETTA MORRIS, glass blowers, have been working schools and private gatherings in and around Peoria, Ill., N. J.

J. NSTREBALT recently joined the personnel of John Robertson's Circus Side Show with J. C. Weer Shows, with his Punch and Judy act.

MEMBERS of the H. William Pollack (Poster Print) Bowling Team, who were 54th Place in the Tournament, Eta, reports the Miami University Johnson's Sportsman's Club, had a very satisfactory result to the management.


He laid his aged mother to rest. Harry shows which will open their season next summer are Flapper, Prince Elmer and George Rogers.

Sponsor Pollack is past president of Chicago Branch of the National Cattlemen's Association, and is a director of the National Cattlemen's Association, and is a director of the National Cattlemen's Association.

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WORLD WAS RECEIVED last week that George Printemps, formerly with various carnivals, had contracted to produce some fund-raising events in behalf of themselves at the beginning of the season.

JACK SCHLITZER Infed from the Poor House by the booking thru Phil Wirth's office would have Los Angeles on May 13 to 19, Goshen, Ind., to 25. The show will open the season next week at New York, Minn.

BIG ELLI Semi-Trailers have the built-in capacity to make showmen's lives easier. These big trailers can be bought for less than the cost of an ordinary truck, and they will give you more public attention where you need it.

While in Los Angeles recently, members of Toby McCoy's Midway Village motored for a visit with Hider's United Shows at Wellington, Cal, in the United States. They were Toby McCoy, Ross Beckman, and Roy Wilson. They are putting some work to the show business and are doing very well.

ELECTRICAL requirements at Washington, relative to outdoor shows, have been "tight" for many years. In fact, started when the German-Mississippi railroad was built, and immediately appropriated "bobby-hoons" to the Mug. They were Joe Hooge, Jean and Mrs. Marks, and will join the show for a few weeks next season.

An explanation: With 10 show openings a, in fact, most of them including attractions and personnel rosters (which are important to potential reading) to handle in last issue, it was necessary to omit "alternates" among show letters—that is, shows having representatives in the columns weekly or nearly so, in previous issues giving way to show titles, and " alternating" not appearing so frequently. This becomes necessary every spring when many shows start their new season, especially when an unexpected flood of the "letters" arrives late in the week.
Two Outfits at Miller Inaugural

GREENVILLE, S. C., May 2.—One of the most unique openings, conducted under the most unusual circumstances, was just concluded at Greenville, S. C., with the opening of the Miller Show, featuring the Bostick薰iciation with its unusual attractions. Joe DeRose, Jr., and Duke Wilson, with the support of the Miller Shows, together with the promotion and management of Bostick, produced a successful show that will be remembered as one of the most unusual in the history of the Miller Shows. The show was well received by the audience, and the management is looking forward to a successful season. JIM DE ROSE.
CARNIVALS
May 9, 1936

B & G. START—
(Continued from page 48)
and Bill Brown, tickets; Billie Hills and
Johnny Howard, inside lecturers. At-
tractions—Dio and Duo. World's Mon-
gry; Dr. Pardo, mentalist; Charles Nel-
sen, bear impersonator; Capt. Herold,
giant; Baby Lee, fat girl; Harry Lewis,
skeleton man; Tony Harris, alligator
boy; Meredith Page, clown; Bob Gower,
sword swallowers; Hoppy, frog man;
Barney Nelson, airless wonder; Fels, clay
dissembler; PJP, seal boy; Neg, pig man;
Alta Gibson, tattooed girl; Pete Peterson,
sword swallower; Hoppy, frog man;
R.M. Simpson, lion tamer; Tom Dean,
producer-manager; Bob Whalen, se-
meloflyer; Joe Jones, producer-manager;
Lee J. Young, business manager, Paul C.
Jones, secretary. Larry Taylor, general
announcer; Gene Hobson and Bill Collins,
tickets; Bob Whalen, salesman; Bob
Deforest, Billy Tryal, Patsy Keller, Eddie
Peterson, agents; Jack Dockery, clutch;
(Curley) Larson, foreman; Bill Lee and
Johnson, inside lecturer; Lindy Lomination,
manager; Joe Jones, producer-manager;
Tommy Arger, manager.

BALLYHOO—
(Continued from page 48)
from a standpoint but not so quiet
as far as business was concerned. The
activity stopped. This due to the
fact that the act was made up of
fine colored people. Silver change being
barred on account of the flogging noise.
The quietness of the midway gave our
auditor a chance to think and work.
After checking up the books I found the
show had been operating 48 weeks with
no loss and most of our weekly entries
paid up. The pay roll had almost worked their
time and closed up by running away.
After checking with the book keeper
and the books, I found the show up
up to date. But the show did not put up
its own price package candy. The books
showed that the show was $8.60 out of
the package and the books showed the
package put up a total of $26.00. Then
I issued a general order for every
worker to put an arm full of the
on copper. MAJOR PRIVILEGE.

DIZZY RIDES—
Order Now for Early Delivery
A Hand-Controlled Skill Game
Look It Over For 1936.
PINTO BROS., CONEY ISLAND, NEW YORK

CARNIVAL WANTED
FOR FOURTH OF JULY WEEK
MARCONE, IL.
Large Concessions now on hand, written orders give special treatment. Address Geo. T. GLOUGH,
Lafayette, Ind.

WANTED AT ONCE
Oak House, Grab, Posse Outfit and Immaculate
Getaway, Bloomington, Ill. Agent will pay $30.00.
Fred egg, New Castle, Ind. Further notice to those

THE AL O. HODGE SHOWS, Inc.

SOILS LIBERTY SHOWS, Inc.
Organized Side Show with or without outfit. Also Illusion Show.
Can place Grab and Merchandise Concessions. What have you?
Champaign, Ill., Week May 4, Bloomington, Ill., Week May 11.

ART LEWIS
(Continued from page 48)
added Lion-Cat, Creative Cat, Loco-Go-
Planes, Scooter Cars and Ride-O. All
shows this year, Motor-drome again under
the direction of Speedy Palmer; Jack Kelley
is manager and the shows are well
supplied by Quint Meyers; Dock College's
manager is Jack Howard; Halladay is
with Peter Thompson, manager Havana Girls;
Thompson built the last two named shows with the best artists money can
buy and the shows were made up with
profession at its best. The shows are
exposed to both carry or not carry-
There are 28 concessions, Max Glenn

COTEE'S NO.
(Continued from page 48)
(Blacky) Codukes, operator. John
Cowper and Jack Quinn, assistants. The
next show, May 10, at Edgar, Ill., 8-12
then to Harvey, Ill. The next show May 16
and the 22, at Monett, Ill. The Concession
Harry Barney and Harry Mohler. Perris
Mr. and Mrs. J.C. Shaper are in the
Auto-Rides, Herbert Simp-son, owner and
operator. Concessions: Ed Delbert and the
pilious, pop corn and cigars; Cletus
Smith, ringmaster and treasurer; Al
J. Youn, business manager; Paul C. Jones,
tickets; Harry Lewis, manager; Margaret
Corman, master transportation and in-
cubator. Mrs. M. P. Cannon, bookkeeper; O. K. Albright, electrician; the writer,

The Billboard
Dallas

DALLAS, May 2—Mr. and Mrs. Ebbie Brown held the annual horse show in the city, coming from Fort Worth, where shown seven horses, which made this the most successful show ever held in Fort Worth Centennial. The annual horse show in Dallas attracts a number of the Beckmann Bros. from South Texas.

Howard King was a visitor for several days last week, during which time he passed through the city on his way to Fort Worth.

A recent newspaper article disclosed that the Beckmann Bros. will bring the $30,000 Texas amounts to $35,000.

Great Coney Island Shows this week at san Antonio a number of the Beckmann Bros.' Shows with concessions.

Cavalcade will be presented at matinees in San Antonio a number of the Beckmann Bros.' Shows with concessions. Newcomers on concession row are daily in surrounding towns, and will be featured in a dance. Knute Kelly seriously ill all week with an attack of grippe.

Ralph R. Miller, R. I. Miller's son, was here last week from San Diego, Calif., doing a fast money maker-

Tours: Twin Ferris Wheels. Merry-go-round, Coney Island Shows of America, Beckmann & Gerety Shows.

EYERLY JOBBER

CANDY FLOSS & CORN POPPERS

30 CENTS A CARAT

FORMED, SOLD AND EXPORTED LAST YEAR

CONVERTED

H. A. FALLS

310 East 35th St.

CO. EYES

NATIONAL FED. INSURANCE CO.

ST. LOUIS

ST. LOUIS, May 2—L. S. (Latty) Bell, manager of the new building at the St. Louis Cen-trum, looked after the local engagement of his company here last week.

C. C. Emslie, friend of the outdoor showsmen, called at the Billboard office on Monday while in the city for the engagement of a show at the National Fair, April 29-30, and will be here in the near future for the opening of the St. Louis State Fair.

Harry Logan, last year special agent with Beckmann & Gerety's Shows, based the troupe through the city Monday, while here with his old friends, Mr. and Mrs. Mike Faust, Jack Stone, Edna Durbin, and many others.

- The Billboard office will be in session from 9 to 5, and will be open on Saturday.

A new show vied for business in conjunction with the showing here. The organization were the Beckmann Bros.' Shows, and the midway company was the Milt Tolbert Show, Marie and Kay Weiss.


Great Coney Island Shows, Big State Shows and the Ouchita Valley Fair at Independence, La. Engagement ended today.

Rides: Twin Ferris Wheels. Merry-go-round, Coney Island Shows of America, Beckmann & Gerety Shows.

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CONVERTED

H. A. FALLS

310 East 35th St.

CO. EYES

NATIONAL FED. INSURANCE CO.
Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., May 4—Fred Wolfs, former manager Spanish Village, joined the staff of the Territorial Exposition in San Diego. Martin Austin Brown and his son, Bob, who have been operating postcard stand, report satisfactory business.

Greater American Shows, handling one of the refreshment stands for Madonna & Co., has engaged Barbara Brent, whose new game, which she displayed at the recent fan dancers’ convention, won her title “Miss America.”

Larry King, talker on the Front Porch, was delighted when Sally Hargreaves, talker on Italian Village at Century of Progress, told him that when Sally was the feature there the second season, Mrs. Happy Johnson has charge of the Swiss Stop in the Palazzo of International Art.

Dick Warren has been put in charge of the kiddie rides on the Enchanted Land.

Jay Williams engaged as dancer at Elmer’s Keywood Shows at the Granada Cafe in Spanish Village. Bill Proctor, manager of television program, has returned from Dallas and Cleveland.

A farewell party honoring Bill (Gill) Collins, who left for Dallas to assume his duties representing WPA, was held Thursday night at the Spanish Village. Centennial, was held at the Granada Cafe, with George Duff, new President; Frank O. Belcher, vice-president; T. Bailey, Director of Works Harry Pease, and George B. Ladd, as officers. Ben Black, manager Panchon & Moreland shows, was a surprise guest, and Manager Nustid Colony in Zoro Gardens, and a delegation from Raintree.

Joe Glacy, manager E. “Strange as It Seems,” installed a number of illusions in his act on Thursday night, including the famous “floating” flowerpot. Mordoni, magician, presenting the effects of “black magic,” had the audience entranced. Scotty, the Elephant Girl, now an employee of E. A. Comstock, was a surprise guest. Whitehead reopens the streets of Paris, the bending being remodeled. Happy Johnson with his new “Dancing Woman” has a novel conception in “Butterflies in Paris”. Harry Smith and John Smith Sist are have over taken Mrs. Herb Smith in the Panama stock show. Leonard Wilson the manager of “Strange as It Seems” has his own combination with Elsie. El Train, manager; Florence Backlund, chef, Marvin Pluek, attendant, and Mac Williams porter.

Bernard, handwriting expert, has joined the staff of “Strange as It Seems.” Mary expects to open his Death Ray Show in June.

Among guests present included Count de Baill-Broutine, of Brussels, Belgium, chairman of the International Circus Corporation; Charles F. Scott, vice-president of the company; Charles de Baill-Broutine, of New York, and Yoshikihori Horie, Japanese assistant manager. Mr. and Mrs. Ivan Aultman, 7-month-old, son of the area of the rodeo at the exposition, has received a contract to appear in the movies produced at the Hal E. Roach studios.

CRIMSON GREATER SHOWS

MADRID, May 1—C. E. Steffens Shows are playing lots in various fields during recent weeks.

M. B. WATERMAN & Co.

Maidstone, Easton, Bridgeport, this week.

KEINO MACHINES

Latest improved machines of highest grade. Special freight rates. Use our facilities and you want for nothing.写信来索要特惠价目单。写信来索要特惠价目单。

“Blue Bird” STAMP CO.

124 East Leland St., Dolton, Ill.

Majestic Exposition Shows

Columbia, Mo. Week ended April 25. Location, North eighth street, Weather, chilly, business, very good.

Great American Shows

Columbia, Mo. Week ended April 25. Location, North eighth street, Weather, chilly, business, very good.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing $5; minimum double column space, 14 lines (1 inch) in depth, costing $14.

The advertising rate of 50c an agate line remains unchanged.
BOCKE, W. Y., May 4.—In the last issue we reported the likelihood of a conference with the General Freight Committee of the Trunk Line Association. Application for relief was discussed at this meeting, and we understand that Chairman M. W. Hawkes, of the Commission, was present at the session held on Saturday, May 4, at New York City. After a three-hour discussion of the matter, it was reported that as a result the General Agent L. H. (Doc) Cline, of World of Mirth Shows, it was decided to hold another conference at the earliest possible moment to discuss the matter and arrive at some decision.

Last Saturday we inaugurated our annual picnic, which was held at the grounds of the Rochester Fair Grounds, and visited the O. C. Buck Exhibition at the Rochester Fair Grounds. The picnic was enjoyed by all who attended, and the weather was perfect. A special feature of the day was the rain dance performed by the Rochester Fair Grounds. A large crowd witnessed the spectacle, and the dancers were soaked to the skin.

The show, which was held in conjunction with the picnic, was a great success. It included a variety of acts, such as clowns, acrobats, and musicians. The performances were well received by the audience, and the show was a great source of entertainment for all who attended.

Frederick Amusement Co.

FROSTON, W. N., May 4.—The Frederick Amusement Co. held their executive meeting today, and the following acts were booked:

- Bob Frederick, owner and general manager;
- Bob E. Douglas, manager;
- Jack Green, head magician;
- George Frederick, ticket supervisor;
- George Frederick, Jr., ticket supervisor;
- Roland, bookkeeper; and
- Jack Green, bookkeeper.

The meeting was held at the Frederick Amusement Co., and the executives were present to enlighten the commission as to the state of the company.

The meeting lasted for several hours, and the executives discussed various matters pertaining to the operation of the company. The meeting was adjourned at 9:00 p.m., and the executives were present to continue their discussions.

WORLD OF MIRTH
WHAT IS MIRTH?

CARNIVALS

Leading Carnivals

A letter of interest was written by Theo Forstall, and was also royally entertained by George Tipton around the lot. Mr. Forstall did exceptionally well, packed houses being to reward those who could not get in the big numbers because of lack of opportunity and whose efforts should be noticed.

Communications: From J. W. (Patty) Conkle, of Conkle’s All-Canadian Shows, acknowledging the club’s wire of congratulations for their success last year, and stating he expected a booking trip. From Harry Le-Vine. A very nice service was given by Harry Le-Vine and Josephine McMillan, who were undoubtedly the greatest performers of the week. Also from Mr. Tait, Manila, an interesting letter and belonging to the organization. Ed Nagle wanted to make sure that everybody knew that the show was definitely booked for the Philippines. It is first car-aventured Machine Wheels, Address Pekin, Ill., week May 2; Canton, Ohio, week May 9; Charleston, Mo. Week ended April 25. Weather, clear and cold, except May 11. Pay gate.

NIGHT ATTRACTIONS ALREADY BOOKED

May 11. Business, very good. Rides and shows had good patronage. Business has been good, there being over 1000 people in the show every day. Mr. and Mrs. Richard Stoltenberg, who owns a new semi-trailer built to transport con-cessions for his own use, has just returned and joined the annex. The new truck is in charge of Side Show, added a wrestling act, and everything is in fine shape for outdoor amusement.

May 11. Business, good. Good weather, and the show is in fine shape for outdoor amusement.

Highway Bill Rice wrote of success of COTE’S WOLVERINE SHOWS

and America’s Outstanding Night Attractions Already Booked

Philadelphia, May 4—(Empire Bros’. Shows opened in Chester this week in the center of the city. It is first appearance of the company in the city in eight years. Business has been steadily increasing, and the show will have many return engagements for outdoor amusement.

NC. The Billboard}

Now, this is the week this year during the spending in Cubas. Says things are much improved on the island. They are expecting a large return there next winter.

Snapp Greater Shows

Snapp Greater Shows

May 11. Business, very good. Rides and shows had good patronage; concessions, fair. Wyman Moser having charge of Side Show, added a wrestling act, and everything is in fine shape for outdoor amusement.

Central State Shows


Rides and shows had good patronage. Business has been good, there being over 1000 people in the show every day. Mr. and Mrs. Richard Stoltenberg, who owns a new semi-trailer built to transport con-cessions for his own use, has just returned and joined the annex. The new truck is in charge of Side Show, added a wrestling act, and everything is in fine shape for outdoor amusement.

TILLEY'S WANT SHOWS

Mechanical Show or any worthwhile show not conflicting with what we have, and willing to handle legitimate Merchandise Wheels. Address Pekin, III, week May 2; Canton, Ill., week May 11.

COTÉ’S WOLVERINE SHOWS

Wyandotte, Mich. Week May 5th

WANT SHOWS—Single Pit or Platform, String or Fake Show, Musical Comedy, Fat Women, Indians, etc. Address Paul C. Leary, 1205 Chicago Ave., Chicago. Will finance any reliable Showman.
Please review the page and answer the questions based on the content provided.
FOR SALE—NEW GOODS
After the May 30 issue this heading will be dropped. Dealers who read this section should become accustomed to look for "New Goods" advertisements in the various departments of The Billboard.

GREATLY REDUCED—UNUSUAL, EXCLUSIVE, AND FOREIGN PRODUCTS NEW TO AMERICA—ARE IN DEMAND.

WORLD'S GREATEST MAGIC, ILLUSIONS AND APPARATUS—NEW BAR-TO-BAR PRINTS.

Bargain—Motor driven professional Silent Projectors; while they last, Professional Movie Producers. Start your own house, complete line in world. New catalogue, 30c; none on sight.

M. R. HARRISON, 4042 35th Ave., Los Angeles, Calif.

FOR SALE—RIDES AND GAMES, WITH LEASE, IN GOOD OPERATING CONDITION.

A-1 ATTRACTIONS—HEADQUARTERS FOR NEW AND USED, OUTDOORS, AND INDOORS, WITH OR WITHOUT LEASE.

FOR SALE—A BARGAIN.

FOR SALE—21 PIECES OF ARCADE EQUIPMENT, 5,000 6x9 CIRCULARS, 400 WORDS, $5.00.

FOR SALE—A GREAT NEW SELLER.

FOR SALE—ALL KINDS OF STEREOPTICONS, WANTED—PROFESSIONAL SILENT PROJECTORS; WHILE THEY LAST, PROFESSIONAL CATALOGUE, 25c.

M. P. ACCESSORIES FOR SALE.

MAIL ORDER OFFERINGS

BUY AT WHOLESALE PRICES BY MAIL.

MERICAN INDIAN JEWELRY—BEAUTIFUL.

MERICAN INDIAN JEWELRY—BEAUTIFUL.

MERICAN INDIAN JEWELRY—BEAUTIFUL.

MERICAN INDIAN JEWELRY—BEAUTIFUL.

MERICAN INDIAN JEWELRY—BEAUTIFUL.
**Out in the Open**

**Leonard Traube**

**Spotlight on the News**

Trend of the season turning out to be a bird of a spring semester for showmen and showmanship this side of the Columbia. Of course the area your correspondent is supposed to write can display some of the most interesting and farce-conservatively way, there has been more activity than usual in the outdoor show business. This situation is due to the fact that there are more state setups in all branches of the alfresco temple than has emerged in May, 10 years ago, and there is a great scope and gather in the facts.

Jerry A..
THE GENERAL MOTORS Parade of Progress played Atlantic City last week, and the audience there were thrilled. Thirty-six units in the organization, including a scientific exhibition as well as household items were included. On the Sound Equipment of Every Description. Write for Latest 1936 Catalog. GENERAL ENGINEERING Co. 114 HOUSTON ST., NEW YORK CITY

WANTED

LARGE CARRIAGE FOR NEW YEAR’S DAY’S AND 4TH OF JULY’S CELEBRATION. Address, 50 HANOVER ST., BOSTON, MASS., J. H. MASON.

WANTED CONCESSIONS FOR SEASON’S WORK IN PHILADELPHIA AND VICTORIA, B.C. Needs: Mobile Concessions Car and Concession Box. Must have 18 feet of railing protection and complete set of tools to operate. Man to operate: Louis H. S. J. New york. WALTER D. NEALAND.

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Graduation and Wedding Gifts Receiving Industry's Attention

This is the season of the year when unusual, desirable and distinctive types of merchandise as being outstanding. It is the season of all the promotions. It is the season of the bride-to-be, which is also the season of the picture-taking camera. The season of the premium merchandising industry's greatest demand is the season of all the promotions.

It is the season of the premium merchandising industry's greatest demand, which in the language of the premium industry is..."The season of premium gifts," and constitutes one of the few peaks of the year's business. This is a form of promotion. A unique feature of this class of gifts is that it is in the operator's favor is the fact that it is largely luxury merchandise, or at least not in the category of everyday necessities, which the margin of profit is consequently larger. The desire to be generous in giving high-quality gifts is an important factor related to the demand for wedding and graduation gifts.

At the head of the list of points desired by the bride are the most expensive gifts. In all the seasons, those who favor timepieces get a great deal of attention. First, they will appreciate the display, which is usually given in the lobby in the hotel. They will also appreciate the display, which is usually given in the hotel. They will also appreciate the display, which is usually given in the hotel. They will also appreciate the display, which is usually given in the hotel. They will also appreciate the display, which is usually given in the hotel.

Fitted bags also fit the current season. This is an important factor related to the demand for wedding and graduation gifts. It is also true of leather design and decoration to the wrist and pocket styles which are proving to be without equal for play parlor sports. The salesboard men are not alone in their interest in this class of gifts. The bride and the graduate. The salesboard men are not alone in their interest in this class of gifts. The bride and the graduate.

In all the May-June graduate and wedding season should prove to be one of the most important phases in the premium industry's life, as it is suggested that succeeding months should be overlooked entirely when volume of premium selection is made.

Another leader this year, due perhaps to competition of the right type of premiums, "Premium Clinic" is already being featured in various forms. A wide variety of semi-luxury items, which the season of the graduation and wedding season has heightened the demand. In other words, these items are being featured at these shows.

The display, one of the largest in the history of the American Toy Fair, was featured at the Toy Center, located at 200 Fifth Avenue. It is also reported that there were over 10,000 playthings in this display.

The player rolls down the five rubber balls, and the player is awarded merchandise thus promoted began producing immediate benefits.

**American Toy Fair Stages Fine Show Before Over 2,500 Buyers**

NEW YORK, May 2—When the gates of the American Toy Fair opened at the Hotel Astor yesterday, it was noted that the show had grown to include all of the country. The attendance at the Christmas show will find Santa dividing his attention between the New York and the Chicago markets.

The display, one of the largest in the history of the toy business, covered three floors of the hotel.

The playthings of the toy fair are a scientific and educational subject, and many of them for the adult mind. There has been over a 300 per cent increase of late in sales to adults. The manufacturers have turned their attention therefore to manufacturers of toys. There are many speculative games which are continuing to grow.

There were over six acres of toys displayed. Part of this huge display was featured at the Toy Center, located at 200 Fifth Avenue. It is also reported that there were over 10,000 playthings in this display.

The player rolls down the five rubber balls, and the player is awarded merchandise thus promoted began producing immediate benefits.

The greatest number of toys displayed were those of the pin game type, and the manufacturers have turned their attention therefore to new versions of big business deals, and are increasing the use of premium in attracting public patronage. Addresses by several authorities in the field stressed the importance of this form of promotion.

Big Market for Auto Radio Sets

With the open-road season at hand, the premium-merchandise industry is placing heavier emphasis than ever on automobile-radio sets. The tremendous momentum picked up by this item in the March-May period is being carried over. The car manufacturers are making an additional emphasis this season thru cutting the cost of radio equipment in the automobiles.

An analysis by leading manufacturers reveals that the average buying of automobile radio opportunities which exist today (See BIG MARKET on page 60).

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.

**Wholesale Price List**

**NOVITIES PREMIUMS & INSTRUMENTS**

**Business Continues**

**Ups Its Trend Upward**

The upward surge of business continued unabated during the month of April, attaining a new record-breaking figure. But not only are they doing gnomes in volume, low premium items are also the height of the picture-taking camera. The season of the premium merchandising industry's greatest demand is the season of all the promotions.

The figures are collected by the government from various official and private agencies and reveal that the increase in industrial production in April was 3 per cent over March; freight loadings, 1 per cent over March; building contracts, 1 per cent over March; factory employment, 1.7 per cent over March; pay rolls, 2.3 per cent over March. These facts are especially significant in view of the fact that March was the best preceding month this year for all walks of life. Department store operators, who are attaining a slight decline in April, attributed their figures for the month of March and February months of this year and also the April, 1935, record.

Merchandise Prizes

Get Pa, Court's Okeh

Operators of pin games in German town, Pa., were given free rein to offer merchandise prizes for high scores on their machines. In providing this an instance of the type of merchandise being manufactured here, the corporation is furnishing attractive window posters featuring many types of merchandise packed with every game. The operator or location owner displays these posters in his show windows, or on the walls of the store, to stimulate desire for the merchandise awards and create greater interest in playing pin games.

No advance announcements were made of this service and the trade was already aware of the large plan, until the play stimulating features of the merchandising device began producing immediate benefits.

It was pointed out that when one goes into the store an inspection of all kinds featuring scores of products and their awards, he quickly concludes that the pin game operators, too, are finding it profitable to use consumer advertising at these shows. It is also estimated that the pin game operators would be led to the initial success of the plan augments the importance of the merchandise awards, however, was another story, he said.

New Games Get Official Okeh

NEW YORK, May 2—New coin-operated games being manufactured here during the past year and has continued to grow. The player rolls down the five rubber balls, and the player is awarded merchandise thus promoted began producing immediate benefits.

One of the most important features of the pin game industry is the roll-down games sales have taken a great deal of interest in this form of promotion.

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The sales of pin game operators, too, are finding it profitable to use consumer advertising at these shows. It is also estimated that the pin game operators would be led to the initial success of the plan augments the importance of the merchandise awards, however, was another story, he said.

**Poster Service Ups Mds. Play**

A unique new poster service promises to be a source of entertainment for pin game operators. The display is given in the show window of the store, until the play stimulating features of the merchandise device began producing immediate benefits.

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May 9, 1936

WHOLESALE MERCHANDISE

The Billboard

NEW ITEMS

Mantle Radio

A new mantel-type radio in a modern design, identically designed cabinet which produces a beautiful tone is the latest contribution to the radio field. The cabinet is described as "Yankee sound." In its concept the radio combines two wave bands, with a special section for short wave. Airplanes, a self-contained airplane and a five-tube chassis, composed of one of the newer models. This set is being offered by the Silver Sales Company, and word from the Chicago office of this company indicates that the demand is surprising, with prices surprisingly low, in selling exceptionally well.

Latest Style Peeler

The Yale Manufacturing Company is marketing a new peeler known as the "Harem Pipe," a cutting implement that looks like an especially attractive item for pitcheus and demonstrator. Gadget does several jobs in one, slices, peels, shreds, is ideal for all foods and easily follows contours, removing eyes and "bad spots" almost automatically. Item carries an especial appeal to women and should be a part of every kitchen's equipment.

New Automobile Brush

A new model fountain brush for washing cars, trucks and buses with its own water supply and is quickly and accurately is the Beaur- ingame Brush Company. The de- vice consists of an aluminum brush plate with 176 quarter-inch holes filled to capacity with bristles of the proper type. The plate is snugly incased in a heavy rubber bumber which protects against marring or scratching the finish. These two units are held in a cast aluminum top in which a hollow pipe handle screw for supplying water to the bristles. One end of the handle is fitted with a coupling to take standard water hose. Looks good for demonstra-

Key Registration Service

Kosten Key Identification Service is a plan for registering key tags. The Kosten Distributing Company of New York City, sells the tags and chains in quantity to agents, who in turn sell them to individuals. The tags are very firmly finished and are individually mounted on registration cards. From information we gather agents are doing well selling what might be regarded as a useful service.

Smoke in Bed Safely

No longer is the combination of reading in bed and smoking fraught with the danger of fire, nor even with the worry of burned hands or smoking butts. An invention known as the "Harem Pipe," a device that names, introduces the safety of a device is latest and finest in the luxury. It is an elegant fashion of bed. The device consists of a diagonally poised handle receiving one end of the cigarette. There is a long covered rubber tube connecting the barrel with the mouthpiece, thus enabling the smoker to read and smoke with hands completely disengaged for managing newspaper, magazine or novel. The handle itself attached to the tray into which the ash automatically disengages as it burns out and this entirely independent of the user. In one of the known ways 20 cigarettes the cigar is held intact in the barrel until released by an ejector which drops it into the tray. Also can be applied to other activities such as bridge playing, piano playing or other cases where both hands are engaged. It is easily cleaned and sterilized and sells at a surprisingly low price, considering its characteristics, under the name of "Kosten" being marketed by the Harlem Pipe Company.

Seals Cartons With Staples

A recent development of the Pause- Co. they are sealing cartons with staples in- stead of metal clips. The staple is used with one hand and readily elastic along the carton fins to complete the seal. Item is light in weight and looks like a handy necessity wherever carton packages are turned out in any quantity.

New Gas Saver

The "100-Mix" is a new thermo- static air-control valve which is said to be a real gas saver and at the same time gives the user more pep and extra power. I look like a good agent and demonstrator item, is small in size and reasonably priced. Made by the Metal Specialty Company.

Midget Pocket Radio

Tinytoe Radio Company is marketing a new midget radio that is almost as small as a match box, in a range of colors, black, green, brown, and white.

STEADY SELLERS AT SENSATION SMASH PRICES!

TIKA BLADES, double edge, all blades uniform, guaranteed.

<table>
<thead>
<tr>
<th>Blade Type</th>
<th>Price</th>
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<tbody>
<tr>
<td>Single Edge</td>
<td>$1.00</td>
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<tr>
<td>Double Edge</td>
<td>$2.25</td>
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<td>Cellophane Wrapped</td>
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White Petroleum Jelly, No. 2 size.

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<th>Size</th>
<th>Price</th>
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<tr>
<td>10 oz.</td>
<td>$0.60</td>
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<td>100</td>
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</tbody>
</table>

Smokers' Sets

A prize that is certain to stimulate the play on your game—new, rich Burgundy finish by West Bend. It is a rich brown on solid copper with burnished edges to give a pleasing two-tone effect. Set consists of a man's size ash tray 1 1/2 inches deep, lamp 2 1/2 inches high, and a service tray approximately 7x12 in.

Beverage Set

Ideal as a prize for outdoor or in- door amusements. Consists of four 10-oz. tumblers, 2-qt. pitcher and 10-inch serving tray. Finished in beautiful satin-gray aluminum with black enamel decorative stripes. An extremely good looking set.

2-Qt. Water Pitcher

The modern design pitcher of the above set possesses a charm of its own. Packed in an attractive two-color container, it is the sort of prize everybody winner is proud to take home. A big value at exceptionally low cost.

Write your jobber for details on our complete line of new gift wrap—also aluminum utensils. If your jobber cannot supply you, write us direct for bulletins!
OUR BIG NEW CATALOG
NO. B126
IS NOW READY FOR MAILING
Over 1100 Pages Featuring
- Larger Selections
- Leading Sellers
- Newest Novelties
- Lowest Prices
- Better Profits
- Biggest Flashes

Showmen, Concessionaires, Fitchmen, Streetmen, Carnivals, Parks and Fairs,
START YOUR SEASON RIGHT
THIS BOOK IS YOUR BEST BUYING GUIDE
SEND YOUR REQUEST FOR A COPY NOW!!
When Writing State Line of Business You Are In, As We Do Not Sell Consumers

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

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

WHOLESALE MERCHANDISE
May 9, 1936

NOTES from SUPPLY HOUSES

WILLOWWOOD, INC., 901 Evans St., Cincinnati, O.
CREATED IDEAS, INC., 901 Evans St., Cincinnati, O.

PLAYLAND SUPPLY CO.
1026-28 Broadway, Kansas City, Missouri.

WE have on hand for immediate shipment: Bingo Cards, Hoopla and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, 13108 -8 -Quart STEAM COOKERS

IDEWEST MERCHANDISE

NEW YORK CITY

We have complete line of China Lamps. Clocks and Wall Lights. Send for New Catalog.

YATES MFG. CO.
21 E. Van Buren St., Chicago

French Flapper Dolls
No. 96. 24.00 Doz.

Get Set for Life in COUNTER CARD BUSINESS

WORLD'S PRODUCTS CO.
Dept. 286, Spencer, Ind.

323-25 W. Madison St., Chicago

Acme Leather Novelty Co.

One in the premium field in that metropolis.

Micro-Lite Company, Inc., opened its new offices at 20 West 42nd St., New York City, on May 1. Sidney Schwartz, sales manager for the company, claims that this branch is moving along rapidly.

The Jersey Trading Company, of New York, at 20 North Franklin, Philadelphia, Pa., at 900 North Franklin, Philadelphia, Pa.,

Spanish Cork Products Co.

When Writing State Line of Business You Are In, As We Do Not Sell Consumers

We have the right novelties for you.

Get the latest Checker Joke Novelty.

When Writing State Line of Business You Are In, As We Do Not Sell Consumers

French Flapper Dolls
No. 96. 24.00 Doz.

The Jersey Trading Company, of New York, now occupies a new building at 900 North Franklin, Philadelphia, Pa., at 900 North Franklin, Philadelphia, Pa.,

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The Jersey Trading Company, of New York, now occupies a new building at 900 North Franklin, Philadelphia, Pa., at 900 North Franklin, Philadelphia, Pa.,
The Billboard

WHOLESALE MERCHANDISE

B & N'S MAY VALUES

BLUE STEEL DOUBLE-EDGE RAZOR BLADES........ 10¢ each
BRITISH STEEL PLAIN EDGE SHOE POLISHING WARE........ 10¢
BISDANT'Sureen Lipstick........ 25¢
BENGEE CO......... 25¢
BENTLEY'S........ 25¢

P.U.R.E. 50% OFF

SUN CLOTHES - 1 pair............ 84¢
FASHION BATTLES........... 95¢
BENNIES............. 35¢
FANCY BATTLES.............. 45¢

NEW ITEMS

Please include 35% off on All Orders.
Order From This Ad or Write for Our 5-0. Order

B & N SALES - Same Day Service
DALLAS, TX. - 1851 Main St.
BUFFALO, N.Y. - 106 Main St.
CINCINNATI, 0. - 605 Vine St.
MILWAUKEE, WIS. - 1119 S. 66th Ave.
ST. LOUIS, MO. - 1101 North Broadway.
PITTSBURGH, PA. - 620 Liberty Ave.

2100 W. Harrison, Dept. E-717, Chicago.

Make Paint From Powder

According to A. L. Rice, Inc., you can now make your own paint from powder. The new tool, named Dustix, is easy.

This Catalog is full pages chock full of novelty items.

Agricultural Situation

Condensed Data From April Summary by U.S. Department of Agriculture, Washington, D.C.

Larger crops planned

A new type low-priced oil burner that fits any old stove, range or furnace is now available. A new type low-priced oil burner that fits any old stove, range or furnace is now available.

Gowan is electric airplane cloth. Complete with re- tinge, etc., and costs no more than ordinary aluminum airplane cloth. Complete with re-tine, etc., and costs no more than ordinary aluminum airplane cloth.

GROWERS

A new type low-priced oil burner that fits any old stove, range or furnace is now available. A new type low-priced oil burner that fits any old stove, range or furnace is now available.

NEW CIRCUS BULLETIN NOW READY - NEW LOW PRICES.

DOZEN

FLAVORING (8-Oz.)
VANILLA and LEMON

GET WISE TO YOURSELF AND BUY DIRECT AT LOWER PRICES

FLAVORING (8-Oz.)

VANILLA AND LEMON

$5.50

GOLDFARB NOVELTY COMPANY,
"THE HOUSE OF SERVICE."

NEW TUBES CIRCUS CENTRAL GIANT NOW READY.

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GOLDFARB NOVELTY COMPANY,
"THE HOUSE OF SERVICE."

NEW TUBES CIRCUS CENTRAL GIANT NOW READY.
Here's Our Guarantee and Challenge

The offer is re-issued again. You can buy Manufacturers, who will send it to you at any Time That You Pay. If this is not the kind of guarantee to Make good the Difference.

Should Any of our Competitors Adolesc to ship to you at a lower price than we do—Send us your order immediately and We Guarantee to Ship it to you for LESS. Let Us Prove to you that

"WE ARE NEVER UNDERBID"

To buy from the Manufacturer, and the wholesaler. To have the benefit of his service, and the guarantee of his work.

RUSSELL BROS.—

(Continued from page 39)

Governor Horner, State Treasurer Steele and the Specials were guests of the court.

RUSSELL BROS.—

Special and Fast SELLER—BIG PROFITS!

MILLS SALES CO.

901 BROADWAY, NEW YORK, N. Y.

(Continued from the previous page)

The American Zoological Association has been operating a zoological hospital at Brookside Zoo, Cleveland, for the past 12 months, and the activities are broad in scope.

One of the recent demonstrations of the hospital was the demonstration of the use of photomicrography in the study of animal diseases. The equipment is included in the equipment of a number of individual laboratories, and the research activities are broad in scope.

CANTON, Ohio—C. F. Weis, superintendent of the Oakland County Zoo, reported that the zoo has been operating a zoological hospital at Brookside Zoo, Cleveland, for the past 12 months, and the activities are broad in scope.

One of the recent demonstrations of the hospital was the demonstration of the use of photomicrography in the study of animal diseases. The equipment is included in the equipment of a number of individual laboratories, and the research activities are broad in scope.
NEW GAMES GET

(Continued from page 58)

away and over in Asbury Park, New Jersey.

Merchandise sales have been greatly strengthened during the spring season by the license authorities and which it is believed will also promote the trade for at least a number of months.

There has been a general trend toward the manufacture of such novelties as are likely to be awarded prizes, and also toward the play of the same itself, and this is expected to continue.

In this country the strictest form of the game is at present being played, and the game itself is far from being a matter of mere curiosity.

The new trend toward the manufacture of such novelties as are likely to be awarded prizes, and also toward the play of the same itself, is expected to continue.

These games for their main attraction and also use merchandise prizes for attraction, markable and remarkably attractive play centers us-

BIG MARKET

earlier than expected this year due to ing these games for their main attrac-

remarkably attractive play centers us-

these matters.

thoughts of the proper authorities in

Ways and over in Asbury Park,

NEW GAMES GET

AMERICAN TOY -

number 25,975, operating 772,000 motor

farmers who own cars. They buy 26 per

United States being used by consolidated

the country is 34,858, each with a lonely

months.

that there is also

markable.

the toys in this direction are truly re-

streamline design was seen in the toys

of many years of dolls that talk

and present.

The most unique dolls which they have ever

items of the summer and fall months

products division of this industry can

Over on Surf avenue, in Coney Island,

The general report

Architecture was also

Architecture was also

of rural mail routes in the country is 13,895, each with a lonely

There are 70,000 bus motor in the United States being used by consolidated

In the 48 States there are 4,184,975 five-passenger trucks, representing 24 per

in regular

that Dexter Fellows' This Way to the

The Dionne quintuplets

Barnum winds up New York en-

must figure this is the proper time.

EXHIBIT J--This is the month in

New acts signed are the Joe White

Lee Nichols reports two WPA projects of

$3,000 each have been completed and

Fair Elections

FAVOR, Mich.--Oceona County Fair Association, and Mayor Frank Zicher, Norwood, was scheduled to leave for Detroit on Tuesday afternoon.

The mayor if the deal goes thru, will cover some of the expenses of the show, and, in addition to the annual county fair on the fairgrounds, outdoor events during summer, is said.

De Ridge, La.--Beauregard Parish Fair Association has raised first premiums and will pay second premiums in each class under the new rules.

Lee Nichols reports two WPA projects of

the program, including changes in elec-

trip, a day's outing for the whole family.

The WPA is noted for its success in taking

In addition to the usual attractions, the new WPA project has been

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trip, a day's outing for the whole family.

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trip, a day's outing for the whole family.

The WPA is noted for its success in taking

KNOXVILLE, Tenn.--Ringleader's Circus is scheduled to leave for Knoxville, Tenn., on May 11, and is expected to be in the city by May 15.

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NEW! NEW! NEW! DEMONSTRATORS PEELER WORKERS

5 in 1 KITCHEN AID OUTSTILLS ALL

MEDICINE Sells two bits.

487 B’way, N. Y. C.: CHICAGO, 180 W. Adams St. the Pen Point.

ORDER TODAY! WRITE FOR ILLUSTRATED CIRCULAR.

GRATER, HIGHSPEED CABBAGE, CUCUMBER, POTATO STRAINER, $6.00 per Gross.

NEW HEADQUARTERS FOR WHOLESALE CATALOGUE upon request.

GENERAL PRODUCTS LABORATORIES, Spectacular RAZOR STROPS, $4.80 to $7.00 per Gross.

Handy, Fluffy Self-Selling Envelopes.

NOTE-Famous Acme Hemstitches and Glasses, Wholesale Trade and pitching on stores.

PAUL HAUCK'S FOUNTAIN PEN AND PENCIL LINE

FOUNTAIN PEN AND PENCIL LINE

No reader on your own o. m. No complaints. Send clear cut orders.

Send orders mailed postpaid by us. Free catalog.

JEWEL WRIST WATCHES

No matter how much you pay for watches, you always get what you pay for.

Mail orders accepted. Goods sold on approval. You buy the merchandise at saving prices. We get you the stores and concessions.

Send for FREE catalog. No obligation.

LETTERING OF DISTINCTION!!!

THE N-11 MFG. CO., 135 E. 29th St., New York City.

ELGIN-WALTHAM WRIST WATCHES

BRADFORD-WALTON MACHINES

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BRADFORD-WALTON MACHINES

NEW YORK, N. Y.

ACME SPECIALTY CO., 131 W. 29th St., New York, N. Y.

CAMEO RINGS

Three sizes: $2.50, $2.60, $2.70.

Bridal, Evening, Matinee Jewelry.

SILVER OR GOLD.

SHOES AND FINDINGS

Send for FREE catalog. No obligation.

ALFRED W. GREEN, 1315 W. 29th St., New York City.

WASHES WITHOUT WATER!

WASHES WITHOUT WATER!

WASHES WITHOUT WATER!

With Bater, Batter, Batter all 50c a load.

GRATER, HIGHSPEED CABBAGE, CUCUMBER, POTATO STRAINER, $6.00 per Gross.

Handy, Fluffy Self-Selling Envelopes.

NOTE-Famous Acme Hemstitches and Glasses, Wholesale Trade and pitching on stores.

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ALFRED W. GREEN, 1315 W. 29th St., New York City.
I. but I wanted to say that Pipes will be the longest pipe I have shot in years, Paddle Smitty, Jack Graham, etc. Heavy Mitchell recently mentioned Harry Davidson are.

WE CAN HELP YOU TOO, TO interesting as long as the folks men-
lives at Somerville, Mass.

country. After all, 'As Ye Sow, So Shall

in come that are gems -and it's worth

the price to read Jimmy Miller's letters.

in doing good.

Razor Blades

Dealers welcome you back this
good.

Grodlin

Vacuum Fountain

Dressing.

The latest record

is that it seems to me the manu-
game.

I really believe they have done

ments in the Detroit and Chicago area.

and Madeline, who pipe in regularly.

and have something new to work you too

in that area. I am a big fan of his, too.

and when he displays his work

we have the first estimate of this

and his name and address and the

same price.

A son, Ernest Jr., 21, stays home

A sweet worker get-

trade. The shops and towns around

Benjamin at the World's Fair in

and a fine sight.

and the magnifying glass with

a letter the other day from Herbert Hull,

and drove over from Akron. Had a nice

his familiar cartoons.

it was made were on ex-

know what I mean. Warren, Pa., is open

and when he was 18 years old, break-

of rice, a Rockne Six sedan.

Bly showed me letters from Roosevelt,

and our name enjoy world-

Arthur, working

and when he displays his work

is still fair here with everyone working six

with every person working six
days each week. Both Bly and I are still the

the Perfect Surplus Dresses.

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Coin Men in
For Big Year

Outdoor season and Presidenti-
year to help greatly in
filling coffers

CHICAGO, May 2—The coin-controlled
cabinet operators of the United States
are confronted with big opportunities
for the remaining portion of the year. In
fact, before them spreads field of
golden opportunities that was never in

During the last six years the American
plains and mountains. The summer traveler
are coin machine-minded than they have
ever been before. The American people
have expressed themselves to the effect
that they want better or pinball games.
They love to play them and the amusement
operators should square off for big busi-
sness.

From one side of the country to the
other, various events are looming that
means more coins in the cash boxes of
the operators’ machines. Summer re-
ports will soon open what promises to
be one of the biggest seasons in a num-
er of years. In Wisconsin and Minne-
sota reports are to the effect that reser-
vation and summer resorts are heavier than
they have been in 15 years.

Western playgrounds are also enjoying
better business. Picnics and automobile
trips are ranging for the largest run of tour-
istic business they have had for a decade.
Alpine scenery, the Red Rocks near Gran-
by, Colorado, the North Shore of Lake
Superior, the Grand Canyon, all bask in the warm breezes of New
Mexico and Arizona. In the mountains of
Carolina or thrilling from the beauties
of Grand Canyon All. These people
will continue to come in full numbers as
they go on their way. Operators must
realize that today the United States is a
great highway, with the millions of tour-
ists, whether they ride in Pullman cars or
climb the mountains, and all the people
of these cars or climb the mountains, and all the people
who will visit the mountains of the
operators’ machines in the summer. All
seem to be alert to these opportunities.
They should realize that the Western
industry has grown.

For the 1936 season, has Harvey Wells,
Inc. 450,000 new pin ball games will be in operation.

During intermissions, after the dancers
have had their black dress and wine, not
saying anything about the Chinese food,
what are they going to do? Play the ma-
chines, of course. When the park patrons
get tired of riding the roller coaster and
other thrillers, what are they going to do?
Play the machines, naturally. That is
what they did last year and human
nature has not changed, thinks Mr. Wells.

From time to time a location owner
will feel the new man out-give him
something the old man on the loca-
tion. One of these is the idea of the amuse-
ment park. And the rea-
son for these new machines
activities and the usual heavy spending
that goes with every political year.

Operators must be alert to these op-
portunities. They should realize that
every amusement resort and playground
are amusements that will have been
in operation for 10 years, and
have been running successfully in
order to take advantage of the big busi-
ness that is going to take place in 1936.

Many operators are sensing these op-
portunities and are buying new equip-
ment in order to operate the new
operator of the coin-operated equipment.

The golden secret of competition can be
put in a few words. If YOU WOULD
MAKE GOOD COMPETITORS, BE ONE.

The coin-machine operator who is a
square shooter himself will usually find
that his competitors are square shooters,
too. I'll tell you some of the ways that a
coin-machine operator qualities as a
squad leader is as much right to be in the coin machine
business as he has. He refuses to let the
other fellow handle his machine and
blind him to the good qualities of that
machine. But he genuinely tries to like
his competitors.

He never speaks ill of a competitor.
He is broad-minded, which means that
he knows that the other fellow is as
much right to be in the coin machine
business as he has. He refuses to let the
other fellow handle his machine and
blind him to the good qualities of that
machine. But he genuinely tries to like
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machine. But he genuinely tries to like
his competitors.

It is thoroughly possible, in other
words, to get along quite well with a
pinball machine without a single reference
to its competitors.

What if a location beings up the sub-
ject of competition? He is perhaps
given the wrong idea about the fact
that there is a vast amount of pinball
tasty calumny that some individuals
amuse tables or in “good competition” refuse
to be hired.

Mr. Wells is not afraid of competition.
He may remark: “I know very little about John Smith, but I’ve
always understood he was a mighty
fellow—his name—his whole place of
business, and he had a great deal of
natural talent. Mr. Wells, of course,
gets enough back to give them more
money for the machines, good enough to
give a profit. That makes everybody
happy, and more patrons. AndPatrons
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Many operators are sensing these op-
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equipment or the coin-operated equipment.

The Billboard May 9, 1936
Conducted by TOM MURRAY—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.
More Machines Than Ever Are Being Placed in Texas

HOUSTON, May 2.—Mark Dallas, manager of South Coast Amusement Company, who, incidentally, is State Superintendent of Palmtrees' machine, has been smiling continuously since attending the Chicago meeting.

Daily, when interviewed by a Texas billboard representative, said that "More machines than ever before are being placed in the Texas country. Particular mention was made of Pacific Palmtrees."

TO HAVE GOOD

The other night I got a direct look from the lion-taming eye of Clyde Beatty. His eyes are black and bloodshot, and I thought he was about to lose his wild-calf temper and ask the elevator boy at the Lillian Goodwin Theater to give me the next floor.

It's tough when a manufacturer gets a number on the assembling line and, due to heavy sales, can't get it out of the way for a new one. Don't think for a minute that the manufacturers don't have their problems.

Talk about the coin-operated phone company's problem! Four loading operators we know operate on an average of 40,000 records per day.

A lot of voicing lately about a golf ball vendor. Why doesn't some manufacturer create such a number?

Dan Moloney must have worked very hard and fast to get his Oklahoma Indian boy to operators. I understand that Red McManus sold to the Oklahoma Indian Interstate the original which he serviced. Operator O'Toole just wanted to get a job at the Oklahoma Indian Interstate, and he sent in a work order.

"I don't have their problems."

The firm has gone to a great deal of trouble and expense to install the Rock-Ola ticket game in the factory, but due to heavy sales, can't get it out of the way.

The firm has also arranged for a new one. It is working at top capacity to fill spring deliveries.

The new Rock-Ola ticket game is running high at this time. The manufacturer has enjoyed a phenomenal growth since its organization last June.

The other night I got a direct look from the lion-taming eye of Clyde Beatty. His eyes are black and bloodshot, and I thought he was about to lose his wild-calf temper and ask the elevator boy at the Lillian Goodwin Theater to give me the next floor.

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NO BULL, BUNK OR MAGIC
An Outstanding Money Maker

MILLS

TYCOON

ONE SHOT-7 SLOT PAY TABLE

Write us for prices on this great money maker and any other coin operated machines. We carry the most complete line in Western Michigan at lowest prices. If you are in the market for good reconditioned "Exhibit Merchant Man Diggers", "Pin Tables" and "Counter Gamles" get in touch with us. We guarantee you real savings.

Gibson Specialty Co.
2301 S. DIVISION GRAND RAPIDS, MICH.
Bargains In Concession Carnival Equipment
One only Carnival Horse Race Wheel and Post complete. One 18-Foot Blanket Store and Top, used only 3 weeks. One 10-Foot Four-Way Store with 22-Foot Awning Spread, and 10 Exhibit Merchant Man Diggers. Will sacrifice for cash. Write or call for complete details.

BOLTS - NUTS - SCREWS
MACHINE, CARIAGE, LAG, STOVE, STARTER, HANGER and AUTO REPLACEMENT.

BOLTS, MACHINE SCREWS and NUTS
Manufactured by
WESTERN SCREW MFG. CO.
3217 WEST 47TH PLACE
CHICAGO, ILL.

REBUILT GAMES

CRACK SHOT (1c)
Counter Games

Blanket Store and Top, used only 3 weeks.

Jennings Stages Competitors' Party

CHICAGO, May 2 — A party for his friends and competitors was given Thursday evening by O. D. Jennings. The big affair was staged at the O. D. Jennings & Company plant on West lake street, with some 200 guests present. Upon arrival everyone refreshed himself at the bar, and at 7 o'clock a most delightful dinner was served. Music and dancing were in evidence during the dinner hour and after. O. D. Jennings extended a hearty welcome to his guests and said he was happy to have his competitor manufacturers with him as his guests for the evening. Jennings received an abundance of beautiful flowers during the evening, with messages wishing him many more years of successful coin machine manufacturing.

Several speakers were introduced, among them O. Gulliksen, David C. Hulshizer, John Clellan, John K. Franklin and others. Bill yawn was master of ceremonies and did a fine job.

It was one of the biggest and most friendly gatherings of competitors ever staged in the Windy City or anywhere. Jennings did the job well.

The Hurviches believe that Tycoon will be more or less permanent, due to the fact that the play continues to get greater the longer the game remains on location. They have been encouraging sales, they claim, due to the big money-earning reports which they have been receiving from operators all over the territory.

The only trouble with Tycoon, according to Mr. Hurvich, is the fact that we can't get delivery in large quantities. This all the more encourages our customers to demand the game and between Jimmie Masson, of Mills Novelty Company, and Vince Shay and some of the others there trying their best to get the games as fast as they can, we are here in a quandary as to how best to distribute the few that we do get each delivery. It's a real problem, believe it or not.

H. C. Evans & Company
Opening Dallas Branch

CHICAGO, May 2 — H. C. Evans & Company are opening a new sales room in Dallas. John McMahon has gone to Dallas to look after the opening of the Evans place.

The new branch will feature the Evans' Roll-Ette, the sensational automatic pay-out roulette game. With the Texas setup H. C. Evans & Company expect to do a big business in the South-west on this new number.

The film colony in Hollywood is getting a big kick and lots of thrills from playing the Evans coin-operated roulette machine. The film colony in Hollywood patronized by movie stars.

Birmingham Features Tycoon

BIRMINGHAM, Ala., May 2 — Max and Harry Hurvich, "Gold Dust Twins" and owners of the Birmingham Vending Company, report that their firm is featuring Tycoon at this time. The firm is making a special effort to complete many advance orders which has resulted for the seven-slot table. Harry reports that the Tycoon has been one of their fastest selling numbers.

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FRED MILLS, president of Mills Novelty Company—A coin machine man thru and thru. Guiding genius of the great Mills Novelty organization. Keen, analytic mind, incentive-minded at all times. Known and respected throughout the entire industry.

Important Announcement

Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing $5; minimum double column space, 14 lines (1 inch) in depth, costing $14.

The advertising rate of 50c an agate line remains unchanged.
Immediate Shipment for all Operators West of the Rockies

Western Operators, don't lose a single day in getting your Mills Tycoon and other Mills machines. We stock immense quantities in our warehouse and start executing orders within one hour after receipt.

Tycoon is taking the cream of all locations everywhere. Don't fail to dominate your territory with the best table of all time. Write, wire or call on us directly. Save Money! Save Time! Save the Location! Yea, San Francisco!

John P. Ryan
West Coast Manager MILLS NOVELTY CO.
1182 Market St., San Francisco, Calif.
IMMEDIATE Delivery!

MILLS TYCOON • 7 Can Play at One Time
MILLS DOUBLE HEADER • 9 Ways to Score $1.50

Manufactured by MILLS NOVELTY CO., CHICAGO

CENTRAL DISTRIBUTING COMPANY
105 W. Linwood Blvd. KANSAS CITY, MO.

Also Kansas City Distributors for

Los Angeles

LOS ANGELES, May 2.—The California Amusement Machine Operators Association has planned a big affair for June 2. The Sport Cafe at Venice has been reserved for the occasion. A delux dinner will be served, as well as an outstanding floor show. The monthly meetings held at Cafe De Paree, downtown, have been both business and social affairs and have been popular with the large membership. The June affair will be free to members.

At National Amusement Company, Henry Stewart has said farewell to friends. He sailed April 25 on the S. S. Lurline for Honolulu. He will make a short stop there and then will hop on to the antipodes, with Sydney his first port of call. Then he will engage in business as jobber and distributor of pin games and phonographs. Jack McClelland and George Schwartz state that business is good, Bally's ticket games getting a heavy play.

Irving Bromberg, Pico Boulevard jobber and distributor, reports business good. The San Francisco branch, managed by Joe Ziff, is also doing nicely. Irving says that Budget and Kid Cap are having a satisfactory sale.

W. P. Canaan, jobber and distributor, is very much pleased with business on vending machines and Groechen Funnette salesboards.

Sol Gottlieb states that business is good and that Daily Races is a top seller. They have four other games in experimental that are doing fine with it. Johnny Rau plenty busy, with, as they say, a heavy play and the game 'had broken even.' They have four other games in experimental that are doing fine with it. Johnny Rau plenty busy, with, as they say, a heavy play and the game 'had broken even."

New Orleans

NEW ORLEANS, May 2.—While New Orleans locations are well filled with new type machines in most instances, all distributors and jobbers have reported the heaviest demand for second-hand pin games ever experienced. In the interior of Louisiana and in Mississippi and Alabama jobbers are taking everything they can get their hands on to fill demands. This is particularly true in the strawberry belt, where play is the heaviest in some time and all types of machines are equally popular.

Dealers in used machines are busy working overtime putting equipment into shape that has stood around for some time without play. They say, however, that most inquiries are for the newer type one-ball odd-numbered games and for slots. There is also a heavy movement of new slots into the oil and strawberry sections of the State.

Louis Bosseberg and Roy Bosworth, owners of New Orleans Novelty Company, are sparing little time or money to make their new Sport Center on St. Charles street, due for a grand opening May 14, one of the finest-equipped sports stands in the South. Louis has already lined up a score of the best-looking machines on the market in addition to a steady accumulation of hundreds of trophies for display to would-be experts. Bosseberg and Bosworth announce that the new sport center will give latest sport returns by direct wire. There will also be a candy and cigar counter operated in conjunction with the spot.

LeRoy, IRA Barend, sales representative of Bally Manufacturing Company, Chicago, has been in New Orleans for several weeks, promoting sales on Bally Ray's Track. The Lieutenant is keen and optimistic over the new machine. The territory has gone haywire of late over the steady stream of new ideas coming out of the Bally factory.

Ocean air did a lot of good for Herby Mills, popular vice-president of the music machine operators here, but he also came back to New Orleans from a vacation at Atlantic City with a turn for the better in appearance.

Elmo Pierce is a "no go" when it comes to rolling houses. He shook a couple of rattles with Donald Buffu and Louis Bosseberg recently and results were: Donald and Louis set in a front row box seat at the opening baseball game here without cost to them.

The operators here say that it was a bit unjust of us to leave out the shining light of the recent big opening of the Dixie Coin Machine Company's new offices on Poydras street. They point out the great trouble that Miss Claire Page went to see that everybody had a good time. An each guest walked in the door that night Claire button-holed him with a big American Beauty rose.
**MILLS NOVELTY COMPANY**

**ON YOUR GREAT GAME**

**BENEKE CORPORATION**

21st and ROCKWELL STS., CHICAGO, ILL.

Every “TYCOON” Cabinet Has Been Custom-Built by BENEKE

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**H. F. Moseley Is a Meteor**

In the Coin Machine Sky

H. F. Moseley, of Richmond, Va., is owner and moving spirit of the prominent Moseley Vending Machine Exchange, Inc. This is a large business incorporated under the state laws of Virginia and is nationally known by practically all operators in the business.

Mr. Moseley has been particularly active in the southeastern part of the United States, but he will go anywhere for business. Moseley is that type. He is what is known as a “pepster” and believes in working 24 hours a day when necessary to satisfy all his customers and do the things that will uphold his reputation as one of the most active jobbers in the business.

This Virginia coin-machine firm has no doubt represents more leading coin-machine manufacturing firms than any other American distributor. Among them are Mills Novelty Company, Phoebe Amusement, Bally Manufacturing Company, H. C. Bean & Company, the Northwestern Corporation, Chicago Coin Corporation, Exhibit Supply Company, Stoner Corporation; Genco, Inc.; A.B.T. Manufacturing Company, Grotchens Tool Company, Trimount Coin Manufacturing Company and Pace Manufacturing Company.

In the year 1932 Moseley Vending Machine Exchange, Inc., sold better than 27,000 machines. There is only one answer for this. Quality merchandise properly priced and promptly serviced. On these three qualities Moseley has built his national reputation.

Little wonder that he is one of the best boosters of Mills equipment in the whole country. He knows quality when he sees it and his comprehensive experience indicates that Mills machines satisfy customers.

So much faith has Mr. Moseley in Mills equipment that he always is first to order any new machine announced. On the recently announced numbers, such as Tycoon and other new Mills numbers, Mr. Moseley immediately placed orders that would amaze everyone.

Mr. Moseley is always in direct long-distance telephone connection with the Mills office and thinks nothing of placing orders that would amaze everyone.

All has not always been rosy for H. F. Moseley. Like many other people he has suffered reverses, and just a few years ago he found himself having to start over. His former business being of an entirely lost to him.

But starting from scratch, he has succeeded in a few years to build up a new business far greater than his old one, which is a monument to his intelligence, initiative and courage.

Moseley Vending Machine Exchange, Inc., issues a large catalog and keeps up a steady bombardment of direct mail promotion to customers. When he has something especially good to offer his customers he uses the telephone or telegraph.

This big distributing company always carries a huge stock of Mills latest machines on its floor and any operator in the South who wants to get instant service can find just what he wants in the Moseley display room.

One has missed a great treat unless he enjoyed the super hospitality offered by Mr. Moseley in his beautiful home at Richmond. There is that beautiful and spacious home real Southern atmosphere that makes friends feel closer and truer to each other. He delights to entertain his numerous friends in this attractive home.

**“Richard” and “Eye” Sales Booming Exhibit’s Business**

CHICAGO, May 2—Big Richard and Electric Eye sales reached a new high the past week, according to Leo J. Kelly, sales manager of Exhibit Supply Company. “Since we’ve cleared out all the bugs on Big Richard and replaced all games in the field with new improved Big Richards operators have discovered for themselves that all the fine things we’ve been saying about the game were 100 per cent correct,” Kelly says. Consequently the increased demand for Big Richard has taxed our manufacturing facilities to the utmost.

“We this week we started shipments on our Electric Eye with the new combination ticket and token payout mechanism. Operators in closed territory have been waiting for the ticket model for a long time and now they are getting them as fast as we can turn them out. Next week our new mystery gold-award Jack Pot will be ready for delivery. The Jack Pot can be attached to all Electric Eye machines now in the field, and with this Jack Pot, giving extra awards sales 21 to 10, the increased money-making power of the Electric Eye is easy to visualize.

“The chief feature of the Electric Eye is its ability to change, in keeping with territory conditions. If the territory is closed to awards Electric Eye can be operated as a straight amusement machine. If check payouts are permitted all the payout tube and it is ready to go. For money payout just remove the check separator. Check separator and check special checks are furnished as regular equipment with all Electric Eyes. Attachment the mystery gold-award Jack Pot requires but a few minutes, and to remove the Jack Pot even less.

“Like many other people he has suffered reverses, and just a few years ago he found himself having to start over. His former business being of an entirely lost to him. But starting from scratch, he has succeeded in a few years to build up a new business far greater than his old one, which is a monument to his intelligence, initiative and courage.

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**Ralph Miles**, vice-president of Mills Novelty Company—Cyclone sales manager of all departments and a splendid leader of sales. Ideas pour from him like water from a fall. A wonderful mixer—a real fellow.”
Joe Calcutt — A Real Leader

Established the Vending Machine Company, of Fayetteville, N. C., over 17 years ago — was South’s first outstanding distributor of coin-operated machines

JOE CALCUTT, owner of the Vending Machine Company, of Fayetteville, N. C., is a real leader and one whose success should be an inspiration to every operator and distributor in the coin-operated machine business.

He has been in the business for 17 years or more, but he is still a young man. He was the largest buyer of Mills machines in 1929, and he has already chalked up a big buying record for the first four months of 1936.

Joe Calcutt was one of the first firms to distribute coin machines in the South. The Vending Machine Company, of Fayetteville, N. C., is known the world over. Shipments are made to a dozen or more foreign countries every month.

In his territory he has been instrumental in building up a public relationship among outstanding leaders that has terminated in an existing high public opinion for the Vending Machine Company and the coin-machine industry.

Mr. Calcutt has always made a close study of the business and at all times considered his thoughts on the working out of bigger things for his business. He is alert to every opportunity offered and if it appears sound he immediately takes advantage of same. He has always made it a practice to reinvest his money in more equipment. As fast as he turns over his machines or gets them working he immediately invests in more equipment. This has been one of the main reasons for the huge success of his firm.

The Vending Machine Company’s headquarters in Fayetteville are a monument to Mr. Calcutt’s success. His business is housed in a large warehouse and office building. His huge showroom contains a sample of each of the different types of Mills machines handled by him, so that he always has something to show prospects, to sell them on the coin machines as an established and going proposition. Lately the entire Calcutt force at Fayetteville and all the branch offices have been doing full duty on Mills Tycoon. "Tycoon is one of the biggest hits I have ever handled," said Joe. "It is a problem to keep operators supplied with Tycoon.

The Vending Machine Company is an American institution and Joe Calcutt, its manager, is a real business man and a leader.

Vending Machine Representatives

As Introduced by Firm’s Own Emsee

O. J. Mullinix Jr.

If the Venus de Milo would suddenly sprout arms we don’t believe O. J. would change that expression. Expression, however, doesn’t always diagnose the exuberant and energetic attitudes of a person desirous of going ahead. This situation governs gentleman directs the activities from our Savannah branch.

Mr. Calcutt has always made a close study of the business and at all times considered his thoughts on the working out of bigger things for his business. Mr. Calcutt is alert to every opportunity offered and if it appears sound he immediately takes advantage of same. He has always made it a practice to reinvest his money in more equipment. As fast as he turns over his machines or gets them working he immediately invests in more equipment. This has been one of the main reasons for the huge success of his firm.

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The Vending Machine Company is an American institution and Joe Calcutt, its manager, is a real business man and a leader.

O. J. is becoming "Lambardo" minded. We hope he overcomes it soon.

A. L. Haywood

"Dear old Archie," rubbing the palms of his hands when he’s thinking! Follows, youse better watch out if you’re his competitor! Enough news with the Vending Machine Company to send him against "Boots," threats and unspoken warnings. He’s got after your whole business. A gentleman in every respect, he is obliging and pleasant and stands too high in sponsoring the elevation of the person of our company. "Tightey," his capable assistant (in a wet state now), very capably attends to the matters unbecoming "Dear old Archie." Don’t overlook "Tightey" as being a capable gentleman and also of the type sponsoring personnel of higher caliber.

"Archie" and "Tightey" are the "Watch on the Rhine" over our Dan River office.

H. W. Perkins Jr.

"Perk" is the pleasant sort of fellow you always expect when you meet a plump, five feet six and 212 pounds, he lives up to his reputation of pleasant company date back approximately eight years, which qualifies him to adequately manage our district office in the Cannon Towel area.

E. A. Queen

We have a King, too, but the Queen rules superbly in our Columbus, S. C. branch. Mr. Queen has served several years with "Vemco" and has made enviable periodical records. The "Grimm Reaper" says that if Queen ever becomes mirror-shy and forgets about tuxedos (and the things which accompany mirrors and tuxedos) he’ll owe to bright unknown in the coin-machine business.

"Rats," When the spurious entrance of our office is opened and the threshold is crossed, then you are in the care of Perkins, the floor salesman and display director. He is supposed to make sales therefore, to "ham fat" with the operation end of the game. Rats for sales and the angels in Heaven will not divert his motives. Operators, place your faith in "Perk." He’s more for you than any one any time!

Charles Ingold Jr.

There’s a silver lining in every dark cloud for this old diplomat. Not much of a money maker, but boy, oh, boy, how he can shake hands and slap backs. Wears a million-dollar smile and overshoes in fair weather as well as when it’s raining. Charles’ service with the reference to P. H. Grimm. "Vemoto" held representative, when he mentioned the "Grimm Reaper."

Joe D. Breece

"Uncle Joe" is from the old school and started with "Vemco"—Heaven knows when! He has serviced machines

Editor’s Note: The emsee probably had A Real Leader...

May 9, 1936

AMUSEMENT MACHINES
In the olden days on mule back, horse back, flat wagon, horse, etc., but now manages our Coastal Highway district from the seat of one of our fleet of Chevrolet pick-ups. Like wine, Uncle Joe improves with age, and his kind, gentle aggressiveness is a great inspiration to the comparative newcomers.

J. N. Finch

As manager of our Capitol branch, Mr. Finch is what you might call a double-breasted manager. Started 15 years ago with peanut vendors and has performed faithful service with “Vemco” since that time. He has recently been increased from one of our fleet of machines.

E. L. Blanton

It took Blanton a little less than three years to draw his way into the confidence of the West Virginia mountainous area, and the flow of “Vemco” machines will spread over a wider area from time to time. Oh, Blanton! So to it, we have what you want when you want it.

N. E. Black 

Blackman, off and on, has served approximately 10 years with “Vemco.” In addition, he is one of the few that decided once that a different hook-up would be more profitable, but the “Grim Reaper” directed otherwise. At any rate, Mr. Blackman is back with us again, and we hope that he will be from now on. As present Mr. Blackman supervises our operations in the Queen City district and is making admirable headway.

J. W. Moore

“The Land of the Sky” would not be what you might call a pleasant place to conduct business if it were not for Mr. Moore, who not only knows the busi-ness from the ground up, having stepped out of work most of us do from play. Idle machines trouble J. W., but endeavor to change his locations or territory as a whole—be it the troubles of any profession.

George B. (Red) Herndon

Herndon—Piedmont, N. C., Vending Machine Company branch, would be a “Big-Time” attraction for those special spots that must bring “Big-Time” profits! Roll-Ette is displayed by one to three players along the lines of regulation roulette. Each coin chute contains a row of numbers. By revolving the proper selector the three checks may be moved up and down to a combination of three numbers and each number is marked with a hot 30. Ball is released by touching a button and spins swiftly around a beautiful, inlaid roulette wheel. If a player is on the winning number, payout is automatically made.

From mechanical and technical viewpoints, Roll-Ette has everything: brilliance of illumination, field machines, big black and silver 45" x 20" cabinet. Electric Park equipped. See it at Marvel at the Hardy beauty and smooth playing action. Test it for yourself. If you can’t agree that it’s the biggest money-earning attraction on the market, immediate delivery.

At Your Jobber or Direct

A PERMANENT INVESTMENT

GET ACQUAINTED BARGAINS

H. C. EVANS & CO.
1523-28 W. ADAMS ST.
CHICAGO, ILL.

Two Bally Aces, $20.00 Each
Three Sportsman, $12.50 Each
One practically new Reel, $25.00
Three Jennings Century expert play double jack pots, and one
Two Jennings Century Deluxe play Rock-Omatic, every $1.00 paid at the end of the game.
$25.00—One Jennings Century, good condition, with money, $25.00—Two Mills Ticket, $25.00
SOUTHERN VENDING MACHINE CO., Danville, Va.

GUARANTEED USED
BALLY PEERLESS $75.00

THE GAME WITH LIGHTS AND SIXTEEN $1.50 ROCKETS
Many Other Bargains. Write for Price. One-Third Deposit, Balance C. O. D.

DONALD LINDA HAYES
JUMBO NOVELTY COMPANY
717 WALNUT STREET,
HOUSTON, TEX.

GOOD for AUTOMATIC PHOTOGRAPH OPERATORS!

Our Combination Pocket Mirror and Photo Frame for photographers will stop anyone who stops to look at your Auto-Matic Mirror. It is the only thing of its kind in the market. Good, clean, and eye-appeal are the three factors that make the Auto-Matic Mirror one of the best-selling photographic machines the world over. This machine takes 2x3 or 3x4 inch size, and it is ever the talk of the town. It is a wonder how many of these machines you can sell on a downtown street.

SOUTHERN VENDING MACHINE CO., Danville, Va.

AUTOMATIC MIRROR CO., 90 PRINCE ST., NEW YORK CITY
We Agree With Mills Novelty Company
Tycoon is "The Fastest Thing on Four Legs!"

Deal With Carl...Always a Square Deal
Kansas City Distributors for Mills Novelty Company and Bally Manufacturing Co.
Other New Proven Winners Ready For Immediate Delivery.

Automatic and Novelty Pin Games

All Stars 115.00 Mad Cap 45.00
All Stars (Ticket) 125.00 Multiples 142.50
Big Richard 169.50 Pamco F. D. 198.50
Daily Race (Game) 125.00 Races (Western Equip.) 125.00
Daily Limit 150.00 Daily 500.00
Hialeah (Ticket) 195.00 (5c Play) 119.50
Hollywood 177.50 Reelance (15c Play) 124.50
Hollywood 25.00 Harmony Bell 66.50

New Counter Games

Bally Baby 17.50 P. O. C. P. C. 9.50
Punchette 17.50 Horses 17.50
Teen Tweet 17.50 Cleaning House 17.50
T. T. T. T. 17.50 Sportland 12.50

We will accept your Used Equipment in part payment on all orders for Tycoons and on any of the above new numbers.

Carl's Special Bargains In Guaranteed Used Machines

FAMCO PARLAI 54.50 GEM VENDER 3.00
COCKTAIL HOURS 16.50 SING OUT EV'ER 1.50
MYSTERY TREE (orange color) 47.50 JIVE OR EV'ER 1.50
EIGHT BALL (225 feet) 22.50 SING OUT EV'ER 1.50
DRAKE (ticket) 16.50 JIVE OR EV'ER 1.50
C. W. RANGER 40.00 JIVE OR EV'ER 1.50
TRAFFIC (Model A) 15.00 JIVE OR EV'ER 1.50
DAILY LIMIT 16.00 JIVE OR EV'ER 1.50
SURE SHOT 20.50 JIVE OR EV'ER 1.50
MATCH THE DIAM 20.00 JIVE OR EV'ER 1.50
NEW GIANT 39.95 JIVE OR EV'ER 1.50
SPORTSMAN $10.00 to 20.00 JIVE OR EV'ER 1.50
SMASHING 8.95 JIVE OR EV'ER 1.50
T. T. T. T. T. 12.50 JIVE OR EV'ER 1.50
WACON WHEELS 10.00 JIVE OR EV'ER 1.50
HIGH HAND 19.00 JIVE OR EV'ER 1.50
WIN-A-PACK 9.00 JIVE OR EV'ER 1.50
HOLD AND DRAW 11.50 JIVE OR EV'ER 1.50
BLUE RIBBION 5.00 JIVE OR EV'ER 1.50
ARMY AND NAVY 5.00 JIVE OR EV'ER 1.50
TICKETTE 6.00 JIVE OR EV'ER 1.50
FLYING TRAPPEIZ 5.00 JIVE OR EV'ER 1.50

TERMS: One-Third Deposit, Balance C. O. D.

UNITED AMUSEMENT CO.
3411 MAIN ST. KANSAS CITY, MO.

Sicking Firm, Cincinnati,
One of the Oldest in Biz

CINCINNATI May 2--Sicking Manufacturing Company, which has been identified for many years as one of America's oldest distributors of every type of coin operated machine, has been operated in 1895 by Barney Sicking, who soon became one of the outstanding personalities in the coin machine business. Barney Sicking, upon entering this new and fascinating business, had foreseen the possibilities of its growth and began manufacturing various types of games to meet the public's demand.

The three-story building which has been occupied at 1936 Freeman Ave. since 1920 has been found necessary to build the present building located at 1226 Freeman Avenue in 1907. It covers 10,000 square feet of floor space and consists of four floors. Mr. Sicking immediately equipped his factory with modern machinery to manufacture his new ideas--a card machine on a large scale, with handling approximated 3,000 cards per minute. This machine soon became popular all over the country.

He placed the card games in saloons and other locations at a rental charge of $1.50 per week. The location would use from 10 to 15 machines. In collecting the rental each week Mr. Sicking went from one location to another with a horse and buggy.

Sicking's foresight in the coin machine field led him into operating slot machines--Deuces, Owls, Cailleau and other types of payout machines. His manufacturing, operating and distributing business became so large that he immediately hired men to work on new ideas along with the many new games that were developed and operated by Mr. Sicking. He also sold to various operators through the country. Many manufacturers located in other cities were so impressed with this new idea that they ordered samples to be sent to their cities.

Mrs. Barney Sicking worked hand in hand with her husband for endless hours daily. She was a fine figure in the wheel of success of the well-known Sicking Manufacturing Company.

Mr. Sicking was well liked by manufacturers, operators and thousands of customers, as he was always fair in his dealings and always ready to help anyone.

After many years of success Barney Sicking passed away in 1926. The business was purchased by Ben Goldberg and William Marmer, who with modern methods kept the Sicking Manufacturing Company's name before the entire industry as it had in the past.

Ben Goldberg, an operator, of olden days, dates back to 1910. He is known by every manufacturer and operator in the coin machine business. He has operated in a number of the leading states on a large scale and his entrance into the distribution business was welcomed by his many friends.

Bill Marmer, a newcomer in the coin machine field from the clothing business, soon became known and liked by all in the coin machine industry. His knowledge and skill of real winners of the new machines being manufactured.

VENITOR APPOINTS CHI REP

DETROIT, May 2.—J. W. S. Langley, distributor of Venitor Corporation, reports that J. A. McCormick, formerly personal distributor for National Novelty Company, Chicago, with more than 2,000 stores in the Chicago district, has been appointed special representative for Venitor in charge of the Chicago metropolitan area.

He is perfecting his Chicago organization, which will be known as the Pack It Company of Chicago, with offices at 213 North Michigan Boulevard. He has already secured four operators of routes of the new Pack It Rhaps, manufactured exclusively for this company by the Venitor Corporation as a special order job.

INTERIOR OF DISPLAY ROOM ON WHEELS—The photo shows the interior of the recently introduced display room on wheels. It is a new and progressive idea of the Markay Company of Cleveland.
Bill Helriegel, Genial Leader

The Keystone Novelty and Manufacturing Company, of Philadelphia, really is no more or less than the well-known Bill Helriegel. Helriegel is a household word in thousands of operators' homes throughout the country, and especially in the East, where Bill is doing a huge jobbing business. Keystone Novelty and Manufacturing Company is one of the oldest, and by far the largest, coin-machine concerns in America, and has had a continuous business under the leadership of William Helriegel, Sr., now deceased, for more than 45 years ago.

Bill Helriegel is noted for his tremendous pep and willingness to start action and his ability to give instant service. The keynotes of the Keystone business has always been service. Bill Helriegel's operating experience has always told him that when an operator wants a machine or needs repairs he must be served just as promptly as possible. If the machine is not shipped promptly an operator may slip in and get the business. So Keystone's slogan is "Sudden Service," and Bill is always ready and willing at all times to render its customers the best of service possible. They always keep abreast of all latest machines and never fail to advise their trade regarding a winning number. They have been completely sold on TV and are ready to undertake this number with power.

Leaders like Bill Helriegel have made the coin-machine industry what it is today. Thru their efforts and labor we stand today as one of the leading industries of America. Our hats are off to these merchants and executives, and to the coin-machine industry as a whole.

QUALITY SO HIGH
that the operating and maintenance costs are lowest

"WE BUILD 'EM TO STAY PUT!"

Rol-A-Top
WATLING MANUFACTURING COMPANY
Established
1860-1863
West Fulton St., Chicago, Ill., U. S. A., Tel.: COLumbia 2770, 1899
Cable Address, "WATLINGITE," Chicago.

A Real Batting Average

CHICAGO, May 2—Lee Jones, popular president of American Sales Corporation, reports that out of 2,500 Bally Manufacturing Company machines shipped by his firm in the last four months, only two were returned for credit.

That," says Lee, "means two things—first, Bally games click with the public and make money on location—and, second, they are built to operate right with the mechanical trouble.

A large stock of Mills machines is always on display at the Keystone headquarters and right now it is most certainly featuring the Mills Tycoon.

Always alert to every progressive movement, the Keystone firm has always been right as its too good and willing at all times to render its customers the best of service possible. They always keep abreast of all latest machines and never fail to advise their trade regarding a winning number. They have been completely sold on TV and are ready to undertake this number with power.

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United Firm
Live Distrib

KANSAS CITY, Mo., May 2.—United Amusement Company is one of the leading distributors of this city. The progressive firm is headed by that well-liked fellow, Carl Holtz.

Because of his belief in slogans, Carl has established one that has last and is known throughout the Middle West. It is “Carl with Carl—Always a Square Deal.” In fact the firm is really known as “Carl” to all Finance Amusement Company.

The live wire firm represents such leading manufacturing concerns as Mills, A. B. T., Jennings, Rock-Ola, Baby-Pac Manufacturing Company, Groetchen Tool Company and others.

The firm, recently enlarged its offices and display rooms and now boasts of Chicago Coin attractive headquarters in the Middle West. They render a supreme service to their customers and never fail to live up to their slogan.

Tony's Production

CHICAGO, May 2.—With the announcement in last week's issue of Rock-Ola's new one shot table, Alamo, which was set in motion through the country, in every territory distributors made preparation for handling a larger stock to take care of advance orders. The larger distributors in Chicago arranged for quick quantity shipments!

At the Rock-Ola plant the stage was set to handle the unusually heavy production schedule and to take care of the terrific avalanche of orders. A visit to the big plant this week showed that everything is under control. Production lines are moving at a merry clip. Veteran Rock-Ola engineers—men who have supervised many a crowded production schedule on Rock-Ola hit保证 to turn out Alamos as fast as the shipping department can handle them. And on the private Rock-Ola

Carload of Finance

To Weston in London

CHICAGO, May 2—When Tony Gasparro, of the Weston Novelty Company, London, telephoned him that he really placed an order. The Chicago Coin Corporation announces that Tony has placed an order for an entire carload of its new

Finance, straight novelty game, for immediate shipment to England. Tony says that in Finance Chicago Coin has a positive winner and he knows that the salesmen in the back home in England will go for the game in a big way. Volume orders have been pouring into the Chicago Coin firm for the new low-priced non-payout game. Finance, says Wolberg, of the Chicago Coin firm, proudly displays purchase orders from prominent distributors in all parts of the country.

Willy Blatt, of the Supreme Vending Company, Brooklyn, thinks so much of Finance that he has instructed the Chicago firm to ship him two carloads of the game.

Officials of the Chicago Coin firm say that Finance is one of the clearest non-payout games they have ever produced at the price. It is a 100 per cent skill game. As the coin is inserted the spinner selects the holes the player must make and also gives the player the number of the game in the event that he wins. For instance, the dial may read one bank, one electric light combination, two houses. The spinner may have the white strip on top, which means the player receives 10 free games if he makes the required holes. The machine has 10 balls to shoot.

The mechanism of Finance has been so simplified that practically no part can get out of order. It is entirely mechanical in operation; no batteries whatever being used. The playing field is cleverly decorated so as to grip the player's interest and is housed in a smart colored cabinet and with chromium hardware throughout.

Tony says that Finance has been thoroughly tested on location and has proved itself a good investment, switching yard cars are being loaded—Alamos are rushing across the railroads to every part of these United States!

The table itself fully deserves all the attention it has received, and its many exciting features assure it of an exceptional money-making ability. Alamo has, for instance, a multiple coin chute that takes five coins at a time. It has a new and exclusive board arrangement, with the pockets lined up at the bottom. The big 1 1/2-inch ball rolls over magic switches on the field, increasing the player's odds. There are sound effects, reproducing the famous Battle of the Alamo.

All in all, Alamo is one grand table and is not likely that machines of this country over are enthused. And it is no wonder when they welcome the announcement from Rock-Ola officials that Alamo is now ready for immediate quantity shipment.

Windy City Breezings

CHICAGO, May 2—Meyer Marcus, of the Markoff Company, Cleveland, has been in town for the last few days. He states that his showroom on wheels is the real stuff. Ray Frandrich, of the Frank-Rich Distributors, Fort Worth, is in town looking over all the new games advertised in last week's issue of The Billboard. Leon B. Stanley, the Chicago Coin Corporation, Memphis and Fort Worth, has returned from a trip south a few days ago. Max Mohr, after being seen around the Windy City for a week, has slipped out for his sunkist territory in California.

Representatives of two parking meter companies are being seen in the Windy City lobby every few evenings mixing business with a little pleasure.

Three Cities Consider Installing Parking Meters

LITTLE ROCK, Ark., May 2—Close consideration of the coin-operated parking meter as a solution to traffic problems in this city is being given by city officials and business men who held a special meeting to discuss the matter last week. Representatives of two parking meter manufacturing and installing companies have been in conference with the mayor and city commissioners. One company has agreed to install at $58 per machine, with 75 per cent of intake going to company until machines are paid for and 25 per cent going to the city until such time. The coin meter has plenty of friends here.

Galveston, Tex., May 2—Three bids for installation of 500 parking meters on a trial installation in the business district. Proposals submitted are by the Parkrite Corporation of Des Moines, Iowa; K. B. Manufacturing Company of Columbus, Ohio; and the Dual Parking Meter Company of Chicago. Bids ranged from $55 to $68 per machine, with full installation promised by all within 30 days.

NEW ENLARGED HOME OF THE UNITED AMUSEMENT COMPANY

KANSAS CITY, Mo. This is one of the largest and best known distributing firms of the Middle West.

Finance, straight novelty game, for immediate shipment to England. Tony says that Finance Chicago Coin has a positive winner and he knows that the salesmen in the back home in England will go for the game in a big way. Volume orders have been pouring into the Chicago Coin firm for the new low-priced non-payout game. Finance, says Wolberg, of the Chicago Coin firm, proudly displays purchase orders from prominent distributors in all parts of the country.
Dreams Come True
By JIM BUCKLEY, Sales Manager, Bally Manufacturing Co.

Dive out a copy of the September 14, 1935, issue of The Billboard. You'll find in that issue a small paragraph which, without exaggeration, can be described as one of the most accurate predictions ever made in the coin-machines industry.

The item is headed "Moloney Sees Decreased Business for Payouts" and it goes on to quote Ray Moloney's prophecy that "Pay-out games are here to stay.

Today when I walk out in the factory and see the large crew of Bally mechanics feverishly trying to keep up with the never-ending demands from the shipping department—a demand for more, more, more machines to fill the orders piling higher every day—when I watch this feverish activity I cannot help but say to myself: "This is a dream that did come true!"

Not that Ray Moloney, Bally president, is a dreamer. In a certain sense he is—in his ability to see far ahead of the rest of us—his ability to look beyond the present and into the misty regions of what's on the way. But more important than Ray's ability to spot the slightest sign of a changing trend is his quick swing into action. It was this trait that made the dream come true, and Ray is continuing to use it.

Lee Jones on Vacation

CHICAGO, May 2.—Lee S. Jones, of the American Sales Corporation, is on vacation in Hot Springs, Ark., and knows that he is enjoying a fine rest.

The American Sales Corporation, where Jones gives out the orders, is the originator of selling pin games to substantial operators on an extended payout plan. Credit is given to the company on the purchase of selected pin games which are always put thru the third degree in actual location test before being offered to the operator.

Bally Receives Ancient Relic of "O'Toole" Indians

CHICAGO, May 2.—Next time you're in Chicago drop in at the Bally Manufacturing Company plant and see the genuine Indian totem pole presented to Bally by Harry Wolcher, head of Western Distributors, Inc., Seattle, and well known not only for his love of a friendly joke but also for his habit of sud- denly deciding to send somebody a present. Jumbo, as is generally known, made him a spacious gift. It was discovered on the Island of Yaw-ta-no-loo, which in the Olituli dialect means "mountain," during his hunting and fishing trips.

Opinions and jobbers who know Jim Buckley and Ray Moloney and who have enjoyed many references to the amazing but wholly fictitious Mr. O'Toole will get a kick out of the in- scription on Harry's totem pole. It reads: "Discovered on the Island of Yaw-ta-no-loo, this pole portrays the genealogy of the famous tribe of O'Toole Indians. Presented to the entire Bally Company by Harry and Lou Wolcher."

The most interesting thing about the totem pole is the fact that, although Mr. O'Toole and the O'Toole Indians are imaginary, the pole was obtained by Harry from a tribe known as the Olituli. Harry states that it was the similarity in sound that made him connect Olituti with O'Toole and inspired the gift of the totem pole. The Olituti are an obscure tribe in the Olympia Mountains with whom Harry became friendly during his hunting and fishing trips. He was recently made an honorary chief of the tribe with the Indian name Yaw-ta-no-loo, which in the Olituti dialect means "man with a brother" and refers to Harry's frequent insinuations so Lou Wolcher, head of Ad- vanance Automatic Sales Company, San Francisco.

ELECTROPAK!

"The Cheapest INSURANCE for Profits!"

That's why Tycoon is being acclaimed everywhere as "The Stand-up Game!" All ELECTROPAK EQUIPPED GAMES ALWAYS "STAND UP!" Be sure you are insulated against this "STAND-UP" INSURANCE for profits! AND—BE SURE IT IS THE ONLY AND ORIGINAL "ELECTROPAK."

CHOOSE YOUR POWER UNIT—JUST LIKE MILLS NOVELTY COMPANY DID—SURE IT'S ELECTROPAK! LEAD WITH A LEADER! For 24-hour-a-day performance on location circulate all your machines with ELECTROPAK! Easy to install! WRITE FOR FULL DETAILS NOW!

ELECTRICAL PRODUCTS CO.
6527 RUSSELL STREET
DETROIT, MICHIGAN

FRANK & LENNY
622 East 8th St.
Chester, Penna.
"I've always managed to handle the very best machines manufactured by anybody, and I've watched a lot of machines come and go, but this Mills Tycoon is absolutely the No. 1 machine of all time. Every time the clock goes round it gives some new demonstration of amazing earning power, staying power, increase in appeal. As summer gets closer and closer, Tycoon earnings go higher and higher. It's a machine that ably represents the Moseley Vending Machine Exchange, where we handle not only the whole Mills line but the leading products of all other makers. Our formula for success is simple: handle the best machines; give the fastest, cleanest, best service to operators; never be ashamed to make an honest business deal, or too lazy to stay up all night and work in behalf of a customer. Moseley famous service, in unlimited amount, is on tap for America's operators. Try us once!"

H. F. MOSELEY

Moseley Vending Machine Exchange

00 Broad Street, Richmond, Va.
Multi-Selectors Moving Eastward

CHICAGO, May 2.—Music operations in the East can be sure of getting their Rock-Ola Multi-Selectors into their locations as fast as is humanly possible with Sam Kresberg on the job for them! Kresberg, president of the Capitol Automatic Music Company, New York, distributor for the Rock-Ola Multi-Selector in the East, personally watches out for the interests of his customers, as shown by the photograph taken at the Rock-Ola plant this week.

Due to the steadily increasing popularity of Rock-Ola Multi-Selectors it has been impossible to keep up with the terrific demand, even with production continually being boosted at the Rock-Ola plant.

Knowing this, Kresberg made a rush trip to Chicago this week to see personally that the first two carloads of his order left the factory for New York. Kresberg deemed overalls and went right to work himself. "It's a pleasure to handle these fine instruments," Kresberg says. "I even get a kick out of pushing them around on this truck. And I sure enjoy watching the cars pull out for New York. Every machine in the bunch means a happy location—and fine, steady profits for one of our operators."

Kresberg's organization is the oldest phonograph firm in existence, having operators."

Two Detroit Firms Placing Do Re Mi's

DETROIT, May 2.—National Coin Machine Corporation and E. W. Mitchell, Detroit operators, have just received large shipments of the new DO Re Mi's. Mitchell has installed the latest "hand-proof phonograph" and is meeting with the same success in the operation of the machine in this territory.

Mitchell has recently placed an order with the Mills Novelty Company for 50 DO Re Mi's and the National Coin Machine placed an order for 80 of the same machines. Both orders were secured by Frank Cakes, local representative for the Mills Novelty Company.

Texas Music Notes

DALLAS, May 2.—Michael Clem, Beaumont, sailed from New York recently for a tour of European countries. At present he is in Bulgaria. He is expected back in this country about July 1st. In the meantime, Harry Drollinger, Dallas, will join Clem before the end of the tour.

The service men's weekly luncheon was held this week at the Jefferson Hotel. It's a friendly get-together luncheon held weekly by the service men of the D. & R. Music Company and the music department of the Electro Ball Company, both Dallas concerns. This week the luncheon was given by the D. & R. Music Company.

T. A. Daniels, Paris music operator, was a visitor in Dallas last week. Daniels purchased a 3,000-acre ranch in Arizona, which consists of land reclaimed by the erection of a levee.

M. T. Johnson, Breckenridge, was in Dallas for the greater part of last week, looking over the various phonograph lines. It is understood he made extensive purchases for his operation in the territory.

Don E. French, San Antonio, added another man to his staff early last week when he purchased another group of Mills Novelty Company Simplex machines.

Another report of chiseling come from a district south of Dallas, which states that a new operator is placing machines on locations on "any kind of proposition" the location owner wishes to offer. The music op that had been servicing that territory has the full cooperation of the factotum. In his representation of the machines he operates, which installs the new machines and will end up behind the eight ball.

T. C. Teeter, Calvert, received his first shipment of Wurlitzer Simplexes last week. Teeter started music-operating about a year ago, but is now in the Wurlitzer family.

Mr. and Mrs. W. W. Newell, Wichita Falls, were in Dallas several days last week, visiting friends and in the music department of the Electro Ball Company has taken over the agency for the Mills Novelty Company. The Mills Novelty Company's latest proposition is to offer.

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THE LEADER FOR OVER 30 YEARS!

J. P. SEEBURG CORPORATION

1502 DAVTON STREET

CHICAGO ILLINOIS

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DELIVERING ANOTHER CARLOAD OF ROCK-OLA MULTI-SELECTOR PHONOGRAPH TO L. Fisher Brown, Dallas, marking a total of nine carloads shipped there since the first of the year. This is in addition to the phonos shipped to his other warehouse offices throughout the Southwest. Brown and his staff are on the left, with Brown directly in front of the first truck. Next to him, on his right, is H. E. Wadewen, office manager.

Jo Carruthers, of Bakersfield, Calif.; C. Ward, Phoenix, Ariz.; B. E. Oluf, Specialty Company, Phoenix; Walt Keene and E. T. Simonsen, of Taft.

Russell Hooker, who has been critical-
ly ill, is somewhat improved.

George Cookly, active on the direc-
tives of CAMOA, is increasing his efficiency and spreading out over larger territory.

Joe Barnett and Court Eliot, of the Tanner Barnett Operating Company, England, are doing the local jobbers and manufacturers.

Harry Rawlings is now operating in county and city and to fine business.

V. O. Briggs, operating many coin-
ops spots here, is scouting around for some-
thing new. Jack Gross and Jack Gut-
shall are doing nicely. Jack Fogel, of
Fogel Novelty Company, reports busi-
ness as good.

At Pacific Amusement Herb McClell-
and reports doing very nicely.

Fort Worth Coin Chatter

FORT WORTH, May 2.—With the races over at Arlington Downs race track and with a good rain to talk about, local distributors and operators are looking for a setup in the quintessential pre-
ing in this city. There has been a scarcity of out-of-town visitors to local showrooms here.

The Penny Arcade at Casino Park on Lake Worth, near Fort Worth, was the biggest Lucky 7 to come to town, the park April 17. All of the coin ma-
chines, which were left in charge by J. O.
Laslo, were destroyed. Seven other concessions and a portion of the board-
wages were also damaged.

Jack Maloney, of the Panther Novelty Company, Fort Worth, says his company is one firm here that is not even figuring on machines to be put in the Fort Worth Frontier Days Centennial grounds. He prefers to stick to what he has now on and get his business from vis-
itors at downtown cafes, etc.

The Panther Novelty Company has the coin-operated machines in the newest Wayside cafe and grill at 800-111 Montresor Ave. The operation here has been turning away customers since its opening.

Limeade the machines are busy, especially the new Wayside machine, which is proving popular with Wayside customers.

Big Three in Texas

DALLAS, May 2—This city has been honored with the presence of the top ap-

Big Three member of the firm of Modern Vending Company, of New York. Irvin Diamond, manager, and Homer Capheart booked plate passage to Mex-
ico City. The three big shots got to-
gether no tellin' what'll happen. More reports next week.
Mills Novelty Company is organizing its own soft-ball league from among its 1,600 employees. The league will consist of 16 teams and the play will start early in May. Four full games will be played every night, starting at 7 o'clock. The Mills stadium is equipped with powerful arc lights for night baseball.

Mills is the only company in the coin-machine business with its own ball park. The stadium is located at Lake and Kilpatrick avenues, Chicago, originally Pyott Park, and the scene of many an exciting game of semi-pro baseball.

Fred Bull has just been put in charge of the Mills pin-game division. Having been an oldtimer in the production of pin games, having been connected with the industry since it started five years ago.

In the last seven years of the depression Mills Novelty Company's business has more than tripled and six additions to its huge factory have been necessary in that time. Mills has just purchased a new factory located a mile from its present plant.

In any time and inspect this latest design in office lobbies.

An invitation is extended to all operators to pay a visit to the Mills McCoy Bar. The bar has been known as one of the best in the West being a fine example of the latest type of design. Its architects were Nicholas & Parrell, the firm that built the Time and Fortune Building at the World's Fair.

Fred Bull has just been put in charge of Mills' pin-game experimental department. Fred, in point of experience, is one of the oldest men in the pin-game business, having worked at the development of pin games, pay tables, ticket units and electrical devices more than five years. He is known to practically everyone in the business as the dean of pin machine designers.

Evan Stoffel is the foreman in charge of the Mills pin-game division and the young man of 32 years he is an oldtimer in the production of pin games, having been connected with the industry since it started five years ago.

Mills lobby in the New Mills Administration Building is the last word in lobbies. It is finished in the new Avodire wood (pronounced Ave-dur-ray), an importation from Africa. This same wood is also used in the panels of the Mills new De-Re-Mi Photograph. The lobby is 40 feet long and 20 feet wide and luxuriously furnished. Stop

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Bill Helriegel Says:
"I have spent a lifetime in the coin-machine business, but I have never struck anything so sensational as Mills Tycoon pay table. The tales of the old-time floor Deweys have been wondrous indeed, but operators have reported their Tycoon tables turning in cash boxes of $40, $50 and $60 for a day's play and I admit that great as the Dewey was, it will have to take second place to this greatest of all tables—Mills Tycoon."

**Tycoon**

Automatic one-shot payout table with easily accessible pay-out drawer. Beautiful black and green cabinet with natural birch and maple trim and elaborately accented with chrome and polished aluminum. Playing field is flashy and permanent in its beauty and the game is extremely easy to understand. The 7 slots are numbered and colored. The number of the slot in which you deposit your coin makes the selection in which you hope the ball will ultimately land. By skill you shoot through nine odds channels which determine what odds you will receive if the ball reaches the hole you selected. 7 can play this table at once with a single push of the coin bar. All pleasure, no work. 35c a play and two plays a minute are easily possible. Figure it out for yourself and see why this master table is turning in its fabulous earnings.

$149.50

**LARGE STOCK OF ALL MILLS' LATEST MACHINES ON HAND**

For Immediate Shipments Order From

**KEYSTONE NOVELTY & MFG. CO.**

26th and Huntingdon Streets

PHILADELPHIA, PA.
Texas Trade Twinkles

**DALLAS, May 2.—**All is quiet on the Southwestern front. Roy Jones, president of Operators' Amusement Company, Dallas, is back in town after a trip to his Jefferson City, Mo., office and a tour of East Texas. Reports that his company is doing a big business in Oklahoma and that the Missouri office is likewise showing big increases. He recently added the Stoner Corporation game Surf Champ to his lineup and expects a heavy sale from it.

M. A. Walker and D. Storey, Waco opera, spent several hours in Dallas last week.

Sarah Goldsby, of National Sales and Distributing Corporation, Dallas, spent last week in a hospital for a tonsilotomy. This followed an attack of flu.

Ed Stern, Southwestern representative for B & M, is in and out of Dallas in the interest of his firm.

Tom L. Rame, Oklahoma City manager for Electro Ball, is in the headquarters of the firm.

Recent prominent operators in town included Vic Cornelius, from Eastland; H. J. Garrett, Tyler; and Tom Richard- son, of East Texas Novelty Company, Longview.

Sol Kolber is back on the job after a two-week illness. His brother, Abe, also on the sick list the last six weeks, is in better spirits and resuming duties around the office.

Jack Maloney, alert and dapper manager of the Panther Novelty Company, Fort Worth, is always a busy fellow. Jack has really gone places and done things during the last few years.

Johnny Wilson, Fort Worth, well-known, keeps adding equipment to his already large stable. Johnny is operating machines along with amusement machines. This Wilson kid has been operating since he was 8 years old. No doubt he was at one time his youngest operator.

Activities in the Houston territory are noticeable. Houston ops are rendering every service necessary to the Houston trade. When one thinks of Houston he naturally thinks of such names as Daily, Shank- nan, Willett, Harrington, Steele, Lemke, and others. Houston is an outstanding coin-machine hub.

San Antonio, the city of soft sunshine, is treating its operators nicely. The various coin-machine factories in San Antonio are all back in the harness after a big April sales drive. The city's operators have found such leaders as Maynor, Durham, Hales and others.

Down at Holy, Tex., you find those two swell guys going right along with their operating business. Green and Price are the lads.

Earl Beyhilde, Dallas, president of the State association, returned to his office in the Jefferson Hotel late last week after spending the greater part of last month in his suite suffering from the flu.

Leslie Frankrich, who halls from Fort Worth, was seen along the local coin machine front the early part of last week purchasing equipment for his Fort Worth operations.

The Fort Worth office of Automatic Amusement Company, Fort Worth, has been adding new equipment. The arrangement of Helen Savage, is undergoing a total change in appearance. Being repaired, repainted, and reorganized.

DALLAS, May 2.—Leslie DeWese spent several days in the village last week, coming from his home in Houston. DeWese is the largest soldier in the Southwest.

Lester Burdfield, manager of the salesforce of Electro Ball, Dallas, sprang the best joke of the week so far: "You have a skeleton jump from the top of the Adolphus Hotel? Because he hasn't the guts."

Sammy Frankrich left Fort Worth Monday night by plane for a trip to the various coin-machine factories in and around Chicago. The plane was grounded at Kansas City by a storm and Sammy continued the trip by train.

Max Houston is the new secretary to Helen Savage, Fort Worth manager of Automatic Amusement Company. Miss Houston's great-grandfather was a brother of SamHouston, father of Texas. Miss Houston hails from Arlington, halfway between Dallas and Fort Worth.

A new secretary is not all at the Automatic Amusement Company, Fort Worth. A spanking-brand new private office for the manager was built during the last two weeks.

Leslie Frankrich, proprietor of the Automatic Amusement Company, Fort Worth, is a frequent visitor to Dallas, where he takes in all the coin-machine sights around the various coin-machine obnign and distributing houses. He was recently a guest at the Dallas association meeting.

Josef Walker, of Walker Sales Company, Fort Worth, has been adding new features to his beautiful home in suburban Port Worth. His home is one of the most attractive in that village.

A number of Texas columnists were in Fort Worth during the week purchasing equipment. Those seen around the Fort Worth office of Automatic Amusement Company were Ernest Copley, C. H. Marshall, M. A. Walker, Guy Kincaiden, M. H. Hogge, Tubby Andrews, Egin Acker and Fred Leach.

New England Distributors

for Mills Novelty Co.

**TYCOONS IN STOCK**

**$149.50**

*We handle all pin games and slots manufactured by Mills.*

**Visit our showrooms. Complete line of machines and parts.**

**ATLAS COIN MACHINE CO.**

1209 Washington St.,

**Boston, Mass.**

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Named National Distributor For Scientific's Games

**NEW YORK, May 2.—**Milton Green, president of American Vending Company, this city, reports that he has just been granted the exclusive national factory representation of the Scientific Machine Corporation games. Milton is firmly convinced that the new policy of manufacture which the firm has adopted will win a few months place the Scientific Machine Corporation among the leading manufacturers.

At the present time he is featuring the Leap Frog game, which is proving popular in this territory. Milton has been selling these games as fast as he gets them, he claims. Another of the firm's games which is proving unusual-ly good at this time is the X-Ray Poker. This is a roll down poker game that has already been purchased in large quantity here by many leading concessioners.

American Vending Company is also in-strumental in the construction of a base-ball pin game for the operators to be called T-Score. Green says that the game is of his own origin. Green reports that he is seeking dis-
btributors and jobbers for the new line of games that he is manufacturing.

American Vending Company has offices in this city and also in Newark, N. J., with headquarters at the Newark offices.
JOE CALCUTT
Tycoon of Coin Machine Distributors, says:

"Mills Tycoon has struck the coin-machine industry with more force than any other machine in history. I never saw a pay table earn its price back as fast as Tycoon!"

"As a money-maker Tycoon simply has to go to the top of the list. The money-making ability of Mills Dewey, six play floor machine of 30 years ago, has been legendary. The feats of the Mills Silent and Mills Mystery have been dazzling, too. Tycoon is neither a Bell nor a Vender, but it's sensational money earning record outstrip all other machines. Let me ship you your Tycoons from my warehouse the minute your order arrives. It's my very best seller in a list that includes practically EVERYTHING ON THE MARKET."

CALCUTT'S USED MACHINE BARGAINS
Your Orders Must Reach Us Before May 19th To Get These Bargain Prices. RUSH ORDER NOW!

<table>
<thead>
<tr>
<th>USED AUTOMATIC PAYOUT GAMES</th>
<th>EACH</th>
<th>USED TICKET GAMES</th>
<th>EACH</th>
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<td>16 A. B. T. Autodarts</td>
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<th>USED STRAIGHT PIN GAMES</th>
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<th>USED MISCELLANEOUS MACHINES</th>
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<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>1 International Mutoscope</td>
<td>$217.50</td>
</tr>
<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>2 Moving Picture Machine</td>
<td>$137.50</td>
</tr>
<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>3 Cortez Vendors, vend 1</td>
<td>$225.00</td>
</tr>
<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>4 package for 25c, complete</td>
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<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>5 with merchandise.</td>
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<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>6 Nelson-Wiggins Piano</td>
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</tr>
<tr>
<td>2 Rock-Ola Bombers</td>
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<td>7 w. Xylophone, Drum, etc.</td>
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</tr>
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<td>2 Rock-Ola Bombers</td>
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<td>8 A. B. T. Churchill Mini-</td>
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<tr>
<td>2 Rock-Ola Bombers</td>
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<td>9 ature Pool Tables, new</td>
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<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>10 covering &amp; fully equipped</td>
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<tr>
<td>2 Rock-Ola Bombers</td>
<td>$14.50</td>
<td>11 with new accessories</td>
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<td>2 Rock-Ola Bombers</td>
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<td>2 Rock-Ola Bombers</td>
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<td>2 Rock-Ola Bombers</td>
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<tr>
<td>2 Rock-Ola Bombers</td>
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<td>15 tion, no two alike, 5 for</td>
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<th>USED MISCELLANEOUS MACHINES</th>
<th>EACH</th>
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<td>1 International Mutoscope</td>
<td>$217.50</td>
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<td>4 Cortez Vendors, vend 1</td>
<td>$225.00</td>
<td>2 Moving Picture Machine</td>
<td>$137.50</td>
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<td>$187.50</td>
<td>5 with merchandise.</td>
<td>$125.00</td>
</tr>
<tr>
<td>9 ature Pool Tables, new</td>
<td>$187.50</td>
<td>7 w. Xylophone, Drum, etc.</td>
<td>$187.50</td>
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<td>10 covering &amp; fully equipped</td>
<td>$187.50</td>
<td>8 A. B. T. Churchill Mini-</td>
<td>$187.50</td>
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<tr>
<td>11 with new accessories</td>
<td>$187.50</td>
<td>9 ature Pool Tables, new</td>
<td>$187.50</td>
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<tr>
<td>12 Gesture - Pullar, &quot;Play Golf&quot; Machines</td>
<td>$125.00</td>
<td>10 covering &amp; fully equipped</td>
<td>$187.50</td>
</tr>
<tr>
<td>13 &quot;VEMCO&quot; SPECIAL Marble Games</td>
<td>$4.25</td>
<td>11 with new accessories</td>
<td>$187.50</td>
</tr>
<tr>
<td>14 Assorted Games, our selec-</td>
<td>$10.00</td>
<td>12 Gesture - Pullar, &quot;Play Golf&quot; Machines</td>
<td>$125.00</td>
</tr>
<tr>
<td>15 tion, no two alike, 5 for</td>
<td>$10.00</td>
<td>13 &quot;VEMCO&quot; SPECIAL Marble Games</td>
<td>$4.25</td>
</tr>
</tbody>
</table>

TERMS: On all used equipment 50% certified deposit with order, shipment C. O. D. for balance due.

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.
MILLS Q.T. VENDER AND BELL

Here's the fastest, neatest little automatic payout counter machine made. It's as strong and solid as the big Bells and just as free from service calls. Its reels spin 66-2/3% faster and it has PAYING FREQUENCY. Takes up only a square foot of counter space and weighs only 35 pounds.

$57.50

USE THAT $40 AN HOUR COIN CHUTE!

MILLS FUTURITY BELL and VENDER
Mills biggest number for the summer of 1936. It has that much-desired coin-machine feature: GUARANTEED ACTION. 10 blanks in a row returns player's money automatically. A new improved Silent Bell, with or without Gold Award or Side Vender. Large single Jackpot.
5c Futurity Golden Side Vender $107.50

Mills Extraordinary Golden Bell and Vender
There never was a machine as beautiful or impressive as this prize winning model. Doesn't look like ordinary Bells and hence is most popular in refined types of location. Mills latest improved Silent mechanism.
5c Mystery Extraordinary Golden Vender $93.00

FUTURE PLAY GOLDEN VENDER
MYSTERY AWARDS-SKILL CONTROL-ESCALATOR MODEL
Mills new Future-Play Golden Vender has all the features of the famous Mystery Jackpot, plus the new idea, the Future-Play indicator. This permits the player to look into window at top of machine and know in advance whether he will hit Gold Award, Jackpot, or just how many checks will be released on next play. This new machine has been designed for big time operating and is positive in action.
5c Future Play Golden Side Vender Built in 1c, 5c, 10c and 25c Play $114.50

ORDER NOW FOR IMMEDIATE SHIPMENT!

"DOUBLE-SCORE"

Keeney's long-life, odds-doubling, skill-shot, 1-ball, payout game $115.00

The "skill-shot" game always gets the biggest play! And that skill-shot to the Double Score Hole, as well as those 10 to 50c Mystery Awards on both Out-Holes, keeps 'em GOING FOR this game in a Bigger Way every day it's on location. Seventeen payout holes of from 10c to $2.00, and "doubled" with making the Double Score Hole.

Keeney's GRAND SLAM
7-Nickel-Play Single Coin Chute, with 2-visible-coin escalator; variable odds up to 40 to 1, 50x25" cabinet.
Also Keeney's RAINBOW
2-Nickel-Play Single Chute, variable odds up to 20 to 1 with no Out-Holes, and in 42x20" cabinet.

THE VENDING MACHINE CO.
DISTRIBUTORS KEENEY COIN GAME BUSINESS STIMULATORS
205-15 Franklin Street, FAYETTEVILLE, N. C.
MILLS DO RE MI PHONOGRAPH

Here’s the Phonograph that walks away with any location in your territory. Its appearance and its amazing list of features command the best spots. Multiple record selection. Guaranteed slug-proof slot. Automatic music sampler plays the Phonograph free every fifteen minutes if desired. The Do Re Mi earns 50% to 75% more than any phonograph.

$325.00

ORDER NOW FOR IMMEDIATE SHIPMENT!

THE LATEST OF ALL ODDS CHANGERS!

MILLS DOUBLE HEADER

The very latest odds changing one-shot payout with exclusive features seen for the first time. We can ship this number, as well as all others advertised here, IMMEDIATELY!

Double Header has nine score holes, only one out, and when the $1.50 odds are hit—by player’s skill—he has nine different chances to collect $1.50! Also nine chances to make $1.00, 50c and all the other odds depending on which odds channel he has been able to pass through. Gives the playing public the ultimate in thrills and amusement. Simple, sturdy, strong—it’s a bear for uninterrupted service.

$115.00

USE THAT $40 AN HOUR COIN CHUTE!

THESE NEW PAY TABLES

High-powered pay tables, crammed full of action and appeal. These latest payouts have everything.

Write for prices and descriptive folder.

209 FRANKLIN STREET
Fayetteville, North Carolina
In order to serve my world-wide customers, I offer ALL LEADING MAKES of coin-operated machines, but believe Mills Tycoon (7 slot) automatic payout pin table the best and most profitable machine ever produced for operating. Proof of this in our statement at top of this page—"TYCOON THE WORLD'S BEST." I have been doing this for years—with most profitable results to operators who followed my advice. Every Bally game displayed here is a proven profit producer—and ready for speedy delivery.

Yours sincerely,
JOE CALCUTT.

1/3 Deposit With Order, Balance C. O. D.
Fred C. McClellan Has Had Rapid Rise in Coin Industry

“Man Behind Pacific” has built vast business in comparatively few years—experience as op has aided him—has given business many outstanding winners.

CHICAGO, May 9.—One of the coin-machine industry’s most widely known and respected members is Fred C. McClellan, president of Pacific Amusement Manufacturing Company, with plants located in Chicago and Los Angeles. His rise to a position of dominance in the coin-machine world during the last few years has been nothing short of remarkable. McClellan has founded and built a business far-reaching in influence, one which has turned out hundreds of winning numbers for operators and jobbers, and still doing it. Fred McClellan, the “man behind Pacific,” left the automotive business on the West Coast some years back, having rounded out a successful career operating a large agency. When pin tables of the novelty type broke into prominence McClellan manifested great interest in their possibilities. He became an operator of games on a large scale. He felt his way first, then invested in thousands of dollars’ worth of the best equipment obtainable and operated machines in every important West Coast city on a scale that only a man of McClellan’s dauntless caliber would dare attempt.

But vision, decision, and earning effort found their reward. Not only did Pacific’s president (then an operator) retire his investment in games quickly, but he also employed a group of men to service games and thus his ability to organize and expand became such a large user of equipment that manufacturers vied for his operating company’s business.

Like any alert business man, McClellan made sure of his purchases by testing sample machines quickly, then ordered heavily on those bringing the heaviest returns. The knowledge gleaned in those days is reflected now in Pacific’s policy of pre-testing games, just as the good boss did in the days when he himself marshaled in operator ranks. He decided improvements in games of his own selection, even designed his own. Then by dint of desire to produce some of his own original ideas entered into the building of games himself.

He brought out Metropolitan and Masterpiece. They went like wildcats on the Pacific Coast. Then came Contact, which operators know to be one of the finest principles of earlier days. Originality and Animation were McClellan’s keynotes, as were Testing and Proving, too. Contact became a by-word with operators and jobbers.

Soon after Pacific opened its Chicago plant, then came other games like Major League and Lite-A-Line, the bowler type game that’s still in heavy production. And so on down to the present line of excellent Pamco payout tables like Parlay, Speedway, Red Rails, Pinch Hitter, Palooka and Galloping Flogs. Today Pacific Amusement Manufacturing Company, with Fred McClellan, its president, is respected for producing new and original ideas, many of which have completely revolutionized principles in vogue and which have revived the pin table industry time and again when it needed reawakening most. Let’s drink a toast to Fred McClellan, all-around good fellow, perfect host, business executive—the “man behind Pacific.”

C. B. McClellan, of Pacific, was in town at the Toy Fair, displaying some of the home games which his firm manufactures for the toy industry. Pretty display and very remiscent.

---

**QUALITY HARDWARE & MACHINE CORP.**

5831 RAVENSWOOD AVE.  
CHICAGO, ILL.

**SERVICES**

This Plant Devoted to the Building of

DIES AND TOOLS  
METAL STAMPINGS  
ELECTRICAL ASSEMBLIES  
MECHANICAL ASSEMBLIES

We have for years specialized on Metal Stampings and Complete Assemblies for Slot Machine Mfrs.

For a Job Well Done We Congratulate Mills

"TYCOON"

A Machine To Be Proud Of

**B $2.50 B**

WE'RE CLEANING HOUSE AND OFFER THE FOLLOWING GAMES AT THIS SENSATIONALLY LOW PRICE, WHILE THEY LAST!

**HURRY!!! HURRY!!!**

**List No. 200.**

**ANY COOLEY,** Eastern sales manager, coin machine division—The red-headed speed wagon. Alert, witty and to the point at all times. Has built up his section of the country in sales beyond imagination.

---

**BESSER NOVELTY CO.**

2811 OLIVE ST., ST. LOUIS, MO.

**B**

Selling Out All Used Games

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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<tbody>
<tr>
<td>Starlets</td>
<td>$9.75</td>
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<tr>
<td>Cash</td>
<td>$6.75</td>
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<tr>
<td>1-2-3's</td>
<td>$8.75</td>
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<td>Banana</td>
<td>$7.75</td>
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<td>Jack Rabbit</td>
<td>$6.75</td>
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<td>Cows</td>
<td>$5.75</td>
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<td>Horses</td>
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<td>Lucky Stars</td>
<td>$7.75</td>
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<td>Blues</td>
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<td>Bouncing Ball</td>
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<td>Beasts</td>
<td>$7.75</td>
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<tr>
<td>Coney</td>
<td>$6.75</td>
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End your correspondence in business by mailing The Billboard.
The Billboard

Atlas Builds Rep On Fair Dealings

BOSTON, May 2—Atlas Coin Machine Company, Boston, operated by Louis and Barney Blatt, has been serving operators in the New England States for the last 10 years.

The boys have been of tremendous assistance to local operators in helping them solve various operating problems. They maintain one of the finest repair shops in the East and have built their present business solely on service. The Blatt boys are well liked by the operators who have come in contact with them.

They have been of tremendous assistance to local operators in helping them solve various operating problems. They maintain one of the finest repair shops in the East and have built their present business solely on service. The Blatt boys are well liked by the operators who have come in contact with them.

They distribute Mills and other leading makes of machines and are serving the operators throughout the New England States. The Atlas Coin Machine Company carries a large stock of new machines and makes a practice of giving 24-hour service.

If there are any operators in the New England States who do not know Barney and Louis it would be to their benefit to get acquainted with them immediately.

If you need service at any time call at Atlas headquarters and get acquainted with them immediately.

Casey, who is a genius on all types of machines and makes a practice of giving 24-hour service.

If there are any operators in the New England States who do not know Barney and Louis it would be to their benefit to get acquainted with them immediately.

If you need service at any time call at Atlas headquarters and get acquainted with them immediately.

The Blatt Brothers are college graduates and previously to entering the coin business were engaged in the wool business for several years.
Central Distrib Serves Ops Well

KANSAS CITY, Mo., May 2.—Central Distributing Company, Kansas City, owned by Tim Crummit and Findley Mowen, was organized two years ago and has made wonderful strides in the business ever since.

The firm has one of the most modern display rooms and best equipped repair shops in the business and is in a position to give operators first-rate service at all times.

Both of the partners have had extensive operating experience on pinball shops in the business and are always glad to pass this knowledge along.

Joe Calcutt Reports

Pamco Line in Demand

FAYETTEVILLE, N.C., May 2.—Joe Calcutt and Vending Machine Company, of this city, report that Pamco Palooka is in demand.

Pamco Galloping Plugs will be on display at Calcutt’s soon, Pacific executives announce.

Joe Calcutt, veteran coin machine man in Houston, Tex., says:

"It's great to be away from the hustle and bustle of the pinball game industry for a short time, but my feet are beginning to itch to get back on the job."

Eddie Ginsburg, fast-stepping executive of the Atlas firm, writes from Hot Springs, Ark., that he is enjoying his sojourn in the sunny clime of the well-known health resort.

Eddie pens: "It's great to be away from the hustle and bustle of the pinball game industry for a short time, but my feet are beginning to itch to get back on the job."

Pamco Galloping Plugs will be on display at Calcutt's soon, Pacific executives announce.

THE BILLBOARD PUBLISHING CO.,
25 Opera Place, Cincinnati, O.

Please enter your subscription to The Billboard for one year (152 issues), for which I inclose, not $7.80, the cost at the regular single copy price, but only $5.

Name

Address

City State

My Occupation or Profession Is

THE BILLBOARD PUBLISHING CO.
SAFES! STANDS!

We have supplied TENS of THOUSANDS for Mills Machines Exclusively

When you insist upon Durabilt Equipment to protect your machines you are sure to get the best.

Remember the Name—It Stands for Durabilt

Quality -- Appearance -- Durability -- Security!

DURABILT STEEL LOCKER CO.
AURORA, ILLINOIS.

Address all inquiries and orders direct to Mills Novelty Co., Chicago, III.

Gerber & Glass, Distributors, Place Large Order for Tyconos

CHICAGO, May 2—Gerber & Glass, of Chicago, one of the foremost institutions in the coin-operated machine industry, are co-operating with the Mills Novelty Company in the promotion of Mills’ seven-slot one-shot pay table, Tycoon.

An initial order for Tycoon placed by Gerber & Glass was one of the largest cash transactions that the industry has seen in years. After thorough testing and investigating Tycoon from every possible angle, including that of the operators, Paul Gerber and Max Glass realized that in the same Mills has produced a machine that has great profit-making possibilities.

When such a prominent distributing institution as Gerber & Glass places its stock on Tycoon, operators and jobbers can be assured that the money they invest in the machine will yield a good return. Gerber & Glass enjoy the highest respect of everyone connected with the coin machine industry.

"Potash and Perlmutter," as they are called by their intimates, are two of the most individuals the coin machine business may boast of. Their word is their bond. There is not a soul connected with coin-operated devices who can truthfully and conscientiously say that Gerber & Glass do not give them a fair deal.

Gerber & Glass are one of the largest distributors of coin operated devices in the world. They have put over many games nationally and locally.

Max Glass, who is the "Perlmutter" of "Potash and Perlmutter," is one of the genuine oldtimers in the business. Starting as an operator of scales more than 12 years ago, Glass has progressed from operator to salesman to distribution. Together with Paul Gerber, he established Gerber & Glass several years ago. Max, large in size, is one of the most inactive men the industry can boast of. Turf sheer aggressiveness and by sticking to a point of purpose he has advanced himself to a point where he is respected by everyone. Glass operated the scales and coin-operated devices at the 1924 World’s Fair in Chicago. Max carries his clean code of ethics right into his personal life.

Paul Gerber, the "Potash," of "Potash and Perlmutter," is another man that the entire industry has taken to heart. Within a few years Paul has made his name synonymous with good fellowship through the automatic field. This was evidenced at a recent affair held at the Hotel Sherman, where Paul entertained almost 1,000 friends at his 20th wedding anniversary celebration. Paul’s genial smile is known to all. Everybody is a friend of Paul’s until he violates that friendship. His energetic hand-clasp is familiar to all coin men. Paul thoroughly understands the coin machine business. Operators, jobbers and distributors alike are always free to call upon him for his candid and honest opinion about new devices or coin machine problems, knowing that his words will be entirely unbiased and true. His shoots straight from the shoulder and does not mince words. Because of this virtue Paul’s advice is truly invaluable.

Outside of the coin machine world Paul’s great interest in life is baseball. Having a personal friend in P. K. Wrigley, the owner of the Cubs, Paul is privileged to make the Catalina trip with the team every year.

Irving Sommer, of Modern Vending Company, is leaving for a five weeks’ motor tour of the country that will take him all the way to Mexico City.

Irving Sommer, of Modern Vending Company, is leaving for a five weeks’ motor tour of the country that will take him all the way to Mexico City, which try claims is the most beautiful city in the world.
Heinz Brings Mills to Your Door

GET THEM QUICK
BUY AT FACTORY PRICES

TYCOON

The greatest pin table ever invented and months ahead of everything in the field. Its first two weeks' earnings are always terrific—but that's nothing! Its earnings INCREASE as time goes by! Universally acknowledged the longest Run table of 1936 because its intake is bigger today than ever before. We tell all our friends—bank on TYCOON!

Q. T.

Mills have spent two years getting this little wizard payout RIGHT. It's as strong and as solid and as free from service-calls as the big Mills Bells!

For MILLS Supreme Merchandise
Served Without Waiting
DEAL WITH

HEINZ NOVELTY COMPANY

650 Linden Avenue
Memphis, Tenn.

Vanadium Alloys Steel Company
Anchor Drawn Steel Company
Colonial Steel Company
Pittsburgh, Pa.

First Quality Tool Steels
Drill Rods
and
Vascloy-Ramet Tantalum
Carbide Cutting Tools

Chicago Warehouse - 1440 W. Randolph St.
THE BEST THERE IS IN MUSIC
The ROCK-OLA REGULAR

The ROCK-OLA REGULAR bears the proud distinction of being the most desirable instrument in the system. It's a big job of quality. Rich in every sound. And if it is no better than anything else, The ROCK-OLA.

1519 MARKET STREET,

The ROCK-OLA
THE BEST THERE
JAN'S COIN OPERATED MACHINES

PAY TABLES.

Terms: 1/3 Cash Deposit, Balance C.O.D.

IDEAL NOVELTY CO.
1919 MARKET STREET,
ST. LOUIS, MO.

SOME BARGAINS IN USED PHONOGRAPH
MILLS DANCE MASTERS...$100.00
WURLITZER P-11...$150.00
SEEBURG MODEL E...$50.00
EXHIBIT PHONOGRAPH...$40.00
CAPEHART NON-SELECTIVE...$30.00

Tell us to have our Representative call upon you.
"Southern Illinois and Missouri Distributors"

WRITE FOR BABE'S BARGAIN BUYS!

ST, LOUIS, MO.

PAY TABLES—COUNTER GAMES.

RECRO..$215.00
MOLONEY..$35.00
WURFLZTR..$67.50

THE COMPTOMETER
"RITHMATIC"
DIVIDES + ADDS + SUBTRACTS + MULTIPLIES ×

ANY COIN OPERATED MACHINES
WE HAVE THEM AT
- THE BEST PRICES
- PAY TABLES—COUNTER GAMES—
- NO REASSIGNMENTS.

WRITE FOR BABE'S BARGAIN BUYS!

Advertise in The Billboard—You'll Be Satisfied With Results.

THE C 0 MPTOMETER
"RITHMATIC"
DIVIDES + ADDS + SUBTRACTS + MULTIPLIES ×

ANY COIN OPERATED MACHINES
WE HAVE THEM AT
- THE BEST PRICES
- PAY TABLES—COUNTER GAMES—
- NO REASSIGNMENTS.

WRITE FOR BABE'S BARGAIN BUYS!

Advertise in The Billboard—You'll Be Satisfied With Results.

Take a FRESH STARTER-GALLOPING PLUGS

It’s away from the post and RUNNING! Trial TESTS clearly indicate Pamco “GALLOPING PLUGS” has MORE SPEED—wins GREATER EARNINGS for its owners than ANYTHING else! New BIG Features!

- TWICE-SIZE ODDS COMMMUTATOR!
- CLEVER NEW HORSESHOE BALL TRAP!
- COMIC CARTOON IMAGINATIVE APPEAL!
- TEN CAN PLAY AT ONE TIME!
- AUTOMATIC AND SKILL-CONTROLLED ODDS!
- NEW ESCALATOR DISC TYPE COIN CHUTE!
- BIG PLAYFIELD—NO “OUT” HOLES!
- LOADS UP WITH CASH HOUR AFTER HOUR!

PAYOUT MODEL $149 TICKET MODEL $159

Write! Better Still—Wire Your Order TODAY!

CENTRAL DISTRIBUTING CO.
405 W. Linwood Blvd., KANSAS CITY, MO.

Dice Machine Names
Pouring in Heavily

CHICAGO, May 2—Names for Gerber & Glass’ new three-dice counter machine have been pouring in heavily since they announced in The Billboard last week a free game offer to the operator, jobber or distributor who sends in the best name.

The Judges are carefully considering every entry and will announce their decision in the next issue of The Billboard. More than 300 different names were sent in, practically every one of which has been devised and installed on the game. The coins are inserted and the lever depressed in order to set a simple mechanism, and, as a button is depressed, three dice shoot out from a hidden pocket on the playing field in view of the player. Various winning combinations have been devised.

Gerber & Glass point out that the new counter game is so sturdily built that it will not get out of order. They feel confident and know that the operators who purchase these games will find them highly profitable over a long period of time.

ALL SMILES FOR ALL-STARS—Everybody's happy as Nick Maier, of De Luxe Amusement Co., San Antonio, hands Jim Buckley and Ray Hollop a juicy deposit check for a big order on Baby's All-Stars, Multiple and Miscellaneous one-shot games.

Advertise in The Billboard—You'll Be Satisfied With Results.
Pacific Announces New Payout Table

CHICAGO, May 2—Said to be one of the most unique payout tables ever produced, Galloping Plugs, just announced and already in heavy production by Pacific Amusement Manufacturing Company, introduces some new and original ideas. Galloping Plugs, named after the old-time Spanish race track, carries a wealth of play-getting and operating features.

First of all, and extremely important to players, operators and locations, Galloping Plugs is equipped with a new plastic coin counter, showing three sets of win, place and show changing numbers. These are backed up by and illuminated in various colors by atomic lights, making it exceptionally easy for anyone to check the values assigned by each win, place and show pocket on various parts of the playfield.

Equipped with a multiple coin device, Galloping Plugs takes in an unlimited number of coins. Ten cents figure in the play of each game and 10 players can stake their destiny on the outcome after the one-shot race is run. New disc-type escalaor shows last seven coins cleary and visibly. The escalaor is of the turn-table type, coins being guided into flat position and maintained by a

New Payout Table

1725 DIVERSEY BLVD. * CHICAGO ILL.

CHICAGO COIN Corporation

LEAP FROG

New York's Greatest Pin Game Sensation

The ONLY novelty pin game in the country with PROJECT money-making BOXOFFICE! All the NEW play features! New style pins to allow balls to go almost anywhere. Balls travel horizontally, vertically, and vertically. Beautifully decorated. Mechanically perfect. Every detail reflecting the highest standards. A PROVEN WINNER! The ONLY pin game to roll and reel at an optimum...

Coming-New Baseball Game Sensation. "TIE-SCORE"

May now score more games in one way. Each player may score Twice before being "Mated" on the scoreboard. White or Black score is first member. New edition with an ACTIVE, LIVE manufacturer.

DISTRIBUTORS - JOBBERS

Marv - the leading pin game today! Write now for COMPLETE DETAILS!

AMERICAN VENDING COMPANY

45 Elizabeth Ave., NEWARK, N. J.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Western Equip. Co.

1 KEYSTONE NOV. & MFG. CO.

26th and Huntington Sts.

PHILADELPHIA, PA.

ROLL-A-BALL

WRITE FOR COMPLETE DETAILS!!

GEORGE PONSER CO., 11-15 East Runyon St., NEWARK, N. J.

"GALLOPING PLUGS"

BRAND NEW "PAMCO" PAYOUT WINNER!

It's the BIG FEATURE Game!

Has so MANY Play-Inviting and NEW OPERATING ADVANTAGES—nothing THINKING coin machine man can pass up "GALLOPING PLUGS"! Be FIRST in YOUR territory with the New "GALLOPING PLUGS"!

PAYMENT MODEL $149  TICKET MODEL $159

Built by the Makers of the Famous "Pamco" line.

Write! Wire! Order Your Sample "GALLOPING PLUGS" Today!

UNIFIED AMUSEMENT CO.,
4111 Main St., Kansas City, Mo.

MONARCH'S RECONDITIONED GAMES MEAN PERFECT GAMES AUTOMATIC PAYOUTS

MONARCH'S SPECIALS

CARINA $17.50

SMALL STEELE $15.00

UNIRIPPLE, 95. $25.00

SMALL STEELE, 9. $25.00

TERMS: 1/3 Deposit, Balance C. O. D., COMPLETE LINE OF NEW MACHINES. Be sure to see "GALLOPING PLUGS" when you visit the MONARCH & COIN MACHINE CO., 2909-40 Armory Ave. (Roy Station), CHICAGO, ILL.
Says HAROLD DAILY of HOUSTON, TEXAS

PAMCO GALLOPING PLUGS

We're riding Pamco "GALLOPING PLUGS"—and laying it HEAVY right on the "nose". Every Operator and Jobber SHOULD order—OWN—operate and display PAMCO "GALLOPING PLUGS".

Payout Model $149.00  TICKET MODEL $159.00

Electropak Standard Equipment—No Charge for Check Separator.

PAMCO PALOOKA

Throw the rope—skip it—shoot the "bull" with a BANG! Takes MORE than that to put a coin machine over. Takes QUALITY! "PALOOKA" has IT! Takes SPEED! It's in "PALOOKA"! Takes MONEY GETTING POWER over a LONG period of time. That's where "PALOOKA" shines! If you want a payout table ALL competition "dies in the attempt" trying to beat—Order "PAMCO PALOOKA" at $189.50

GUARDIAN GAVE THEM THE WORKS!

THE SMOOTH EFFICIENT ELECTRO-MECHANICAL PERFORMANCE OF MILLS

"TYCOON"

DEPENDS LARGELY UPON ELECTRICAL EQUIPMENT by GUARDIAN

1621 W. WALNUT ST., CHICAGO, ILL.

Memphis Lays Claim to Leading Woman Coin Machine Distributor

MEMPHIS, May 2—Every few days we are confronted with the news of another woman distributor stepping up and taking the spotlight. Now we are happy to introduce a swell little Memphis lady who has won a name for herself and set an unusual record during the last six years. She is Clara Heinz and does business under the firm name of Heinz Novelty Company, with headquarters at 650 Linden avenue here.

The firm does business in Tennessee, Mississippi and Arkansas. Miss Heinz has been well acquainted with the operators for many years. She has been in business for herself for the last six years, but was acquainted for many years previous thru connection with the Southern Confection Company, also of Memphis.

During the last few years Miss Heinz has built up extensive jobbing service thru fair dealing with operators. Heinz Novelty Company handles all types of coin-operated machines, tables, counter units and phonographs. Miss Heinz has been going along quietly and smoothly, building up a quality distribution business, and today she can point to a beautiful showroom and offices and a list of customers that are the envy of any distributor.

Miss Heinz represents a number of leading coin machine manufacturers and any number that hits the market, this lady distrib gets it.

When in Memphis, operators, drop over to 650 Linden avenue and meet the South's woman distributor.
Best Wishes
to
MILLS NOVELTY CO.

GRAYBAR ELECTRIC COMPANY, INC.
500 SOUTH CLINTON STREET
CHICAGO

AMUSEMENT MACHINES

Be FIRST! It's NEW!
PAMCO

GALLOPING PLUGS!

NEW LARGE SIZE ODDS CHANGER with THREE sets of ODDS—
NEW Clever "HORSESHOE BALL GRABBER"—NEW COMEDY
RACING SCENES—NEW DISC MULTIPLE COIN CHUTE—NEW
BECAUSE TEN CAN PLAY AT A TIME—CREATES NEW FORTUNES
FOR OPERATORS. Be FIRST! It's "GALLOPING PLUGS"

PAYOUT MODEL $149 TICKET MODEL $159

and "Pamco Palooka"
is STEADILY GOING HIGHER in EARNING POWER. SIX COIN
CHUTES—BOWL TYPE SCORING—CHANGING ODDS—are GOOD
for YEARS in "Pamco Palooka"! Install this
Super De Luxe Payout Table—a sound investment
in LARGE RETURNS at $189.50

Wire Your Orders on These "Pamco" Payouts NOW!!!

MOSELEY
VENDING MACHINE EXCHANGE,
00 Broad Street,
RICHMOND,
VA.

DANLY'S STANDARD
Expanded FOR 1936
A WIDER LINE OF DIE SETS

For 1936 the Danly Line of Die Sets is expanded and improved. More specials are made stand-
ards... Branch Stocks expanded.

Anything needed in
the usual run of work is waiting, less than a night's ride
away ready for 24-hour delivery... Precision and Com-
mercial Sets—to your order and immediately.

DANLY MACHINE SPECIALTIES, Inc.
2107 So. 52nd Avenue
Chicago, Illinois

Branches: Long Island City, N. Y., 26-12 34th Street... Detroit, Mich., 1549 Temple Avenue,
Cleveland, Ohio, 1444 E. 49th Street... Dayton, Ohio, 114-116 N. St. Clair Street.
Philadelphia, Pa., 3913 N. Broad Street... Rochester, N. Y., 114 Commercial Street.

DANLY DIE MAKERS' SUPPLIES
PAMCO GALLOPING PLUGS

SAYS SAM GENTILICH OF NEW ORLEANS—

It's a MASTER "PAMCO" PRODUCT — Brand New — with Pacific's NEW GIANT-SIZE ODDS COMMUTATOR showing 3 sets of odds. TEN PLAYERS can play at one time! Coin Chute takes UNLIMITED number of coins! "GALLOPING PLUGS" is DIFFERENT—simply LOADED with COMIC RACING CARTOON effects. Odds change AUTOMATICALLY—then on ball over SKILL switch at top of board—and on each fresh coin. Clever HORSE-SHOE device devours ball for a High Payout—or sends it roving toward other holes. It's so NEW—DIFFERENT and MASTERFUL you MUST take it in either or BOTH models!

PAYOUT $149.00 TICKET $159.00
CHECK SEPARATOR & CHECKS EXTRA.
ELECTROPAK STANDARD EQUIPMENT.

When a Payout Table PERFORMS to your COMPLETE SATISFACTION—you feel like PUSHING it! That's why I'M ALL "FOR" this 6 Coin Chute—Bowl Type "PAMCO PALOOKA"! Gives EVERYBODY in EVERY location a chance to join in its FASCINATING play. Earns SO MUCH MONEY—takes a battery of bell machines or average paytables to even come close! It's my FIRST CHOICE in De Luxe Operating Equipment.

Just Out—

in Volume Production!

GALLOPING PLUGS

1 Twice Size Odds Commutator!
2 Clever New Horseshoe Ball Trap!
3 Comedy Effects in Racing Cartoons!
4 Automatic and Skill-Controlled Odds!
5 Ten Can Play at Same Time!
6 New Escalator Disc Type Coin Chute!
7 Big Roomy Playfield—No "Out" Holes
8 PROVED for HEAVY EARNING POWER!

These features—and others should convince YOU—that "GALLOPING PLUGS" is the Answer!

PAYOUT MODEL $149.00 TICKET MODEL $159.00

Automatic Industries, Inc. GOWANDA — N. Y.

GALLOPING PLUGS

mounted on automatic machines, they are proving to be a success in many locations.

Just Out in Volume Production

GALLOPING PLUGS

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Automatic Industries, Inc. GOWANDA — N. Y.

GALLOPING PLUGS

mounted on automatic machines, they are proving to be a success in many locations.
Be There With The Best
Southern Distributors
Mills Products

IT'S A FACT!
ONE OR SEVEN PLAYS AT A TIME

TBCOOON

TBCOOON

HENRY OR RUBE FOX

(At)

BIRMINGHAM NOVELTY CO.

1715 THIRD AVE., N.

BIRMINGHAM, ALA.

Phone 7-6241

May 9, 1936

The Billboard

**MAD CAP**

STONER'S GREAT NON-PAYOUT GAME!

$47.50

ELECTRO-PAK available at small additional charge

**STONER CORPORATION**

Aurora, Illinois

**TWO**

**COINS**

DEPENDENT ON DESIGN AND CONSTRUCTION.

**BIRMINGHAM NOVELTY CO.**

1715 THIRD AVE., N., BIRMINGHAM, ALA.

May 9, 1936

H. H. PERKINS, Southern sales manager, Mills Novelty Co., reported that by far the most vivid and best table-stopping machine in the novelty pinball market in many years is the new Grand Slam and the playboard trim are of black and gold. The molding on Grand Slam is in inches, done in two-tone green, orange, and white. The playboard is scientifically treated with wax compound to natural wood grain.

**Copyright**

The Billboard

**AMUSEMENT MACHINES**

**Henry or Rube Fox**

**Jumbo Profits**

Fastest Selling Novelty Item of Today

400-Hole 5¢ Six Cutout Board, complete with 6 Jumbo Foundation, Four Times as Large as Ordinary Pin, Takes in $20.00, Pays out $4.50 worth of cigarettes (30 Packages). Nett $15.50.

operator's Special Price $4.75 for Sample, $4.50 in Lots of 10 or More. ORDER NOW.

H. G. Payne Company

312-314 Broadway

Nashville, Tenn.

**Jumbo**

**Prove It**

**FOR MONEY MAKING QUALITY**

**BANG! THREE MINUTES TO GO!**

**WIN WITH BANK NITE. BANG!**

**5c**

A Billboard that increases the value of your local theatre Bank Nite. Write for Information.

**The Billboard**

**Globe Printing Company**

PHILADELPHIA, PA.

1029-31 Race St.

1419 A. Wolfe Street

22 West 23rd St.

CHICAGO, ILL.

336 Halsted St., N. W.

257 E. 47th St.

NEW YORK, N. Y.

ATLANTA, GA.

FLORENCE, WASH.

SAN ANTONIO, TEX.

**ORVAL ROBBINS & CO.**

1141141. Veg.

**BANG!**

**ALL-IN-ALL**

as both Jack Keeney and Ray Becker say, “it’s the finest job ever turned out by the Keeney organization and will vie with anything else on the market.”

The Last “Word” in Your Letter to Advertisers, “Billboard”.

**Henry or Rube Fox**

**(AT)**

BIRMINGHAM NOVELTY CO.

1715 THIRD AVE., N.

BIRMINGHAM, ALA.

Phone 7-6241

Henry or Rube Fox

Iny, Chicago manufacturers.

In a popular operator price range, according to Ray Becker, general sales manager, Grand Slam represents as fine an appeal to operators and players, according to Ray, as, in most cases, the game’s unusual ability to take in cash, and take it in fast.

“Perk” handles the South and does the “Perk” handles the South and does the

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BIRMINGHAM, ALA.
An Interview With ‘Doc’ Rosebro Of Mills’ Cigarette Machine Division

By WALTER TILDs

"Well, Walter, it looks as if we will have back-ordered more than 10,000 cigarette vending machines before we will even have a price on the unit or any definite information regarding delivery date.

"I have had considerable experience in the cigarette machine business for the past 25 years covering the entire United States, but I never had such an experience as I am going through now with the business that is being offered us on our new model cigarette vending machine. It is a situation that one experiences, I would imagine, just once in a lifetime.

"I have received more than 500 letters of congratulations since my connection with the Mills Novelty Company as sales manager of the cigarette machine division. I never knew I had so many friends in the business and it is a real source of gratification to be able to have everybody wishing you the best of luck. It feels as if Santa Claus had really arrived.

"The rumor has gotten around regarding our new model cigarette vending machine with all of its many advanced features and it is remarkable the amount of interest that has been taken in this new unit before we are even able to make any definite promises regarding delivery.

"Just this morning an order came in for 1,000 machines and we have no price or delivery date as yet; and just a few days ago one of the largest operators in the country, located a couple of thousand miles away, called up and talked to me for over 90 minutes after he had received our descriptive folder. He assured me that if we had a cigarette machine that had all the features we had described in the folder to enter his order for 3,000 machines to be taken out during the next three months.

"Now that is the kind of stuff that is being sent in here every day. There is no question that we will lead the field with our new cigarette vending machine. The question we put in my requisition to the management for 200 machines a day has been answered. This is where we will start and I hope we will build from that number. I don't believe it will be long before we take care of the business.

"When one of the superintendents here found out that we were planning to build 200 machines daily he threw up his hands and said it would be physically impossible to produce that many machines in this plant because we did not have the room to do that. This kind of stuff I know the Mills Brothers had bought a factory a few blocks away from here big enough to build a thousand machines a day. So you see that is the way they do things around here — they are always 10 miles ahead of you.

"Every day it looks as if we make further improvements and additions to this new cigarette machine and there is another feature we have just been able to accomplish that happened just a few days ago. There is one particular type of slug that I know will be accepted by any coin device in the world. It is a perfect nickel and contains as much nickel and silver as our 5-cent piece and I have tried it in every machine I could find everywhere and she goes right in.

"I told John Goergl in the experimental room that we would have to keep this unit. He first said it couldn't be done, but I told him it would have to be as it was the only slug our mechanism would take. Well, he came into my office a few days ago and showed me a hand-made device which would eject this particular slug and, believe me, this will certainly be good news to the operator. I know our machine will save them at least 25 per machine per year in throwing out certain slugs that other machines will positively take."

"Within the next few weeks we will be able to start making deliveries and we will have approximately 25 of the best salesmen in the business to represent us exclusively in selling this new cigarette vending machine in the various territories throughout the United States. As a matter of fact, some of the men that have already been allotted certain territories are talking about how we have a price and delivery date on the unit and I don't know of any manufacturer of any kind that has started on such a tremendous campaign as we are using to sell this new cigarette vending machine.

"Hundreds of operators have written in and have placed orders for this new cigarette machine with the one thought in mind that it is built by Mills. There was an operator in my office last week and left an order for 100 cigarette machines. I told him that we didn't have a price on the machine yet and he said, 'Well, I don't care about the price; I am not worried about the price now if we had any argument about price yet. He told me, as a newcomer, that I wouldn't have to worry about the price because he knew the price would be right; so how are we going to turn down business like that?'"
WHY PAY MORE

WHEN YOU CAN GET MULTIPLE CHUTE
ADJUSTABLE CHANGING ODDS, ONE BALL
PAYMENTS AT SUCH LOW PRICES?

EITHER GAME

$125

Ticket Game, $125. Electropak equipped (batteries optional).
D. C. ADAPTOPAK, 525 Columbus Ave., New York. Adaptopak can save merchant's money in the same location. Check Separators 50c extra. Mini Vendor, $10 extra. 2 or 3 Ball Play, $5 extra.

IMMEDIATE DELIVERY

SUNSHINE DERBY

Outstanding one-ball automatic payout with player changing odds. THE PROFIT-SATIONAL of the day! LOWEST PRICED payout in its class. 50¢ to $2. $9.50.

D. GOTTLEB & CO., 2736-42 N. Paulina St., CHICAGO

ECONOMIC CIGARETTE VENDORS

Brooklyn, May 9.-D. Robbins & Company, Brooklyn, manufacturers of the new "2-in-1" Vendor, report that distributors in the country have signed for exclusive selling rights for the modern vending machines. According to the large orders placed, vending machines have "come back" particularly to experienced operators and according to the enthusiastic manner in which the "2-in-1" Vendor has been received and according to the large orders placed, it proved beyond a doubt that vending machines have "come back" strong than ever.

Quantity shipments of the "2-in-1" Vendor will commence in about 10 days. Both a 1-cent and 5-cent model will be manufactured.

Offers Penny Cig Vendor

BROOKLYN, May 2.—After testing most of the 1-cent cigarette vending machines now on the market, D. Robbins & Company, Brooklyn, have discovered a machine of this type which seems to possess all the essential qualities. It is the Midget Vendor. The Midget is a double-column machine which vends two brands of cigarettes. The machine is equipped with a mirror set in a polished aluminum frame. There are two locks, one for the cigarette compartments and one for the cash box. The Midget can be screwed to the wall or placed on counters. After paying 10 per cent commission to the merchant, the operator's profit is 50 per cent on the sale of penny cigarettes. Due to volume sales which may be expected in a machine of this type, a route of penny cigarette machines should prove a profitable investment. D. Robbins & Company have the Midget 1-cent cigarette vending machines in stock and can make immediate shipments. The Midget machine has been approved by the Internal Revenue Department.

Cupid Suares Ben Becker

NEW YORK, May 2.—Benard Becker, in charge of the showroom for International Mutoscope Reel Company, Inc., is to be married May 9 to Kate Chevta. The ceremony and reception will be held at Tootsy's. Many of their friends will be there, including fellow members of the Grand Street Boys. Becker's genial personality has helped to make many friends for Mutoscope and upon his return from a honeymoon he plans to concentrate his efforts in the promotion of the Photomatic, in which he has great faith and enthusiasm.

ADAPTOPAK, 525 Columbus Ave., New York. ADAPTOPAK can save merchant's money in the same location. Check Separators 50c extra. Mini Vendor, $10 extra. 2 or 3 Ball Play, $5 extra.

IMMEDIATE DELIVERY

These games must be good! Others are trying to copy. BILT—They can't beat our price or quality. They can't give immediate delivery!

DAILY RACES

Play "em "across the board" with DAILY RACES, the game with real race track Mutuels! The first nickel in the multiple chute flashes name of horse and its odds for Win, Place and Show. Each additional nickel adds another horse and odds change. If all eight horses are played, additional nickels change only the odds. DAILY RACES is the operator's chance to collect as much as 40c, 75c, $1.00 or up wards in nickels on each play. Mechanical adjustment for tight or liberal awards. Get in on this "sure-thing" ... place DAILY RACES today—and the game that accomplishes more than products selling for as high as $500.00!

D. GOTTLEB & CO., 2736-42 N. Paulina St., CHICAGO

The Billboard
Operators are TALKING and TAKING... "PAMCO" GALLOPING PLUGS

- New Pamco Odds Commutator Twice Size of Former Pamco Games. Double Appeal!
- Smart New Snappy Horseshoe Action Captures Ball for High Payouts. It's Clever!
- Comic Horse Race Cartoon Effects - A New Heavy Play-Pulling Feature!
- Ten Can Play at One Time - Multiple Chute Takes Unlimited Number of Nickels!
- Odds Change Automatically with Each Coin Inserted. Change Again with Skill Shot!

and a Hundred Other New Features Make GALLOPING PLUGS Your Best Selection NOW!

Payout Model $149 Ticket Model $159

Automatic Coin Machine Co.
369 Chestnut St., Springfield, Mass.

PACIFIC ANNOUNCES—

(Continued from page 97)

A clever feature in the form of a horseshoe guard that is immediately detectable. Skill pay-out pocket is said to generate more repeat play interest. When a ball is directed toward the pocket the horseshoe moves up and down with measured end, either letting the ball run in for a high payout or bumping it back up and across the board.

A skill lane located at top center of the board directly above the horseshoe changes player odds as often as they hit it. Then the ball runs down to do its antics in tantalizing fashion. There is no out hole. Galloping Plugs payouts range from a dime to $1.50. Payouts are handled unalike by Pamco.

WANTED

Bally Derbys Jumbos

Or any of the Late Payout Table — any quantity. State lowest price — must be in condition.

Mann Novelty Co.
4015 Cottage Grove Ave., Chicago, Ill.
In fact
ANY DAY GERBER & GLASS say-
TYCOON
WITH A MILLS GUARANTEE!
GERBER AND GLASS
914 DIVERSEY BLVD., CHICAGO, ILL.
IT'S NOT A SALE UNTIL YOU ARE SATISFIED!
NO GREATER GAMES WERE EVER BUILT

20 MILES a minute—is faster than ONE MILE in the same time.

That's the speed of EXHIBIT'S

"BIG RICHARD"

Yes, Sir—20 coins per game—
and so seconds of the most in-
tensifying thrill is the remark-
able performance of this
"greatest" of all pin tables.

TIME IS MONEY. Don't lose
it. Get all the facts about
"BIG RICHARD" at once from your
Jobber.

No player can resist the fascina-
tion of a "slot". That's why
players can't resist—

EXHIBIT'S

"ELECTRIC EYE"

PISTOL TARGET MACHINE

MILLIONS OF PLAYERS waiting for this marvelous scien-
tific "LIGHT BEAM"—shooter. Every location wants it.

COVER YOUR SPOTS QUICK

Buy on special term payments
if you wish. Get all information—
right now at your Jobber.

IN NEW YORK, SEE
MODERN VENDING CO.
SOUTHWEST DISTRIBUTOR
ELECTRIC BALL CO.
DALLAS, TEXAS

Exhibit Supply Co. • 4222-30 W. Lake St. • Chicago

SALESBOARD OPERATORS
2,466 sales taken in $24.00, nets $19.30 after
20% commission. This is an average of $6.50
per box. In 90% completion you collect $9.30.
We carry a line of Penny and Nickel Boards
complete with Merchandise. We manufacture
Blank Boards, a complete line of Cut-Out Boards
any kind of Board you want, at the
right price.

WRITE FOR SAMPLES AND PRICES.

General Sales Company
144 4th Avenue, South
Nashville, Tenn.

Take in $24.00
Costs You $19.30

Two Shifts Busy

On Genco Champs

CHICAGO, May 2—Things have been
humming at the Genco plant since the
production of their baseball game
Champs was announced. Dave Gen-
sburg reports that the operators have
enthusiastically received the new Genco
novelty game and many of them report
better—than—average
earnings. The Genco plant is running on two shifts
now producing Champs in order to keep
up with the demands of

their dis-
tributors and jobbers.

Dave points out that Champs has
so many unique features that
operators cannot resist buying. A big feature is
the permanent recording device which
registers all payouts. The device is built
inside the machine, where only the
operator may get to it. With the use
of the recorder, not only are collections
simplified, but cheating on the part of the
locations is absolutely eliminated.

All the operator does when he makes
his collection call is to check the
pay-
outs on the recorder and then reimburse
the location owner accordingly.

As soon as a coin is inserted four
captive balls line up at the home plate.
Then as balls are shot by the player
into the various single, double, triple,
home run and sacrifice—hit holes the
captive balls run the bases.

All runs are recorded in lights on the
light—up

backboard.

Balls played are visible to
the player so that he may know at all
times how many balls he
has left to
play.

Champs is a 10-ball game.

Buy Your TYCOONS

Slots and all the latest New and Used Games
Buy from us. Immediate deliveries.

Gardencity Novelty Mfg. Co.
4351 Ravenswood Ave. Chicago, Ill.

L. H. Hooker Novelty Co.
Arnold Park, Ia.

It Helps You, the Paper and Advertisers to Mech-
ism The Billboard.
ADVERTISING PAYS IF PUBLISHED IN THE RIGHT MEDIUM

The first order for machines was placed thru an advertisement in The Billboard.

OVER $5,000,000.00

worth of merchandise has been purchased from the Mills Novelty Co. by Samson Novelty Co. since the first contact was made --- thru advertising columns of The Billboard.
Long Island Ops Plan Celebration

NEW YORK, May 2—Skill Game Operators of Long Island are arranging a celebration meeting to be held May 13 to mark the completion of their first year in existence.

The event will take place at the organization's regular meeting place at the Hi-Way Club, on Sunday afternoon, next to the Post Office at Lynbrook, L. I. The committee on arrangements has issued invitations to all skill-game operators of Long Island to attend the gala event, which has promised not to present any speakers other than the general chairman, the Rev. M. Cohen, who will briefly trace the history of the association. 

ROUTES—

(Continued from page 35)


CIRCUS AND WILD WEST


For front Five-in-One Show.

WANTED

Foreman. Address Manager, N. Y. E. Sales Co., 30 West 42d St., N. Y. B.

WANTED—Concessions that work for stock. Dancers and cheap girls for review. Some riders. Will book any money-getting show. Man for Carrousel must be clean cut, single prefered. Ride Hold must be available. Come on, Charlie! Week May 4-7. Masculine, 1; week May 11; Marshalltown, 1; week May 18. Our route includes a long list of fair and county shows from 1918 to 1923. Best West. N. A. 1073-

WEST BROS. AMUSEMENT CO.

WANT—Concessions that work for stock. Dancers and cheap girls for review. Some riders. Will book any money-getting show. Man for Carrousel must be clean cut, single prefered. Ride Hold must be available. Come on, Charlie! Week May 4-7. Masculine, 1; week May 11; Marshalltown, 1; week May 18. Our route includes a long list of fair and county shows from 1918 to 1923. Best West. N. A. 1073-

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WEST BROS. AMUSEMENT CO.
**AMUSEMENT MACHINES**

**The Billboard**

May 9, 1936

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**Eastern Chatter**

**NEW YORK:** May 2—Overnight New York, and there is now present one of the biggest manufacturing booms this city has enjoyed in the last ten years. Once upon a time it was known as a manufacturing center for many games. It looks like a comeback.

Leon Takanen and Barry Glickman are planning a greater and larger export business. The firm has been somewhat specializing in the sale of used games to the foreign market.

George Forner is going to town with his Pay Tables and is calling himself Eastern headquarters for this game. He represents most of the leading manufacturers for this market.

Some of those pies they took over at John A. Pitzel's celebration will appear in the Daily Coin Chat next issue and are said to be so funny that they are bound to crack a rib in your sides from laughter. The cinder liaison is certainly caddish in some of them.

Astrovend, Inc., New York, under management of Curtis W. Emory, reports that they have developed an entirely new presentation for their astrophysical vending machine. Each machine is set in a descriptive background, informing the player or buyer of an outline of the book of the cards, with astrology riding on a high wave of popularity. Astrovend reports a lively business.

Some of the boys are spending their days and nights out in Albany, just watching and waiting.

**BIRTHS**  
(Continued from page 29)

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**Divorces**

Mrs. Claire S. Rockwell in Superior Court, Providence, April 29, filed a final decree, in her divorce from George L. (Doc) Rockwell, of the state and supreme court, which was first granted 11 years ago.

Dick Anderson, rodeo performer and manager of the Dixie Downs, at Chicago, Ill., April 29, filed suit against Burl Aytes Anderson in District Court, Fort Worth, April 27.

Maxine Gagnon, actress, from Cyril Butcher, novelist and scenario writer, Los Angeles April 27.

Sherry Ochre, violinist, and Emily Churchill, Jr., filed suit against Lutosz Thompson Churchill, former Australian musical comedy star, in Superior Court, April 29.

**Cotton Ellis Notified Of Death of His Wife**

CINCINNATI, May 4.—Relative to an announcement on the first circular page of the Cincinnati Enquirer in the death of Mrs. Mabel Ellis, since those departments have refused to print article, a telegram from Cotton Ellis states that he was notified and arrived at Corinth, Miss., in time for the funeral services.

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**10 Galloners—Chi Boys**

CHICAGO, May 4—Dorothy Whitehouse, editor American Business; Harry Atwell, circus photographer, Harry M. Calello, sales manager Walter Johnson Company; William E. Hadden, chairman, Leo B. Hadden, Jr., and Ward L. Green, Chicago office The Billboard, presented a silver engagement contract to the Chicago Commercial Club. The contract has been presented to them by Joe M. Newton, president, publisher and editor of the Chicago Commercial Club, Daily Record. In appreciation of their enthusiastic boosting of the Commercial Club.

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**Jack and Pan**

**Rides Wanted**

**The New York Times**

Friday, May 2, 1936

*FOR SALE OR EXCHANGE for other Stock.*

**MIGHTY MIDWAY,** New York City. Have complete line of Stage Shows, Jokes and Puzzles. May 9, 1936.

**COASTMILLIONS, MICHIGAN'S BEST AND BIGGEST OIL TOWN**

**VETERANS' SPRING FESTIVAL**

**COSMOLIANS SHOWS WANT**

**FIFTEEN COUNTY FAIRS STARTING JUNE 20**

**DIXIE EXPOSITION SHOWS WANT**

**CAN PLACE**

**PAN-AMERICAN SHOWS WANT**

**WANTED: RIDES-SHOWS-CONCESSIONS**

**Showmen**

**SHOWMEN**

**COSMOLIANS SHOWS WANTS**

**WANTED RIDES-SHOWS-CONCESSIONS**

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**William Glick Exposition Shows, Inc.**

**PAN-AMERICAN SHOWS WANT**

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**William Glick Exposition Shows, Inc.**

America's Best

Can place several good Shows: also Glass House and Fan Shows on account of dis-appointment. Will hook deal Loop-Arrows and furnish wagon for same. Also will place Rides. Will book legitimate Concessions, also Palmyra. Have opening for Caricature Foreman, also Ride Help. Have complete line Show ready in course and want Manager for same. Have a large Kuro Custard Machine, or, in first-class condition, a really wonderful machine will sell cheap. This Show plays in 12 State and County Fairs and has best Carnival Dates in East; Civil War Game; Dodgers Game; Switchback; General Agent and Banner Man, Corn Game, Grind Wire.

**PAN-AMERICAN SHOWS WANT**

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**American National Park**

**LIONS—ALL AGES**

**DULUTH ZOO, Duluth, Minn.**

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**GREAT DICKERSON SHOWS**

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**MILLER'S TRAVELING MUSEUM**

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**DEEP SEA FISHING OUTFIT**

**WRITE FOR FREE CATALOG**

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**PHOTO GALLERY**

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**SALE**

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**DICKIE SCOTT or JOE HAMPTON.**

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**CHANDLERS LAMPS & GIFTS**

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**MICHIGAN'S BEST AND BIGGEST OIL TOWN**

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**VETERANS' SPRING FESTIVAL**

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**FIFTEEN COUNTY FAIRS STARTING JUNE 20**

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**DIXIE EXPOSITION SHOWS WANT**

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Gerber & Glass
Take on Pacific

CHICAGO, May 2 — Gerber & Glass, of Chicago, announce that they have again taken on the distribution of the Pacific Amusement Company's products. In the past, Gerber & Glass have exploited three great Pacific successes in a similar manner. They immediately contacted Fred McClean, of the Pacific Amusement Company, and made arrangements for a large deal on the game. To date Gerber & Glass have sold several hundred Paco Palkoos. Their confidence in Paco Palkoos has been definitely proved by the large number of resellers who have come in from operators.

With the announcement by the Pacific Amusement Company of its one-shot pay-out game, Galloping Plugs, Gerber & Glass expect to do a bigger job for Pacific than they have every done before. Both Paul Gerber and Max Glass, who have seen the new Paco game, state that it cannot help being a great success. It has many outstanding features that will firmly grip the player's interest and keep him dropping in more coins on each play.

A Human Coin Chute

CHICAGO, May 2 — For 40 years manufacturers have exclaimed themselves by saying "slugs are a necessary evil!" but the Mills firm, however, was never satisfied with that excuse, and that is why all Mills machines have always carried more slug protection than ordinary machines. The new Mills Electric Coin Chute, with its almost human ability to select and reject, is one of the prodigies achieved of the company's history.

It accepts a nickel, dime and quarter for one, two or five plays. You insert your coin—there is no plug—press or pull, no further work to do! The coin slips down into the hole and jumps a gap into the internal coin-chute mechanism.

Here it is weighted, tested and inspected in a true Sherlock Holmes fashion. If it is a slug it will not be certified by the mechanism and returned to the player.

The coin chute is not only slug proof, it is also coin proof. Paper, cardboard, tin foil and all other foreign materials will not pump the gap to the internal coin mechanism once inserted in the external slots. They fall down into the "scavenger" and in no way interfere with the working of the machine. In case someone deliberately jams up the external slots a metal button can be turned by the customer or anyone else and the slot is cleaned out instantly—without a service call.

ENTIRE COLEMAN—

(Continued from page 3)
others in Berlin, where they will play the Scala the entire month of June. The Maurice end of the family has appeared in vaudeville theaters for years, the Scala the entire month of June.

Mr. Kleeb, 52, formerly was connected with People-Pittsburgh Trust Company and was only recently appointed park general manager to represent the bank. He is survived by his widow and three daughters. Mr. Bigelow, 66, is survived by his widow, two sons and three sisters. Bank authorities said survivors will be appointed next week and that the park will reopen on May 16 as scheduled.

N. Y. WORLD—

(Continued from page 1)

bill for disposition by legislators in Al- bany, asking authorization for New York City to issue $17,000,000 of serial bonds and corporate stock which will be the city's share in financing the fair. If adopted, would have the board of estimate appropriate funds for acquisition of additional land for the site in Flushing Meadows and for building construction and improvements. State would contribute $6,125,000. Estimate board has already indicated the measure, which would form an amendment to the city charter.

Bob Mose, park commissioner, oaths, watched the fair when he predicted that it would not be ready before 1940, although it is scheduled for the year before. In a letter to the fair committee of the estimate board he scored the management severely. Not long after the legis- lature met and passed four fair bills for approval by Gov. Conner, measures set up almost of $20,000,000 as the State's share and empower the city to issue $7,000,000 in bonds and stock. The governor will probably have approved the measures by the time this reaches print. Mentioning a premium of more than $500,000 was set up by the estimate board for actual work on the grounds. Mr. Whalen assured the board that a bond issue of $15,000,000 would shortly be placed on sale for financing the fair and announced setting up of plans following authorization of the site and an addition by condemnation of 300 acres. He said that several corporations would take up the major part of the bond offer and that each one set to spend $5,000,000 for an expansion.

Meyrow F. H. La Guardia said that "there is nothing but the fair's opening before 1940 and none in the discussion because Commissioner Stockton was from Wisconsin and the commissioner himself states he does not believe the proposition. He has improved considerably since he was in the Senate. An appropriation of $600,000 by the city is divided among $300,000 for inspection and supervision of ground and $300,000 for salaries to engineers in the construction of the Fair. There are 600 resident of Queens, in which Flushing Meadows is situated, engineers with the engineering firm of Madison & Tiffany for technical consulting and scientific service, an engineering firm of Morgan & Proctor for test borings and scientific analyses at the site, and other permanent structures and services in designing foundations.

HARRY WOLCHER (Chief Yaw- no. 34) Indians.

(Continued from page 3)
Mr. MacDonald joined Maurice Bige- low, son of one of the victims, in efforts to rescue Mr. Kleeb and Mr. Whalen, but intense heat kept them from enter- ing cottage. Mr. Bigelow had been living in the park since first of the year. His son, manager of the Am- neunt Lake Hotel, was sleeping in a near-by cottage when he was awakened by an explosion.

According to Mr. MacDonald, fire ap- peared to have come from a adjoining water heater, which had been burning when the three retired. Cottage, one of the oldest in the resort, had nine rooms and was virtually destroyed, with 10 horses remaining at $6,000. Mr. Kleeb, 82, formerly connected with People-Pittsburgh Trust Com-
HURRY! Factory Swamped with Orders!

Bally's RELIANCE PAYOUT DICE GAME

THERE'S A REASON for this AMAZING popularity!

IT REALLY rolls the bones—plays the old favorite "seven-come-eleven" game with GENUINE TRUE DICE! That's why RELIANCE machines are earning profits which amaze even the old time "bells"-operators—and that's why the factory is literally swamped with a never-ending flood of repeat orders! Yes, it really rolls the bones! PLAYER WINS ON 7 OR 11—loses on 2, 3 or 12. And if any other number is thrown, HANDLE TRIPS FOR FREE PLAYS, and players "thrown" will be "made on his point" or several! And remember—the dice are not loaded, shaped or mis-spotted. They are genuine true dice—and they spin and twist as if thrown by hand! And yet PAYOUTS are all FULLY AUTOMATIC.

Automatically released for 4 "natural" in a row—$25.00 on Quarter Model, $50.00 on Nickel Model. That's what holds the crowds for hours of REPLAY PLAY and keeps the cash box crammed with coins!

$25.00 GOLD AWARD!

All models can be set for CASH or CHECK play. Charts instantly made by pushing small lever.

Don't wait till competition gets the choice of locations with RELIANCE. Rush Your Order Today!

BALLY MFG. CO.

2640 BELMONT AVE. CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC. EASTERN DISTRIBUTOR 454 W. 47TH ST., NEW YORK, N. Y.

WANTED ATTRACTIONS
SHOWS, RIDES, CONCESSIONS.
CELEBRATION JULY 3rd, 4th.

Address E. W. WILLIAMS.

FLORIDA EXPOSITION SHOW WANTS
Come Attractions. Address E. W. Williams, Box 918, Johnstown, Pa.

WANTED FOR KAY BROS. CIRCUS

F. & M. SHOWS

RETAIL MERCHANTS

REO BROS

FAYETTEVILLE, N. C. WEEK OF MAY 25.

JOYLAND SHOPS

LANSING, WEEK MAY 11.

RINGLING-BARNUM

(Continued from page 3)

Gentilich Goes for Pamco Galloping Plugs

CHICAGO, May 2—Reports from New Orleans have it that Sam Gentilich is considering a trip to the Windy City to prepare for operator demands on Pamco’s Galloping Plugs. A big user of the game, the person who offered it at least at two times weekly to the big customers. Gentilich was always one to jump ahead in getting Pamco’s latest releases into his display rooms.

As Sam puts it: “We’ve got to figure on the time element in getting displays on games. We’re not as close to Chicago as one might think of near-by operators, so I make it my practice to be there first if possible when Pacific ships them. I know about Galloping Plugs, it’s something we sell. I’ve been there 100 times, operating and operating stations that mark it a real success way in advance.”

Gentilich foresees a similar lack of a rush on Pamco Galloping Plugs.

WANTED

WANTED QUICK GIRL DANCERS

About 60 girls to fill engagements at State Fair. Apply to: Manager, Illinois, Elsinore, P. O. Box 10, Rockford, Ill.

RUSH YOUR ORDER TODAY!

J. FAUST, Manager, Pittston, Pa.

Wanted Foreman

FAYETTEVILLE, N. C. WEEK OF MAY 25.

PARKER MERRY-Go-Round, Address P. O. Box 918, Johnstown, Pa.

Cincinnati Home Shows

RUSH YOUR ORDER TODAY!


REO BROS

REO BROS

WANT FOR KAY BROS. CIRCUS

FAYETTEVILLE, N. C. WEEK OF MAY 25.

REO BROS

WANT KAY BROS. CIRCUS

FAYETTEVILLE, N. C. WEEK OF MAY 25.

REO BROS

WANT KAY BROS. CIRCUS

FAYETTEVILLE, N. C. WEEK OF MAY 25.
New Distrib Firm Has Meteoric Rise

CLEVELAND, May 8--The meteoric rise of Sicking-Gerber & Glass, Inc., has been the talk of the industry. Established in 1923, the firm has placed itself on par with the leading coin-coin machine manufacturers of the country. Business has boomed since the spring meeting, opening February 15, which was one of the greatest in the past season. In the coin-machine industry, Representatives from practically every coin-machine manufacturer made the trip to Cleveland, many joining in the business. The showrooms of Sicking-Gerber & Glass, Inc., are said to be among the most complete in the country. Individual salesmen are so arranged that jobbers and distributors can conduct their transactions in the utmost privacy.

A complete up-to-date service department has been established with a line of quick and efficient repair service at all times during the season, in addition to more than 10,000 parts and materials alone being stocked when the first shipment of the year was received. Harry Glass, who is in charge of the sales for the firm, is one of the best known in the industry. Having been connected with both the operating and jobbing ends of the business, Harry is intimately familiar with every phase of the industry. His keen interest in this operating side of the business adds that suggestion and advice most valuable in the showroom.

It is said of Harry Glass that he would rather make a friend than a sale. It was a feather in the cap of Sicking-Gerber & Glass, Inc., when the Mills Novelty Company appointed them to operate in the gigantic Mills Tycoon promotion. Altogether realizing that B-G & Co., Inc., was a comparatively new firm, it thoroughly appreciated the fact that B-G & Co., Inc., would place in the eyes of the coin-sales of Tycoon in a really big way. Sicking-Gerber & Glass, Inc., heartily supporting Mills Tycoon promotion because they believe that every operator andobbyist who handles Tycoon is going to be a Sicking-Gerber & Glass, Inc., customer for life.

Joe Huber's New Plan Clicks

CHICAGO, May 8--Ever since genius Joe Huber announced his new share-the-profit -club plan of selling coin machines his office has been swamped with orders, letters, telegrams, phone calls and what not from operators throughout the nation who hope to cop with the situation. Joe had to increase his staff of employes, giving work to 17 more people. Joe reports that he used new automatic pinball pin games, 73 counter machines, 39 machines, and as many orders for parts and supplies.

ROUTES

(Continued from page 106)

Greater America: Minn., 4-16. Salinas, 11-16.
Operators in Ohio

AND NEIGHBORING STATES —

GET ACQUAINTED WITH

VERY LIBERAL ALLOWANCE FOR ANY USED GAME ON

TYCOON

G U A R A N T E E D

BY MILLS

SICKING-GERBER & GLASS, Inc.

4606-8 PROSPECT AVE., CLEVELAND, OHIO
Electropak's Success
With Ops and Distribrs
By the ROVING REPORTER

"Brother, I've seen things! I've just come back from the most amazing and interesting trip I've ever had. It all began like this: Last week I was in Detroit and went out to the EPCO plant on Russell street. I was prepared to see anything and was greeted by the genial Mr. Chretien, president and chief engineer of the Electrical Products Company.

"From there I was taken to the laboratory where all kinds of the most impressive equipment was arranged to show me around. It was there that Electropak was formed from an idea baby into the lusty and extremely vigorous production machine. Mr. Chretien showed me the first working model of Electropak and showed me yards and yards of blue prints, charts and graphs, voltage and current curves, analysis records, operating statistics and data, specification sheets on all pin games, life-test records and original models of the various types of Electropaks developed for special requirements. In short, he showed me incontrovertible proof that Electropak was the original pin-game battery eliminator and that it was scientifically developed.

"From there to the production lines, where one could see the various models of Electropaks in production, Electropak was moving from initial assembly to final inspection. And are they inspected? Every Electropak is checked carefully on a specially designed meter board by an expert inspector. Each one must conform to the exact standards set by the engineering department for actual pin-game requirements. Each one is actually operated on an extending bed for some time and is then inspected again. From there Mr. Chretien took me to the sales department where he showed me open orders from the Big Ten. Almost every pin-game manufacturer of consequence was represented. Orders, mind you, from pin-game manufacturers who are using Electropak as standard factory equipment. The last lingering doubt in my mind was disposed of. I turned to his sales-record card and was amazed to find out how vast the distribution was. I asked Mr. Chretien for the simple question: 'How do you do it?' Here's his answer:

"'We need to go all over the origin of the Electropak with you,' he said. 'You know about that and have written about it to your readers. But the answer to your question is simple: Electropak is in demand today for only one reason. It is the original and genuine unit of its kind. And it embodies every refinement that could be proved to be desirable and advantageous to operators. We have never ceased to price and we have attempted to do the impossible. We have studied the best in every way of power. We know the practical requirements of game operation and electricity. We have constantly built and improved the unit to having universal operator acceptance. The operators demand Electropak. The rest of the problem is merely to continue desserting the popular demand. We were first to see the pull-plugging problem and to answer successfully. Electropak has saved thousands of dollars for players and has contributed to maintaining the standard of the game. We have made a complete electrical replacement parts service for pin games.

"'And so, brother operators, I took my departure. And I couldn't have done better. You have made a point of telling these things, for after what I've seen here, I don't believe there is anything 'just as good' as the best.'"

Three Sockets In Same Spot

CHICAGO, May 2—Jimmy Johnson, owner of the Western Coin-Op Supply Company, this week received a letter from a Texas operator. In part, the letter stated:

"I was prepared to find Electropak placed in this particular location, which was always a pretty fair spot for pin games. But I just played the devil out of this Electropak machine and the machine stood up like a trooper. On one of my many collection trips to the machine, the location owner took me to this Electropak machine, in addition to the one I already had which was getting long and consequently would walk away. He then took the location owner's advice and put in another Electropak in the same location. I just don't know how to tell you about it because I'm not very good at words. After a while the location operator expressed the opinion that he ought to have another Electropak machine. Well, sir, I was making more money from these Electropak machines than any other machine in the city. I even put in another Electropak on one of the other table games before, I hesitated again. The original Electropak machine did not work but I didn't think it was good business. Well, I took the location owner's advice and put in the third Electropak. To tell you the truth, my pin table was a disaster, but I was busy every minute of the day would be a gross exaggeration. However, all three Electropak machines are doing great work in this spot, and, Mr. Johnson, that game is well named because the location owner is going to put in another Electropak machine. It's going to be one of the most successful games that I ever run. The Electropak machine has been in this location for four years we have operated this particular machine and the location owner has never catered to price and we have never made a long story short, I did put in another Electropak in the same location, the machine the location owner told me. On one of my many collection trips to the machine. The location owner told me that there isn't anything 'just as good' as the best."

Tycoon Is First Seven-Slot Table

CHICAGO, May 2—Mills Tompkins, proprietor of the Mills Mfg. Co., Monday, May 1st, the first seven-slot pin table to make its appearance, presenting one of the most complete and intriguing devices to hit the coin operation.

"The single coin chute is in place and seven coins can be played at once, as the machine is turned on. The turn of a small bar, Mills engineers have that they have developed a fingertip control, and the board of the table is the operator, the number of the play, and seven coins dropped into seven different slots, with the ball dropping down to the player's right side. No one's little finger against the objecting ball.

"Thus the Mills Tycoon starts off with a decided advantage, because every player plays his seven coins at the same time. The dropping of coins is the fastest way to increase the action of the machine.

"There are in every good location one or two exceptionally busy periods during the year when there are a crowd of players gather around the table. If only one player can play at a time and the machine is interesting to all a great deal of possible revenue is lost because the players who are watching cannot get to the machine. The Tycoon allows a number of players, from one to seven, to participate in any game, even the only one player who is playing, and still have lots of action from the crowd.
Fred McClellan says -

"DO YOU WANT POSITIVE RESULTS?"

...... THEN SEE OR GET IN TOUCH WITH GERBER & GLASS AND HAVE THEM TELL YOU ALL ABOUT PAMCO'S NEW

**GALLOPING PLUGS**

It would take about a million or more words to describe fully the features of GALLOPING PLUGS, so excuse us when we just mention a few. Odds change on all pockets. New Double Size "Odds Commutator". Daily Double. Play the Field. Big Payout Features. Clever New Horseshoe Action. Ten Can Play at One Time. Humor! Skill! Chance! Appeal! Everything!

149.00 PAYOUT MODEL

$159.00 TICKET MODEL

and GERBER & GLASS DON'T WANT YOU TO PASS UP the SENSATIONAL PAMCO Palooka

1 SHOT - ODDS CHANGING - 6 COIN CHUTES - 6 TIMES THE PLAY!

You can take our word for it—this bowl type pay table is the real McCoy! Every one of the operators who have purchased PAMCO PALOOKAS from us have come back for more! There MUST be a reason—There IS a reason! Greater Profits—greater than ever dreamed possible.

$189.00

GERBER & GLASS 914 DIVERSEY BLVD., CHICAGO, ILL.
A GOOD GAME DESERVES
A GOOD PAYOUT UNIT!

THAT'S WHY MILLS USES
WESTERN'S FAST, POSITIVE,
PROVEN PAYOUT UNIT IN

TYCOON

MECHANICALLY PERFECT

STURDY CONSTRUCTION

PLAY SAFE!

MAKE SURE THAT THE
PAYOUT GAMES YOU
BUY HAVE WESTERN'S
PROVEN PAYOUT UNIT!

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE

CHICAGO, ILLINOIS
what you want about Tycoon! Say it's new, say it's thrilling, it's appealing! Say you never saw a machine like it—'cause I didn't. But while you're saying things about Tycoon, don't get to say it's FAST.

Nobody has the right, when he's asking people to spend their money, to put obstacles in the way of their spending it. Nobody who wants nickels from players ought to make them work to play their nickels. Tycoon doesn't. The act of dropping nickels in Tycoon is the easiest, quietest, most unconscious thing out playing it.

Whether seven people play Tycoon or one player plays it in one to seven ways, there's no more work connected with depositing the money in it than if only one player were playing one nickel at a time. In fact, less work—for the Tycoon coin chute drops a coin and shuffles the board with the push of one finger. It's an easy worker, that coin chute, and an easy money-getter. It gladly, efficiently accepts the coins!

But when it comes to multiple play—ah, that's when Tycoon really shines. After all, this is a multiple play era, isn't it? And shouldn't a table really be designed and built to accommodate this multiple play? Tycoon is.

We say Tycoon is FAST. By that we simply mean it takes in the money FAST. Drop in seven nickels, push the coin bar just once. That shuffles the board, delivers the ball for shooting. There's no work, no pause, no strain on the thumb, the nerves, or the patience. It's easy to play Tycoon twice a minute—for an hour straight! Multiply 35 by 2 by 60 and see for yourself just what one hour's steady Tycoon play per day will yield!

Tycoon, the most comprehensive pay table ever built, is the ideal table for the drug store, the restaurant, the tavern. It's beautiful in appearance, refined, and rich in skill challenge. Small enough to be transported in any ordinary passenger car.

MILLS NOVELTY CO., 4100 FULLERTON AVENUE, CHICAGO

Tycoon

ONE SHOT • SEVEN PLAY • AUTOMATIC PAYOUT

$149.50
The Billboard

AMUSEMENT MACHINES

May 9, 1936

CLEVER, SNAPPY ACTION OF NEW HORSESHOE DEVICE DEVOURS BALL FOR HIGH PAYOUT—OR SENDS IT ROVING TOWARD OTHER HOLES! IT'S DIFFERENT!

NEW PAMCO "ODDS COMMUTATOR"—TWICE SIZE OF FORMER PAMCO GAMES!

ODDS CHANGE ON ALL POCKETS—"WIN"—"PLACE"—and "SHOW"—LITE-UP BOARD AND PLAYFIELD DEPICTS HORSE RACING IN COLORFUL COMIC CARTOONS!

"DAILY DOUBLE"—"PLAY THE FIELD"—BIG PAYOUT FEATURES!

"DAILY DOUBLE"—"PLAY THE FIELD"—BIG PAYOUT FEATURES!

"DAILY DOUBLE"—"PLAY THE FIELD"—BIG PAYOUT FEATURES!

TEN CAN PLAY AT ONE TIME—TEST EARNINGS $80 PER HOUR!

MULTIPLE CHUTE TAKES UNLIMITED NUMBER OF NICKELS. NEW DISC ESGA LATOR SHOWS LAST 7 COINS. NEVER JAMS!

ODDS CHANGE BY SKILL—AN EXCLUSIVE PACIFIC IDEA! PLAYERS CAN IMPROVE ODDS ON HORSES PLAYED BY SHOOTING FOR SKILL SWITCH AT TOP OF BOARD! NO "OUT" HOLES!

ODDS CAN BE CHANGED AT ANY TIME WITH ANOTHER COIN!

HORSE SENSE! HUMOR! SKILL! CHANCE! EVERYTHING! A WINNER!

NOW ORDER PAMCO GALLOPING PLUGS

FEATURES!

- CLEVER, SNAPPY ACTION OF NEW HORSESHOE DEVICE DEVOURS BALL FOR HIGH PAYOUT—OR SENDS IT ROVING TOWARD OTHER HOLES! IT'S DIFFERENT!
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