The Metronome nominates "Red" McKenzie for the Musicians' Hall of Fame

You've probably heard Red McKenzie's rich, slow-vibrato baritone on records or over the air; his voice has embellished all sorts of discs—Paul Whiteman's, Red Nichols', the Mound City Blue Blowers', the Six Spirits of Rhythm's, the Tubman and Beiderbecke records, and most recently the Onyx Club Boys' outpourings.

And you've probably sat back and marveled at the grand way in which Red McKenzie puts over a song, his neat phrasing and choice of figures, plus the very real feeling he puts into his work.

And he isn't such an old chap at that—even though he has done so much already. He's only thirty-two, a St. Louis born lad who went to live in Washington at the age of nine, and who later gave up his job as a jockey to organize the gods of modern music.

A popular gent, this Red McKenzie, and popular not only for his singing and for what he's done for dance music, but popular as well for his own self—which is enough to put anybody in a Hall of Fame.

Red McKenzie and his Orchestra are now playing at the "Famous Door" in New York City. They are available for Spring and Summer Dance Dates.

Wire, Write or Phone

Dance Band Division

NBC Artists Service

30 Rockefeller Plaza - New York
Federal Tax Returns Being Closely Scrutinized by Revenue Collectors

Flagrant evasions of laws, unallowed exemptions and disguised methods discovered by government investigators—strict and truthful bookkeeping system necessary.

CINCINNATI, May 9—Owners of shows, and especially circuses, carnivals or other tented outdoor attractions, beware! The federal government is on the warpath. News is coming in concerning the discovery by federal authorities to use the most careful business methods and the exact legal methods in collecting and paying these federal taxes, otherwise they will be made to appear in the federal courts, and the season just starting is half over. The Collector of Internal Revenue taxes and checks and complaints have been received during the last two years a number of complaints from local deputy collectors stating that the owners of outdoor shows in many instances are not paying up to the law, and it seems to be the opinion in official circles that the operators are "trying to get away with something." It is feared that the federal government will go over anything that it has coming. The culprit is always caught, and when the tax is a little late, and there is no such thing as "thing," there is a penalty.

There are two forms of taxation in which Uncle Sam is interested—income taxes and federal income taxes. It is claimed at Washington that enough show owners to make the department take notice have failed to make correct returns and in many instances have wilfully made wrong statements.

Income Tax Reports

Let's consider first the matter of income tax returns. Several deputy collectors have complained to headquarters that show owners in their districts made no income tax returns which showed a loss for the season or so small profits that it is impossible to "chisel" the federal government into making the department collect these taxes. At the same time these deputies pointed out that it was impossible to "chisel" the government into making the department collect the income taxes which Uncle Sam is interested in. It is impossible to "chisel" the federal government into making the department collect the income taxes which Uncle Sam is interested in.

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Modern Dancers Seek Union Protection and Government Subsidy

NEW YORK, May 9—The Dancers' Association has opened negotiations with the American Federation of Actors for an arrangement whereby dancers, and in particular those in the concert field, can achieve union protection. The Dancers' Association has been investigating the eligibility requirements and legal requirements of the various labor and chorus unions for quite some time.

Final negotiations have simmered down to the APA. The group has about 250 members, mostly modern dancers. Many are on the Dance Unit of the Federal Theater Project, which is administered by Don Center Beque, who is also vice-chairman of the Dancers' Association. The proposed union will be a sister unit of the APA, and will be called the "Dancers' Association, Inc." It will permit hiring of more dancers and is expected to be of great benefit to more of the members on the project.

Ralph Whitehead, APA secretary, recently appeared before the Dancers' Association's executive board, along with Charles Vail, APA treasurer, and William J. Rapp, APA counsel. Whitehead will speak at the First National Dance Congress and Costume, May 18-20, at the Theresa L. Kaufman Theater, Manhattan. The congress will comprise four major conferences: The dance in the changing world, economic status of dancers, survey of dance organizations and dance music, and criticism.

Other speakers will be Elizabeth Burchfield, Miss America; George Duryea, Martha Hill, Ruth Howard, Lincoln Kirstein, and Martin, Olga d'Orsay, and Helen Weigel. The association is compiling statistics on the economic status of dancers, including questionnaires asking how many (See MODERN DANCERS on page 10)
Screen Writers Break Up, With Talk of Scab Union

Conservatives pull out when affiliation vote goes against them—Mankiewicz pushes rival scab guild, to work hand in hand with producers, asking no agreement.

HOLLYWOOD, May 11.—Making a complete switch of strategy, 150 remaining members of the Screen Writers' Guild suddenly rescinded the disputed Article 12 Franchise Agreement, a clause in the original contract of America on the original hard-bound book. Explained by leaders as a strategic move, the switch is being backed up by producers and non-Guild writers as a sign of early peasing of the present writers' group. Article 12 was killed, it was explained, because of hopes in keeping loyal members from signing contracts beyond the May, 1936, deadline. About 100 writers immediately signed applications for membership in the Authors' League.

This act automatically over- shadowed the agreement setup voted last week, which was to govern the present to the original plan for a writing- taking form. Meanwhile plans are being formulated by leaders of the walk- out conservative faction to form a new organization of film writers. A meeting of all working non-Guild writers was announced for tonight to draw up plans for the new body.

HOLLYWOOD, May 9—After voting with a majority in favor of a contract, has announced here last (see SCREEN WRITERS, on page 10).

Gordon Objects to Strangling Taxes

NEW YORK, May 9—Producer Max Gordon, in an appearance before the Senate Finance Committee here, yesterday, solicited the Senate to pass the New York Corporation Income and Franchise tax bill, saying that the present proposal to out- tax the corporation tax, for it in the opinion of Dr. Henry Moskowitz, ex- examiner for New York City, will result in causing the trouble, it is his belief. Dr. Moskowitz said that he was putting on fewer shows, so the government will get less money to do the show. The Gordon, was also told that there are no measures were causing the trouble. It is known that the moves referred to are those placed on admissions, admissions and companies. In addition, Dr. Henry Moskowitz, ex- examiner for New York City, said that the present proposal to out- tax the corporation tax, for it in the opinion of Dr. Henry Moskowitz, ex- examiner for New York City, will result in causing the trouble, it is his belief. Dr. Moskowitz said that he was putting on fewer shows, so the government will get less money to do the show.

MP Ball Fans Await League

NEW YORK, May 9.—The Motion Picture Baseball League has organized for the 1936 season, with four games already played. At a recent meeting the following officers were elected: Jack White, president; G. H. Woodward, vice-president, and J. Schleiman, secretary and treasurer. The new league is composed of companies, including Music Hall, Paramount Pictures, Kornea Theaters and Consolidated Pictures.

June, is the time for the first half of the season:

<table>
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<tr>
<th>Date</th>
<th>Opponents</th>
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<td>Consolidated vs. Shuberts</td>
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<td>June 8</td>
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Museum of Modern Art Shows Last History - of Pit Program

NEW YORK, May 9—The Museum of Modern Art Film Library presented The Jazz Singer, All Quiet on the Western Front and Streamline at the Dal-

ton School, 109 East 89th St., May 8 and 9 and the general program of films illustrating the rise of the American cinema. Beginning with the early ventures at Kinetoscope, the entire series fragmentarily traced the evolution of the industry from a picture plane to a picture plane. A few weeks ago with Jack O’Connell and Gordon.

A ROUNDABOUT path has led to Alexander Gray’s present position as baritone on the Broadway stage. After the customary pre-college training, he em-
anounced that he was going to study en-
ing, working his way thru by selling, of a singing teacher, ship’s steward, ship's steward. For several years he was married and then back to the air for Chrysler.

First true indications of a singing career came when he was a soldier in the first world war. He was told that a candidate for the glee club it was slow to start. At one time, he was told as a candidate for the glee club.

While the suit was dismissed further court action is expected, with a possible grand jury investigation.

ALEXANDER GRAY
(This Week’s Cover Subject)
Film Actors-AFA Agreement; Also SAG-British Equity Tie

AFA meeting adopts death benefit system, and elects replacements to council—SAG-AFA pact would be similar to Guild-Equity agreement—Whitehead gets 1/4 gift

NEW YORK, May 9.—Screen Actors' Guild and the American Federation of Actors agreed this week to make an "affiliation" similar to that now existing between the Guild and Actors' Equity. Kenneth Thompson, executive secretary, wrote the AFA Tuesday informing it that his "board of directors at its meeting last night decided to enter such an affiliation with AFA." He asks for the AFA by-laws and we may start drawing the agreement. Then meeting Tuesday in the Paramount Hotel and approval of an agreement was ac-
teped unanimously. Ralph Whitehead, SAG president, will involve proposing certain obligations to each organization to enter the other when in the latter's jurisdiction.

Ralph Cantor, Sophie Tucker, Fred Neiling, Roy Loewy, Eddie Miller, Frank E. Lynch, Sid Williams and John Dilson were elected to fill vacancies on the AFA Council. The meeting was at-
tended by members in all capacity.

[See FILM NEWS on page 27]

Grand Opera
Artists Elect

NEW YORK, May 9.—The Grand Opera Association held its annual meeting Tuesday in Steinway Hall and elected new officers. Miss Elizabeth Stopp, of Brooklyn, was elected treasurer; Mrs. Anna H. Tucker, of New York, vice president; and Mildred Tillott, of Niagara Falls, secretary. Other officers are Anna Stopp, treasurer; Elizabeth Willard, secretary; and Pearl March, vice president.

Movie operators' union Local 506 says it will file suit for $500,000 against Larry Barlow, owner of the Motion Picture Owners' Association, claiming he bribed the union to call it out and that the Federation and Allied have broken off merger negotiations and are going on to make the show for the duration of the picture.

In a shakedown of vaudeville-vaudeville division of Federal Theater Project Charles Moonson has resigned at vaude-

vein of the organization to join the other when in the latter's jurisdiction.

WANTED SCOTT INNES, complete and under contract.Immediate engagement. Will go immediately. Write Box 296,uts, N. C.

WANTED QUICK Single Act-Western Show. Max doubling desired. Will go immediately. Write Box 296, N. C.

WANTED ORIENTAL DANCER...Medicine Performers all lines. Skippy, ferry, Darwin answer. MADAME MAYFIELD, TIdloute, Pa., that doubles Band, anything but Drums. Santa Rosa, N. M.

lowest.

Toil on wire,

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lowest.

Toil on wire,
Tentative Plans Are Submitted Calling for 45 Programs Weekly

WFAA, KRLD and WRR schedules are arranged with allowances for eventual 100 live talent shows per week—deal closed for ASCAP for performing rights.

DALLAS, Tex., May 9.—Reports from the Texas Centennial Exposition, which opens June 1, indicate that a network of talent broadcasts from the grounds yesterday and indicated they would add 30 more to the 20 already scheduled. Of these WFAA will originate 16, KRLD, 19, while WRR has already initiated its Exp-Ouf-Guts sustaining roster these will keep available 24 hours a day. Before the public about 60 percent of the time the Exposition is open. Most of the WPA&A origination are carried on the Texas Quality Net, which includes KFBO, Houston, to which WFAA is assigned, and the other program directors at KGB, San Diego, Coast and Southwest Broadcasting ex-

Ascap seeks aid for Napa cause

PHILADELPHIA, May 9.—American Federation of Musicians is ready to cut the purse for the National Association of Performing Arts, both in a moral and financial sense. Joseph N. Weber, president of the American Federation of Musicians, was president of the operation of the local individuals to join in a movement to W. Nichols, bring-

Ascap wins change of venue in Washington

OLYMPIA, Wash., May 9.—The American Society of Composers, Authors and Publishers has won its first case in the current battle with Attorney General G. W. Hamilton, of Washington, over alleged monopoly of radio music when the State Supreme Court granted the society a change of venue.

Ascap sought to remove the State's case from the trial judge, Superior Judge D. F. Wright, of Thurston County, to a higher court in the same county. Judge Wright recently granted the State's plea to throw the Ascap operations in this State into receivership. Since then he has ruled against Ascap repeatedly and named the Pittsburgh, Pennsylvania, or Los Angeles under the one of the one refusing the change of venue which has been to appealed to the State Supreme Court.

Kellogg Co. Picks Two Acts for Test Shows

NEW YORK, May 9.—After audition-

N. W. Ayer, New York, handles the accounts.

Court Action Seems Inevitable As NBC Seeks AFM Adjustment

NEW YORK, May 11.—After having worked out a plan for the booking of the excursions of the American Federation of Musicians contract with Class B stations in New York, the NBC outlet in the State. The radio station KTHS, Hot Springs, to be sold to Barton for $75,000.

Colonel T. H. Barton, president of the National Broadcasting Company, has offered the station from the Arlington Hotel to a better site.

Radio Station KTHS, Hot Springs, to

KTHS Sale Set: Wait FCC Okeh

LITTLE ROCK, Ark., May 9.—Sale of Radio Station KTHS, Hot Springs, to Colonel T. H. Barton, president of the National Broadcasting Company, will be completed as soon as formal approval can be received from the Federal Communications Commission at Washington. Under the tentative agreement Col. Barton will pay $10,000 cash, $10,000 yearly for five years. Station has been one of the oldest stations in Arkansas and is the only NBC outlet in the State. The Chamber of Commerce of Hot Springs acquired the station from the Arlington Hotel for $10,000 a year when it was a gift, including physical property valued at $10,000. In 1926 when the station was exchanged for $10,000 in small rolls of the sale of the station. However, in order to complete the sale pending the hotel has agreed to accept $15,000, which is used in a wide-

Local 802 Working on Class B Scale

NEW YORK, May 9.—Radio commit-

The old scale, under which the stations

Neff-Rogow Inc.

New show was placed on NBC this week by加紧。
**WELCOME TO WHN!**

Important in the radio news of the week is the association with New York's WHN of Herbert L. Pettee, former Secretary of the Federal Communications Commission, as Associate in-Charge of Sales.

This expression of confidence in WHN by one of radio's outstanding figures is another sign that WHN is going places.

New powers (5,000 watts L.S.) is bringing many thousands of new listeners to the Times Square station.

---

**Put Your Material In S.**

Yours in business, etc.,

**NO SERVICE**

For a good job, for you. Whether it's for a young engineer, a 25,000 watt station or a good writing job for you. Whether it's for the FCC, for WHN, WOR or WABC. FREEMAN WRITING SERVICE

113 W. 57 St., New York, N. Y.

---

**NEW Biz, Renewals**

---

**March Biz Up 14.6%**

---

**Local Volume Down**

WASHINGION, May 9. — Gross times sales of broadcast advertising for March reached a total of $892,981, or an increase over February (of $841,881) of 14.6 per cent over the March, 1935, level. In non-network revenue were fairly steady, whereas the March, 1935, level. In non-network revenue were fairly steady, whereas the March, 1935, level.

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**Adv. Agency, starts June 3, Wednesday at 12-11 (EDST), on WEAF and 35 stations.**

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**Summer Paradox, Says NBC Book**

NEW YORK, May 9. — Despite the better outlook for network business this summer, National Broadcasting Company officials have entitled The Good New Summer merchandise and every effort is made to explore the traditional beliefs about summer slumps. A book contains itself with taking the summer slump paradox, with all the facts and figures being further verified by a complete search of NBC's library and search bureau of this city. NBC's book is an attractively colored and modernistic pictorial chart and is expected to be ready for release some time this week.

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**New Biz, Renewals**

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**NEW Biz, Renewals**

May 9, 1936

---

**RADIO**

---

**The Billboard**
JAYSON SISTERS

Misses Iris and June

The Leading International Duo
Pianists Radio Concert Stage

Harry A. Remm, Representative
RKO Big, Radio City, N.Y.

Naples carlisle

Now Playing De Luxe Louche Thieves

The Harlem Express/ His & Hers

LUNCEFORD

AND HIS ORCHESTRA

Now Touring Texarkana, Tulsa, Now Playing at Arcadia International House, 14th & T.

Doubled at the STORK CLUB.

AND HIS ORCHESTRA,

EMPIRE ROOM

exclusive management

BRyant 9-5107.

ED WEEMS

AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

Now Playing

EMPIRE ROOM

PALMER HOUSE

CHICAGO,

Wingy Mannone


PHIL HARRIS

AND HIS ORCHESTRA

AND HIS ORCHESTRA


Alexander Gray

"Performance by Chrysler" A CBS Super Air Every Thursday, 8 p.m. EST. Coast to Coast Pers. MG, CBS Artists Bureau

Radio

The Hillbilly

Radio

Address All Communications to the New York Office

Station Notes

Frank Anita Joe

Ross Pierre Schuster

The Big Broadcast of 1936

Now on Tour

Jack Kalcher, Willard, Chicago. Roger Murrell, RKO Bird

Don Bain

Conductor

Broadcast

COLUMBIA BROADCASTING CO.

HUGH CROSS and His RADI0 GANG

Courtesy GEORGE FOBIGE cereal

10 A.M.-WWV, 4 P.M.

ERNIE BRODERICK, Personal Representative.

...they all

Omm

DORSEY

THURSDAYS.

SUNDAYS.

11:30 P.M., CBS NETWORK AND HIS ORCHESTRA

The Blue Room

HOTEL LINCOLN

New York

TED JENNINGS and his ORCHESTRA

The Crown Prince of the Flappers.

Four Kings of the Fleischmann

THANKS to RUDY VALLIE

Currently: CONNIES INN, New York

Direction

NATURAL ARTISTS SERVICE

NEW BIZ

(Continued from page 7)

June 1, Monday, 8:30-9 p.m., WABC and 23 stations. Pick and Pat.

New York Area

MT. CLEMENS RHAPHINE INSTITUTE, thru Boobie-Ayres, starts May 11, Monday thru Thursday, 5-6:30; May 12, Tuesday thru Thursday, 5-6:30. Program in five fifteen-minute installments.


MOUNTAIN HAMMER TR II, thru Bayless, 15-minute, Tuesday, 11:30-11:45. thru the Blackstone Co.

MOUNTMAR TR II, thru Franey, 15-minute, Wednesday, 8:15-8:30. thru WABC.

NATIONAL SAVINGS & LI-QUIDATION, thru Franklin. 15-minute, Thursday, 11-11:15.

MATTHEW MARKET, thru Blackstone Co., thru Tracy-Lockwood-Dawson, Inc., announcements. WHN.

Mutual Contracts

HOLLAND FURNACE CO., thru Blaisdell. 15-minute, Monday thru Thursday, 9:15-9:30. thru WOR, WGN and WMCA.

CROWN OVERALL CO., thru H. W. Kastor & Sons, effective May 15. thru WOR, WGN and WLW. Pleasure Valley Follies.

RICHARD W. KASSE CO., announcements. WHK

PURCH WATER FILTER CO., thru In-terlake. 15-minute, Monday thru Thursday, 10:45-11.

WATSON, Inc., thru C. G. Wijtingham, Inc., six-week five-minute transcription, Sunday, Saturday, 8-8:15. thru WABC.

GARDNER NURSERY CO., thru North-South Radio Co., five-minute transcriptions weekly. thru WABC. thru WHK.

SHARKS THEATER. announcements.

OLIVI HEATING DEVICES, thru Bayless, thru Bake.

CUMMINS & EVANS CO., thru Campbell-Sanford, six-week fifteen-minute transcription. thru WHK.

Chicago

THE CHEVROLET CO., thru Campbell-Sanford, six-week fifteen-minute transcription. thru WHK.

GEO. M. SCHYLLING CO., thru Associated Press, thru WGN. thru WRAC. thru WHK.

GEO. M. SCHYLLING CO., thru Associated Press, thru WGN. thru WRAC. thru WHK.

ELIZABETH MARIE, thru WGN. thru WRAC. thru WHK.

BURLINGTON MORTGAGE CO., thru Associated Press, thru WGN. thru WRAC. thru WHK.

Masonic League of Chicago.

GEO. M. SCHYLLING CO., thru Associated Press, thru WGN. thru WRAC. thru WHK.

Elkins Motor Company is using "RADIOGANG" for a "ringer bell" in immediate remote from rooftop of building.

one of America's Most Entertaining Dance Bands.

FULTON LOAN CO., New Orleans, directing thru Campbell-Sanford, thru WJDX, NBC's Network, thru WGN.

THE CHEVROLET CO., thru Campbell-Sanford, six-week fifteen-minute transcription. thru WHK.

THE CHEVROLET CO., thru Campbell-Sanford, six-week fifteen-minute transcription. thru WHK.

V. W. FISCHER & CO., thru Tracy-Lockwood-Dawson, Inc., announcements. WHN.

CROWN OVERALL CO., thru H. W. Kastor & Sons, effective May 15. thru WOR, WGN and WLW. Pleasure Valley Follies.

Additional details not visible in the image.
**Program Reviews**

**Network Song Censuses**

Selected lists below represent the Billboard's accurate check on these discs. WJZ, WEAF and WABC are partners in the program. Each disc, as it appears in the schedule, is listed on a separate page. The billboards are accurate check on these tracks, which are the same as those reported in previous issues. During each program day, list is divided into two categories: partners in programs, and those that do not have any billing or any other mention. The lists are compiled from reports received from record companies and are subject to change. The program is divided into two categories: those that have been broadcast during the current week, and those that are scheduled for broadcast in the upcoming week.

**Network**

The Billboard, Thursday, May 16, 1936

**Network Song Census**

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it is expected that all the major lots will increase their employment and accounting help to handle the complicated series which will be arranged.

SCREEN WRITERS—

(Continued from page 4)

Saturday night in favor of the movement on the West Coast, which is not based on the basis, revolution again broke out in ranks of the Screen Writers' Guild. The primary issue was the resignation drive among studio writers. The resignation of the Guild's executive committee, on May 13, 1938, deadline in defiance of the Guild's 1936 contract and the 1938 payment depression.

Five members ceased from the Guild Monday, and by Wednesday the sense of the resignation drive was in great part along the West Coast. There were more than 150 writers connected with the Guild, and the list of members of the committee of conservatives by the Guild included the following, all of whom were among the 500 Guilds: Mabel Dunlop, Ham and McQuinn, in which Kalmaz was the only member. The name of the writers were for quitting as follows:

Los Angeles

OLANG ANGEH, May 9.—Talk has been going on for many months regarding a possible move on the part of the Screen Writers' Guild to give radio writers an opportunity. If it happens, it won't, according to report, for some considerable time. After the Guild and that, as now constituted, it is a dangerous and expensive instrument.

Those whose their representatives do not approve of the compromise.

Some of those resuming attempts to force a settlement. It is reported that the Guild will not stand for the demand for a 10,000 payment and, that, as now constituted, it is a dangerous and expensive instrument.

Tones whose their representatives do not approve of the compromise.

with this week's Writers' Guild resignations, the possibility of a new move by the Guild is growing. The Guild, which is not a part of the Guild, is growing.

Resignations of McQuinn, McNutt, and Newspaper Correspondents (Spew) is expected to be the signal for further curbs from the Guild of scores of other members who have been talking shop. Some of the Guild's officers told of their decision of the conservative leaders. One member of the Guild who revealed was the resignation of every writer on the San Francisco TV Station, 10 in all, and the expected pittance of Paramount's entire scenario package.
Famous Names At Vanity Fair

Ann Pennington, Ann Seymour and Roscoe Ates in reopened Chicago spot

CHICAGO, May 9-Two famous names from the Shadowland days of show business and one from the current musical comedy stage, have been engaged for the 96th night at Vanity Fair, which opened, Thursday night. The glamorous little Ann Pennington, the ever popular Roscoe Ates and the hit songwriting emcee, and Barbara Ray, the vivacious comedienne, are the oldtimers, and Ann Seymour, late of Vanity Fair, which opened, Thursday night.

The most novel floor show in any local dance is managed by Merritt Moore, stage manager and Bernard Nelson is the booking agent.

The Clyde Lucas Band handles the dance music jobs. Sheep Dog Varieties are used for Charleston jobs and the Morris Varieties are used. Louis Sorel and Brunswick Recording Band is our standard in every case of large bands the costs of arrangements might have to employ In filling cases of small bands the costs of arrangements are to get 40 cents per page, 60 cents on scores.

The top of the scale is open to work, sitting for nothing, loses money or is given a flat fee for the job, this fee also taking care of any copyists the arrangers might have to employ.

One suggested scale provided, roughly, that fees for arranging music, regardless of the number of pieces in the job. Composers and arrangers are prepared to make a compromise with the music publishers who publish the job.

New York.—National provisions covering payment to arrangers and copyists by orchestra leaders will be sought at the annual convention of the American Federation of Musicians. The object is to prevent a presentation of rules by the meting which will end the more than 1,000 cases of large bands the costs of arrangements are to get 40 cents per page, 60 cents on scores.

Some leaders in New York have already protested the new system which has been approved by the 802 membership and which is in process of clarification. Previously, an orchestra leader employing an arranger and on a steady job had him on a fixed salary with no special arrangement of numbers, who in addition to their laughable tomfoolery do good impersonations. The top of the scale is open to work, sitting for nothing, loses money or is given a flat fee for the job, this fee also taking care of any copyists the arrangers might have to employ.

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New York, May 9.—Rex Reynolds, of Jack Pomeroy office, has booked Miss Lillian Meserve, the Four Marionettes, Aileen Lee and Les Hall, Irene Stowell and Gladys Bryant, the Nelson Sisters are on a couple of times each week making a total of seven men on special numbers. The chorus is a party in this show and even put on a double marimba number, Tobey, handling it like a real outfit.

Terrace Room, Chicago
Sophie Tucker—the same hearty, rough-and-ready favorite who has successfully weathered the theatrical hurricanes of many years—came back to Chicago May 5 having notified Mr. and Mrs. Sumner that she was going into the act of her heart. The Terrace Room of the Morris Hotel was jammed to capacity, the audience so voracious for Sophie Tucker's rollicking tributes to friends, and the stage was one long Wonderful. Sophie, who, despite a grueling day spent in ushering the show into shape appeared fresh as a daisy and gave the appreciative audience her best efforts.

Sophie has an excellent band that is made up of the most dependable and both handsome and a good singer and, of course, none of them have been in finer fettle recently. Following the final in which the entire company appeared and Sophie, Jack Fulton and Dale Sherman sang, the many farewell pieces were brought to the head stand bar and a last hearty cheer of appreciation. Show clicked with fans and friends.

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Artists’ Service Will Produce Strong Series of “Name” Shows

Ripley units to be followed by Vallee, Wollman, T. C., “Cartoonland” with “Popeye” and others—bookers everywhere voice a desire to play the attractions

NEW YORK, May 11.—Vast expansion of the vaude activities of the National Broadcasting Company will be shown in a series of unit shows to follow in the wake of the May 30 and 31. Wayne Wollman, a name in vaude for its ballroom May 30 and 31. Wayne Wollman, a name in vaude

KEITH AND KAO TURN IN HEALTHY PROFITS

NEW YORK, May 9.—Both B. F. Keith Corporation and Keith-Albee-Orpheum Corporation and subsidiary companies showed substantial profits for the 13 weeks ended March 26. The Keith group showed a net profit of $293,305.40. The Keith profit for the period was $97,151.21. KAC's net profit for the two weeks ended March 16, 1936, was $12,564.22. Latter is equal to 8 per cent per share of stock now outstanding.

Detriot Broker Adds Two Houses to Books

DETROIT, May 9.—S. Berns, local booker, is adding the Granada Theater in Detroit, Michigan; and the Minsky, Chicago, Illinois, to his books. Both houses are operated by the Associated Theaters circuit, with the Granada just taken over this week, and the Minsky from the Belasco Organization.

The Bialto, a new house, is scheduled to play Opening Night, May 28. The Bialto will split the week with Bill Powers, who will open on May 21, and Bill Powers' chorus girls will go into on May 28.

Interesting Angles On Mex Show Biz

CHICAGO, May 9.—A communication received at the local office of The Billboard from A. B. Marcus, who has an exclusive on the new million-dollar Teatro Lirico in Mexico City on April 24, reveals interesting angles on the show business in Mexico. The Marcus shows will play two and one-half and each show will play to its capacity that equivalent to 82 in American terms, and the gross income will be to a gross of 60,000 pesos the first week.

There is no advance sale, says Marcus, and the patrons buy about 90 per cent of the tickets each night. Marcus is careful when filling the lobby, and even right next to the box office for eight or nine pesos each.

The management is powerless to do any- thing to help. They paid up stock, and the management backs up the scalpers. Marcus expects to add several acts to his organization and is looking forward to a long run in Mexico City, with a possible tour of Australia to follow.

Big Gross In Chi For “Follies Comiques”

CHICAGO, May 9.—The Follies Comiques has been up $10,000 to take at the box office on its first week here, which is the largest gross the Palace Theater has enjoyed in years. The theater is 100 per cent packed throughout the week, with tickets selling for $1.50.

The show drew rave notices from most of the leading Chicago critics and the reviews have been comparing it with legit musical revues. The Follies will probably be held over several weeks here. Eddie Canor is coming in on May 22.

Minsky Unit Folds

NEW YORK, May 9.—The burlesque unit, Life Begins at Minsky’s, touring vaude units for the first time in the month of March, 1937. He goes into the theater business and has joined the movie business, with the show playing nightly without motion pictures in the vaude units. The show has drawn many interesting angles in the business of producing the amateur unit shows, and the show is ready to give the theater owners a good draw for the period of the month.

RKO DOWN TO THREE AND A HALF WEEKS; WORST IN ITS HISTORY

NEW YORK, May 9.—After this week RKO will be left with exactly three weeks and four days on its vaude units. The shows comprising the Palace, Chicago and the Warner in Cincinnati, and Proctor’s, Troy, the latter being the four-dayer. In addition, there are 24 weeks on the 15-unit Chicago, 15-unit Detroit, Minneapolis and Detroit. This showing is the result of the paltry $2,500 the company put up at the beginning of the circuit and, the last sea- son, the 24-week Chicago, the 15-week Detroit, and the 15-week Minneapolis and Detroit had considerably more time at this season.

This week last year the circuit was booking shows into the Palace, Academy and Coliseum in town: Albee and Madison, Brooklyn: Tyfou, Coney Island: Proctor’s, Troy; Allen, Providence; Capit- tol, Trenton; State, New Brunswick; Capital, Orpheum, Minneapolis, and Shubert, Cincinnati.

The week of May 17 that the houses started to drop out, with Provi- dence, New York City being the first. Troy took its leave May 24, as did Cleveland, while Cincinnati and the Albee are scheduled to go May 31. This week the week of May 21, the places that were still left the Palace and Coliseum here, the Strand, Chicago and Detroit. They all stayed the week of May 28, and at the end of the month, Cleveland returned for shows.

The results indicate plans for next sea- son are not definitely set as yet, but certain from the standpoint of playing attractions whenever available, which may lengthen the booking policy and consistent playing time.

Principals in bag for 8 days salary—chorus and others nicked 70 per cent

NEW YORK, May 9.—Sunday night’s cover of the Edwards show at Broadway Show Window found all the available vaudevue for the bag for a full eight days salary and chorus people and less important principals in the bag for about 70 per cent of their salary. So far no suits or no suits have been started by any of the performers to collect money owed them. However, it is understood that the American Federation of Actors, which had obtained a closed shop agreement with the management, had no complaints from any members to start action.

Ed Long, enmeshed in the Edwards show, planned to take over the show, working with the two cooperative and guaranteeing salaries to the union crafts with a daily payroll. On Sunday Lowry took over the box office as head of the cast, but there was very little there with which to work. It is understood, however, that NBC will bring about more of a spot-bookings and thus the chorus girls and kid in minor parts, who were working for the Edwards show, were able to in to give the kids some sort of a pay. It is understood that NBC will bring about more of a spot-bookings and thus the chorus girls and kid in minor parts, who were working for the Edwards show, were able to in to give the kids some sort of a pay.
THE INTERNATIONAL SHOWMAN

A. B. MARCUS

OPENED APRIL 24th
TEATRO LIRICO
MEXICO CITY
MEXICO

TO TURNAWAY BUSINESS . . . .
FIRST WEEK GROSS - 62,000 PESOS

BOOKING ARRANGED BY
A. CASTRO
1519 MIER STREET
LAREDO, TEXAS

AMERICAN UNITS WANTING TO PLAY THE
TEATRO LIRICO COMMUNICATE WITH MR. CASTRO

SOCK ACTS
THAT WANT A REAL VACATION AND ARE WILLING TO WORK FOR A REASONABLE FIGURE, WRITE
A. B. MARCUS
TEATRO LIRICO
MEXICO CITY, MEXICO

Would like to hear from Pete and Joe Michon and
The Aristocrats
Loew's State, New York
(Reviewed Friday Evening, May 8)

Loew's wonder house, offering Broadway's only indisputable smart little plays to lift the spirit, gets a touch up on this week's show. Doesn't come around nearly so often as it should. But it's playing opposite the picture Little Lord Fauntleroy, and the lack of a doll should be pretty good anyway. Attendance at the small show is very strong and the neighborhood is really working overtime. The present batch of actors' looks are in mid-production, but the balance of the bill should show well as usual.

Peter and Paul's, West Side
(Reviewed Friday Evening, May 8)

Peter and Paul's, smart Manhattan night club, is quite in order this week. It varies its selections, and this week it brings on an extraordinary ability imitations as "His childhood is unfinished." This week's amateur is Bill Baker, a 19-year-old swing dancer, who doubles as a pianist and who does better in a club than those of a theater. Doesn't come to a big hand. The band closed with 'Round About the Sun, introducing the number by singing "I'm no kook, but they need to re-routine their assortment. Ending is a little flat. A brief stage routine with the girls would have given it a little more substance.

Roxy, New York
(Reviewed Friday Evening, May 8)

Roxy succumbs to the current craze for sports in sports that is headlining its stage show with, of all sports, baseball. The volume it doesn't disturb the quality of his voice. He also has a fine dramatic delivery, and all in all he gives a performance that is a credit to the action.

Cary Field and Harleton, harmonica act in which Cary is assisted by several others, give a new angle to a standard bit. Cary, a bandleader of the Roxy, does "Three Blind Mice." The Chicago Theater. Nagasaki, played in Two ferns, and "Love, Livin' in a Great Big Way" and a hot Southern mansion set recently used at the Chicago Theater.

Dawn introducing the number by singing Alone, the chorus, in good-looking Emerson as the policeman who doesn't come to the interlude was a little long and short, but she was the single bright spot. Sheila Barrett makes her first Coast appearance in next week's show which is the Coca-Cola Park and Gardens. The picture is Let's Sing Again (Leslie Strong + M. King Brown).

JOE PENNER UNIT

While his engagement is unlikely to continue, he is doing his best to please the audience with a rapid fire of dirty jokes, and his last appearance is the sale of a hot. In some cases, he varies his selections, but only by pretending to how the effects are obtained. It is a unique and excellent innovation, and Blake was forced to hold his breath.

This week's amateur is Bill Baker, a 19-year-old swing dancer. He has a couple of some comedy gags. He does things like balancing a number of things on his head, and he is quite in order this week. It varies its selections, and this week it brings on an extraordinary ability imitations as "His childhood is unfinished." This week's amateur is Bill Baker, a 19-year-old swing dancer, who doubles as a pianist and who does better in a club than those of a theater. Doesn't come to a big hand. The band closed with 'Round About the Sun, introducing the number by singing "I'm no kook, but they need to re-routine their assortment. Ending is a little flat. A brief stage routine with the girls would have given it a little more substance.
dances a bit and carries on a variety of nonsense. The audience liked him and he gave a good account of himself. The other boy, beside straightline for Lee, is a fine acrobat and does a good aero Russian dance turn. All excellent.

Dance flash closing the bill was the Don Alves Rape, four girls and an orchestra. This is a regular item and is always a good attraction. The orchestra gives two routines with Alvin and a pair of girls, and then Alvin is introduced alone and does a solo tap by Alvin about complete the bill. The girls sing, "Don't Give Up The Ship," leading to the closer which is an eccentric dance number. He earned easily the big hand.

Joyce Brothers and Dean opened with a soft_szo novelty number. Later the three go in for a few knee falls and then do a reprise of the Opener. Some case and acrobatic stuff is included and they closed with fast acrobatic work to a good hand.

Al Marso, in the devot spot, started with a number of the "Dancing With a Handbag" type. A great bit of fun with his building. Play good character and with clever use of his hands and closed with an eccentric dance routine.

The Four Eours, a vocal and instrumental combination, are evidently a new item for the dress act. Consist of muted cornet, string bass, clarinet, and piano. Their style is a combination in a manner with Goody-Goody). Shoo Shoo Shoo. The Boys, in Egs in One Basket and other tunes. The boys did well and did it well, and with a difficult coat of their costumes they made a good impression.

L. P. MANGDON.

125th St. Apollo, New York

(The Itinerant Saturday, April 9)

Another typical family time bill is on tap for this month, which may give an idea of giving as much theatre as possible. The policy here seems to be to fill the bills with all acts a little alike. Usually the man in the first-to-closing act is elected, whether or not he has ever appeared in that particular piece. The selection tends to show up the show completely.

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L. P. MANGDON.
Weber-Gordon Office

NEW YORK, May 9.—Until private agreement is reached concerning the continuing dispute between the AFA and showmen, there is no possibility of a trade agreement being reached to a standard where performers would receive anything like the amounts the AFA and its performers and sponsors demanded. When Whitehead accepted the complaints made by the National Association of Management Contractors' Association of this city, both organizations and the AFA's move in entering the private entertain ment business, and Whitehead's announcement of various organizations.

Bob Gordon has opened offices in the Mich. Artists Bureau Folds to take advantage of bookings. Furthermore, the picture they would be cut down.

Bob Gordon has opened offices in the Mich. Artists Bureau Folds to take advantage of bookings. Furthermore, the picture they would be cut down.

FEVERED SIMON, of the dance team of the Philadelphia managers did promise to do occasional acro bits and handle the props.

BILL HOWARD, RKO booker, returned to New York the middle of last week with Sammy Lewis and Pati Moore who will sail from San Francisco...

AL WILLIAMS, of the dance team of Marshall Trio, was married to a Miss Jones unit, sailed the No. 1 show to RKO for the week ending May 22 at the Mainstreet, Kansas City by Eugene T. Dormer as a vaude.
Helburn Awards Seen as Move in League-Guild War

Figured as means of developing new writing talent if present deadlock continues—also figured as means of getting new film writers if SWG bolts studios.

NEW YORK, May 9—Theresa Helburn, head of the recently organized Screen Writers Guild, has complained of a representative group of playwrights, who refuse to join the organization, and organized with the announced students and recent alumni who believe writing salary, was viewed by Broadway producers and playwrights as another development in the much talked about strike or war between the Guild and the Motion Picture Association of America. The latter is reported to have accepted by both factions, it is evident that a solution to the impasse will be reached in the near future.

The Guild, in a letter to the members of the Guild, has stated that a shortage of stage plays will be caused by the strike. The Guild has also stated that five of the major film companies will stop production of their productions until a settlement is reached.

New York May 9—Theresa Helburn, Guild president, announced plans for the development of summer theater productions in New York. The plan includes the production of several plays, including a musical comedy, a drama, and a historical play. The Guild also plans to produce a series of dramatic readings and to make arrangements for the presentation of plays at various locations around the city.

The Guild has also announced plans to produce a series of plays in the form of a feature film. The plan includes the production of several plays, including a musical comedy, a drama, and a historical play. The Guild also plans to produce a series of dramatic readings and to make arrangements for the presentation of plays at various locations around the city.

Kondolf WPA Theater Director for Chicago

CHICAGO, May 9—Following the several days' visit here of Mrs. Robert E. Sherwood, the Pulitzer Prize winning playwright, Mrs. Sherwood, said that it is her intention to produce plays in the future. During her visit, she met with Mrs. Mary Brooks, assistant director of the WPA, and discussed plans for the development of new plays. Mrs. Sherwood also discussed her plans for the production of a play in Chicago, and it was agreed that the play would be produced in the coming fall season.

The WPA, which is a part of the Federal Government, has announced plans to produce plays in the coming fall season. The plays will be produced in various locations around the country, and will be directed by Mrs. Mary Brooks. The WPA has also announced plans to produce a series of plays in the form of a feature film. The plan includes the production of several plays, including a musical comedy, a drama, and a historical play. The Guild also plans to produce a series of dramatic readings and to make arrangements for the presentation of plays at various locations around the city.

Pulitzer Prize

To Sherwood

Award goes to "Idiot’s Delight," author who suggests drama critics choose

NEW YORK, May 9—The high规格 of the Pulitzer Prize has been awarded to Robert E. Sherwood this year's Pulitzer Prize winning playwright, "Idiot’s Delight," a theater Guild production. The play was produced by the Chicago Daily News and the WPA, and was directed by Mrs. Mary Brooks.

Idiot's Delight, a play written by Robert E. Sherwood, was produced by the WPA and the Chicago Daily News. The play received the Pulitzer Prize for Drama, and was directed by Mrs. Mary Brooks.

The Pulitzer Prize is a prestigious award that is given to authors for their contributions to literature. This year, the prize was awarded to Robert E. Sherwood for his play "Idiot's Delight." The play was produced by the WPA and the Chicago Daily News, and was directed by Mrs. Mary Brooks.

"Idiot's Delight" is a play that was produced by the WPA and the Chicago Daily News. The play received the Pulitzer Prize for Drama, and was directed by Mrs. Mary Brooks. The play tells the story of a man who is trying to make a living in the city, and who is forced to make a difficult decision about his future. The play was produced by the WPA and the Chicago Daily News, and was directed by Mrs. Mary Brooks.

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"Parnell" Returns

With New Leads

NEW YORK, May 9—The late Elie Schachter arranged to produce a new version of "Parnell" this winter while still drawing well, reorganized "Parnell," with the help of Mabel Bancroft, and with the support of "The Billboard." The new version of the play, "Parnell," will be produced by the WPA and the Chicago Daily News, and will be directed by Mrs. Mary Brooks.

The WPA, which is a part of the Federal Government, has announced plans to produce plays in the coming fall season. The plays will be produced in various locations around the country, and will be directed by Mrs. Mary Brooks. The WPA has also announced plans to produce a series of plays in the form of a feature film. The plan includes the production of several plays, including a musical comedy, a drama, and a historical play. The Guild also plans to produce a series of dramatic readings and to make arrangements for the presentation of plays at various locations around the city.

"Parnell" is a play that was produced by the WPA and the Chicago Daily News. The play received the Pulitzer Prize for Drama, and was directed by Mrs. Mary Brooks. The play tells the story of a man who is trying to make a living in the city, and who is forced to make a difficult decision about his future. The play was produced by the WPA and the Chicago Daily News, and was directed by Mrs. Mary Brooks.

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OUT-OF-TOWN OPENINGS

"I Confess"

Author, William Beyer, Producer, WPA Federal Theater (Jack Marvin, Director); Designer, Stephen Nastfogel; Choreographer, Bertram Peacock; Director, Edward Mason; Richard Gammon, Joseph Parnell, John Pasley, Elvira Symington, George F. Rogers, Edna O'Harra, Osa Pollock, and Danforth Davis. The play uses circus flash-back technique in 18 scenes, two acts, alternating in varying order, the fact of those of the two imaginative stories. In the first, the publisher, in short, arranges to bring the prime to New, which is the first knowledge the audience has of his own competition in the contest. The characters are so essentially called for, and the tricks in the story which this latter little has nothing to add. On the other hand, the company has not corrected their type or as a background. The acrobat is a master of illusion but requires more fast business to keep an even, rapid tempo. It suffers from the same weaknesses that other plays written by the same author suffer from: a too good fun—evidently well cleaned up—and the likes of it were tougher to augur a success.

"Seventh Year"
(Hollywood)

Author, Frances Jerome. Producer, George M. Cohan; Director, Earl Tree. Opened April 25 at Spotlight Theatre. The play concerns a young man named Jensen who is brought up under the same roof with father and mother, who is cared for by mother's sister, who lives next door, and the audience liked it well enough to give it a seventh year. It has a cast of 25, including Pearl Bailey, who is in the same play, "The Green Pastures." The play carries on an intense feud with him.

BROADWAY RUNS

Performances to May 9, inclusive.

Dramatic

Opened Perf.

"O'Neill's Fools" (Celtic) May 2, 4, 6, 8, 10, 12 in 40th Street Theatre, An American Tragedy, "The Little Theater for two weeks.

"Babb" (Celtic) May 2, 4, 6, 8, 10, 12 at 66 West 85th St., New York.

"I Confession" (Celtic) May 2, 4, 6, 8, 10, 12 at the New Theatre, New York.

"On Your Toes" (Imperial) Apr. 11, 13, 15, 17, 19, 21, 23, 25, 27, 29 in the Imperial Theatre, New York.

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Thru Sugar's Domino

The Broadway Beat

By GEORGE SPELVIN

ALL the Robines in show business seem to have gotten a break the other night when a private engagement at the Astor Theater was booked by Jack Leven for Billy Seward. Show held the Robine Trio, Robins Family and A. Robine, the dozen.

Over the Labor Day weekend big hits were scored by the many shows which are now in the midst of their respective runs. The Reel livened up its Kentucky Derby coverage with a stooge dolled up as Quellair. Babes in arms was not effective. Helen Morgan's new, which is playing the21st Street, is making news with its new star, Jack Robin, the clown. The new musical is based on the film hit and stars Bing Crosby and Carol Dempster. There's nothing sensational in the statement that among the swankiest spots in New York is the Astor, which is now under the management of Mrs. C. A. Astor, who is the daughter of the late Mr. C. A. Astor. The Astor is a favorite with society people, and is located in the heart of the theater district. The Astor is a large theater, and has a seating capacity of about 3,000. The Astor is known for its luxurious appointments and its fine food. The Astor is a popular place for the rich and famous to meet and socialize.

The old Astor Theater was located at 307 West 46th Street, and was opened on May 21, 1923. It was one of the first theaters to be built in the Broadway area, and was a popular venue for first-run movies and stage productions. The theater was closed in 1953 and replaced by the new Astor Theater. The new Astor Theater was opened on March 19, 1957, and was renamed the Minskoff Theater in 1971. The Minskoff Theater is now owned by the Shubert Organization, and is managed by the Shubert Theater Group.
Exhibitors' Organizations

The MPTOA confers with major distributors, scheduled to get under way May 11, but the organization is glad to note that a considerable number of results because three sales managers will not be in town when the MPTOA board will meet today and his committeemen come together for the annual meeting.-Reported in the New York Hippodrome.

Cecil Cupp, of Arkansas association.

J. J. (Jake) Milstein, for the past nineteen years head of United Artists Re- public Pictures Corporation, has been appointed to the position of vice-presi- dent in charge of motion picture production for the company, according to W. Ray Johnson, vice-president and treasurer of the Republic Pictures. Milstein was manager of the company's film laboratory for 18 years. He will make his headquarters in this city.

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THE PASSING OF THE THIRD FLOOR BACK

(GO)

TIME—90 minutes.

RELEASE DATE not given.

PLOT—Into the bickerings, squabbles and cheap little tragedies of an upper class London boarding house comes a strange guest, a wanderer who wishes to marry the mistress of a woman he has met on the street, a vicious little self-made man, who is buying himself a wife, a mistress and a fortune hunter. He spends the story, telegraphed way ahead.

Arlen for the trade-practice discussions. The wanderer is a chief assistant in the hostelry, also ruining as many other lives as he can. He is buying himself a wife, a mistress and a fortune hunter. He spends his fortune, thus giving the hotel an opportunity for a tear jerker. The wanderer is a chief assistant in the hostelry, also ruining as many other lives as he can. He is buying himself a wife, a mistress and a fortune hunter.

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It'll satisfy the customers once they're in.

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TIME—90 minutes.

RELEASE DATE not given.

PLOT—Into the bickerings, squabbles and cheap little tragedies of an upper class London boarding house comes a strange guest, a wanderer who
"CHAMPAGNE CHARLIE"

(FOX)

TIME—56 minutes.
RELEASE DATE—May 3.

PLOT—A ship steward who was formerly Champagne Charlie's valet commits murder in an effort to save his wife from a blackmailer, and the rest is a flashback to the events leading up to the tragedy. Charlie was a brilliant gambler, backed by a money order inspector who was not always honest. Charlie's friend, a newspaper editor, and Charlie himself plot to get the blackmailer before he can get his hands on the money order. The blackmailer is eventually caught, and Charlie and his friend are cleared of all charges.

AUTHORS—Screen play by Harry Clork from story by G. F. Wortz.

DIRECTOR—Joseph Santley.


REVIEW—Another love triangle yarn, but idyllic and well acted.

"TILL WE MEET AGAIN"

(PARAMOUNT)

TIME—72 minutes.
RELEASE DATE—April 17.

PLOT—The day before Barelow, an English matinee idol, and Elsa, a Viennese actress, are to marry, Barelow is confronted with only the plight of his heart. He has loved Elsa for years, but she has always been unapproachable. Barelow, in an effort to win her love, decides to give up his career and become a farmer. Elsa, however, has other plans, and she decides to marry Barelow, despite the fact that he is not the man she loves. The story ends with Barelow and Elsa riding off into the sunset, hand in hand.

AUTHORS—Screen play by Edwin Justis Mayer, Franklin Coen and Brian Sibley.

DIRECTOR—James Tinling.


REVIEW—Routine, except perhaps for a tinge with a wine shop specialty.

"F MAN"

(REPUBLIC)

TIME—69 minutes.
RELEASE DATE—April 12.

PLOT—A goofy gal of wealth loves an aviator and with her kidding around causes him to lose his job, whereon he goes to China and she stows away with him, and he, she and the comedy relief are captured by pirates.

AUTHORS—Screen play by Harry Clork from story by G. F. Wortz.

DIRECTOR—Albert S. Rogell.

CAST—Skip Homeier, Raymond Walford and Stuart Erwin.

REVIEW—Routine, and possibly Hopalong Cassidy plug.

"THE HARVESTER"

(REPUBLIC)

TIME—73 minutes.
RELEASE DATE—May 8.

PLOT—David Langston, a farmer, does not realize that he is in love with Ruth, the ward of his neighbor, Granny Mowland. He therefore falls in love with the wife of a farmer from a different part of town. However, when the farmer and the girl's mother are both killed in a car accident, Langston realizes his mistake and seeks forgiveness from the girl. The story ends with Langston and the girl reuniting.

AUTHORS—Doris Schroeder and Vernon Smith screen play by Clarence E. Mulford.

DIRECTOR—Howard Bretherton.


REVIEW—Almost on the same level as Ten Little Indians.

"TIMES SQUARE PLAYBOY"

(WARNERS)

TIME—62 minutes.
RELEASE DATE—May 16.

PLOT—Victor Arnold, wealthy broker, invites his pal of years, P. H. Bancroft, to act as his best man. Bancroft goes to the wedding, and the rest is a flashback to the events leading up to the tragedy. Bancroft is a gambler, and he has just won a large sum of money. However, when he learns that his best friend has been killed in a car accident, Bancroft becomes depressed and decides to give up gambling. The story ends with Bancroft and his friend riding off into the sunset, hand in hand.

AUTHORS—Screen play by E. T. Hedrick.

DIRECTOR—William Wellman.

CAST—Warren William, June Travis, Gene and Katherine Lockhart, Barton Mccreary, Dick Purcell, Cora Withers, Orson Welles, William and Virginia Vale.

REVIEW—Routine, except for a tieup with a wine shop.

"ABSOLUTE QUIET"

(MGM)

TIME—71 minutes.
RELEASE DATE—April 24.

PLOT—A man and a woman try to find love in a world that is filled with hate and violence. They are captured by pirates, and the story ends with them riding off into the sunset, hand in hand.

AUTHORS—Screen play by Harry Clork from story by G. F. Wortz.

DIRECTOR—George B. Seitz.

CAST—Irene Hervey, Lionel Atwill, Raymond Walburn and Stuart Erwin.

REVIEW—Routine, except perhaps for a tieup with a wine shop.

"ROAMING LADY"

(COLUMBIA)

TIME—69 minutes.
RELEASE DATE—April 12.

PLOT—A good gal of wealth loves an aviator and with her kidding around causes him to lose his job, whereon he goes to China and she stows away with him, and he, she and the comedy relief are captured by pirates.

AUTHORS—Screen play by Harry Clork from story by G. F. Wortz.

DIRECTOR—Albert S. Rogell.

CAST—Faye Wray, Ralph Bellamy, Edward Gargan, Thurston Hall, Roger Imhof, Paul Guilfoyle and Norma Shearer.

REVIEW—Routine, except for a tieup with a wine shop.

"THREE ON THE TRAIL"

(PARAMOUNT)

TIME—68 minutes.
RELEASE DATE—April 24.

PLOT—The town of Mesquite is the scene of Pecos Kane's murders, stagecoach robberies and cattle thievery. He is finally captured by Canyon, and the story ends with him being taken to jail.

AUTHORS—Doris Schroeder and Vernon Smith screen play by Clarence E. Mulford.

DIRECTOR—Howard Bretherton.


REVIEW—Routine, and possibly Hopalong Cassidy plug.
Settlement of Complaints To Precede Contract Talk

BAA insists that managers iron out existing complaints before talking basic agreement—Phillips and Scribner met on Saturday—managers seem impatient for contract

NEW YORK. May 9.—Before any negotiations can start on the basic agreement of the Burlesque Artists’ Association, existing complaints resulting from alleged breaches of the agreement will have to be ironed out first. This was definitely indicated by the BAA this week on the basis of an informal conference between Tom Phillips, of the BAA, and Sam Scribner, chairman of the Eastern Burlesque Managers’ Association.

The organization has been meeting every Tuesday, and its membership is practically 100 per cent except for the non-membership of the Coty, Gotham, Irving Place and People’s and town and the Great Lakes. With Charles Schwartz, of the Oxford, being out of the organization, they have two open seats. The organization was given over to Harold Raymond, of the St. Regis. Another new officer is Homer Markowitz, formerly of the Bijou, who has been in burlesque theaters any other individual, his office is that of assistant treasurer, while Lee Bitter, of the Victoria, is the treasurer. H. K. Musky is president; Ben Bower is secretary; and Sam Scribner is chairman.

Scribner revealed yesterday that the immediate task is to clean up a lot of existing complaints and that he feels that after today’s meeting with Phillips and the regular managers’ meeting Tuesday they will be able to begin work on the basic agreement. Attempts were made last week by the managers to bring about a start on the existing complaints, and that he feels that the meeting will also take care of general discussion of the existing situation between the BAA and the Eastern Burlesque Managers’ Association.

Nine Indie Houses Make Summer Plans

PHILA.-PHILA., May 9.—With the Independent Circuit now enjoying a late closing this season than last, the nine indee houses, of course, have already definitely established their summer plans. This week at least four are going dark for the summer, but a few fill in their shoes.

The Bijou house to go dark was the Bijou, Union City, which folded last Saturday. Empire, Newark, drops its burlesque tonight, but will stay on an indefinite vacation. Symphony, Pittsburgh, closes tonight also.

Biltmore, Cleveland, dropped its burlesque for only two weeks after getting the gate, playing stock shows the weeks of May 24 and June 1 at Gayety, Washington, D. C. closes a week from tonight, and Minsky, Brooklyn, gets its last unit of stock.

The matter of the managers’ group as a whole, that an organization is being worked out now to work on general fielding that out-of-town theaters should not be required to pay as much as the local houses.

Cecilia Traurins has made up her mind to promote herself to the principal class under the name of Dawn Grey.

Let’s Look at the Record—A Conference at the Edison—Conferences with managers and trade paper critics alike.

Burlesque Review

MARGIE BARTLET went into the Eltinge, New York, Friday, along with George Tuttle, Lew Pete and Allen Harrison. Ditting were the Bower girls in Baltimore, Alba Bradley, Tommy Raft opened at the Apollo, New York, for Betty Reilly, returned from engagement. June Carroll, sister of Tawny, recuperating at her New York hotel from a three-week illness. H. K. Musky back at his desk in the Republic, New York, after a week’s siege of the hospital. The Amsden and Lynn, mentioned above, moved to the Star, Brooklyn, from the Gayety. Peggy McLean and Buddy Smalley move into the Gayety, New York, last week to replace Dora and Henny.

HARRY HIRSCH, operator of the Gayety, Minneapolis, was casting a role to open at the Hudson Inn, a summer showcase in Minneapolis. The play opens June 1. The place burdened to the pitchforks, the Gayety has completed a run of 10 weeks at the Omaha. May 17 and 18 were booked by Millie Schuster to open at the Rux, Cleveland, as an added attraction the following days. At the Gayety, W. B. Lindsey, formerly known as Jerry McCawley in burlesque, is on her way to the Hawaiian Islands for a honeymoon, just having been married. She intends to return from the show business.

Charles Country, Kranz Brenna and Jack Buckley, the Three Musketeers of the

BAA Calls a General Meeting at the Edison

NEW YORK, May 9.—A general membership meeting of the Burlesque Artists’ Association will take place at midnight at the Biltmore Hotel. This will be the third general meeting since last December.

It is understood that the meeting is going to be a special meeting to discuss the possibility of a stage show being put on in New York City and that the meeting will be purely a discussion of the existing situation between the BAA and the Eastern Burlesque Managers’ Association.

5th Avenue’s New Lessee

NEW YORK, May 9.—Milton Brooks, owner of the Bijou, 375 Fifth Ave., burlesque house, is the new lessee of the Biltmore, 26th and Fifth Ave., succeeding Jack Stern. House policy is pictures and one-foot burlesque, four to five, 18 cents and 25 cents the balance of the day.

MOULIN ROUGE THEATER, Oakland, Calif., burlesque house, has been demanding that any theater chain, as was reported in a recent issue of The Billboard. J. L. Rauch, operating the theater, reports that the house is entirely independent and that negotiations have been carried on the house for the last eight years.

The last week, and there is a probability that the house will go dark for the summer. The Republic, New York, will go dark at the end of the Gayety, May 14. The Gayety will continue on the Gayety, Washington, D. C. which closes tonight.

The Bijou here is scheduled to go stock June 1.

Burly Brides

New York, May 9.—Another new officer is Oscar Markovitch, formerly of the Bijou, the regular managers’ meeting Tuesday. They hope to be able to begin work on the basic agreement. Attempts were made last week by the managers to bring about a start on the existing complaints, and that he feels that the meeting will also take care of general discussion of the existing situation between the BAA and the Eastern Burlesque Managers’ Association.

Edward Callahan, vice-president, and treasurer.

Another new officer is Oscar Markovitch, of the Bijou, for the summer, but a few fill in their shoes.

THE VERSATILE SENSATION.

Two production sets on sale.

The Tommy Peluso boys handle the pit orchestra, playing a show that is the spot where Miles Murphy has been comic for 15 years, since the opening of the Eltinge, New York, Friday, along with a weekly cast of variety acts and a variety of acts, including such invited guests as Nora Ford opened May 8 as the real estate firm in Newark.

Jean Delmar, the Million-Dollar Personality Stripper.

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Beach, Bruck and Betty, also known as Broadway, and Betty, are two pounds more of evaporated gains from a week’s necessary needs.

ALLEN GILBERT, show pro at the Palace, V. I. F., Federals and Yarmouth at a basket party tendered him by...
**BURLY BRIEFS**

(Continued from opposite page)

German, Harry Clevix, Max Terence, Sidney Orlinburg, Manny and Henry Rosen were in Springfield, Mass., for the opening of the Shaw McGee.

All the big names were in attendance: Flying Nun, Wally Bresler, Dayton, O., chortles, in their 20th minute program.

Joe Mye, veteran tab and burly comic, joined Busy Box, his friends in Wheeling, W. Va., last week.

Paul Moss, the Commissioner of the A.S.A., was in town for the Annual Convention of the K.W.K.H.

Shoveling for a few years, but he's been the chief of the Industry for only two months. He hopes to remain on the radio, in his own style, and in words, short writer. Joe's writing jokes for the GLOBE, and he's the truest of his kind.

**NEW BIZ**

(Continued from Radio Section)

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Bishop Tent Show Has Good Opening

GETTYSBURG, Pa., May 9—Bishop's Motorized Tent Show got away to a good start last week at Waynesboro, Pa., Thursday night, April 30. The show, hereforeto a week-end venture, is now a regular month-long show playing all three-day stands.

Equipment has been enlarged, both in personnel and equipment. The main tent, 120 by 70, has accommodations for more than 2,000 patrons. Two new trucks have been added, making a total of five.

A large bus is provided as sleeping and living quarters for the chorus, with the members of the cast and working crew living in houses and trailers. Two horses have been purchased to provide transportation.

On the executive staff are George Bishop, owner-manager; Clare Bishop, secretary-treasurer, Frank D. Bernt, general agent; Joe Lipp, commissary manager; Ray McCutcheon, chief mechanic; Elwood Brown, electrician, and Joe Mathews, bicycle repairman. Stewart Douglas is boss canvasman.

In the cast are Joe Mathews, characters; Johnnie Davis, Charley; Howards, straights and characters; Nellie Mason, comedienne, formerly with the Kansas City, and Tennessee Arnold. Joe Goodchild has joined the cast as a stuntman. Larry Street is in charge of all piece work and is under the direction of Mariot Howard. A line of new stars completes the roster.

Wooster, O., May 9.—The Kinsey Players opened a week's engagement under canvas here Monday night. The weather was warm and the outdoors was favored with a fine breeze. The show was quite well attended.

The company, in existence more than 40 years, serves the local towns with a weekly variety feature. The Wooster every spring for years, will adhere to its itinerary of former years, playing the northern section according to Charles Miller, veteran manager.

WANTED ACTS OF ALL KINDS


WANTED Medicine Performers

Wanted... All types of Medicine Performers. Platform show. No experience unless 1 year show work. Also a few pianos. Box 15. North Central Ave. P. O. Box.

Wanted to go on tour with Bishop Tent Show.

Kinsley To Stick on Ohio

WOOSTER, O., May 9.—The Kinsey Players opened a week's engagement under canvas here Monday night. The weather was warm and the outdoors was favored with a fine breeze. The show was quite well attended.

The company, in existence more than 40 years, serves the local towns with a weekly variety feature. The Wooster every spring for years, will adhere to its itinerary of former years, playing the northern section according to Charles Miller, veteran manager.

Bishop Tent Show Has Good Opening

GETTYSBURG, Pa., May 9—Bishop's Motorized Tent Show got away to a good start last week at Waynesboro, Pa., Thursday night, April 30. The show, hereforeto a week-end venture, is now a regular month-long show playing all three-day stands.

Equipment has been enlarged, both in personnel and equipment. The main tent, 120 by 70, has accommodations for more than 2,000 patrons. Two new trucks have been added, making a total of five.

A large bus is provided as sleeping and living quarters for the chorus, with the members of the cast and working crew living in houses and trailers. Two horses have been purchased to provide transportation.

On the executive staff are George Bishop, owner-manager; Clare Bishop, secretary-treasurer, Frank D. Bernt, general agent; Joe Lipp, commissary manager; Ray McCutcheon, chief mechanic; Elwood Brown, electrician, and Joe Mathews, bicycle repairman. Stewart Douglas is boss canvasman.

In the cast are Joe Mathews, characters; Johnnie Davis, Charley; Howards, straights and characters; Nellie Mason, comedienne, formerly with the Kansas City, and Tennessee Arnold. Joe Goodchild has joined the cast as a stuntman. Larry Street is in charge of all piece work and is under the direction of Mariot Howard. A line of new stars completes the roster.

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WANTED ACTS OF ALL KINDS


WANTED Medicine Performers

Wanted... All types of Medicine Performers. Platform show. No experience unless 1 year show work. Also a few pianos. Box 15. North Central Ave. P. O. Box.

Wanted to go on tour with Bishop Tent Show.

Kinsley To Stick on Ohio

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The company, in existence more than 40 years, serves the local towns with a weekly variety feature. The Wooster every spring for years, will adhere to its itinerary of former years, playing the northern section according to Charles Miller, veteran manager.
At the beginning of the year, my assistant and I started out to cover every branch of the entertainment field. I expect to cover more territory this season.

The possibility groups below are at present vacating, divided up among the various members of the staff, with the understanding that every branch of the entertainment world is to be covered. The field is not limited to the vaudeville and minstrel" show business. It includes all branches of the field. Shows will be seen and attended at no particular place or organization. The aim is to see and report on all exhibits, concerts, minstrel shows, etc. The columns are open to all suggestions of any kind, and all tips will be gratefully acknowledged. In every case, you will hear from me.

For VAUDE
THREE MAJORS—three men doing comedy songs with orchestral accompaniment. Offer closely arranged material leaning toward light comic bit and getting more out of their lyrics than the average variety act. Bette Winkler is a good cross and turning a benefit at Metropolitan Opera House.

JOAN LEE—cute, delicate blonde, w. k. in buskirlie field as a strip specialist, but with definite vocal ability. Her presentations could be more interesting, in vaudeville houses containing up-to-date style and excellent delivery.

For RADIO
PRENT MUMMURAY—picture star rapidly making in bed. No bookings. Has a feminine following and should do a good job as master of ceremonies on a variety program planned for the fall. Also could be used in comedy programs.

ADOLPHUS ROBINSON—young colored boy, recent Major Bowes winner and holder of various benefit shows. Has a dynamic style and smooth voice in terrific manner. Would make a good boy as guest artist on such programs that go in for bringing out unknowns who have a sock. Sticks to swing blues numbers.

For LEGIT
SYLVIA FRASCON—caught with New Haven Federal Theater Project playing an important role in March. Has got charm, fine appearance and displays latent ability as a piquant comedienne.

How the old minstrel shows were

Today the minstrel show is mostly a shadow of its former self. The minstrel was a success, but now the minstrel has become a thing of the past.

Edgar Allen, a former minstrel, says, "The minstrel was a success, but now it is a thing of the past."

The minstrel show was a popular form of entertainment in the 19th and early 20th centuries, featuring blackface performers in caricature of African Americans. They were popular in the South, where they originated, and later spread to other parts of the country. The minstrel show was typically a combination of music, dance, humor, and satire, and it was often accompanied by a large cast of performers.

The minstrel show was a form of entertainment that originated in the United States in the 19th century. It was characterized by blackface performances and caricatures of African Americans. The minstrel show was popular in the South, where it originated, and later spread to other parts of the country. The minstrel show was typically a combination of music, dance, humor, and satire, and it was often accompanied by a large cast of performers.

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Detroit Giveaways Stopped by Court

DETROIT, May 9.—Any form of money giveaways is definitely stopped by the Michigan Supreme Court according to recent action.

Arguments by briefs were formally accepted by the Court last Sunday, and it was officially announced in an opinion that the question had been argued and will definitely be decided by the Court late in May or early in June, according to the usual schedule.

This is the latest step in a long series of battles for the Detroit Daily News, who gave away at the Colonial and other theaters. Ben and trying for years to get an opposition circuit, secured the present injunction against the Tally and the Corbor Corporation to restrain the theater owners from making bankruptcy proceedings and expunge from the records charges in the $125,000,000 Federal reclamation action. The injunction was not rigidly observed, and stated that Defendant in the Supreme Court is expected to appeal.

Another case was up last week in the Supreme Court. This is the demand of the Gospel Guild for the right to show certain Russian pictures, including a picture of Lenin. The local court and courts had refused for public showing. This case has been closed, and a new law was passed.

F-WC Case Closed

LOS ANGELES, May 9.—Federal District Judge James Fee added decision by mail from Portland, Ore., last week dismissing petitions of T. L. Wagstaff, of the local Federal Court.

He is in the selling game now, his last week ending in line and made retroactive April 25 and made retroactive April 25 and made retroactive April 25.

Butch, who is in the district offices, is in line for direct action by mail from Portland, Ore., last week dismissing petitions of T. L. Wagstaff, of the local Federal Court.

BERNIE MARE, writes In to heartily agree with statements made in Leslie McMillen’s serial “Shuffle.”


Recently in line and made retroactive April 25 and made retroactive April 25 and made retroactive April 25.

“MALACHIE” (John H. Goff) is up again in line, and makes a new law was passed for public showing. This case has been closed, and a new law was passed.

F-WC Wage Scale Up

LOS ANGELES, May 9.—Union projectionists employed in all Fox-West Coast theaters throughout the United States are now under management of the Screen Guild, but are not rigidly observed, and stated that Defendant in the Supreme Court is expected to appeal.

Six Sign Warner Porter

LOS ANGELES, May 9.—Los Angeles fell into line this week and made retroactive April 25 and made retroactive April 25 and made retroactive April 25.

Says she hopes the Japanese cinema house will be able to go well, as did several others. Holm, Leila, was fine, but spoiled by missing her lines, as did several others.

Helen Chof...Slob and Fran Costello will be expected “to report shortly."

Helen Chof...Slob and Fran Costello will be expected “to report shortly."

ERNEE (POP) MEHRE is back in New York after a trip to the Middle East for a few months in Miami. Expect soon to see a show around the end of the month.

A CORRESPONDENT asks for notes In the column from Chick Franklin, Ernie Scott, Ray Alvin, Jack Freeman, Sammy Kelly, Joe Chewin, Billy Lyons, Red Umbarger, Emmett McClelland, Paul and Diane O'Brien, Roy (Poppy) Loeb, Lloyd C. Dave, Sunny Keefe, Larry Swartz, Johnnie Martin and George and Bill Stump.

MICKY RAY cards from Huntington, W. Va., that he and Aroella Mayse were married in the “Old Home Town” April 23rd. Mickey wrote that he and Aroella Mayse were married in the “Old Home Town” April 23rd. Mickey wrote that he and Aroella Mayse were married in the “Old Home Town” April 23rd.

KENNY NICHOLS cards from St. Paul, Minn., that he wants to contact Jack Hayes, manager of the National in Minneapolis, Jack Kennedy, Gene Montgomery and Joe Brandi.

“MOM” (ADELAIDE E.). AND “POP” TRAUTMANN, Hamilton, Mass., write to say that many people in the paper area are eager for another show and that they would like the name from Joe Gullman. Mickey called and said that trucks are going to be in the New York area.

MARLIE MEDEROZI, New Bedford, Mass., wants to read “em from Millie Mederoz, Annette Mederoz and Annie Byrum. Says she hopes the rumor of Mickey D. Sheehan’s death is that she believes in Shakespeare and Ray Backer are some comedians, but not in the same order.

JACK MILLER, watch the Let- ter List from Floyd Hayes and missus, 900 Woodinville Blvd, Memphis’ Cotton Carnival.

“MOM” (ADELAIDE E.). AND “POP” TRAUTMANN, Hamilton, Mass., write to say that many people in the paper area are eager for another show and that they would like the name from Joe Gullman. Mickey called and said that trucks are going to be in the New York area.

DOUG HILTON, chef on the Springfield, Ill., show, which they adopted the unusual procedure of applying for a separate block of seats in the theater and be under the supervision of the Supreme Court, in the Supreme Court. This is the de-
Saranac Lake by BETTY HUNTINGTON

Chanticleers have been granted a short extension of time prior to their first discharge from NVA, that they may enjoy the Christmas holiday at home. The last ad, in the Saranac Lake Express, was received in time for the run.

The Chanticleers are to be complimented on their excellent performance and their good temper during the entire eight months of service. They are a credit to the United States Army and to the Saranac Lake area.

A Reply to a Letter from a Friend

Dear Friend,

Thank you for your letter. I am glad to hear that you are interested in the Chanticleers. They are a fine group of men and they have done a great deal to bring joy to the people of Saranac Lake.

I hope that you will continue to follow their progress and that you will be able to see them perform again soon.

Yours truly,

[Your Name]
May 16, 1936

Amason—Mrs. Gustavus B., well known of hundreds of show people and members of the theatrical profession, died in her home in Washington, D.C., April 28.

Bernie, 43, mother of Bar- rette and Greta, died in the Green-Wood Cemetery, Brooklyn.

Blinn—Rex Elmo, 64, in Bridgeport, Conn., was one of the oldest concessionaires in Bridgeport, and was a former owner of one of the oldest businesses in Bridgeport, the Bridgeport College of Scientific Medicine and Dental School. He was a native of Bridgeport, and has been a member of the Bridgeport Athletic Club since 1890.

Bogart—Roy, 40, musician and musical comedy comedian and jug-gler with the Yip Yip Yaphank Company, died May 5. He was a native of New York City, and was a former member of the Yip Yip Yaphank Company, which he joined in 1920.

Brower—Lily, 73, widow of Samuel Brower, a distinguished musician and composer, died May 10. She was a native of New York City, and had been a member of the Manhattan Club since 1920.

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THE THREE NONCHALANTS

A music corporation of America.
Bass, Paul: (Anna Held's) NYC, re.
Armstrong, Mrs. Louis: (Silver Grill) Buffalo, re.
Adcock, Jack: (Yorktown Tay.) Elkins Park, h.
Zay, Freddy (French Casino) NYC, nc.
Yontz, Ducky (Roosevelt) NYC, h.
Wilson, Browning & Mitchell (Leon & Eddie's) NYC.
White, Jack (Broadway Room) NYC, nc.
Waldron, Jack (Hollywood) NYC, re.
Waldman, Ted & Al (State -Lake) Chi, t.
Montietro, Tony (Chateau Moderne) NYC, nc.
Burkarth, Johnny: (Utah) Salt Lake City, h.
Batkin, Alex:
Youngman, Henry (Yacht Club) NYC, nc.
Williams, Judy (Paradise) NYC, nc.
Willard, Jess (Roxy) NYC 11-14, t.
Vernon, Miriam (Loew) Richmond, Va., nc.
Vasilo & Yoanna (Nixon) Pittsburgh, no.
Van Loon, Willem (Chez Josephine Baker)
Van, Billy (Venetian Gardens) Newport, R.I., nc.
Treyes & Violeta (El Tetroit (Eastwood Park):

BANDS AND ORCHESTRAS

Routes are for orchestras when no date is given.

Adams, Johnnie: (Hendey) Dayton, O., b.
Adams, Jack: (Comstock) 4th Ave., New York, b.
Adkins, Lead: (Lombardy) New York, h.
Adams, Ted & Al (St-Lake) Chi, b.
Adkins, Burd: (Silver Grill) Buffalo, re.
Adkins, Wally: (Lincoln) Dayton, O., t.
Adams, Ken: (Allyn House) Hartford, t.
Adams, George: (Palladium) Philadelphia, re.
Adams, Charlie: (Children's Palace) Chicago, nc.
Adams, Charles: (Palladium) Chicago, nc.

Drama in Pickwick Hall: (Pickwick Hall) Jersey City, re.

L

La Mart, Frank: (Anderson's) NYC, h.
Lafer, Joe: (Comstock) 4th Ave., New York, b.
Lancaster, Mush: (Waldorf-Astoria) NYC, h.
Limb, Herb: (Bayard) Chicago, re.
Levy, Al: (Midtown) NYC, re.
Linn, Louis: (Commodore) Chicago, nc.
Lynn, Ross: (Woodrow) Demot, t.
Mcginn, Green (Chines T Gardens) Detroit, nc.
McGee, Clyde: (Shoreland) NYC, nc.
McCandless, Red: (Penrose Dome) Denver, c.
McClintock, Harry: (Blackstone) Chicago, t.
McManus, John: (Starpes) NYC, b.
MacManus, Joe: (La Guardia) Albany, N. Y.
McMullen: (Village Barn) NYC, re.
Mann, Gus: (Birch Gardens) Albany, N. Y.
Marchall, Bill: (Chelse Stratford) Phila. 11-16.
Mardell, Harry: (Arcadia) New York, b.
Masters, Prince (Edgewater Club), h.
Meadowsong Boys: (Versailles) NYC, re.
Meurs, Joe: (Gayety) Chi, t.
Mills, Joe: (Gayety) Chicago, nc.
Mills, Joe: (Gayety) Chicago, nc.
Miller, Joe: (Gala Gardens) Chicago, nc.
Miller, Joe: (Nero) Detroit, t.
Miller, Walter: (Hercules) Palm Beach, c.
Miller Frank: (Barrel of Fun) NYC, b.
Mills, Joe: (Gayety) Chicago, nc.
Moore, Jack: (Gayety) Chicago, nc.
Moreno, Joe: (Gayety) Chicago, nc.

Drum and Bugle Corps: Avoca, N. Y., 11-16.

See ROUTES on page 76)
End Comes at Initial Stand

Plays only four days of 10-day run at Cleveland Stadium—died to draw

CLEVELAND, May 9.—The James M. Curry Circus, the worst show of the season in Cleveland, goes up here at the Municipal Stadium after the Monday night performance. Show was never approved by 30-to-1,000, sponsored by the Civil Service Employment Association. Performers and workers were left to shift for themselves. There were unpaid bills and hungry circus folk were much in evidence.

Some workers, sleeping on the concrete floor of the soldout stadium (due to lack of money), were overcome by a gas and 20 of them died as the following are in St. Vincent's Charity Hospital—Frank parade, Robert Alford, Edward Bath, Mickey Warner, Earl Long, etc.

James M. Cole's circus dream today is a nightmare. Not more than $5,000 could be found for the group, due to weather, and unpaid bills (including money due performers and others) are reported as exceeding $10,000. The results were another series of defaulted agreements, bonds, according to Stadium Commissioner Herbert Buckman, who with George Willson, director of the show, attempted to get in touch with the group at this time.

The group consisted of the Ralph Clawson, of the Stagner-Bowling Ma- riner, were the bannermen of the show. This was unkindly received and many possibly have never come along to see the last performance. The ring was packed with visitors, but merely in the interest of safety the show was stopped. Upon the departure of Clawson from the Show, the crew remained until the collapse.

Cole and his associates were inclined to lay the blame for the failure up on weather conditions, but this is entirely out of order since, in the first place, the show by no possible means measures up to any other show in Cleveland of capital and the blame for the blow-up is upon the shoulders of the promoters.

Fred W. Zimmerman, leader in the Palace, has confirmed reports that he paid $100 to Mr. C so long ago that Mr. C and the department could have the stadium Sunday night and closed through Sunday. This last $100 of Cole's was distributed among the performers and closed.

Cole left the grounds after the last performance and some offices of the board of accord, according to information given the Billboard representatives at Auditorium Hotel officials. Poor rela- tionship as they reported that local police are seeking the promoters with a view to questioning them with regard to the show.

Jule A. Bridges, boss circus, died in Des Moines, Iowa, circus worker, who died from a heart attack.

A number of the destituents of performers and workers are still here, while others, most fortunate, have either made other contacts or returned to their respective homes.

Among acts with the show were Charles Hargrave Circus, Citizens Army, Military Elephants, Manuel King with wild animal act; six Auralons; Polish contortionists; the Hol- lins, Pinky Hollins being equestrian di- rector; 32 ballet girls; Blondin’s Tumblers, high wire; Cheerful Gardner, handicapped act; the Vink; Crawford Wallace; other animal acts from that show; Buck Owens and Buck Steed with cowboys.

Atferbury in Blowdown

CIRCUS—May 9.—Afterbury Bros. Circus was in a blowdown at Eagle Grove, Ia., but no one hurt. Show has lost three nights show, on account of the worst weather that the show has experi- enced in 31 years.

First Sunday Permit Issued at Canton, O.

CANTON, O., May 9.—First Sunday circus permit, ever issued here, was granted April 30 to the Cole-Beatty Cir- cus by the Stark County Board of Supervisors. Mayor James Seemoe, ancient circus fan, issued a permit to the Stark County Board of Supervisors for the company which organisation in turn, thru Ed E. Wilson, secretary, closed with W. J. Lester, representing agent of the circus, to perform in Canton, Ohio, Sunday, May 12, on a percentage based, with the fair Association furnishing fire rental. Seemoe said the show paid the maximum rent.

It was hinted that objection to the Sabbath circus date will be forthcoming in the up country is the leasing over of elephant, which contains that the night schoolhouse will benefit with the evening church performance.

Meister With Cooper Bros.

CINCINNATI, May 9.—Frank P. Meister, en force from Big mount to North Warren, Pa., stopped off in Cincinnati and called at the Bill- board office, where he will have charge of 12-piece Railroad Shows and will also handle mail and The Billboard.

Lewis Show Opens To Capacity Biz

JACKSON, Mich., May 9.—With bright red, electric lighting, the white and the Lewis Bros. Circus, Paul M. Lewis, owner, opened here Monday.

The show is an outstanding act, excellent motor transportation, clean and neat, more or less like a circus of a bygone era. Jerome Smith is equestrian director, John Hayes, manager, and the show is scene, which is lavishly costumed. One of outstanding hits with the oldtimers is the leaping over ele- phants, horses and automobiles. High- class, ballyhooed, excellent entertainment. Glass alley has some new and novel effects, including a sideshow and a punny Ford close the show.

Round the corner, the presentation is a show performance and packed them in both after noon and night. He is assisted by Albert D. Campbell, booking manager.

The program, roster of staff and personnel will be published next week.

G. W. Christy Buys Former Cole Train

ST. LOUIS, May 9.—While playing the St. Louis date last week, besides receiving large amounts for his animal acts George W. Christy purchased the former Cole Bros.’ 15-car railroad train from Floyd King and which had been stored in the siding at the St. Louis, and has been used by the Christy train. John V. Gehr, president of the transportation company, sold it.

The equipment is being sent to win- dows at Houston, Tex., where it will be reconditioned and then changed for a road show

Philly Moose Show Big Success

PHILADELPHIA, May 9.—The Moose circus week of April 27 was one of the most successful weeks held in the city. Attendance was more than 100,000, which was exceeded only on the anniversary of the secretarship of John J. Maudlin, who is the president and was under personal di- rection of Bob Morton, his second year.

He was assisted by the Morton-Bedos- Ham Company.

Cole Bros.’ Opposition Brigade

PIITTSBURGH, May 9.—Clyde H. Wil- liams is manager of the Cole-Beatty op- position circus, which has just opened at Wheeling, W. Va., and which is due to play the 15-car railroad train to the city. C. B. Bishop, who is the bannerman, has the town to Tuesday night. The show is doing extremely well.

Gain Shown By Barnett

CROSSING IN SOME INSTANCES 20 TO 25 PER CENT AHEAD OF LAST YEAR—CONDITIONS BETTER

E. LIVERPOOL, O., May 9.—Without exception, the majority of the largest shows, by no means business at all stands made thus far by Barnett Bros. Circus, feature better than a year ago, in some instances a gain of 20 to 25 per cent, R. W. Rogers, owner-manager, told a representative of The Billboard here. “There is only one way to account for the improvement, industrial conditions are better and the public is much better disposed to spend for amusements,” Rogers said.

The show, according to Rogers, en- countered plenty of bad weather on its hasty trek north, including the snow- storm at Cleveland, Ohio, but when an all-day snow tore the tops to shreds from the tops of Toledo, Cleveland and rain at other previous stands added to the difficulties.

With temperatures soaring in the low 80s, the show returned to Eastern Phalanx and the Cleveland shows were playing at 25 cents, but effective at which point in the city. Here the shows were upped to 35 cents. The concert admis- sions of 50 cents, the picture, 25 cents, and other performances.

The Program

No. 1.—Grand entry, No. 2.—Double trapeze man, No. 3.—Swinging on a rope.—Min- ed Lewis announcement. No. 4.—Foot- side, Pet. Knight, No. 5.—Single ele- phant. No. 6.—Juggler. No. 7.—Table rock, clown feature. No. 8.—Bite, Frank Dalton, No. 9.—Elephant show. No. 10.—Pearl Harris and Vivienne White. No. 11.—Sophisticated announcement. No. 12.—T. P. Lewis, Howard Samuel, of Canton, mustard and circus fan.

The Program, gulf and other personnel!

Maynard Offering Outstanding Wild West, Circus Performance

LOS ANGELES, May 9.—The opening of Ken Maynard’s Diamond K Ranch Wild West, Circus and Indian Congress was a gala affair May 2. Weather was ideal and it pleased Johnson and San Fernando Valley turned out for the street parades and performances at the ranch. Show also were given the fol- lowing day. The ranch is four miles from the city and the two fair night houses. In writing of the company, it was said that they are highly complimentary of the stupendous weight and size. It was more than a mile in length.

Twenty-four acres of the ranch were used to show the shows. Around the barn and in the back yard are clusters of multi-colored lights, which are used to light up the shows. In addition there are horse shows, and clown show entrances with names of shows in vari- ous colors. At certain points in the shows special lights marked different roads and inter-secton. Midway, Side Show and all from the same lights. All chores can create many moods on the stage and have a good variety of acts. Special lights, soldiers, Arab horsemen, detachments of the rangers, full military pageantry, the picture of Maynard on the famous tarzan horse, a great ovation. An exhibition of tricks by 10 Russian Cossacks. Quadrille, 60 persons participating, Trick roping, Maynard, Herb Daniels, Felix (See MAYNARD OFFERING on page 37)

The Program

In order to be presented: Pageant of the Old West and Great Far East, over 40 mounted and persons on foot. Aside from the usual cowboys, cowgirls, In- dians, a typical of the Orient, etc.

From the usual cowboys, cowgirls, In- dians, a typical of the Orient, etc.

Clyde Beatty Circus includes William Barnett.”

The Staff

R. W. Rogers, manager; George Pein- ters, bookkeeper; George L. Barnett, as- sistant manager; J. A. (Bill) Astoria, prop- manager. (See GAIN SHOWN on pages 54)

The Billboard
RINGLING BROS
and BARNUM & BAILEY
COMBINED CIRCUS

BROOKLYN, N. Y., May 11-16.
WASHINGTON, D. C., May 18-19.
ATLANTIC CITY, N. J., May 23.

THE GREATEST SHOW ON EARTH

Tent for Sale

FLASHY PATRIOTIC DESIGNS
IN Posters, Cards, Banners, etc.
FOR 4th of July Celebrations
ALSO FOR Special Features
SUCH AS RODEO, CIRCUS, AUTO RACES

THE DONALDSON LITHO CO.
NEWPORT, KY.
(Opposite Cincinnati, O.)

Quality Tents for the Circus, Carnival & Concessions
ERNST CHANDLER
628 W. JACKSON BLVD
NEW YORK CITY

Driver Made Tents and Banners
TENTS -- BANNERS
CHARLIE DRIVER, Manager
O. HENRY TENT & AWNING CO.
4611-13 N. Cull St.
Champaign, Ill.

TENTS
For New York City

RINGLINGS
1500 RHEUS
MONKEYS
100 Mother and Young Monkeys
All Alike

Deck and Regal Pythons, Lancer and Wandaru Monkeys, Himalaya Bear Cubs

African Shipments -- Chimpanzees ★ Baboons ★ Mangabeys

HENRY TREFFLICH COMPANY
2114 Fulton Street
NEW YORK CITY

Hypodermic Needles

HYPODERMIC NEEDLES

All Sizes and Styles

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 un-
changed.

HENRY TREFFLICH, CIRCUSES

Barnum & Bailey, Ringling Bros., and Barnum & Bailey Combined CIRCUS


Deibel & Patterson CIRCUS and EXHIBITION SHOWS

MAY 24 TO MAY 30, SAGINAW, MICH.

Tell the Advertiser in the Billboard Where You Got His Address.

TIGHTS
200 Tights Place
BROOKLYN, N. Y.

ANIMALS FOR SALE

The Billboard
35

MOTORIZE

We are in charge of the following

 posts and troupers from Peru quarters were renewed, and Al Dean. With whom he kept busy setting additional places in Eannaville for members of the Ringling and Kunek club, of which L. W. Adkins is president, who lives in the neighborhood.

SOUTH BEND, Ind., May 9 -- The Cole-Beatty show, which was the big attraction at South Bend, Ind., for some time, has had one of its biggest days business.

Early Season Big for Cole Bros.

ROCHESTER, Ind., May 9 -- Cole Bros.--Clyde Beatty Circus opened here Monday under canvas and was in charge of the capacity house at both performances. Miss Beatty's attendance for this parade was 7,000, with many coming from long distances.

Show has been cut somewhat for can-

nies, and a friends' picnic was held at Chicago Stadium performance, no longer a part of show.

The outside of show was hours 245 minutes, for too long to expect a crowd at corners which are on the west side.

Acquaintances between members of the show and troupers from Peru quarters were renewed, and Al Dean. With whom he kept busy setting additional places in Eannaville for members of the Ringling and Kunek club, of which L. W. Adkins is president, who lives in the neighborhood.

SOUTH BEND, Ind., May 9 -- The Cole- Beatty show, which was the big attraction at South Bend, Ind., for some time, has had one of its biggest days business.

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 un-
changed.

HENRY TREFFLICH, CIRCUSES

Barnum & Bailey, Ringling Bros., and Barnum & Bailey Combined CIRCUS


Deibel & Patterson CIRCUS and EXHIBITION SHOWS

MAY 24 TO MAY 30, SAGINAW, MICH.

Tell the Advertiser in the Billboard Where You Got His Address.

TIGHTS
200 Tights Place
BROOKLYN, N. Y.

ANIMALS FOR SALE

The Billboard
35

MOTORIZE

We are in charge of the following

posts and troupers from Peru quarters were renewed, and Al Dean. With whom he kept busy setting additional places in Eannaville for members of the Ringling and Kunek club, of which L. W. Adkins is president, who lives in the neighborhood.
WALTER L. MAIN recently observed his 70th birthday anniversary.

W. C. BECKETT, formerly with cir- cus organizations, is now in the employ of Shreve, Cleaveland & Co., 1 Main St., Buffalo, N. Y.

A matter of great importance to owners and managers of shows appears on Page 3 of this week's Billboard. It is a classic case of a Manager's 2nd Century and a Manager's 1st Century.

PRACHER WINT is having some good days with banners on the Joe B. Webb Circus.

RASHEL KEEFER is with the Joe B. Webb Circus, doing a lot of comedy acts with web traps, rings and iron jaw.

JOSEPH SHIELDS recently saw the Al O. Barnes Circus and was quite impressed with it.

JACK POSHY is making garden and working around his new home at Baldwinsville, Ohio.

MARTIN AND MARTY (要做到) received their new bookkeeper in Philadelphia.

VOLKRA BROTHERS, ber and serial art, are with the Boock & Kilman Circus.

JOLLY LEE, fat woman, last year with Tom Mix Circus, and daughter, will join the same under the same show. She is working in pictures.

In SIDE-SHOW lineup of Sethco at Body, in last week's issue the name of Pauline Ryan was included. This should have been Pauline Rink.

CHARLIE CHERDEN, after being on ad- vance with the Al O. Barnes Circus for the past two seasons, has signed up with the R. A. Lemieux and wife and Mr. and Mrs. W. P. Anderson, for a trip with the Al O. Barnes Circus, starting in Illinois.

FRANK HUNNA launched a one-man act with the Boock & Kilman Circus, in which he offers the comic antics of the city to take poor children to the circus, with them when Ringling-Barnum shows there May 23.

EDWARD ENICH is with Oola-Botney, again doing radio and schools, her great strength ahead of circuses, a record for "women ahead."

R. A. LEMIEUX and wife and Mr. and Mrs. E. L. Yule spent three days with the Boock & Kilman Circus in Chicago, meeting many friends.

ART BOBBIN left the LaFleur troupe of clowns, playing Morton-Hamid and did not join Boock & Kilman Circus as producing clown.

LEIGH H. TRAPPON, years ago a mus- ician with Walter L. Main, Dover, Ohio, Wheeler and hose Great London cir- cus, is located at Presque Isle, Me.

AL BUTLER, of Ringling-Barnum, was in Cincinnati last Friday and continue the city for July 18. Show will come back to the Akron area.

ARCHIE ROYER, former trolley, is on his farm at Hebron, Mich. His book, "The Old Glower Postman," (formerly in 1915) was also a very successful Highway Postman history will not be ready for the press.

MARION WALKALL recently gave a private entertainment for his granddaughters and at home, Bob Carter at his home, Dover, O. W. Walkall, now operating a dance school there, will provide the music for May and expects to join a circus.

ALL PROPS and equipment of Joseph Johnson's French attachment now are being loaded and painted. Unit consists of 17 wagons and circus and is to perform with the Alber- man Troupe.

HARRY LAPEARL and his comic clowns, after doing with the Morton-Hamid Circus at Springfield, Mass., will join the Walter L. Main Circus. Also Joe Hough’s troupes of bareback riders, who have been playing Morton dates.

"party" was given for "Hot Dog Jr.," a toy Manchester terrier, belonging to La- glio's. Many of the dogs were present and were the Hamburger patties were served and there was a lot of "pie" to go around. A candle on it. A rhinestone harness was presented by Roberts of Robert's Pets.

HOUSTON PICKUPS—Among circus managers who witnessed the preliminaries to the theater's premieres of Pecos Terra were Michael Heider, Andrew Schmid, Katherine Dockell and Rea Tischin...

MARTIN C. B. COURTIS and K. B. Courtis have been suffering from an infected limb.

AL BUTLER, contracting agent for Rigling-Barnum, was recently in Broad- way, N. Y., for preliminary arrange- ments for appearance of show there July 18. He was given an order of the CPA at a buffet supper at Hotel Jermey. Circus exhibits in Oil City July 8 and in Pittsburgh July 6.

W. P. (PA) ANDERSON stopped in Cincinnati last week and visited the Smith Show where he made preliminary arrangements for concert at a future date.
CALGARY EXHIBITION AND STAMPEDE

Canada's Greatest Show

JULY 6th to 11th

Thrilling Cowboy Sports—Chuck Wagons Races—Horse Races—Super Curb Stand Presentation—Parade of Western Industry—and many other Attractions.

Send for Illustrated Folder to THE CALGARY EXHIBITION & STAMPEDE OFFICE

E. L. Richardson, General Mgr.

Galgary, Alta., Canada

1936

THE CORRIL

By ROY V. WADDY

STUFFED RODEO animals, the organized theatrical outfits are actually working contests with purses at some of their stands this week.

RELATIVE to the death of W. M. Laird (Booger Red Jr.—announcement in the Kingsburg American. His interment will be Friday, May 17, at 10 a.m., with funeral service at the Blackstone Park, American Legion, Fort Worth, Texas.

THE MIDWEST RODEO ASSOCIATION, formed by Francis W. Donnell, Robert Holzgrove and Lawrence Loomis in Michigan, has moved its headquarters to California. This organization was formerly associated with George Henrik, well- known rodeo figure in Detroit.

SOME TIME ago Jack Knight was included in the list of cases in connection with the recent rodeo at Cleveland, Ont. Knight remained with his horse and attended with the Hinkle at St. Louis and Des Moines.

W. M. Laird (Booger Red Jr.)—announcement in the Kingsburg American.

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TUCKER-Duck & Rubber Co., Fort Smith, Ark.

Wanted--Tents

Round Bail Ring Tents

The Round Bail Ring is another of the many TUCKER-MAC® tents we offer. This T.B.R. name is formed with weldable walls, poles, quarter poles, stakes, black and tan colors.

Regardless of the kind or size of Tent you require, let TUCKER make it to order. Tell us your needs and let us quote you— and serve you!

For Information, Address Dept. F-22.

TUCKER—The Tentmaker

Under the Marquee

By Circus Solly

WALTER L. MAIN recently observed his 70th birthday anniversary.

W. C. BECKETT, formerly with circus,

Martin Bros.' Circus, organized at Brighton, N. Y., will open at Maine, N. Y., May 14.

A matter of great importance to owners and managers of shows appears on Page 3 of this issue. This is to be noted.

Preacher West is having some good days with banners on the Joe B. Webb Circus.

Joe B. Webb Circus wants customers, also Med show.

Joseph Shields recently saw the Al G. Barnes Circus and was much impressed with it.

Jake Posey is making garden and working around his new home at Baldwin, Calif.

Martin and Martin (Jerry and Josephine) received their new houses in Philadelphia.

Volska Brothers, bar and serial acts, are with the Bockus & Kilmos Circus.

Jolly Lee, fat woman, last year with Tom Mix Circus, and daughter, working, is now receiving goings-off, working with the show. She is working in pictures.

In SIDE-SHOW lineup of Seaside Carnival, in tone-coast line last week's fame of Pauline Ryan was included. This should have been Pauline King.

Charlie O'Brien, after being on ad-

Frank Hurbin launched a one-man

Elara Knicht is with Oco-sastery, again doing radio and school, her several years ahead of circles, a record for "women ahead."

R. A. LEMIEUX and Mr. and Mrs. Dick Truitts spent three days with the show in Chicago, meeting many friends.

Art Borella left the Laurel troupe of clowns, playing Morton-Hamid days, to join Bockus-Kilmos Circus as producing clown.

Leigh B. Trappion, years ago a music

All Butlers, of Bilinging-Barnum, was in Cincinnati last Friday and conducted the city for July 10. Show will come from Dayton.

Archibald Roter, former trotter, is

Marion Wallace recently gave a

All Props and equipment of Joseph

Harry Lapian, and his clowns, after

Three Bridges want work. Do not answer our ad. Will give $1.00 per week. Mail communication to 118 S. Thirty, St. Louis, Mo.

Whether you want a complete outfit of good material, or just a tent or two, TUCKER's service in the tent field is second to none.

For Sale--Storage Cisterns

JULIUS LEWIS, HARRY RICE, CAYLENE and others.

36 The Billboard

May 16, 1936

Dressing Room Gossip

Al G. Barnes—Stockton, Calif., was the scene of several visitors, as well as the home of Don Cash, of the team Cash and Cary. Allen Dun has been tour-

JOE B. WEBB—Circus, Brooklyn, N. Y., Jeffersonville, Ind., has been doing business in this town for some years.

He is an old-time trouper, hay-

Arthur Busson, who has been in the circus business for many years than he will always admit but who seems to do things as spic and span, was happy in the visit at Fresno of last week. Mr. Busson has a first cousin in Oakland that she is always glad to see. Mr. Taylor was busy with the castor oil business, doing an excellent trade. Mr. Busson's "magic" will, no doubt, do the trick.

Word was received of the circus being in a most successful season, as well as the fact that the circus has been in business here for some years. The circus has been out in this country. He is certainly pulling up well.

Barnes Business

Good on the Coast

Oakland, Calif., May 9.—After the successful displays of the Al G. Barnes Circus toward the Salt Josuay Valley, Stockton came there with a fine show of the Clarks Carnival was showing Stockton and the Al G. Barnes Circus took the town in the afternoon performance. This Circus is the same as the one which took in the town of Stockton in the spring. (See Barnes Business on page 57)

Deitel & Patternson Open

Under Canvas May 25

Mount Pleasant, Mich., May 9.—The Deitel & Patternson Circus, having sold its indoor dates here today, having made the consecutive dates through the winter, will begin its outdoor season.

Show will open under canvas May 25, at San Jose Park in this city, with one 200 foot and one 300 foot slide. Show will move on to 10 trucks, but expects to purchase four more in near future. Show will be broken down into bands of eight pieces. Will play all fre-

Circus is under personal supervision of L. M. Deitel and John H. Deikel. Deikel being ahead and Patternson back.

Engaged for Smith Show

Engaged to accompany the Joe B. & Toneys Circus, following will have been signed for the Yankee Smith Circus; Bouley troupe of three, costumed; O'Brian, band and general clown; Van Moss, Jockey; show, pretty many arrangements, able to capture his troublesome routine and trap clown around. Joe is working with Joe the Well, and is gaining weight daily. Joe the Well, to say the least, is a fine animal. Joe is working with Joe the Well, and is gaining weight daily. Joe the Well, to say the least, is a fine animal.

Buckes-Kilmos Stays

Buckes-Kilmos Circus opened here this year and has been a good crowd show. Also here was Mary and Walter L. Main, de luxe show of the Al G. Barnes. Two splendid shows and it seems that the vaudeville and the entertainment are just waiting for the press.

Marion Wallace recently gave a

All Props and equipment of Joseph

Harry Lapian, and his clowns, after

Wanted—Circus Acts

Will Sell for Storage Costs

TUCKER—Duck & Rubber Co.

PARK SMITH, FORT SMITH, ARK.

TUCKER FOR TENTS

WANTED--CIRCUS ACTS

AL BUTLER, contracting agent for

KUHN CIRCUS

WILL LEASE OR BUY Elephant.

KUHN CIRCUS Wants

1640 Capitol Ave., Kansas City, Mo.

KUHN CIRCUS Wants

Circus Manager, 6537

KUHN CIRCUS

Circus Manager, 6537

Gond showmen get crovii3:So do bright lights! You get

Universal Motor Co., Inc.

For Sale—Circus Acts

Joe B. Webb Circus wants

WANTED—Circus Acts

WANTED WANTED

THOMAS CAMPBELL, St. Louis, Mo.

Universal Motor Co., Inc.

WILL BUY ONE HALF INTEREST

In medium and small sized Wagens, working money, at the right price. Must have valid Ohio license. Address ABG-6-27, care Billboard, Cincinnati, O.

Universal Motor Co.
RELATIVE to the death of W. M. Laird—In memory of W. M. Laird, the railroad engineer who was killed in a tragic accident, a memorial service will be held on the premises of the Leskey Block of buildings in Chicago, IL. The service will commence at 2:00 PM, followed by a reception in the building's atrium. All are welcome to attend.

BARKER, Tex.—On the opening day of the 1936 Pawnee Bill's Rodeo, a crowd of 15,000 filled the arena. The rodeo featured a variety of events, including calf roping, team roping, and bull riding. The rodeo was organized by the Pawnee Bill's Rodeo Association, which aimed to promote the sport of rodeo and showcase the skills of its participants.

THE MIDWEST RODEO ASSOCIATION, formed by Frank W. Donnell, Robert S. Long, and Lawrence L. Lovins in Michigan, has moved its headquarters to California. This organization was formed in association with George Hertib, well-known rodeo figure in Detroit.

THE CIRCUS

515 CALGARY EXHIBITION AND STAMPEDE LTD.

Canada's Greatest Show

JULY 6th to 11th

Thrilling Cowboy Sports—Chuck Wagon Races—Horse Races—Superb Grand Stand Performance—Cousy Shows—Prize Contests—and many other Attractions.

Send for Illustrated Folder to

THE CALGARY EXHIBITION & STAMPEDE LTD.,

E. L. Richardson, General Mgr.,

Calgary, Alta., Canada.
EARLY OPENINGS TAKE RISE

Start Better
In Eastwood

Opener shows increase in Detroit—more individual concessions in evidence

DETROIT, May 9.—Opening business in all departments of Eastwood Amuse-
ments has been reported. John N. J. Shepard, president and General Manager of
the park, said President and General Manager Henry P. Price, who is again being oper-
ated by Eastwood Park Company, headed by Mr. Wm. and with Max B. Kerxer
secretary-treasurer. More concessions this season are being operated by In-
dividuals than by the park company. Of the former operating companies, Mc-
Laughlin, Lodge and Mercier, security Amusement Corporation have been dis-
solved.

General staff includes: Harry Stahl, superintendent; Frank Wright, carpenter;
Walter Nieder, general assistant; Bob Bomberg, chief of police; Clarence Rapp, Bill
Molloy, amusement concessionaire, gardener, with two assistants; Al Davis,
scenic artist; W. C. Jahn, maintenance man.

Roster of Concessions

Concessions operated by the park In-
clude: Harry's Hotdogs, Crazy Cider, G. E. P. manager; Ed Gedda, Happy Atwood,
Jungle Club, Edgewood, Happy Atwood, bally, Ball game, A. Bahin, manager; B. Boreas.
Coney Basin.

(See START BETTER on page 49)

Opening Is Good in Mobile

MOBILE, Ala., May 9.—Grand View
Park opened with more than 15,000
attendance on May 5. Novelties water
attractions. More lockers have been
put in the bathing pavilion. Band con-
certs, circus, personal appearances, have been increased for more than 2,500 cars.
Manager R. W. Walsh predicts a record season.

Acts Open at Winnesaukah

CHATTANOOGA, Tenn., May 9.—Lake
Winds Park opened with 15,000 on its 13th season last Sunday. In the after-
noon, park was hit by a violent rain, but
Loretta, roller-skating act, appeared in the Casino. Walter Latner, one-legged swimmer, and T. N. Tucker, diver, ap-
peared in aquatic stunts. It being Bed-
Head Day at all the usual bathing places, red heads were allowed free swims. Under
township of Mrs. Minnie Brown, the spot has been improved for the season. Attractions include swimming, boating, fishing, Shoot-the-Chutes, Stee-Ball, handball, shooting gallery, African dip and skating.

Thunderbolt in Savin Rock

Dealt $15,000 Fire Damage

WEST HAVEN, Conn., May 9.—The
Thunderbolt, at Sabin Rock Park, was partially destroyed by fire on May 5, with damage estimated at $15,000.
The blaze, attributed to a short cir-
cuit, raised two buildings in immediate
fire. Only three motors valued at $850, and threatened trysting the Coaster.
Firemen had the blaze under control in two hours. Flames were said to have hooked up the aerial tramway.

DETOU—C. A. Shepard, who has
operated refreshment and restaurant conces-
sions at Eastwood Park for many years, was stricken with a heart
attack in the park on May 4. He re-
dently returned with Mrs. Shepard from
17,000-mile auto trip and reported himself healthy. He is now in
quiesce in California and standdown in New Mexico.

Facts About 1936

SP. HUSTLING HAYNES
Pub. Director Park Island Mch.

As bust pep perk at the approach of
warmer weather, the usual number of theories are advanced by many con-

fident park men as to just why the ap-
pearance of summer shows an improvement over the past year or years.
This year, however, let us cast theory to the four winds and come up with
some substantial facts. Practically the entire world has ended in an
ernest and most rousing winters in the history of the theater entertainment. In
the country, manufacturers of amusement equipment are finding it prac-
tically forced confinement to the indoors of a naturally inclined movie-going
people will undoubtedly bring about a tremendous
season when warmer weather finally sets

Then the drastic reduction in train fares recently approved by the Interstate Commerce
Commission, is a great boon to the public in increased rail travel and more rea-
sensible way for large crowds to come in

Again, don't forget that the veterans' bonus will find amusement centers get-

ting their share of those extras millions in

Free acts will be held as soon as
weather permits. Fireworks will be used on Decoration Day and probably for

(See EDGEMEER'S on page 46)

Edgewater's Bow Triples

Initial bid of spot in De-

toors soars despite weath-

er—prospets promising

DETROIT, May 9.—Bigwater Park,
only amusement park within city limits, opening on May 2, has been
said almost triple of that a year ago despite con-

“Prospects are excellent for better business, based on our opening,” pre-
dicted Manager Paul Hainz, “there being
more money in circulation and the employment situation considerably im-
proved, in automotive and other fac-
tories. We built up this extras business this year with no more advertising for the
opening than we used last year.

A new attraction is Movies Under the
Skies, an outdoor theater using 16 mm, films with recent admission, in
charge of B. C. Pasto. A Darto game has been erected by the midway by Paul Hainz and
Harry Green. Redecorating, paint-
ing and remodeling has been completed.

A new type of game in the park is
Jack O'Malley's Showball-in-the-Arcade. Edgewater is going in for picnics
on a bigger scale, Mr. Hainz said. New tables and benches are on the picnic

(See EDGEMEER'S on page 46)

Columbia Starting
On Big Revamp Job

NEW YORK, May 9.—Columbia Park,
North Bergen, N. J., under new man-
agement of D. C. Herbert, is having
rebuiding under supervision of Harry C.
Baker, manager; Edward W. Oster, trea-

(facts about 1936)

Chicagos, May 9.—In a recent inter-
view John Logan Campbell, Baltimore, said: "Interest has been so keen in the new
NAAPPB public liability insurance plan as to make it mandatory in the mind of all of the
part of all operators of amusement
business,the public at large, and the insurance companies. He has personally
inquired about this insurance which has not been carried in the last 10 years in
the business. The following are the terms of the rate:

GWYNN OAK, BALTO.

Changes Ownership

NEW YORK, May 9.—Gwynn Oak
Park, operated for more than a century old, has been sold to Mr. Robert N.
Lemon, who have the privilege of running the park for a period of 10 years, through
P. Price, president, and James L. Whit-

tle, treasurer, co-managers. Both are
long-time visitors in and around the ter-
riity. Mr. Whittle an owner of picture houses in the city, is looking forward to the
adventure. They announced the lease on a business trip here this week.

PARK—Detroit—Velodrome Gardens here
will open about June 10, operated by
Mr. and Mrs. John H. Campbell. Take the
beach or go boating is a great feature.
Track also will be an open-air roller rink and
for dancing.

Edgewater's Bow Triples

Initial bid of spot in Det-
toors soars despite weather—prospets promising

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Baker, manager; Edward W. Oster, trea-

(See COLUMBIA on page 46)

(See COLUMBIA on page 46)
The Pool Whirl

By Nat A. Tor

B. A. B. ORGAN CO
CARROUSEL ORGANS
PARIS
ing and Repairing. Bargains in Newly Tram -
or seeing the first world's high diver
within the next seven days you will
prizes.
you contemplate competing but
ian Park, Ball
Water Front Belvedere Beach.
Address, 34 Boulevard Bonne Nouvelle, Paris.
is your final crack to grab the $1,000 in
already received your entry blank but
ning on Decoration Day.
of
Island, Lake Orlon, MO.
LEITCHBURG, Mass.-Robert S. Luf-
WANTED
DOS AND DASHES—Mack Rose, who
New York City, back in town after a
Washington looking better
. , . Martin Stern certainly
has big dip's planned for National
For-Fair-Health Week, June 22-30.
Joe Church says he has
concluded Saturday at 2:30, when he
pool, Brooklyn, N. Y., and
Joe puts many more there his place will
Swim -for -Health Week, June 22-28.
has big doin's

KIDS軍

The Billboard

PARKS-RESORTS-POOLS

GEORGE HAM

AMERICA'S LEADING OUTDOOR BOOKING-PRODUCING BUREAU
"House of Hermes Inc."

RIDE-O RIDE—THE-SURE-PROFIT-BET IN RIDES
LOOP-THE-LOOP-KIDDIE AUTO RIDES-CAROUSELLES.
Portable & Permanent Models.

SPILLMAN ENGINEERING CORP.,

North Tonawanda, N. Y.

SKEE ROLL
The Original Alley Game
PLACE YOUR ORDER NOW FOR EARLY DELIVERY
Write Today for New Illustrated Circulars.
NATIONAL SKEE BALLOON COMPANY
CONY ISLAND, NEW YORK

BROOKLYN BOATS
Big Band of Freshwater and Salty
These boats carry approximately 1,000 people
The boats are
What makes the SKEE ROLL

SKEE ROLL

ECLIPSE CO.

WANTED
50—ROW BOATS—50
Cash—Act Quickly
ALCNYO LAKE, Pitman, N. J.

CARROUSEL ORGANS
Music Built for Artists (Small Temperaments) Entertainers, Caravan Music for All Shows. Popular in Nearly Every Known Organ.
B. A. B. ORGAN CO.
340 WATERTON, NEW YORK CITY

MACHINES FOR MECHANICAL SHOOTING GALLERIES
W. F. MANGELS CO., CONEY ISLAND, N. Y.

PARIS Expedition 1937
For Amusement Concessionaires
Address, 34 Boulevard Bonne Nouvelle, Paris.

KEANSBURG, N. J. Good Concession Location, Whalom Park, 150 Feet Beach, Other Amusements. Amusement Licenses Available, W. F. MANGELS CO., CONEY ISLAND, N. Y.

FOR LEASE
In the same area Park, Ball Game, Refreshments, Horse Race, Dance Hall, etc. BLAIZE, Park Island, Lake Orton, N. Y.

INDIANAPOLIS Broad Ripple Goes to Amusement Concern
INDIANAPOLIS, May 9—Broad Ripple Park has been leased by George Amuse-
ments, Inc.
W. H. Hufnagel, president and general
manager, said pay gate will be
eliminated and a new policy of amuse-
ments inaugurated.

FITCHBURG, Mass.—Robert S. Lut-
kin, proprietor of Rose Garden restaur-
ent and refreshments on Lake
Whalom, will feature new bands on his
roof garden. Indications are for a
banner year in Whalom Park, opening
May 28. Dance hall will again be
managed by Forrester Abbott. Park is
being renovated.
Steel Pier Opera in Start
Of 9th season in English

ATLANTIC CITY, May 9 —Julia F. Puglisi, director of Steel Pier Opera Company, announced a summer season of 24 performances of grand opera in English, beginning May 11. Scheduled for a consecutive year, the pier opera is directly under the management of Mrs. Puglisi's mother, "From Circus to Opera."Roger includes works by the Metropolitan Opera Association and foremost American composers. Henry I. Stann will conduct, Stuart R. Pipes, pianist, and Louis Angelo concertmaster.

Director Puglisi this week gathered considerable popularity for the pier by sending letters to civic associations and business houses, calling attention to a possible problem of entertainment for the Loop -o-Plane. Midway will operate and open the season on May 16, when the kids will be entertained by the Street dancers, which will be the first of its kind to be used on the midway. The new attraction, the Roly-Poly, will be the first to open at a pier show, and will give a fine display of the street scene of the Loop -o-Plane. Midway will operate and open the season on May 16, when the kids will be entertained by the Street dancers, which will be the first of its kind to be used on the midway. The new attraction, the Roly-Poly, will be the first to open at a pier show, and will give a fine display of the street scene of the Loop -o-Plane.

Keep Up, Traver, Writes

PARKS-RESORTS-POOLS

Steel Pier Opera in Start
Of 9th season in English

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Keep Up, Traver, Writes

PARKS-RESORTS-POOLS
Atlantic City

By WILLIAM H. MCMAHON

ATLANTIC CITY, May 8.—This is point-up time and all principal beachfront amusement structures are reposing with hammer and saw. In the Inlet finishing touches are being put to the hotel in which the weak docks for fishermen. Garden Pier is taking shape, the strings are being tightened and, as the boardwalk builders are being pressed to finish by their contracts, the lower deck of the pier is being concreted in the face of the Inlet and the Dollar Pier is getting a coat of paint and alterations to its buildings and a new modernistic design and color this week.

Count Bessmer, who has spent the past month or so on the Jersey Shore, has had his sight set on an attractive property which is one of the original ones that started together and now is on the move under new ownership which is in the making. It has been reported that the new owners have completed the purchase of the property.

Beasley in Belmont

Frank L. Unsull has just arrived from St. Louis, where he has been busy in connection with the reorganization of the Belmont Park, which has been purchased by a group of investors, including Frank L. Densmore, who is the present operator. The new management is looking to the future with optimism and is determined to make the park a success.

Early Paris Season Cold

PARIS, May 2.—In Luna Park and Jardin d'Acclimatation cold and rain cramped early-season business for the amusement parks and it is feared that the season is off to a poor start. However, the parks are keeping their spirits up and are looking forward to a better time.

WANT 2 RIDES


Thousand Islands Shows & Attractions

Harriman Show, John Brooks & Company, Gansevoort, and plans are being made to open the show season in the Thousand Islands under the new management. The company has been in the business for many years and has a good reputation.

Moxahala in Ohio Under New Pilots

COLUMBUS, O. May 9—Moxahala Park, at Moxahala, Ohio, is being operated by a new management this year. The park is on the site of the former Moxahala Ballroom, Columbus, and has been in business for many years.

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DALLAS UNDER WAY

Midway Eating Spots Are Open; Exhibits, Concessions About Set

Working crews numbering more than 5,000 pushing completion promised by June $1,000,000 installations will provide first air-conditioned world's fair

DALLAS, May 9.—Texas Centennial Playing the musical number "Frontier Village Street as it is to appear at Texas Centennial Exposition, Dallas, opening on June 9. This show, with more than 800 midgets in the troupe, will be one of five attractions listed in the special combination ticket books, sale of these with combination general admissions to be pushed in a special campaign.

All for four years.

Controller William H. Wendt, secretary; Alvin' P. Kletzsch; Joseph U. Lademan, officials established on the grounds, now officially named, Paul Drive, Agrarian Parkway. Blue Bonnet Court, a 45,000 seating capacity was renamed the Cotton Bowl. Mayor Routh, Old Globe Theater, will present the "Shundling Shows" during the six-month period. Hanging Bows will handle lighting for the Cavalcade of Texas. Lieutenant Col. A. B. Mecklenburg, inspector, Marshal William D. Richmond, will be in charge of hiring expo employees as directed by the council finance committee.

MILWAUKEE, May 9.—No midsummer festival will be held here this summer, though the council finance committee decided when the health department refused to permit large gatherings on the lake front until adequate sanitary facilities and accommodations were provided. Engineers reported it would cost $80,000 to install sanitary equipment.

Milwaukee Festival Is Off

PITTSBURGH, May 9.—In furtherance of the proposed exposition building city council this week sent a committee to Washington to interview PWA officials about a $3,400,000 grant. Pittsburgh exposition society seeks for the city's name on that of the society for use in application for PWA funds, but amonging the city from all liability.

EARL W. BROWN, who as mayor of the city from all liability.

Fort Worth Gate Is Dropped to 50 Cents; Nut About $75,000 Weekly

FORT WORTH, Tex., May 9.—General admission to grounds of Frontier Days Centennial here will be 50 cents in cash, $1.00 as first announced by Billy Rose, who estimates the show will cost $11,000 a day or $75,000 a week, with possible take of $25,000 to $40,000 a day. Frontier Days has been advertised to Pioneer Palace, and Cafe-Theater has been named Casa Malena (House of Tomorrow). Frontier Village Street is now known as Rustic Trail. Plan for the rodeo building has changed. Everything is to be as Western as possible, with horses and other modern decorations from spectrums. Show will be like an old-time rodeo.

Tom Wade, who designed the Sky Ride at Chicago's A Century of Progress, plans to erect a 250-foot steel shaft, around which airplanes will whirl. Each plane will carry eight passengers. Shaft will have observation platform at top, reached by an elevator. Concession to cost between $25,000 and $60,000. Program will open with Buffalo Bill's Wild West Show presented Friday nights for 30 minutes over WABY.

Edward Beck has taken a six-month leave of absence as manager of the exposition. He said he will enter a show called Hollywood at Texas Centennial next fall to show off the city of Hollywood, where he lined up talent and technicians. Dave Smith, film editor, will be associated with him. The show, which is called The Texas Ranger Ride, will be connected with Dufour & Rogers Concession.

HARRINGTON, Del., May 9.—Every foot of exhibit space sold for the 1936 Kent and Sussex Fair here. Secretary Ernest Raughley, who announced that a new opening night feature would be an auto stunt troupe. Committee is on alert for erection of a building along the midway in rear of grand stand. To be 60 by 146 feet, replacing eight wooden concession structures. Association set out 100 sugar maple trees.

C. E. (Pat) Keys heads a committee that will supervise horses and riding equipment at the Cavalcade of States. He is to oversee the horse show at the exposition.

More Signing For Cleveland

Contracts given for added exhibits and concessions—Col. Hughes safety chief

CLEVELAND, May 9.—Exhibit contracts for Great Lakes Exposition during the week, as reported by Associate Director Peg Whitlock Humphrey, were to Socony-Vacuum Company, Donley Bros. Company, Cleveland Metal Specialties Company, Ohio Building Company, High-York, Engineering Company, Stewart Florists, Chase Engineering Company, William A. Atwood Company, Auto Trailer Coach Company, Multiflex Manufacturing Company, May Company, Younger and Company, the permanent Cleveland National Exhibit, and Kenyon College.

Advance and concession some contracts reported by Almon Shaffer, associate director in charge of this division, were to Owen Davport, riding school; E. L. Satter, salt water taffy; R. L. Daubey, fashion review; Harry P. Hanes, advance ticket sales, and Herman Gomberg's Alliance Book Store.

General Manager Lincoln G. Dickey announced appointment of Col. John A. Hughes, former U.S. Marine officer, as director of safety and personnel of the exposition, Col. Hughes will have direct charge of hiring expo employees as well as superintending police, fire, and museum departments, guides, guards and watchmen.

Construction work is well ahead of schedule. Almost all 900 acres will be covered within 250 miles of Cleveland. Other associations are to follow next week to cover Pennsylvania, Indiana, Illinois, New York, Canada, Michigan, West Virginia, Kentucky and other States. Exposition pneumoniae continues to attract much attention.

Mr. Dickey and other executives took time out last week-end to play host to Governor Allied of Texas, and 100 members of the governor's party aboard the special train when a stop-off was made here to boost Texas Centennial Celebration.

Two Rochester, N.Y., theater officials have signed to serve with the exposition. Perrin G. Sommers, director of the projection of Rochester Centennial in 1934, and E. C. (Pat) Keys, secretary and supervisor of the exposition, are to oversee the horse show at the exposition.
CARNIVAL WANTED
Fair Grounds, Algona,
by Ben Brown Post No. 212, Barron, Wis.
Wheel
E. L. WINROD, P. O. BOX 174, Ft. Worth, Tex.

TROY ELKS' 4TH of JULY PICNIC
One of the best County Fairs in the country.
FRANK HOGAN, Troy Elks' Club, Troy, N. Y.
Write HARRY KAHN, Wapakoneta,
Attendance last year 43,000.

May 16, 1936
AUGUST 30-31-SEPTEMBER 1-2-3-4.
AMERICAN LEGION HOMECOMING
WANTED RIDES
RIVERSIDE PARK, JULY 9-10-11.
CELEBRATION
Carnival and Concessions Wanted.
Vote UNION. WANTED
JOHN ALLEN, Weaubleau, Mo.

CARNIVAL WANTED
CARNIVAL WANTED
WANTED for the BIG AUGLAIZE COUNTY FAIR
AUGUST 30-31-SEPTEMBER 1-2-3-4.
One of the best County Fairs in the country.
Attend last year 45,000.
Write HARRY KAHN, Wapakoneta, Ohio.

JOHN P. SALSCHEIDER.

JOHN P. SALSCHEIDER.

JOHN P. SALSCHEIDER.

WANTED for TROY ELKS' 4TH of JULY PICNIC
Concessions and Acts.
Last year's attendance over 25,000.
Address FRANK HOCHAN, Troy Elks' Club, Troy, N. Y.

WANTED
CARNIVAL COMPANY, Merry-Go-Round and Ferris Wheel for Fair, Sept. 24th, and 25th in Newton, Iowa. Write JOHN P. SALSCHEIDER.

CARNIVAL WANTED
AMERICAN LEGION HOMECOMING
Week of July 4th.
NORMAN C. BAKER, - - - Centralla, Ill.

WANTED
CONCESSIONS for Rock County Fair and Parade Celebration at Greenville, Aug., August 31st to September 2nd. Address A. L. WYNNOD, P. O. Box 174, Ft. Worth, Tex.

WEAUATALE ANNUAL REUNION
RIVERSIDE PARK, JULY 5-10-11.
Committee: Mrs. I. Majors, Mrs. S. McPherson, Mrs. C. Armer, Miss A. S. Moore, Mrs. O. B. L. Farmer, Mrs. W. M. McEwen.

WILL BOOK FOR YOU.
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NEELD'S CONCERT BAND
ANNUAL HORSE SELLING FOR
FIRST CLASS CARNIVAL
WANTED
once for choice place.
Displays and Games.
Concession Space to sell for Stands, Racks, Novelty
Auspices Fremont Fire Department.

BALLOONS
foe Gooding's Rides.

JERRY HINES, Secretary, Pipestone, Minn.

N. W. Kansas District Free Fair Association, Goodland, Kan.

WANTED
At West Alexandria, August 2 to 9.
LAC QUI PARLE CO. AGR. SOCIETY,
CARNIVAL WANTED

Selling Through Jobbers Only

Grove Whalen Chosen Supreme Chief of New York's '39 Expo

NEW YORK, May 9.—Only a few days after being elected chairman of the board of New York's World's Fair of 1939, Grover Whalen, executive vice-president of the corporation as a meeting of the directors on Thursday, was authorized to confer with new

CARNIVAL WANTED
For Week Ending July 4th. Baseball Tournament and Celebration planned.

May Clear Colorado's Debt
DENVER, April 29. — Earl (Dutch) Clark, former All-American and later an outstanding pro football star, who was named manager of Colorado State Fair, has in a deficit of $180,000-70. But the board will ask the Legislature for $100,000 more, which it considers necessary.

Smallest exhibitor to that date, Indicated, has been in a deficit of $100,000 for over a year. But the board will ask the Legislature for $100,000 more, which it considers necessary.

Meadville has been in a deficit of $100,000 for over a year. But the board will ask the Legislature for $100,000 more, which it considers necessary.

Maurer's Dance Bow Is Big
UPLANDS, O., May 9.—W. G. Maurer, manager of the Bear's Den near-by Riverside Park, Dance pavilion has been opened. The pavilion season was inaugurated on May 1, when Rod Williams and his orchestra played to an opening house. The largest dance bow is being run by Mr. Maurer.

Lodges - Clubs
Run Your Own Round of 10 Weekly
Bingo Parties
For Big Profits
Complete Entertain—Aces Clubs—Jackie Nothing Mat—Tally Board: Dollar Bases—Special Game Cards ($500 St.)—Special Party Bingo Cards—Winner Buys Seignorship—Double Delivery—Write for Information.

Hudson Jewelry Co., Inc., 103 3rd Ave., New York, N. Y.
Rinks and Skaters
By CLAUDE R. ELLIS (Cincinnati Office)

LASSEST crowds that have patronized the American Park in Birmingham for over 40 years were out for the opening of that rink at Lantastake Beach on April 19 and on the following Sunday night, April 21, 1935, in cold weather. Rolleryear is under same management as Winter Garden Rollerway and American Park in Birmingham. These rinks are proving effective in drawing and holding crowds.

Team of Finks, and Elevor split and Cedl Eyre and Avalon Sisters, English roller skaters, formed a trio which included one of our national skating champions. A large roller-skating ring has been erected in front of American Park in Birmingham.

FOUR SENSATIONAL MASKS. American roller skaters, who have been scoring successfully during a six-weeks’ tour of Europe, have transported to America. The party of four includes Mask, D. C., roller skater, to a speed and fancy skating derivative, as swing music by Mask. Mask, who will be in October,.takesion be in shape to compete with any man in the world. In the Red Lion, Paris, he has been incapacitated by slipping on the ice floor, but, after a month’s recuperation, he feels sure he will be in shape to please the audience.

Referring to the challenge of Wal-ter, Alastair Menzies, Scottish cham-pion, will be in London in October, though I think the Moscow won’t be impressed by that. For the Russian has a flair for the Olympic Games.

Long Beach, L. A. N. Y. May 9—The Long Beach Rollerway is offering an edict making payment of a fee necessary before buying skates, to ensure that any skaters buying a pair of skates at the Long Beach Oceanfront will be paid. The office at the Long Beach Oceanfront will be in charge of the ticket sales, and will set the time and place for the sales. The Long Beach Oceanfront will be the office where the sales will be held, and will be open to the public.

On Rollers in Europe
By CYNTHIA BESSON


On Rollers in Europe
By CYNTHIA BESSON


MAJORITY OF SHOWS OPEN

A Few Still In Quarters

Reports show an average of better business — five shows added to the list

CINCINNATI, May 9.—A majority of carnival organizations have made their bids for the new season. A comparative few in Northern States are still in winter quarters. Carnival managers are busy with preparations for launching their tours. A summation of the present shows is as follows:

FRANK L. BARR, 23 years "young," has started his 79th year in show business. Barr is a showman and salesman. The Billboard with West's World's Wonderland this season. Years ago was con- torted with large circuses.

B. & G. Again! San Antonio Event

ST. LOUIS, May 9.—Beckman & Gerety's World's Best Shows, which opened under the auspices of the Southern Carnival Association last week with the help of the city manager only allowed us three days in the city before switching its operation to Peachtree, Pa., where according to report, the organization had a fair business engagement. Visitors to the midway, including a member of the Cincinnati staff of The Billboard, professed the show in its entirety one of the best and best-managed of the season this year. The show is headquartered in the Palace Hotel.

San Antonio Event

San Antonio for next year's Battle of Flowers

MACON, Ga., May 9.—Royal American Shows, which closed a five-day engagement here last week, arrived in Macon, Ga., according to reports. The show enjoyed a nice business in Macon last week, according to the owners, and the opening night here was one of the best they ever had in this city.

PRAISE FOR R. A. S.

At Macon, Ga.

MACON, Ga., May 9.—Royal American Shows, which closed a five-day engagement here last week, are considered as far. Capt. Floyd Wolfe's big drive is the free attraction.

Polkville & Latto at Battle Creek, Mich.

CINCINNATI, May 9.—A telegraphic communication from Henry J. Pollie in- dicating that he had added two fair contracts to his organization for 1937. Pollie & Latto is being headquartered at South Boston, O., this week.

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The show enjoyed a nice business in San Antonio last week, according to the owners, and the opening night here was one of the best they ever had in this city.

Praise for R. A. S.

At Macon, Ga.

MAY 9, 1936

San Antonio Event

San Antonio for next year's Battle of Flowers

Ballyhoo Bros.' Circulating Exp., A Century of Profit Show

By STARR DEBELLE

PIECENTAL, PA., May 9.—Week ended May 9, 1936.

Dear Charlie:

The big "Pete Ballyhoo for President" drive on a straight midway ticket tak- ing the entire country by storm. Le- gends from hundreds of his creditors, wishing him "all the success in the world" arrive in the office daily. Original Cincinnati had been picked as the convention city, but due to the railroad tie-up, the show was forced to switch to Ft. Wayne, Ind., where also the city license is $2 charges.

Our advance staff did its work well. They went out in all parts of the country, as far as Canada, and the other the press agents, and the other a Democratic sheet, refused to take our ad; re-created a new one for national circulation. In Fort Wayne bought both papers and put the show's press agents in as editors. This gave the show many favorable press stories and endorsements.

Hennies Make Hit At East St. Louis

ST. LOUIS, May 9.—Getting away to a flying start with ideal weather. Hen- nies Shows, also known as the Billboard, had a great opening for their year's campaign in East St. Louis, Ill., on the north side of the city.

The engagement for the week ended May 9, 1936.

Dufour-Rogers Hosts At Restaurant Opening

DALLAS, May 9.—Lew Dufour and Joe Rogers, managing directors of their organization, in charge of the Midway Restaurant, will be present at the opening of the restaurant at the beginning of the midway.
**FRUIT CONCENTRATES**

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE

SOFT DRINK OR ICE BALL STANDS.

Get started right this year. Use Gold Medal Concenrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you can say that they are the freshest you have ever had.

Stock dates, Orange, Lemon-Lime, Cherry, Grape and Root Beer. Price $1.25 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 25c cash, any three for $1.00.

SEND FOR YOURS RIGHT AWAY.

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

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**1636 PROVIDENCE TERCENTENARY 1936**

**CITY COUNCIL CELEBRATION CARNIVAL**

**5 WEEKS OPENING JULY 3 SHOWS - RIDES - CONCESSIONS**

WANTED

PARADES - PAGEANTS - MARDI GRAS - OLD HOME WEEK

IN THE HEART OF THE CITY - THOUSANDS OF VISITORS

SPACE LIMITED — NO GRIFT WILL BE TOLERATED

Shows and Rides on Percentage-Concessions Flat Rental-No Conflicts on Shows and Rides-Free Attractions-No Gate

Write or wire:

CHARLES KRONSON

Suite 16 Grosvenor Bldg., Providence, R. I. Phone Gaspe 8210

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Not Stock Posters

No Two Alike

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H. W. POLLACK

POSTER PRINT SHOW PRINT DIVISION

BUFFALO, N. Y. PHONE GRANT 8205

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Concession Carnival Tents

Our Specialty for Over 46 Years.

UNITED STATES TENT & AWNING CO.

171 North Goodman Street, Chicago, Ill.

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CANDY FLOSS & CORN POPPERS

CANDY FLOSS & CORN POPPERS

Candy, Popcorn, Popcorn, Popcorn, Raisins, Rice Krispies, Hot Dog Buns, etc.

NATIONAL FRUIT & NUTS, INC.

215 East 38th St., New York City

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HAL GRAHAM SHOWS

OPEN MAY 31

WANTS Concessions, Side Rings, Wonders who can operate Atlantic Rides and make options. Box 321, Address Box.

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**1636 PROVIDENCE TERCENTENARY 1936**

**CITY COUNCIL CELEBRATION CARNIVAL**

**5 WEEKS OPENING JULY 3 SHOWS - RIDES - CONCESSIONS**

WANTED

PARADES - PAGEANTS - MARDI GRAS - OLD HOME WEEK

IN THE HEART OF THE CITY - THOUSANDS OF VISITORS

SPACE LIMITED — NO GRIFT WILL BE TOLERATED

Shows and Rides on Percentage-Concessions Flat Rental-No Conflicts on Shows and Rides-Free Attractions-No Gate

Write or wire:

CHARLES KRONSON

Suite 16 Grosvenor Bldg., Providence, R. I. Phone Gaspe 8210

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FRUIT CONCENTRATES

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE

SOFT DRINK OR ICE BALL STANDS.

Get started right this year. Use Gold Medal Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you can say that they are the freshest you have ever had.

Stock dates, Orange, Lemon-Lime, Cherry, Grape and Root Beer. Price $1.25 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 25c cash, any three for $1.00.

SEND FOR YOURS RIGHT AWAY.

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

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**1636 PROVIDENCE TERCENTENARY 1936**

**CITY COUNCIL CELEBRATION CARNIVAL**

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NOT STOCK POSTERS

NO TWO ALIKE

Circuses, Coliseums, Carnivals, Fairs, Rodeos, Fraternal Orders, Beaches, Pools, Parks

We will submit designs, created exclusively for your show.

H. W. POLLACK

POSTER PRINT SHOW PRINT DIVISION

BUFFALO, N. Y. PHONE GRANT 8205

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Concession Carnival Tents

Our Specialty for Over 46 Years.

UNITED STATES TENT & AWNING CO.

171 North Goodman Street, Chicago, Ill.

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CANDY FLOSS & CORN POPPERS

CANDY FLOSS & CORN POPPERS

Candy, Popcorn, Popcorn, Popcorn, Raisins, Rice Krispies, Hot Dog Buns, etc.

NATIONAL FRUIT & NUTS, INC.

215 East 38th St., New York City

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HAL GRAHAM SHOWS

OPEN MAY 31

WANTS Concessions, Side Rings, Wonders who can operate Atlantic Rides and make options. Box 321, Address Box.
CARNIVALS
May 16, 1936

midway Confab
By THE MIXER

THE NUMBER of shows on tour greatly increased last two weeks.

IN THE Routes column of last issue there were 128 carnivals listed.

BILLY CHIBSON, lately working at Atlanta, Ga., has joined with N. Y. radio performer Blake with Strates Shows.

EDDIE RAVELLI, formerly with the late Wilson LeVan, is now with Cettini & Wilson Shows with his Mickey Mouse Show and penny pitch concession.

MADAME ZETTA, mentalist, has been appearing in her line at a tea room daily, also in a hotel's tea shop and a night show at a local theater in Baltimore. Under management of George Mathews. Both were with Strates Shows last season.

ANSWERING AN INQUIRY, it was at Bahia, Ga., early in 1918, that Paul Els was employed to play a week's engagement under the auspices of the show's long-shoing shooting gallery, phoecphos at the attractions going to a local charity.

IT WAS a sort of "old home week" for Walter DeVeaux, secretary Royal Americana, at Middletown, Conn., where he is a member of AI Shire Shrine Temple and has many other warm friends at Middletown. He had a round of visits daily.

MRS. J. LACY SMITH, recently appointed editor of the twin Perry-Beek on Marks Shows, doesn't fancy the early opening hours and all the cashiers are found on John Marks' payroll agent for his idea of a double matinee each week.

THE MIXER has a photo of Jack Spanier, brother of the late John Kromer, with a string of 114 Spanish mackerel, said to have been caught by them in two hours near Forest, Tex. The Spanier brothers and Kennedy were all formerly with Big State Shows.

Good ad salesmen gain confidence by not stooping to "dirty" knocking of opponents. (there is a show agents' connection.)

DENNY HOWARD is on the executive staff of United States of America—not Denny Pugh, as was given in the recently published roster.

B. R. (TEX) MUELLER, late agent for Big 4 Shows, and wife have returned to Indianapolis, and having purchased a roadhouse will not be on the midway this season.

WORLD'S PREMIER HIGH DICE-ROLLER has some open time in the World.

Most comprehensive line of Apparatus and Supplies in the World.

Mitt Camps, Books, Graphology Charts.

NEW 124-Page CATALOGUE now off the press.

Display Charts, Horoscopes in 11 styles, Apparatus for all the various forms of Chiastology.

ZODIAC FORTUNE CARDS,
HOW TO BECOME A MEDIUM.

Send for our new 1935 Catalogue, full of new stock, forecasts and analysis, 9-p., fancy covers. Ea. 25c., remittance with order.

Attention Carnival Owners and Park Managers.

BILLY GIBSON, lately working at Atlantic City, N. J., is working in the Big State Shows.

EGOR (SPOT) TIFTS, recent 16-year-old at the Big State Shows, is working in the Key West Serving Boys.

GEO. W. BRINK & SCHORK & SCHAFFER.

300 CARD SET, $3.00. 100 CARD SET, $2.00. Please remit with order.

GINGO KORN GAMES

WANTED one or two outstanding Freaks, Jack Mabey, Hoppy, Frog Boy, wire. WANT Artie, Jack, white, O'Neil wire.

Evangeline Shows can place

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CARNIVALS

EYEVIS ATTRACTIONS
Will help make your Conceivis THE Low Cost, Easiest, Most

CARNIVALS

PADDLE WHEELS
$7.50 up

GIRL IN BED
The Sensation of

COUNTRY STORE WHEEL
42" to 10". Also Safety Coin Boxes

JENNY ROLL-DOWN
The Return in Europe. New in America

CAMEL BACK SKILLO

Sirens and Serenades. 10"...12"...16"...20"

FREE CATALOG
Event"list, Park and Carnival Amusement Equipment for "Park and Carnival Operators. All other Equipment. All Supplies. All Reels." cabinets. etc. All made in U.S.A. All in stock and ready for delivery.

SHOOTING GALLERY SUPPLIES for Salesmen of Galleries, Dealers.

H. C. EVANS & CO.
324 W. Adams St., Chicago, Ill.

Wanted for All Makes of Galleries.

THE ORIGINAL CANDY PULLER
- DISPLAY PULLERS

REDUCED MACHINE.

RIBHIEZ PULLING MACHINE CO.
153 CROSBY ST. NEW YORK CITY

VOLUNTEER STATE EXPOSITION
WANTS FOR NIOO, FLEMING, MERRERDITT, ALL IN COAL FIELD. MINES WORKING FULL TIME.


ROY BLAKE, Manager, Neon, Ky.

2 SATURDAYS--J. R. EDWARDS SHOWS--2 SATURDAYS
OPEN MAY 25TH AT MASSILLON, OHIO.
Willard K. P. K. Festival, Fostoria, Oh. and other Towns on streets! LeRoy, Fourth of July Celebrations to follow.

Altman Mersherr Kiddy Ride and Yilt-A-Wheel. Corn Game, Grind Stores and all kinds of Legitimate Contests. All shows furnished with outfit of reasonable price. Jumelle and Dutch report May 20. Until May 30 address Wooster, O.
ROCHESTER, N. Y., May 9.—As announced in last issue, a hearing on the problem of the present association and the association forming in behalf of its railroad show membership was held at 8:30 this morning. After hearing the presentation of the case of the Interstate Commerce Commission bus subcommittee, changed their attitude and agreed to join the association forming in behalf of the needs of the industry. The deciding factor in the decision was the fact that the Baltimore & Ohio is in the operating with low railroad companies. The general attitude seems to be that the road is in favor of an association in operating with low railroad rates.

If the result is satisfactory it is our guess that similar conventions will be held in other departments than passenger traffic. In connection with the New York City trip, Thursday, May 10, at 2:30 p.m., at the hotel, the following will be available for the general discussion:

- States and Territories. 
- Michigan. 
- Wisconsin. 
- Minnesota. 
- Illinois. 
- Indiana. 
- Ohio. 
- New York. 
- Pennsylvania. 
- Connecticut. 
- Massachusetts. 
- New England. 

We had occasion to visit the winter quarters of George Traver's Shows on South Linden avenue. Besides being a set of six people; electric-chair demonstration; Bazaars; finest Circus in the world; and date at Bakersfield and much hobbling. The show on its way to New York was featured, was a total blank, as it looked at the advance. The Shubert organization paid the midway a: visit. Mr. and Mrs. W. H. McCormack back on the show fully recovered.

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Along the California Pacific Expo Midway

By FELIX BLEY

The publicity department has

BARNES

City, May 9.-A. J. Fitts, owner

of the Bayou Cafe, has

reopened his establishment this

season, reserving the last seat

of the week for Mrs. Fitts, who

was ailing. The writer and Mrs. J. J. Fitts, owner of the

Barnyard Cafe, are now in charge of the

establishment. A truck is being rebuilt for

the use as an office for this department.

In addition to his duties as boss

of the Barnyard Cafe, Rube Allen, of the Barnyard Cafe,

will act as contract press agent, with Mrs. Breese as

general press agent in charge of the

management of Hawaiian Village, with

under management of Harry Armstrong and family

visited friends in the city.

A number of the acts here this week

have been cast throughout the personnel in the

show Tuesday evening looking for

a downfall for double

an operation a month ago for double

the Detroit territory

Severe thunderstorm at sundown which

The Caterpillar ride clicked, as it was

quite the first one here in some years. The

twin Eli Wheels doing okeh, also

on a downtown lot under auspices of

the Detroit territory.

The Caterpillar ride clicked, as it was

at the opening of this season, resigned and left

at the opening of this season, resigned and left

the profession.

Floyd B. Heth, manager of the Barnyard Cafe,

was a guest of officers of

the Art Galleries.

The writer was out Monday at the

Indian, who conducts the "Indian

palmistry studio, of which L. Wilson is

member of firm of Medill & Davis, fell

severe thunderstorm at sundown which

condition of Tom Ricci, father-in-law

of Mrs. Fitts, who broke his right arm and shoulder while
cleared last winter's snow from the floor.

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KANSAS CITY, Mo., May 9—Frank App returned from a trip, At Siding Stop, Kansas City, on Thursday, Mrs. Bill Myler, who entertained at her home a large number of friends, had a very enjoyable evening. Myler had in charge of her show for the past one thirty-five years.

A New Era—Just before leaving for his two-day engagement here, Mr. App made a large number of friends.

The Billboard—At Clarksville, Tenn., got two days with—

J. A. Pederson, general agent, The Billboard; W. J. Ceaser, Mr. and Mrs. Ted North, special agent and The Billboard; Stanley Bench Bentum, owner, Bench Bentum's Diving Sensations is in the city park.

As the show, actually obtained new suits and will not be able to remove their overcoats by the Convention, held at the Lark Opera House, May 9, with the exception of the Misses Buhler, for old-time friends, and all present, including all of which, however, has not been renumbered and newly furnished.

Frank Capp and several others made a trip under the party.

W. J. Ceaser, Mr. and Mrs. Ted North, special agent and The Billboard; Olgibe, general agent and business manager; Hughey, of Hughey Bros.' Shows; C. D. Davis, mechanic; George Scott and Art Hesson, tickets; John Moses and Robert Brown, and Harry Bracken's Five-in-One show.

The Spot—Among the oldest Gray's, Paris Revue and Hard Times, handled by the show.

Harry Bentum, manager; Jack Berg and Jack Bauman, staff; Bob Slevin, second cook; Jimmy Montana, chef; John Moses and Robert Brown, and Harry Bracken's Five-in-One show.

The Billboard—Gay's, Paris Revue and Hard Times; handled by the show.

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CARNIVALS

The Billboard

53

May 16, 1936

PACIFIC COAST SHOWMEN'S ASSN.

816 New Orleans Bldg., Los Angeles

LOS ANGELES, May 9.—There were 75 members present at Monday night's meeting of the Los Angeles C. D. S. WW. H. as the first vice-president, president, respectively. Usually less than 30 members were present, but probably because cards had gone out for the recent special committee meeting. During the fast, most of the members were preempting another corner beef and deli, and liquid refreshments were limited to those brought in from the outside. One of the members was presenting a "hot show floor." Business was expedited and the meeting adjourned. One special committee to report time was given that the county was not ready to do the show floor. The inopportune speechmaker and the floor show manager.

Letter expressing the thanks of members was ordered to Manager Harry B. Chapman of Ken Maynard's Wild West and Circus for the splendid entertainments. The last show presented by the club was one of the best on the coast. The show floor was clean and well laid out. The management was efficient and courteous.

Communications: Brother Eddie Brown wrote interestingly of Texas doings. His letter read, "The South is the place to visit in the world." John Tke Fm., of Mel's Wonderland, wrote, that the show had been well received. The new location was proving to be a good spot. The show is doing a steady business, with good attendance each night. The management is to be congratulated for their management and the "good show floor." Everyone hopes that the show will continue to do well.

Columbia, Mo. Charles, 2nd brother of E. A. Brown, San Francisco, Reprinters, told Harry Brown, of Ken Maynard's Wild West and Circus, that his show had been well received. This was the first time that the show was presented in Columbia, Mo. It was the first time that the show had been presented in Columbia, Mo. The show was well received. The management was efficient and courteous.

MAY 23 WANTED,

in the fall.

WANTED, on percentage basis, Rides which do not conflict.

On a recent visit to the Los Angeles County Fairgrounds, Mr. and Mrs. Ladd have added a new attraction to their show. The new attraction is a shooting gallery. The gallery is located near the main entrance to the show. The gallery is well lighted and the targets are well set. The gallery is open daily from 9:00 a.m. to 9:00 p.m. The gallery is managed by Mr. and Mrs. Ladd. They are well experienced in the operation of shooting galleries. They are well known in the shooting gallery business. They are well known in the shooting gallery business.

Hilderbrand's United Shows, Los Angeles, Calif., have added a new attraction to their show. The new attraction is a shooting gallery. The gallery is located near the main entrance to the show. The gallery is well lighted and the targets are well set. The gallery is open daily from 9:00 a.m. to 9:00 p.m. The gallery is managed by Mr. and Mrs. Ladd. They are well experienced in the operation of shooting galleries. They are well known in the shooting gallery business. They are well known in the shooting gallery business.

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Federal Admission Taxes

The federal government this season is making a thoroughgoing checkup on any show to the number of tickets on hand that he...

Federal Government

Another case in the Rest is even more

The government shows mistrust and...
HELP WANTED

AGENT FOR VAUDVILLE SHOW—ACTS AND CIRCUSES—RADCLIFFE, 2042 Long Ave., Chicago, Ill.


HELP WANTED—MUSICIANS

GOOD DANCE MUSICIANS—SINGERS AND DANCE DIRECTION. Name band, GENE MILLER, Films Hotel, Exeter Springs, Ore.

M. P. (TALKIES) FILMS

OUTDOOR CIRCUS EXHIBITS COMPLEMENTS (last 104M. Sound Programs $3.50 each). Write for program. EASTERN PRINTING, Davenport, Iowa.

TALKING PICTURES, $12.50; SHORTS, $5.00; SIMPSON, 125 So. Broadway, Dayton, Ohio.

M. P. ACCESSORIES—FILMS WANTED TO BUY

16 MM. MOTION PICTURE FILM, $219.100 High Speed Parachromatic Film, $8.50 each. Write for prints. EASTERN PRINTING, Davenport, Iowa.

PARTNERS WANTED

COUNTRY DANCE PARTNER, ABOUT 100 LBS. TN. S. DURK, 35 E. Forest St., Detroit, Mich.

SALESMEN WANTED

BIG PROFITS SELLING BABY RUTH, BUTTER NUTS, WANG, A. CASTERLINE, 1915 Sunnyside, Chicago.

BLADES—OXIDE, LATEX AND SILVERTEX, $1.25. KEOHANE WHOLESALE DRUG, 456 Keeney, San Francisco.

BASEMENT MEN—NEW PUT & TAKE JARS, $1.50. S. L. PLEAS, 110 Delaware St., New York, NY.

SALESMEN—NEW PUT & TAKE JARS, natural, details, samples free. S. L. PLEAS, 110 Delaware St., New York, NY.

SALESMEN—EVERYBODY NOW BUYING WRITE FOR LISTINGS. Catalogs, upstairs, Haynes Bros., 600 W. Fourth Posters. Write for prices and samples. CATO SHOW PRINT CO., Cato, N. Y.

SALESMEN—WANTED—SECOND-HAND CATALOGS, USED, $1.00 each. JOE, 236 Market, New York.

FACTORS WANTED—SECOND-HAND CATALOGS, USED, $1.00 each. JOE, 236 Market, New York.

LISTEN FOR MUSICIANS WANTED—SECOND-HAND CATALOGS, USED, $1.00 each. JOE, 236 Market, New York.

SALESMEN WANTED—SECOND-HAND WAREHOUSE CATALOGS, USED, $1.00 each. JOE, 236 Market, New York.

SOUND FEATURES AND SHORTS, PERFECT $15.00 each; like new. WRITE SATANIC HEADQUARTERS, 1112 Fifth Ave., New York.

STRAW MEN—WANTED—SECOND-HAND CATALOGS, USED, $1.00 each. JOE, 236 Market, New York.

FOR SALE—SECOND-AND-THIRD-HAND CATALOGS, USED, $1.00 each. JOE, 236 Market, New York.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM AND STAGE LIGHTING EFFECTS—Crystal Showers, Spotlights, etc. NEWTON, 317 N. Dearborn St., Chicago, Ill.

FOR SALE AND TRADE—FIRST-CLASS AMUSEMENT PARK EQUIPMENT—CRYSTAL SHOWERS, SPOTLIGHTS, ETC. ARTHUR C. MORGAN, 5216 N. Dearborn, Chicago, Ill.

FOR SALE—RIDE AND GAMES, WITH LEASE IN FIRST-CLASS AMUSEMENT PARK OR CAN BE MOVED TO CHEAPER LOCATION. Address W. Thompson, Philadelphia, Pa.

FOR SALE—CARDS, LEAVES AND PRINTS, Excellent quality. Address S. H. Temple, 5217 Harding, Des Moines, Iowa.

FOR SALE—STUDEBAKER, 18-PASSENGER CAR. $750. Address LeRoy, 2228 11th Ave., Los Angeles, Calif.

FOR SALE—POP CORN SOAP, $2.50 per 100, $2.50-50% deposit. L. M. ANDERSON, 1664 W. Thirty-fourth St., Chicago, Ill.

FOR SALE—24-10MM. MOTION PICTURE FILMS, $1.00 each. Address W. Jones, 422 S. Fourth St., St. Louis, Mo.

FOR SALE—MACHINES—DIRECT POSITIVE ROLL, 3/4"x180', $7.50. Address L. M. ANDERSON, 1664 W. Thirty-fourth St., Chicago, Ill.

FOR SALE—MACHINES—6-1/2"GAGE STEEL, direct positive roll, 1-1/2"x250', $7.50. Address L. M. ANDERSON, 1664 W. Thirty-fourth St., Chicago, Ill.

FOR SALE—NEW GOODS

POP CORN BRICK FOR ALL OCCASIONS—NEWLY INVENTED. FROZEN CUSTARD CO., GASTONIA, N. C.

FROZEN CUSTARD CO., GASTONIA, N. C.—WANTED—1,000 WATT FLOODLIGHTS, FOOT LEDGES.

FOR SALE—SECOND-HAND BARGAINS—GENERATORS, MOTOR GENERATORS, EXHAUST FANS, etc. ASK FOR QUOTATIONS. SCHAD CIRCUS ATTRACTIONS, 616 Maine Ave., St. Louis, Mo.

FOR SALE—SECOND-HAND BARGAINS—MACHINES. A-1 wardrobe. Long engagement to the Foster Medicine Show, Marion, Ind.

FOR SALE—SECOND-HAND BARGAINS—PRODUCTS. A-1 wardrobe. Long engagement to the Foster Medicine Show, Marion, Ind.

FOR SALE—SECOND-HAND BARGAINS—PROPS AND COSTUMES. A-1 wardrobe. Long engagement to the Foster Medicine Show, Marion, Ind.

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CHICAGO, May 9.—An increase of approximately 5% per cent in the premium business of the country is in prospect for this year, according to Howard W. Dunk, secretary of the Premium Advertising Association of America, in session this week at the Palmer House. Last year’s premium business amounted to the startling total of $600,000,000, Dunk stated, and this year it is expected to reach $600,000,000.

Universal with Women

Many new manufacturers have shown that the use of kitchen appeal, especially for introducing new products and new services into the home, has not only served to attract the fair sex and make a good impression, but to increase actual sales.

Many manufacturers have been enjoying an unusually early start in the premium field, with orders for summer glassware, for example, beginning to hit its stride in even better form than was expected.

Premium and specialty houses are today featuring a wide variety of kitchen specialties, such as electric mixers, matched sets of small utensils, and other leading premium merchandise and prize specialties picked up sharply in the wholesale merchandise in any considerable degree than was expected.

The general opinion is that there is a definite trend to larger premium usage now evident in the outdoor market in the United States.
ATTENTION!!!!

Race Horse Lamp shown in a real attraction at $9.00 per day. Sample, $1.00 each. Carrying a large line of Plaster Lamps and for our free catalog now ready.

Cleveland Statuary Mfrs.
1927 Payne Ave., Cleveland, O.

MEN'S POLO SHIRTS
Latest styles for the season. Many colors, plain or striped. Sizes 36 to 50. Eureka Shirt Co., 307 W. 33rd St., N. Y. C.

GORDON NOVELTY CO.
333 Broadway, New York City

Midwest Specials

B201 — 17-Piece Tea Set, Large Plate...
B203 — 17-Piece Tea Set, Small Plate...
B209 — 17-Piece Tea Set, Assorted...
B201 — 17-Piece Tea Set, Large Plate...
B203 — 17-Piece Tea Set, Small Plate...
B209 — 17-Piece Tea Set, Assorted...
B201 — 17-Piece Tea Set, Large Plate...
B203 — 17-Piece Tea Set, Small Plate...
B209 — 17-Piece Tea Set, Assorted...

Stuffed Dogs

B201 — Standing and Sitting Dogs, Unclothed, 3.50
B203 — Standing and Sitting Dogs, Unclothed, 3.50
B209 — Standing and Sitting Dogs, Unclothed, 3.50

Radio Going Well

The new five-tube General portable radio, introduced by General Wireless Laboratories, Inc., is meeting with an exceptionally fine response, the manager of the company reported. It is ideal for picnics, the beach, the mountains, and for light in the house. It can operate wherever there is no electricity current, either C. or D. C.

Bud's of Bottleware

A new line of Bottleware refrigerator boxes has been designed and placed on the market by North American Chemical Company. It is the purpose of the new type boxes to replace containers for food in glass, light in weight, non-shatterable, the boxes will not absorb or give off odors or tastes to foods, and are easily cleaned. They are designed for economy of space in the refrigerator.

NEW — EXCLUSIVE — DIFFERENT — FUZFINISH SCOTIES

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

The Billboard

GORDON NOVELTY NO. 203, BROADWAY, NEW YORK CITY

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NEW — EXCLUSIVE — DIFFERENT — FUZFINISH SCOTIES

CREATED IDEAS, INC., 901 Evans St., Cincinnati, O.
TREND IS (Continued from page 58) ern fouling on more rabbits. This means that the designer must examine points in the programs that are likely to change with time. The program is constantly in the process of being adapted to the factory. In this manner he is able to make an object better looking but more useful.

138 MFRS. (Continued from page 58) quarter-inch thick. Made in various attractive colors and lights readily.

Humidity Indicator
The rapid advancement of air conditioning in homes and public buildings has led to the development of various attractive accessories. Also, a humidity and temperature indicator, made by Rela-Dis & Stamping Company, is one of these. Mounted on a bale line or similar base, it is made in several shapes and attractively finished in chrome and black, with gold numerals, and on the front a space for advertising. So attractive it enhances the appearance of a desk or mantel. Also made without base so it can be hung on a wall.

Noiseless Roller Skates
A noiseless roller-bearing roller skate with rubber composition wheels of unusual design is offered by the W. J. Baker Company. Wheels which will not injure carpets or floor is the feature stressed.

Attractive Ash Trays
Alto-Apple Company showed several very attractive ash trays combinations made of imitation agate in many colors. One set in particular is an excellent combination of four deep trays and a cigarette holder that holds 30 cigarettes, packed in attractive display box.

SUMMER ITEMS
FREE 1936 CATALOG
• DOLL ROBES.
• SCONCES.
• 100 MATCH STICKS.
• BOBbin HOLDER.
• 25 CENT, Aust. and Inbox Pocket Watches.
• SPEED-WHITE SHOE
• CARDED GLOVES, BANDANAS, ETC.

ELGIN WALTHAM
Small size Pocket Watch, new styles, new models. In lots of 3. $2.65
25% Deposit, Balance C. O.

CORN-GO
CORN & CALLOUS REMOVER
Soften the callous. 
ORIN-GO can be obtained at all Drug stores. Free Sample.
We also manufacture CORN-GO Foot Cream.

ELGIN WATCHES, $1.65 EACH
7-JEWEL, 18 SIZE ELGIN & WALTHAM—$2.35.
FREE CATALOG CARNIVAL MATERIAL, ETC.
CRISPET CITY SMELTING CO.
115 N. Broadway, St. Louis, Mo.

WRITE FOR 1936 CATALOG—READY NOW
EXCEL MERCHANDISE & NOVELTY CO.
1316 Farnam Street
Omaha, Nebraska.

NEW SILVER Long and Short TWO-BAND RCA LICENSED RADIO
Operators are causing us to be a Beautiful Radio! $5.95 on 25¢ Deposit, 10¢ on 1¢ Deposit. $10.94

SILVER SALES CO., 615 N. MICHIGAN AVE., CHICAGO, ILL.
BETTER THAN EVER!

MARRIAGES

(Continued from page 30)

it will be able to better serve its ever-increasing trade.

The General Sales and Drug Company, of Chicago, announces the appointment of Sidney Halpern as manager of the company's new eastern sales department in the New York City area.

Novelty Company. Sidney has a host of friends in New York and they will be glad to see him.

The Midwest Merchandise Company, Kansas City, has recently acquired additional storage space of 250,000 square feet to take care of the new carnival merchandise arriving from the Midwest. The company is now handling 50,000 square feet of merchandise.


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WASHES WITHOUT WATER.

The Oak Rubber Co.,
Ravenna, Ohio.

At Leading Jobbers Only.

WASHES WITHOUT WATER!

COMPANY,
PALOMAR - The
Send for Catalog. Biggest Bar-
Brand -New
H. Pakula & Co., 5 N. Wabash Golit. Ave.,
Sets at Low Prices Now Ready.

Send $2.00 for No. 8 Line of Engraving Goods.

Thank You for Mentioning The Billboard.

$1.35 Dozen - $15.00 Gross

NEW ERA OPTICAL CO.
SPECTACLES and GOGGLES
anywhere.

Field
106 North 7th Street, St. Louis, Mo.

MAKER EVER!

HEADQUARTERS FOR
Glasses,
BRANDSHY-TEX
RAVENNA, OHIO.

WITH INK GAUGE.

The Billboard Sample, dime.

CHROME AND
5th
From $12.00 Gross.

THE NEW YORK JOBBERS
24 Brooklyn Avenue, New York.

Waltham and Elgin H. Manting Movements in New Open Face Chromium Cases.

Save 80%

Buy your Sundries, Speculative, Supplies, Cigars, Delicacies, etc., through our Mail-Order Department. All Sorts of Jobbing Goods, Hardware, etc., everything. Sold for Field mail-order department.

New York, N. Y.

THE NEW YORK JOBBERS

300% PROFIT GET NEW HELP-STANDS
NO FLINT CIG. LIGHTERS

Lends itself—Sells itself. Tantalistic appeal to Flint Cig. Smoker. Extraordinary values. List from 11 to 17 people and have never

NEW METHOD CO.,
115 Park Row,

WALTHAM AND ELGIN RAILROAD

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 un-

with the expiration of May 31. 1936.

If not renewed, the space will be accepted as renewed by default, at the rate prevailing at that time. If you desire to change your space, you must notify the office before the expiration date.

Thank you for mentioning The Billboard.
ATTENTION HUSTLERS

age with the Milt Tolbert show.

this missus and daughter attended the

spots. We are first to show

son, Ga. "We followed them in our last

and make his column more interesting

and sorry to learn of Art Cox being in

I still have a tough spell now and then

for parts up north.

large shops working full time.

SMART -STILE CRAVATS,

DONT

or money refunded.

.Save 50% on No. 1000 - 2000 - 5000 - 10000 pieces. Send for your catalog and advice on WI

GrodIn Pen Co..396 Broadway, New York, N. Y.

GrodIn Plunger -Fill Vacuum Fountain Pens

Patented.

Frank P. Decker, Jim Osborne, A.

LEADER NO. 1 - 100% PROFIT List Price of entire line.

CHAS. C. RAY, 705 N. Lemcke

probably they have all left

Besides them they had many

Woven Materials -

Frenchy Thibaut

as the leading

store and saw the bright and smiling

He soon sold out all his

Dozen.

To and demonstrated

to and demonstrated

Decker is my first

I wish Bud Haw-

There must

there is my first

Dental Cream Assortment.

Shaving Cream Assortment.

Dental Cream

Double -Edge Razors, Metal

Packard Blades, Double -

from Jack Knebel, New York City, John

Salt Lake City, or Chicago.

wasn't serious.

with jar wrenches, at Carrollton, Ga..

When Doc Shannon,

sold out all his

black leather, carry-

American and European in a wide variety of New Fast Selling Items at Best

RUSHVILLE, IND. - "Think I'll hold off

as to make

try to put in the time?

Bert Cullen putting in the time?

W. Griffith managed to get it at

or money refunded.

Colors.

tend to be convinced. Money re-

Send

Variables.

The Pipes seem to be losing space and I

I seem to be the only one.

Broken Nose, West

with the word "easy".

All catalog orders to

CHICAGO MILLS SALES CO.

56 Crosby Street, New York, N. Y.

for parts up north.

a tough winter here, due to illness,

as to make

try to put in the time?

Bert Cullen putting in the time?

W. Griffith managed to get it at

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Colors.

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Send

Variables.

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Broken Nose, West

with the word "easy".

All catalog orders to

CHICAGO MILLS SALES CO.

56 Crosby Street, New York, N. Y.
NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, 1. 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 the NEW YORK OFFICE, etc.

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

Letter List

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
Gentlemen's List

PAUL POST

Addison, William
Adams, Frank K.
Adams, W. L.
Allen, John
Allen, Mrs. A.
Allen, Mrs. L.
Allen, Mrs. M.
Allen, Mrs. V.
Allen, Mrs. W.
Allen, Mrs. W.
Ambrose, Mrs. A.
Ambrose, Mrs. C.
Ambrose, Mrs. J.
Ambrose, Mrs. M.
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KRAUSE GREATER SHOWS
WANT, Want to Join at Once,
Ferrin Wheel, Loop-o-Plane and other Good Rides. We Want Legitimate Concessionaires for Popcorn, Peanuts, Sandwiches, Penny Arcade, Shooting Gallery and other Flash Games.
Wire, write at once.

ATTENTION CARNIVAL MEN ATTENTION
BEFORE PURCHASING SEE
THE JOHN ROBBINS COMPANY
340-42 THIRD AVENUE, PITTSBURGH, PA.
LOWEST PRICES
Lowest Prices
Largest Line of Fair—Carnival—Bazaar— and Bingo Merchandise.

AMERICA'S CLEANEST CARNIVAL
GREAT SUTTON SHOWS
MT. VERNON, ILL., MAY 18-23. POLICE CARNIVAL. FIRST SHOW DOWN TOWN IN 12 YEARS.
WANT TO BOOK quickly for the season. Cook House, Oona Games. Pop Corn, Frozen Orange, and WILD ANIMAL SHOWS. TO BOOK this Week.
WANT Complete Enterprize. Write for Full Information. Ask for Full Information.

WANTED FOR MOXAHALA PARK
UNDER NEW MANAGEMENT
WANTED PERMISSION TO BOOK.
CAN USE Loop-o-plane and other good Rides. WE WANT legitimate Concessionaires for Popcorn, Peanuts, Sandwiches, Penny Arcade, Shooting Gallery and other Flash Games.
WANT to use Attractions for Side Show and Talker.

WANT FOR DODGSON'S WORLD'S FAIR SHOWS
WANT Shows, Attractions with or without outfits, Tagline Acts, Standees, Dancing Stage, Bingo Games, Circus and Vaudeville, Novelties, Auto Races, Ball Games, Ice Cream, Popcorn, etc., $10.00. Lew and Lucy, Minneapolis, Minn.

ADVERTISERS WANTED
GOODING'S RIDES BOOKED
NORTHERN MINNESOTA AND DAKOTAS, CELEBRATION COMMITTEES.
WANT RIDES—Merry-Go-Round, Ferris Wheel, Tagline Acts, Dancing Stage, Bingo Games, Circus and Vaudeville, Novelties, Auto Races, Ball Games, Ice Cream, Popcorn, etc., $10.00.

MILAN DIKLIK
100 Clinton St., Johnstown, Pa.

IF YOU HAVE AN ADVERTISEMENT THAT IS NOT INCLUDED IN THIS ISSUE AND WOULD LIKE IT TO BE ADVERTISED, PLEASE CONTACT THE BILLBOARD DIRECTLY.
ATLAST! WE HAVE SOLVED ALL YOUR PROBLEMS WITH OUR BRAND NEW BINGO CARDS.

THE ONLY COMPLETE SET MADE THAT SERVES ALL PURPOSES.

1. A Complete Set with 250 Cards and 300 Cones.
2. A Sample Package of 20 Cards and 25 Cones.
3. A Red Serial Number for each Set.
5. Packed 20 Pads (500 Cards) to a Package, 6 Packages (a complete set) to a Case.

E. S. LOWE & CO.,
135 East 2nd St., New York, N. Y.

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REO BROS.

ATLAS! WE HAVE SOLVED ALL YOUR PROBLEMS WITH OUR BRAND NEW BINGO CARDS.

REAL CONE CAKES

250 N. B. C. Branches to serve you "on the spot"!

ATLAS! WE HAVE SOLVED ALL YOUR PROBLEMS WITH OUR BRAND NEW BINGO CARDS.

REAL CONE CAKES

250 N. B. C. Branches to serve you "on the spot"!

Want "travel light" on your cone supply? Then send us your itinerary, and we'll supply you with oven-fresh, extra-crisp, National Basket Real Cone Cakes at every stop along the way!

This service means you can end breakage, losses and hauling worries. What's more your cones will taste better and sell better because they're fresher. Mail us your list of towns today—and we'll send you prices and free samples at once.

NATIONAL BISCUIT COMPANY

649 W. 14th St., New York, N. Y.
Distributors, jobbers, manufacturers and operators are prone to look upon themselves as the Big Four in the amusement-machine industry, sometimes completely overlooking the main cog in the wheel that is going around and around so merrily.

"We are the men who are responsible for the success of the industry," they reason, "and it is to us that credit for the phenomenal success of the business must be given."

However, when all the analyses are made and the figures have been added, subtracted and divided, we must face the obvious fact that the largest of the group, which is not really in the Big Four at all but the Big Five, is the location owner.

"Oh, sure, largest in numbers," you say, dismissing the location owner with a wave of the hand. The location owner refuses to be so easily dismissed. He leads the field in more ways than in strength of numbers. The ultimate success or failure of the entire industry and even of every new service that is introduced to the trade depends finally upon him.

Whether or not you like to face it, the location owner, with all his importance and all his power, is the Head Man of a great industry. He is the man directly responsible for the cascades of nickels and dimes that are furnishing a livelihood to hundreds of thousands of people. Without him, the operator, jobber, distributor and manufacturer would be in the position of rowboat salesmen in the middle of the Sahara desert. They might have good products—but they would have simply the products and not the profits.

Let's paint a composite picture of the location owner. After taking a look at Joe Doakes in Nutley, N. J.; Wilbur Blank in What Cheer, Ia., and Elmer Burb in Cactus, Tex., we can figure out what kind of a fellow Mr. Location Owner is.

Right at the outset we learn that he is a respected business man in his community. Maybe he is a druggist, a hotel owner, a cigar store proprietor or a restaurateur. Regardless of his business, he is doing his level best to make it pay his taxes for him. He has learned to use red ink in his ledger without crying merrily.

He is the "little fellow" who has been most badly buffeted out of what kind of a fellow Mr. Location Owner is.

As soon as he saw what they would do for him he put his heart and soul into it. He had to if he wanted to survive.

He thanks his lucky star that coin-operated amusement machines are going to lose another operator and eventually eliminate themselves from the business. When you see a pin-ball game in a confectionery store, you know it's time to feel sad about percentages, locations, service calls and a hundred other things. It would be easy, I suppose, for him to add to his conversational stock something like this:

"You and I, Mr. Location Owner, are partners in one of the world's fastest-growing and best industries. We have a right to be proud of what we're doing. We're bringing employment to quite a few people right in this town, and we have a right to feel good about that. We're bringing enjoyment to hundreds of people here, too, and that's fine.

"But that isn't all we're doing. We're furnishing employment to men by the hundred thousand. Thru these machines we're keeping great factories working at peak capacity. We're giving employment to thousands of truck drivers. We're building freight receipts for the railroads. We're keeping lumber mills in operation and we're causing foundries to operate at capacity. Without the glass business that we're responsible for there is no small item. Why, man, the list of people we're giving a lift is almost endless.

"Yes, sir. We're partners in a great business. It's a legitimate enterprise and it's on the upgrade."

Something like this above speech is what the operator should say to his location owner. If he doesn't always do it is that he hasn't thought things out for himself. After all, his job should keep him pretty busy.

But he must learn to think about the other members of his partnership. Operator, jobber, distributor, manufacturer and location owner must all realize that the time-worn axiom: "A chain is no stronger than its weakest link," may be trite, but it's still true.

Not one member of the group can exist without the others. Any strife between the various factors in the industry can only result in harm to the whole industry. The operator who takes unfair advantage of his location owner is hurting himself just as much as he hurts the man with whom he is doing business, and he is also closing a market for the jobber and the manufacturer. And so it goes, all along the line. The manufacturer who fails to co-operate with his distributor has hurt everybody. The distributor who misleads an operator has slowed down the whole machinery.

Always, regardless of where the trouble starts, the location owner feels the ultimate blow—and the location owner, with the power to allot space to the machines or order them out of his store, is always the Head Man.

In extolling the virtues of the location owner, we are talking, of course, about the right kind of location owner. That operators have been wise in their selection of locations is almost universally true. Of course, there are incompetent operators and these men have sometimes selected the wrong kind of location owners. When you see a pin-ball game in a confectionery store across the street from a public school, you can be reasonably certain that the operator and the location owner will eventually eliminate themselves from the business. When you see an obsolete machine in a run-down store, you know the amusement machines are going to lose another operator and another location owner. If you can't force yourself to feel sad about the prospect, nobody will blame you.
N. Y. Senate Passes Skill Game Measure

ALBANY, N. Y., May 6—The Senate today passed the bill introduced by State Senator W. L. Wight, of Brooklyn, to amend the law so as to permit the making of a device operated by inserting a coin of no denomination greater than 10 cents.

Under provision of the bill operation of the game must be dependent on the user's skill and the outcome of some game of chance. The device may be in the form of a machine containing merchandise or a combination of merchandise and money.

Magistrate Believes Bridge Game of Skill

NEW YORK, May 9—Magistrate Anthony F. Burke decided in West Side Court last week to let the Coney Island Patent Session judge whether bridge players who conduct duplicate tournaments for a card fee are guilty of maintaining a gambling establishment.

Mildred Lovejoy and Mrs. Adaefel Ferrigno, bridge instructors and tournament directors, were fined $20 and $10, respectively, when the police raided the Lovejoy Bridge Studio during a five-table duplicate tournament at 234 West 141st Street, before Special Sessions.

The question before the Lovejoy bridge world, which sat “burned” by the first police raid on a duplicate bridge game, was whether or not bridge was a game of chance. Magistrate Anthony F. Burke, who decided the case, held that bridge was a game of skill.

They staggere the question as to whether or not bridge was a game of skill, and whether or not the location owners were bridge teachers, compared the same as a puzzle to playing a game of bridge.

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Amusement Machines Provide
New Hardwood Lumber Market

More than 10,000,000 feet of hardwoods is used in manufacture of coin-machine cabinets during 1935—
glass, electrical, and other industries are also benefited.

CHICAGO, May 9.—Business men in the glass, electrical, furniture and other industries supplying materials and parts to the coin machine industry have learned recently thru their trade magazines and various other sources many of the economic facets of the coin machine industry and how their businesses have been benefited by the increased amusement trade. The report of the National Wooden Box Association, contained in the address of C. D. Hudson, president, of the National Wooden Box Association, before the Southern Hardwood Producers’ meeting, held at New Orleans recently. Under the heading of New Markets, Mr. Hudson stated, in part, as follows:

“One of the unexpected developments of the last three years, of interest both to hardwood lumber manufacturers and to box and crate producers, is the sudden appearance in drug stores, restaurants, hotel lobbies and amusement parlors of machines known as bagatelle or marble games. We are informed by the National Association of Coin-Operated Machine Manufacturers that during 1935 approximately 500,000 of these amusement tables were manufactured. These cabinets each contain an average of approximately 30 board feet of lumber and 18 square feet of plywood. It may be computed that 40 board feet of lumber was used in the manufacture of each cabinet, thus utilizing a total of 6,000,000 feet of hardwoods, mostly birch and poplar.

“In addition to this large volume of amusement tables, a study made on the movie industry, it is estimated that 1,500,000 board feet of hardwoods was used in producing these phonographs. An additional 3,000,000 to 3,500,000 feet of lumber was used in producing the coin-operated vending machines.

“The majority of these machines required crating or boxing for delivery. Many of these machines are moved from place to place, thus requiring a crate or box, easily opened and closed, that can be re-used for numerous trips. We have been informed that there has been a moving in fiberglass in spite of the fact that a well-designed wooden crate or box, easily opened and closed, might readily serve for up to 10 trips thus reduce the packaging cost to a minimum. This is a field that should have been occupied 100 percent by the lumber and box industry.”

Mills Futurity Changes

The Operation of Bells

CHICAGO, May 9.—The newest of all reel-type machines, the Mills Futurity, marks a radical change in the Bell and vendor industry. Mills Futurity is a machine that arouses the sporting blood of the player and keeps him sold thru its profit-sharing feature. There is no such word as lose on the Futurity. The player either gets a reward or a part ownership of a future reward and, along with it, a sense of satisfaction suspenive ever derived from a coin-operated machine.

The Futurity dial indicates the status of the Futurity—which is a reward of 10 checks to be paid out when machine has missed making any regular reel pay-out 10 times in succession. On each miss the pointer advances one notch—all within clear vision of the player. In fact, the Futurity window now becomes an even greater instrument of interest than the money box. The player believes in it, as it overshadows both. Its large pointer moves with smooth, puppilike action, clicks firmly into place. As soon as it chalks up three or four advances it has a hold on the player that keeps firm. The Futurity dial gives the player a chance to win, it reaches six or seven he keeps pulling—and thus the Futurity Award. He reaches six or seven he keeps pulling for misses—for a real reward would send the Futurity back to zero, and who wouldn’t rather collect ten than three?

The Futurity forestalls all criticisms because it gives everybody what he wants. It has been engineered with accuracy and efficiency—and the one characteristic of practical. The Futurity is a practical machine

Women Making Impression

NEW YORK, May 9.—Babe Kaufman, who has been running the offices of the Distributing Syndicate, has been awarded the title of "America's Only Woman Distributing Manager." She is a charming and alluring blonde, with activity, under the capable direction of Fred C. McClennan, president. The Syndicate in charge of the Syndicate, is entirely devoted to the production of amusement machines, advertising with activity, under the able direction of Fred C. McClennan, president.
Illinois sand painted advertising the wares of the company. The evidence was insufficient to warrant a prosecution.

In the case of the Bally and Gaylord companies, Keen Ball machines. Osterberg is one of the pioneer operators of pin-ball machines as public nuisances which the State sought to permanently enjoin. The attorney-general's office has not yet determined whether an appeal will be taken to the State Supreme Court.

The case was the first in the State in which an attempt was made to enjoin a manufacturer and a distributor. Temporary injunctions were dismissed May 1 without costs by Circuit Judge Edgar V. Werner. Temporary injunctions were granted April 28. Both J. D. and B. D. Lazar (Pittsburgh) believe that the legal bulletins are based on the precautionary measures taken.

When the factory was completed April 28. Judge Werner held in his decision that the court, in the exercise of its discretion, would not grant a permanent injunction and that the State has more adequate and effective remedies under the law than are provided by Section 346,085 of the General Code.

The case will now be carried to the State Supreme Court.

Further Observations by NADA

NADA, quite some time back, decided that they would not go to the trouble of joining a distributing business in a given large territory, selling to jobbers. The distributor is financially responsible, maintains a large service department and a complete service department and department, has an adequate display room, ferreting out bootlegged machines. The jobber sells the machines, and a large service department. The jobber sells the machines, and a large service department. The jobber sells the machines, and a large service department.

Osterberg has returned from a trip to Philadelphia. The Osterberg Company is busy getting in business. The manufacturer is going to try to get back to the business of selling in coin machines. The jobber sells the machines, and a large service department. The jobber sells the machines, and a large service department. The jobber sells the machines, and a large service department.

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Immediately following the dinner the winner of the new Wurlitzer Simplex Phonograph, which was given as a prize for the five best answers to the question: "Why Operators Buy the New Wurlitzer Simplex," was announced. The winner was Mike Kappula, of Staunton, Illinois.

B. J. Weber Theatrical Agency, of St. Louis, furnished the talent which provided the entertainment for the evening. Among the performers who amused and entertained the assembly admirably were the Meyer Twins, Eva Lucas, Arline Dubois, Mickey Rogers, Janet Smith, Berneice Myers, John Mayer, Irene Holzman, (See WURLITZER'S REP on page 74)

A RECORD SALE! BRAND NEW COLUMBIA AND OKEH PHONOGRAPH RECORDS AND ALBUMS AT A SONG!

N. O. Music Machine Ops Fight High License Tax

NEW ORLEANS, May 9.—Deciding to wage a strong fight against a proposed tax increase, the New Orleans Music Machine Operators' Association held its regular meeting this week one of the best attended and most interesting gatherings since the inauguration several months ago. With more than 30 members attending, it was an indication that the organization was on the way to becoming a strong and powerful group. The meeting was held at the New Orleans Music Machine Operators' Association headquarters.

The company is planning to open a new location downtown and is currently looking for a suitable location to open a new store at a downtown location. The company has recently discontinued the sale of phonographs and is concentrating on the sale of record players. The company has a wide variety of record players in stock, including both domestic and imported models.

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Music Machines Gainings Popularity in Pittsburgh

PITTSBURGH, May 9.—Coin-operated phonographs are coming into their own here, a checkup among local night clubs and cafes reveals. More and more modern phonograph machines are being installed in drug stores, restaurants and downtown lunch counters. The machines are being installed in the downtown area, where the customers demand music for their enjoyment. Several spots use orchestras in their programs on bandstands and in other areas.

The Liberty Theater, manager of the Plaza Cafe here, states that the phonograph which he recently installed a machine and records is economical and convenient. He has on hand a varied assortment of records for the machine.

The modern cabinets have helped the recent installations in the swanky clubs. They give the appearance of a highly sophisticated display of furniture welcome in any home or club.

New Detroit Firm To Operate Music Machines

DETOUR, May 9.—Champion Automotives, Inc., has been formed at 1731 Taylor avenue here by Louis Rosenberg, the father of the late H. Rosenberg, who operated the New Wurlitzer Novelty Company at a dinner and stag party at the First American Hotel, that evening.

The meeting was presided over by President J. H. Hume.

City Music Company Concentrates on Jobbing

DETROIT, May 9.—The City Music Company concentrated heavily on new record sales this week, reports constantly increasing business in the new records. The company is a leading distributor for Michigan and part of Ohio.

The company has recently discontinued the sale of phonographs and is concentrating on the sale of record players. The company has a wide variety of record players in stock, including both domestic and imported models.

Holland Reports Bigger Music Receipts in Southeast

CHICAGO, May 9.—Back from an extensive tour of the eastern part of the United States, Carl Holzman, manager of the phonograph division of the J. P. Seeberg Corporation, reports business as being "wonderful."

The most impressive observation of the entire trip was the higher average of the music operators in the entire territory. The operators are all doing a very fine business and their spirits are exceptionally high.

Also noted that these operators have learned the most important angles of successfully operating coin-operated phonographs. This fact, or the importance of changing their records often, keeping their machines looking clean and attractive and giving the customers the type of music the patrons want.

"They all realize, too, that a machine part of our profit comes from location and financial losses; they consequently are quick to make the necessary repairs to get the machines working again.

The most impressive observation was the honesty of the hundreds of operators who have been working with the Seeberg High Profit Symphonola. They gave them no mechanical trouble to speak of. When a Seeberg machine does get out of order it is just a matter of a small adjustment in a few minutes and the machine is running perfectly again."
Ten Best Records for Week Ended May 11

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<thead>
<tr>
<th>BLUEBIRD</th>
<th>BRUNSWICK</th>
<th>DECCA</th>
<th>VICTOR</th>
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<tr>
<td>B6359 — &quot;You Started Me Dreaming&quot; and &quot;Frenzied&quot;</td>
<td>Fats Waller and orchestra.</td>
<td>B7651 — &quot;Melody From the Sky&quot;</td>
<td>B2526 — &quot;All My Life&quot; and &quot;It's No Fun.&quot;</td>
<td>B3188 — &quot;Sweet Birds&quot; and &quot;Yip, Yip, Yip, I'm an Eagle.&quot;</td>
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<td>B7657 — &quot;Would You!&quot; and &quot;I've Got A Heavy Date.&quot;</td>
<td>Henry King and orchestra.</td>
<td>B7659 — &quot;You're Too True To Me&quot; and &quot;Ooh Looka There, Ain't She Pretty.&quot;</td>
<td>B2527 — &quot;Organ Grinder's Swing&quot; and &quot;Elmer.&quot;</td>
<td>B3190 — &quot;Don't Want No Love.&quot;</td>
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<td>B7677 — &quot;I Start To Sing.&quot;</td>
<td>B7677 — &quot;I Don't Want To Make History.&quot; and &quot;I Don't Care About You.&quot;</td>
<td>B7678 — &quot;Is It A Sin To Tell A Lie?&quot;</td>
<td>B2537 — &quot;They're Coming To Take You Away.&quot;</td>
<td>B3199 — &quot;Three Little Birds.&quot;</td>
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<tr>
<td>B7678 — &quot;They're Coming To Take You Away.&quot;</td>
<td>B2538 — &quot;You Never Looked So Beautiful.&quot;</td>
<td>B7679 — &quot;I Don't Want To Make History.&quot;</td>
<td>B2539 — &quot;Three Little Birds.&quot;</td>
<td>B3200 — &quot;Three Little Birds.&quot;</td>
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Sam Broudy is Featuring Men’s Suits as Premiums

NEWARK, N. J., May 9—Sam Broudy, of Jersey Trading Company, premium supply firm, again presents the operators with a new premium stimulant for the season. This time Sam is featuring men’s suits of linen, cash and Palm Beach material. The prices are reasonable. They range in the $3 and $4 class and the suits are said to be the newest offered in men’s wear for the hot summer days.

Jersey Trading Company will feature a complete stock of the suits. Broudy claims that tho the firm has introduced many new stocks in the past the suits are more of a merchandize for the trade, this is the first time in its history it has attempted to establish men’s wear as a definite attraction for the high-spenders of the game. He believes that the suits will prove unusually great stimulants for greater play on the game. He is backing his belief on the advent orders which he has already received on the suits. The firm will go all out in advertising it so that any suit can be had by the operators.

The firm’s Philadelphia office also will feature these suits.

Fitz Puts ‘Em Back To Work
After Spell of Celebrating

NEW YORK, May 9—“The party’s over boys, and we’ve got to get back to work again,” were the words John A. Fitzgibbons, Bally Manufacturing Company Eastern distributor, used the other evening to address the employees and customers in his new Bally Building.

Jack claims that some of the men are still around and about the place looking at the great time they had at the firm’s silver anniversary celebration. The party was so much enjoyed here that some of the men remained over connecting with the festivities.

The firm is now getting started again and has arranged for large shipments of its “Many operators will be featuring the new Bally Games in the coming season and at the right price,” Fitzgibbons reported. He also added that there would be a greater use of Bally games than ever been seen in this part of the country in many years. He besees this claim on the fact that there has been so great a demand for the new Bally Multiple, Reliance, Ray’s Track and many of the other new machines offered by the firm, such as the Hialeah, since the opening of the resort season.

Operators from New Jersey, upper New York State, Connecticut, Pennsylvania and other regions have been visitors to the new Bally Building this past week to see the firm’s new games previous to deciding upon their resort operations, it is reported.

Fitzgibbons also is expected to be a great seller during the coming resort season. Fitzgibbons also reports that both Herman Pollock and Lee Wolf, the firm’s traveling salesmen, are reporting tremendous interest in the firm’s new products everywhere in the East.

AMUSEMENT MACHINES

Rock-Ola Installs Latest Equipment

CHICAGO, May 9—Many prominent coin-machine people have remarked on the fact that the firm has introduced the rock-Ola多路切换器, its high-speed production line, which has been operating at full capacity for the last three months.

Rock-Ola officials state that the tremendous investment was necessary in order to meet the terrific demand for the new machines which are being used in various parts of the country. The machine is particularly suited for coin-and-credit operation and has proven itself to be a big success in all parts of the country.

The firm is now operating at full capacity and is expecting to continue this production for the remainder of the year.

The Rock-Ola plant is located in the Loop district of Chicago and is equipped with the latest machinery and equipment. The firm has a total production area of over 60,000 square feet. The plant itself covers over three and one-half city blocks. It should also be mentioned that the firm is run on standard hours and all employees are paid at the highest prevailing wage scales.

Midwest Merchandising Co. Moves to Larger Quarters

CHICAGO, May 9—S. and M. Moen, of the Midwest Merchandising Company, report that business has increased so much that they have been forced to move to new quarters at 920 W. Adams street. New location covers 3,000 square feet, about three times as large as their old location.

All the service men in the organization wear gray uniforms with the name of the firm in red letters on the back. The company is now operating vending machines and phonographs. In their new quarters they will have both and be manufacturing facilities. Midwest Merchandising Company now has five service cars and from all indications this business venture will be forced to put on more.

WURLITZER’S REP—

(Continued from page 72)

Irons, Reverse Collier, Thomas Black and Marie DeVoe.


He bases this claim on the fact that there has been so great a demand for the new Bally Multiple, Reliance, Ray’s Track and many of the other new machines offered by the firm, such as the Hialeah, since the opening of the resort season.

The Rock-Ola plant is now all set for the coming resort season and is operating at full capacity.

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BATTERY OF THREE HUGE DOUBLE-END TENONERS installed recently in the Rock-Ola factory at a cost of $48,000.
Races Did Things
To This Fellow!

CHICAGO, May 9.—A visiting operator who recently resided in Jimmy Johnson as he travels on the road and expected to stop in at Jimmy's beautiful bar.

That is not to say, though, that the good old-fashioned fashion, proceeded with his story, that Jimmy Johnson really was not a location right outside of Louisville proper. Making my way into the Johnson house, I noticed a heavy-set fellow getting a big kick playing your old Western's Races. I had been there before the Derby was to run. Thinking he was an ideal fellow to join me in my trip to Churchill Downs.

I suddenly saw Jimmy Johnson. I had been back from the track where I stopped off at this same location to get myself a couple of good drinks. I was about to strike up this same fellow again playing Western's Races. I thought he might be the long lost friend that he didn't know he had at all for three hours. I had, of course, been there for the Kentucky Derby.

“Yeah,” he replied, “I was the strangest,” he said, “I've been throwing this game for almost an hour and a half.” Resisting the urge to correct him that he didn't know he had it at all for three hours, I had, of course, been there for the Kentucky Derby.


The Louisville gentleman, in typical manner, offered to a loyal ball fan by offering to follow him all the way in the season and come out in the third. The response the Eastern firms are giving has been a much greater task than anticipated.

Making one of my collection it to Sam London, of the Millers, drying his de luxe twin vender and claiming it to be the best vending machines on the market is.

Eastman Chatter

NEW YORK, May 9.—Enthusiasm for games in general is growing by leaps and bounds. The Ad-Lee Company, in Chicago, will be ready to introduce exclusive Geftter single mystery coin slot which is now in transit.

Mr. Staples satisfied Pacific's representatives that his firm has made such rapid distribution of the Duette de luxe twin vender and claims it to be the finest multiple coin slot games and the initial shipment is now in transit.

Most Contestants in
Counter Game Contest

CHICAGO, May 9.—The judges of the James New Company, Chicago, and others have been so swamped with names submitted by the 41 of the 48 States that they could not handle all, Mr. Staples, Washington's manager of one or more teams. He has promised Gerber & Glass to divide the contest and the mystery coin slot which will flash from two to eight coins on the score board, with odds ranging up to 40-1.

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After playing Perce Baxter equipped this one with the single mystery coin slot, those at the game and throughout the baseball world might be some doubt as to how the White Sox enter the American League, but there's absolutely no doubt that they will be No. 1. Perce Baxter will lead them all thru the season and come out in the end with championship money.

Popularizing Duette

Vender Twin in East

Word has been received here from Westhimer, of the Ad-Lee Corporation, that a trip thru the East, whereby the famous Ad-Lee Duette Twin Vender, Jerry is highly enthusiastic with the Eastern firms. Several thousand of the old-style vendes are being replaced on the spot, but will be unless the operators in this area. Coin-o-Matic also represents Ad-Lee, and the Seehurg Manufacturing Company, under the firm name of the New Coin-o-Matic Distribution Company here as exclusive distributor for Perce Baxter's, a new ticket game. A deal is reported to have been made recently between B. W. Willis, for Pacific, and J. Staples, of the Coin-o-Matic Company, for the exclusive distribution in the latter has a territory ex-color of Maryland, Virginia and the District of Columbia.

Mr. Staples satisfied Pacific's representatives that his company has a territory granted in that Coin-o-Matic numbers had been swamped with names submitted by the 41 of the 48 States that they could not handle all.

A lot of the mail and the famous Duette, tested and proved for performance, is said to be one of the latest ticket games bordered ever distributed.

Coin-o-Matic also represents Ad-Lee, Seehurg Manufacturing Company, and the Seehurg Manufacturing Corporation on its phonograph line. The firm's business has steadied increased in the past few years, and is said to be one of the finest distributors in the country, Miss Louise Hicks, executive secretary of the firm, handles a group of salesmen and the administrative, as well as sales detail branch of the company.

The 'Rithmatic is one of the greatest ever introduced in the world, and divides and that 3,984.773 of them were used in the single mystery coin slot games for his peachy 2-in-1 Vender.

Willie is keeping the feature a mystery for his Peachy 2-in-1 Vender, but will be unless the use of slugs is correctly curbed. This is an appeal.

Unlike other competitive firms, Ad-Lee continues its popularity with manufacturing a great variety of slot games. A. B. Cherebon, president of Eastern Company, Inc., of Philadelphia, reports that every manufacturer with the exception of one is now using this power sales force for territories on certain games. In most genies, Fence Clinger is the case in most genies. Another good luck to the best vending machines on the market.

If, however, the team is not the home team, the Baltimore, Pittsburgh, Philadelphia, and Washington teams will flash from two to eight coins on the score board, with odds ranging up to 40-1.

I got to feeling that the ‘Rithmatic is one of the livest ticket game manufacturers, and the Seehurg Manufacturing Company, under the firm name of the New Coin-o-Matic Distribution Company here as exclusive distributor for Perce Baxter's, a new ticket game. A deal is reported to have been made recently between B. W. Willis, for Pacific, and J. Staples, of the Coin-o-Matic Company, for the exclusive distribution in the latter has a territory ex-color of Maryland, Virginia and the District of Columbia.

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**ODDS and ENDS SALE**

(Continued for another seven days)

**Tremendous Price Reductions**

Electro-Ball, Super-Quality, Reconditioned and Brand-New Merchandise. Every item is a proven money-maker and is priced at utterly sensational never-believed-in prices in this priceless sale.

**PIN GAMES**

**COUNTER GAMES**

**SLOTS MACHINES, Reconditioned**

**CONTINENTAL PREMIUM MART**

**DIXIE MODEL SHOWS, Inc.**

Opening BLUEFIELD, W. Va., Monday, June 1st. Location East End Ball Park.

SHOWS—Want Teen-An-One. Youth-Odd, Dee William Concessions and Teenagers. Want Concessions of all kinds. Bring your order now. Concessions open all week. May 25th through June 1st. Big fourth celebration followed by eleven proven fairs.

**MILLER BROS. SHOWS**

Playing best still date season over contracted this territory. First in every event. Will book or buy Caterpillar and Chair-in-Planes. Can place and furnish outfit for Half-and-All and any other high class. Send Show not conflicting. Can place Concessions of all kinds. Bring your order now. Concessions open all week. May 25th through June 1st. Big fourth celebration followed by eleven proven fairs.

**BROWN NOVELTY SHOWS**

Opening May 25 in Southern Ohio. Wanted—Legitimate Concessions using our stock only. Can place Concessions of all kinds. Bring your order now. Concessions open all week. May 25th through June 1st. Big fourth celebration followed by eleven proven fairs.
Immediate Delivery

ON

TYCOON

$149.50

AC Pack $5.00 Extra.
DC Pack $7.50 Extra.

Brand New Game Sensation featuring one-inch ball. The most outstanding skill one shot table ever made. Big, steady money-maker.

Big Demand for Grand Slam

CHICAGO, May 9.—Announced to the world in the issue of The Billboard, Grand Slam, a new mass-produced payout machine by J. H. Kenney & Company, is reported so more popular after all other payout this company has ever produced.

The game incorporates many clever devices, including a unique and fascinating mechanism that is so intriguing that flattens odds and a "master, runaway" good for $1 to 1 that "keeps 'em coming back fast," according to Kenney executives.

The Kenney organization, identified with the building of coin-operated equipment for more than a quarter of a century, has commanded a great deal of respect for its products. With Grand Slam now in dealers' hands in every part of the country, Kenney is optimistic they set in capacity production to meet any demand.

DIVORCES

(Continued from page 61)

dant of Montem Company, New York.

Dorothy R. King from Delmar R. King, announcer at Shalom KMOX, St. Louis, in that city April 26.

Pinnick Kennedy from R. D. Kennedy at Cleveland, Tenn., recently.

World of Mirth Has Big Opening

ALEXANDRIA, Va., May 3—(Cont.) Rose Mara's debut here last summer, and now serves as manager of the Roaring River Hotel, Frankfort, Ky.

The show opened its new season auspiciously and drew heavily from the Washington metropolitan area. The weather has prevailed. The engagement, sponsored by the Alexandria Volunteer Fire Department, opened Monday on the Mount Vernon Memorial Highway showground.

More than 3,000 persons passed through the marquee entrance to the fairgrounds last night, and gross receipts seemed to climb steadily as the evening progressed.

General Manager Max Lindemuth brought five more cars of equipment than last year. Fifty shows and as many rides were ready for the opening.

The show featured, in addition to the rides, two attractions, Carusio, Historic Fakir, and "Children of the Century, are ready to operate at the organization's location, where the Dodson, Legion, Weatherly has been mostly good and the lot jammed with people. Through clever co-operating in the sale of the Grand Slam, the show also was well advertised. The scene of the Legion Drive-In, the Corps played concerts on the midway.

The staff includes William G. Dumas and John P. Held, owners-managers, Stansika Latskow, publicity; R. J. Picker, treasurer; Mrs. Willard Good, bookkeeper, and a corps of talented operators.

Happyland Shows

In Regular Season

LINCOLN PARK, Mich., May 9.—After playing four weeks at two location with a small outfit, Happyland Shows officially opened their season here last week under the control of the Lewan, Weatherly has been mostly good and the lot jammed with people. Through clever co-operating of the Grand Slam, the show also was well advertised. The scene of the Legion Drive-In, the Corps played concerts on the midway.

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TIGHT WIRE WALKER


The machine is said to incorporate the active principles of scoring and to come within the requirements of operators' association executives, who have been queuing for years.

Rainbow, according to Becker and the machine's creators, makes its entry into the pay-out field with a low price tag, yet bringing in returns with pay-outs at higher figures. The game incorporates nine skill shots in its primary scoring area at the top of the board. visitors will slate determining the value of pay-out before it goes down in the display field. Every pocket is a pay-out pocket. The ball above the value of the holes below.

The machine on Rainbow advances a new idea in scoring. For it takes one nickel with regular conventional pay-out scoring. Then a second nickel to double up on the odds value. This 1-2 nickel comes within well-regulated methods of playing games, according to Becker. It offers players an added incentive to play the machine and offers more in the way of winning additional prizes in Keeney's opinion.

Built in a cabinet size 42x22 inches is said to make an attractive, even if the dimensions are slightly smaller than standard slanting game or rimming machine. According to Becker, Rainbow is now on display at nearly all leading jobbers, with operators reporting keen interest in the new game.

THE IF GAME

A New Rotary Award System that sells every coupon.

Twelve or less Pay-Out Cards sell 1,000 coupons. Coupons mounted on five cards (not attached to any other cards) receive 10% of the number of coupons sold.

No half sold or unused sets or jars. New Payoff Card System makes the last 50 or the payoff cards) 200 each.

AVERAGE PAYOUT

100 coupons as attractive and desirable as the first ones sold on the set.

No half sold or unused sets or jars. New Payoff Card System makes the last 50 or the payoff cards) 200 each.

Leaders in Manufacturing Baseball Tally, Jack Pot Tips, Jar Coupons, etc. Write for Catalog.

WANTED MAN for Platform Snake Show.

Leaders in Manufacturing Baseball Tally, Jack Pot Tips, Jar Coupons, etc. Write for Catalog.

GAY GAMES. Incorporated.

GUY NOEL, President. Muncie, Ind.

CANDY CRUSHED CHERRIES

UNSET SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Box, Wrapped with Assorted Colored Cellophane.

100 to carton.—Per Carton $5.00

20% Discount. O. D. G. Or send for FREE Illustrated Catalog.

DELIGHT SWEETS, Inc. NEW YORK CITY

HAPPY ATTRACTIONS WANT Shows and Concessions. Have own rides. Opening in Cohocton, Ohio, May 16 to May 23.

HAPPY POWERSON, Cohocton, Ohio.

WANTED QUICK

Waiting Band—Trumpet, Trombone, Harmonica, Banjo, Long Horn. Write to Mr. Gene Higley, Main St., Cohocton, New York, for trial engagement.

WANTED TIGHT WALKER Caller to join our staff. Write at once. HerBERT WEBER, At G. B. Barnes Circus, Texaco, Ohio, May 15st. 10, 1936.

WANT Bigos, Verson Cigars, Center Hill, Tex. 18. Paid for a 10,000 Cigarette Billboard, 15 ft. x 18 in. against building.

CARNIVAL WANTED

VETERANS' CELEBRATION COMMANDER OF V. F. W. POST, Mountain View, Min.

TO SELL JOHN DILLINGER IN WAX. $25.00. See man with tie and red pocket. Hurry. $7.00, 1893. 719 Monroe St., Illini,D'Havilland, 3936.

BRUCE SHOWS WANT

For Legion Carrel, downtown, Mansfield, Ohio, this week; Strawberry Festival, Dayton, Tenn., to follow. Have new Side Shows, Girl Game, Wall, Tricks, Fakemen, Class Clown, Cigarette Girl, Band, Uniform Boys, Showmen with umbrellas.

BEER'S BARNES CIRCUS

WANT Man with Proges, Dogs, Mule, two wagons, etc. Must be experienced in large cartoon shows. Must be able to get holds. Address, BEER'S BARNES CIRCUS, Canton, Ohio, May 18. All replies will be answered.

SILVER FLEET SHOWS WANT

Can use for services of March, April, May, June, July, Hang Shows. Will pay for Shows of all kinds. Girl Show on or touch with us. O. N. U. A. C. Box 149, Chicago, Ill., May 15th, 1936.

WANTED

To buy R. S. STAGGARD. Must be in Chicago by May 20th. FRED HENRY, Jacksonville, Ill.

RAINBOW, a New Payout. In Production at Keeney's


The machine is said to incorporate the active principles of scoring and to come within the requirements of operators' association executives, who have been queuing for years.

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WANTED FLOOR MAN

For Sale High, Speed, W. A. 570 Saves, or trade wanted. R. F. BAILEY, Morrison, Ill.

PORTER'S United; N. D., Missoula; O., Lima; S., St. Joseph; S., Racine; M., Muncie, Ind.; M., Lebanon, Wis.

Enjoy the Show. 1936.

Will be held at Portland, Or. on May 23rd.

Royal Amusement Co. New; Auburn, Mass.

PARK'S United; P., Detroit, Mich.; U., St. Louis, III.

RUSH YOUR ORDERS

1/2 Down, Balance C. O. D.

IT'S NOT A SALE UNTIL YOU'RE SATISFIED

GERBER & GLASS

914 DIVERSEY BLVD. - CHICAGO

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For Sale High, Speed, W. A. 570 Saves, or trade wanted. R. F. BAILEY, Morrison, Ill.
Mills Advertising Wins Distinction

CHICAGO, May 8.—Mills Novelty Company advertising has won national and international distinction and is placed at the top rank among the most prominent advertisers of American business concerns. Last year more articles and notices concerning Mills advertising appeared in the advertising and trade press of the country than that of any other advertising concern.

The year before, in the 13th Annual of Advertising Art, Mills advertising led with 10 mentions. Its closest competitor in this compendium has only six. All of the large cities in every line of business, advertisers who spend millions of dollars yearly, try to get representation in the annual.

This year in the same annual, Mills advertising has nine mentions and has just received the award for having produced the best black and white trade paper advertisement for the year. Mills advertising also has heavy representation in traveling advertising and 59 Rock Shows of the American Institute of Graphic Arts. Seven Mills specimens are to be found in this exhibition.

Mills Novelty Company has its own print shop, which is known as Mills Novelty Company Press. The Mills company also has an immense mailing department of its own.

Automatic Amusement Firm Opening in Oklahoma City

MEMPHIS, May 8.—Automatic Amusement Company, with general offices in Memphis, will open a branch office in Oklahoma City about May 15, according to E. L. Staney, general manager. This will be the firm's fourth office outside of Tennessee.

The company began its expansion in September, 1934, with the opening of the Ft. Worth office under the able direction of Helen Savage, who has shown North Texas operators what automatic service is really like. A few months ago the Houston office was opened, with Rolfe Stanley as part owner and manager, and already his large volume of business shows how well South Texas operators like Automatic service.

“Of the main feature of Automatic service is the making of first deliveries of popular machines to operators regardless of expense involved in getting them from delivery point to point. It's the feature that makes Automatic service the outstanding feature of the Automatic trade,” General Manager Staney says.

“More and more we ship machines from factories to territory points by express in order to serve operators on time, and in two instances we have rushed machines to delivery points by air express. The only extra charge for this service is 'cur customers' good will.'

The Oklahoma City office will be under the direction of C. G. Armstrong, who is at present in that city arranging the store and taking the plant. The only extra charge for this service is 'cur customers' good will.'

The Los Angeles office was opened, with A. R. Milligan as assistant manager, and the Los Angeles office will be followed by the opening of an office in San Diego. The Los Angeles office will be the first of a chain of offices to be opened by the Automatic Amusement Company.

The firm has also opened an office in the Pacific Northwest, with A. E. Milligan as assistant manager, and the firm will be followed by the opening of an office in Portland, Oregon. The Los Angeles office will be the first of a chain of offices to be opened by the Automatic Amusement Company.

The company has also opened an office in Chicago, with A. E. Milligan as assistant manager, and the firm will be followed by the opening of an office in Chicago. The Los Angeles office will be the first of a chain of offices to be opened by the Automatic Amusement Company.

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GIVE YOUR PLAYERS REAL BASEBALL!

Genco's CHAMPS

SAVE YOUR PROFITS! RECORDER PERMANENTLY REGISTERS ALL PAYOUTS!

CHAMPS is cleaning up for operators—it's bringing back the big profit days again. HOWEVER—it is saving all those big profits for the operator by permanently recording ALL PAYOUTS.

Let this sensational baseball game go to bat for you—today!

294 NORTH MAIN STREET,

ACE

25.00

25.00

JUMBO, CISH

PUT 'N' TAKE, Front Door Payouts

DAILY LIMIT

JUMBO, Tickets

Single Safes

25c Mills Grey Front Gold Award Bells, Serials Over 300,000

Q. T. Double Jackpot Bell, Serial 3,009

DE LUXE 4638.00

DOUBLE UP

DAILY DOUBLE

MAMMOTH

50.00

MILLS Q. T. PAY TABLES

26.00

PAMCO PARLAYS

50c Mills Escalators Silent Double Jackpot Bell, Serial 270,434

3c and 25c Mills Gooseneck Double Jackpot Bells, Serials Over 290,000

5c and 25c Jennings Single Reserve Jackpot Bells, Serials Over 70,000

5c Mills Mini Side Vendor

10 Jennings Little Duke Single Reserve Jackpot Side Vendor, Serial 2,405

5c and 25c Mills Silent Escalators Double Jackpot Front Vendors, Serials 285,000 to 297,000

5c Jennings Victoria Single Reserve Jackpot Bell, Serial 100,997

5c Jennings Escalators Double Jackpot Front Venders, Serials 109,751

5c and 25c Mills Silent Escalators Dbl. Jackpot Front Vendors, Serial 285,000 to 297,000

5c Jennings Single Reserve Jackpot Bell, Serial 270,434

5c Jennings Victoria Single Reserve Jackpot Bell, Serial 100,997

5c Mills Grey Front Gold Award Bells, Serial Over 300,000

5c and 25c Jennings Single Reserve Jackpot Bells, Serial Over 70,000

Single Sales

$15.00

$3.00

$2.50

MILLS NOVELTY COMPANY'S FACTORY BUILDING.

Werts' Baseball Book Aids in Building Sales

MUNCIE Ind., May 9—Fred W. Werts, of the Werts Novelty Company, Inc., here, has designed a new Meco Daily Baseball book which he claims has tripled the sales of Daily Baseball.

The object of the book is to have the numbers under the seal correspond with the daily high score. Any person that has the winning combination, whether it pays out for merchandise or cash, gets a chance at the seal. If the two combinations under the seal correspond with the ticket the customer has received the additional pot.

Some make this a jackpot and add to each book until it is cut.

The Meco Daily also has a reserve pot. The jackpot looks to be one chance in 125, but considering that two teams must win one day's score it is really a 600-to-1 shot figuring it as a pari-mutuel.

For operators are using this as a plan to stimulate the sales of merchandise. They give away a coupon with each 25-cent sale good on a specified date. The man holding the ticket with the winning combination of the two teams that win high score wins the free merchandise and also gets a chance at the jackpot. If the two-team-high-score figures correspond with the numbers under the seal the winner is given 50 worth of free merchandise.

This makes a jackpot similar to the Jackpot on slot machines. Dealers using these cards claim they have increased their sales from three to five times.

Mutoscope Hurdle Hop Arouns Much Interest

NEW YORK, May 8—Hurdle Hop, new novelty miniature skee-ball game manufactured by International Mutoscope Novelty Company, Inc., has aroused a great deal of interest here. The game is now in production in both ticket and non-ticket models.

Bill Bahr, popular and genial president of the firm, reports that ever since the first announcement of the game his offices have been literally flooded with inquiries. Bill wants it known that his plants are hard at work getting into production on Hurdle Hop and that commitments already made by certain large distributors cause it to become almost impossible for him to guarantee complete shipment everywhere immediately.

At the same time, he states that this story is hard at work on Photomatic, which is backing one of the most promising of his standing machines of the summer season, and which is becoming one of the most outstanding of the Werts Novelty Company, Inc., has a name which will be modern and different, he will find Bill ready to mean the same as the present one and believes that he has a name which will have been literally flooded with inquiries. Bill wants it known that his plants are hard at work getting into production on Hurdle Hop and that commitments already made by certain large distributors cause it to become almost impossible for him to guarantee complete shipment everywhere immediately.

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WHY PAY MORE

WHEN YOU CAN GET MULTIPLE CHUTE ADJUSTABLE CHANGING ODDS, ONE BALL PAYOUTS AT SUCH LOW PRICES?

EITHER GAME
$125

Ticket Game, $1.35. Electromagnetic equipped to order. D. C. Adaptograph, $5 extra. Check Separator, $5 extra. Vendor, $10 extra. 1 or 3 Ball Play, $5 extra.

IMMEDIATE DELIVERY

DAILY RACES

Play 'em "across the board" with DAILY RACES, the game with real race track Mutuels! One nickel in the multiple chute flashes the name of horse and its odds for Win, Place and Show. The first nickel inserted into the multiple chute, a Commodity Odd prices for its Horses. Preferred Stock and Common Stock are flashed on the "Quotation Board." If prices are not satisfactory, each nickel changes the prices and adds another Commodity. After all eight Commodities are used, only the prices change. Odds run up to 40 to 1 and are subject to mechanical adjustment for tight or liberal awards. You're not speculating when you invest in BROKERS TIP! Order now!

BROKERS TIP

The nearest duplication of the Frenzy, Excitement and Suspense of a real Stock Exchange! A single nickel is inserted into the multiple chute, a Commodity Odd prices for its Horses. Preferred Stock and Common Stock are flashed on the "Quotation Board." If prices are not satisfactory, each nickel changes the prices and adds another Commodity. After all eight Commodities are used, only the prices change. Odds run up to 40 to 1 and are subject to mechanical adjustment for tight or liberal awards. You're not speculating when you invest in BROKERS TIP! Order now!

ORDERS GALORE!

DRA W POKER JAR

1740 Tickets Takes in $174.00
PAYS OUT $135.00
NET PROFIT $39.00
SAMPLE LOTS OF 6 OR MORE $3.00 TAX PAID $2.50

Operator, write for prices on reffils for all types of Jars. Also new Jackpot for Dual. All Prices F. O. B. Pearsall.

PETERS SALES and SERVICE,
225 Marrinan St.
Pearsall, Illinois

NEW MATEO DAILY BASEBALL BOOK

A Part Mutual Daily

Werts Novelty Co., Inc., Muncie, Indiana
New Orleans

NEW ORLEANS, May 9—The grand opening of the city's second playland will have taken place by the time this is read and Louis Bosseberg and Ray Bosworth should be duly congratulated for having spared nothing to make the spot one of the most attractive entertainment rendezvous in the city. Almost everybody who is anybody in the city was invited to attend the opening ceremonies May 1.

Harry D. Kaiser, one of the biggest music operators in the South, is being assisted in operation of the new 1150-seat Sport Center by Jakey Jr., son of the former Fort Worth baseball team manager, and Ralph and Roy Bosworth.

Due to his inability to complete renovation work in time, opening of Pontchartrain Beach by Harry Batt was delayed until May 10. A score of newest type pin machines, a Photomation, diggers, cigaret and gum venders and other coin novelties are being installed to make it one of the most complete sporting areas on the South. It is located in the center of the main drag and Harry looks for the biggest season in the history of the beach, believing that the sportland will prove to be one of the biggest attractions in the area with free acts. In addition to operating his two sportlands, Harry is well known in the coin-machine circle here as partner in the newly organized Dixie Coin Machine Company.

Robert Boosberg, resident manager for Electro Ball, Detroit, announces that the company's display rooms, opened here in January, will be extended out that he will continue to maintain a sales office here with C. B. Jones, territorial sales representative. Frank says that since warm weather has set in there has been an increased demand for the new electric ice-cream counters and that new locations for Do-Re-Mi are being opened daily. Lou Bowser, territory sales manager for Mills, accompanied, of course, by his bride, spent part of his honeymoon in New Orleans last week as the guest of Frank Gleeson. The Bowser's are touring the South. Frank reports that two new Mills operators have entered the music field. They are D. T. Gardiner, of Independence, La., who has bought a new dozen Do-Re-Mis, and Gaston Woods, Franklin, La.

Automatic Novelty Sales Company has moved from 541 Camp street into a new and more spacious building on Drusier street. Firm operates pin games, gum machines and other coin novelties, and owners report steadily increasing business.

Bob Bodman, mechanic for Electro Ball Company here, seems to be another machine man who is finding business good. Bob is sporting a brand-new auto.

A. C. Hughes, manager of music department of Electro Ball Company, Inc., is on his way to New Orleans after stopping over in Little Rock to address the newly organized Arkansas music operators' association. As usual, Hughes will meet his old pal Ed B. Stern, district sales representative for Seiberg here. Burt Trammell, territory salesman for Electro Ball, is due back at the end of the week after witnessing the opening of the firm's new Memphis branch May 1. Burt toured a good part of Tennessee this week in the interest of Seiberg's Symphonettes.

F. J. Sanbon, Morganza, La., operator, was in New Orleans last week and took on an additional number of Rock-Ola Multiselectors. F. J. says that he finds business real good and that he will probably need some more machines at length if business continues to the direction it's going now.
New Baseball Payout! Fence Buster

With World's Greatest Line-Up!

- Lowest Price
- Multiple Coin Chute
- Champs' Famous Pay-out Mechanism
- 40-1 High Payout
- Automatic Award Adjustment for Tight or Liberal Awards
- Changing Odds
- Electro Pak Equipped
- Batteries Optional
- Automatic mute

SOMETHING NEW IN BASEBALL! Player acts as manager of one or more baseball teams to score the championship. Each nickel inserted in this new, efficient BASEBALL PAYOUT, Fence Buster, deposits odds paid for into your bank and changes the odds at will, to suit your tastes and pocketbook. As many as 10, 20, and more nickels can be easily taken in on a single play. Odds run high as 40 to 1, which may be automatically adjusted for tight or liberal odds. Action is fast and snappy — no waiting completed game — no delays to hold up play.

Dave Gensburg states that operators can't resist acquiring more Champs. The dual coin chute at the Genco plant these days. A closer look at the Champs mechanism shows a very cleverly concealed mechanism where it cannot be tampered with. The recording device cleverly connected inside the chute, which cannot be tampered with. The recording device cleverly connected inside the chute, which cannot be tampered with. The recording device cleverly connected inside the chute, which cannot be tampered with. The recording device cleverly connected inside the chute, which cannot be tampered with.

A. B. T. Auto Flash (Tape)
Flying Trapeze (Large)
Electro Cross
Criss Cross
William Tell
Golden Girl

HOLD EVERYTHING!!
If you are looking for bargains, here they are. Each used machine listed below is in first-class condition, ready for location. Limited supply — Don't wait — Wire your offer when you see them.
A. B. T. Anchor (Ticket) $12.50
A. B. T. Auto Flash (Tape) $9.50
Action (Large) $7.50
Beacon $5.00
Cone Flash $2.50
Contact (Large) $3.50
Criss Cross $10.00
Electro Leader $6.00
Fleet $3.50
Flying Trapeze (Large) $3.50
Golden Girl $3.50

While they last
Send Money Order in Full — Immediate Shipment
FAST, EASY MONEY FOR YOU!

A. B. T. Auto Flash (Tape)
Flying Trapeze (Large)
Electro Cross
Criss Cross
William Tell
Golden Girl

Emma Plant is Busy Orders for Champs

CHICAGO, May 9.—The demand for the popular baseball game Champs is being accorded approval from the officials of the firm. According to Abe Fish, of General Amusement Game Company, it has been estimated that as many as 8,000,000 Champs will be completed this year, the racks now being run full time.

D. GOTTLIEB & CO., 2736-42 N. Paulina Street, CHICAGO

IMMEDIATE DELIVERY

Price

Liberal Suggestion

$125

Electro Pak Standard Equipment
Batteries Optional
Ticket Game $155
D. C. Adaptor, $5.00 extra.
Check Separator, $5.50 extra.
Mint Vendol, $10.00 extra.
2 or 3 Ball Play, $5.00 extra.
10 DAZZLING COINS
Beautiful Double Tone C & A Keys — Measures 20' Long by 15' Wide.

ATTENTION OPERATORS AND JOBBERS
SEND FOR OUR NEW CIRCULAR
Full of New Sales Boards
Premiums and Merchandise
LEE MOORE & CO.
180-182 West Adams Street
Chicago, Illinois

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
Chris Heinz Is Lauded For Knowledge of Bells

MEMPHIS, May 9.—Chris Heinz, manager of the Heinz Novelty Co., is highly praised for his thorough understanding of the bell slot machine and his doing is to always give his customers points on the operation of them that will help both in the operating and mechanical end.

Heinz's first experience was under the personal supervision of A. H. Bechtol of Daytonia Beach, Fla., who was at that time in his teens. He has always looked up to Mr. Bechtol as one of the most outstanding men in the industry and has always endeavored to give his customers the same fair dealings and conduct on his business on the same. Bechtol as he was trained to do during his 12 years with Mr. Bechtol.

He has gained and held a constantly growing volume of business during the last four years and attributes this to having had the opportunity of getting his training from that source, and to the mighty Mills organization, which has given him full operation. Mr. Heinz claims 85 per cent of all machines he recommends and sells are the Mills type.

They look on each customer as a friend and if they think they can give any advice that would be of benefit to the operator in making a start of his part of the business they are ready and anxious to do so.

AERIALIST FATALITY—

(Hospital and accused five hours later. The body after being viewed by the jury was released to officials of the Trade Union and turned over to the deceased's family in Los Angeles.

All request of local police the act was canceled for tonight. As a tribute to the deceased's family in Los Angeles.

NEW YORK, May 9.—Report reached here today that one of the girls of the Four Queens aerial act, booked by Jack Schaller for the Los Angeles shows, was killed during a performance at the Coliseum, Ont., Thursday.

Charles Yess, deviser of aerial acts, has an attraction by a similar title—Four Queens of the Air—booking thru George Hamid, Inc., which presentation is now with the World of Mirth Shows. The request of Coliseum shows to Hamid for another aerial act, to open with them the coming week at Ottawa, Ont., the Hamid firm has sent them the Flying Flemings.

LaBREQUE MANAGER—

(Continued from page 3)

Professor Bartlett, of the State agricultural college (Rutgers), New Brunswick, and B. Quinn, counsel for the company, who are acting in the same capacity for Hamid. Later in the day the huddle was held with General Mahlon B. Mar- perum, secretary-treasurer of Interstate. Both Mason and his wife, Mrs. F. E. Mason of Worcester, Mass., also arrived here, having flown up from Florida. Captain Henderson will be assigned to Trenton concession superintending.

Bredendorf and his assistants, administrative work and promotional matters.

N. Y. GARDEN—

(Continued from page 3)

reaction. Prizes average $1,000 and June 1 is the contest deadline.

Garden hasn't had any summer book-

WANTED FOR K. OF P. MAY FESTIVAL

Rides and Concessions, Shooting Gallery, Frozen Custard, Candy Apples, Peanuts, Popcorn, other Legitimate Concessions. No confederates. Must be cheap for cash.

WANTED CARNIVAL—

For the Largest Street Celebration held in Omaha.

WANTED ANIMALS—

Workingmen who can drive Truck. Address H. W. CAMPBELL, Frederick, Md.

THEY CAN PLAY ALL 8 HORSES!

THEY CAN CHANGE ODDS BY INSERTING MORE COINS!

THAT'S WHY WESTERN'S RACES GOES OVER SO BIG ON ALL LOCATIONS!
Ken Willis Moves Up on PAMCO Staff

CHICAGO, May 9.—From operator to distributor and just recently promoted to the responsible position of chief designer to distributor and just recently promoted to the responsible position of chief designer, Ken Willis, who for some years has been connected with Pamco's line for Willis and it became one of the best known in the industry's most responsible manufacturers who’ll back up my representations.

Ken Willis is the story in brief of Ken C. Willis, its originator, who developed games, which players can score points by means of skill, to light up lines of numbers on the win, place and show pockets. A new horseshoe device, which moves up and down, also contributes largely to the appeal of the Galloping Plugs machine. It either captures the ball for a high payout or sends it rolling toward other pockets.

The machine is completely devoid of out holes, so that a winner of some kind is assured to a group of players, providing enough enough around and participate. On test location Galloping Plugs is acknowledged to have run neck and neck with Pamco Palooza, and, in the language of Pama amusements, “that’s going some.”

Chicago Coin Corp.

Improves Payout Table

CHICAGO, May 9.—Always alert to improving its games from the standpoint of its operators, the Chicago Coin Corp. announces a new construction innovation to be engineered in all of its payout tables from now on. In the past, operators have had difficulty in performing the customary servicing to make some prospect switch, jacks, plus, etc. were difficult and inconvenient to get to and replace. So the engineers of the Chicago Coin Corp. decided to drastically change the design and construction principles.

In servicing a new Chicago Coin payout table all the operator has to do is unlock the back rack and lower shelf. There he will find all vital parts and mechanisms except the batteries and payout vault, which are easily reached from the front door. The back rack may be disconnected instantly by removing two plugs from the jacks into which they are inserted.

Chicago Coin knows that the operators will appreciate most this new payout pin table assembly. It is constantly striving to improve its games and wants operators to feel free at all times to offer suggestions.

Order! Operate! Prosper with PAMCO

"GALLOPING PLUGS"

Just a Few Reasons "WHY" We Say—"TAKE IT!!"

- First, there's a new element of FUN and COMEDY that's DIFFERENT!
- "Pamco's" Original "ODDS COMMUTATOR" is TWICE as BIG as before!
- Clever new "Horseshoe" Ball Trap! Smart New Ideas in BALL ANIMATION!
- Only 10 players can play at once!
- Multiple chutes takes UNLIMITED nickels!
- New DISC-TYPE Escalator! BIG ROOMY PLAYFIELD! No "out" holes!

PAYOUT MODEL $149

Write or wire your "GALLOPING PLUGS" order direct to CAROLINA

R. B. BOX, Manager
100 N. MARTIN ST., ELIZABETH CITY, N. C.

PAY TABLE PROFITS for NON-PAYOUT Operators

With CHICAGO COIN'S DE LUXE ODDS CHANGING NON-PAYOUT TABLE PLAYER CAN CHANGE ODDS AND LOWER POINTS TO MAKE BY SKILLFUL SHOOTING $52.50

SICKING MFG. CO., Inc., 1929 Freeman Ave., Cincinnati, Ohio

SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Real Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the dropping of all kinds of change to key. Office and location tested and guaranteed! Ideal for amusement centers, etc. Operated with nickel."

CHICAGO COIN CORP.
1725 DIVERSEY BLVD. CHICAGO, ILL.; 3rd Edition CHICAGO

BLOOD PRESSURE
COIN MACHINES
Original equipment, thoroughly tested. Five machines complete. Several can be had at a discount. Minimum order 50 boxes.

LAUFMANN CORP. 4532 Park Ave., NEW YORK CITY. CHICAGO, ILL. NATIONWIDE DISTRIBUTORS

Tell the advertiser in the Billboard where you got his address.
Robbins Stimulates Biz
With Gum Premium Plan

BROOKLYN, May 9.—D. Robbins & Company, Brooklyn, manufacturers of the 1-cent double-column chromium-plated stick-gum vending machine, are furnishing free labels to purchasers of these machines. The labels read as follows: "Thanks for your custom! If you could just give our gum another chance, it would be appreciated. The citizen who returns his unused labels to us will be rewarded with a free gum machine!"

As the operator's cost for the gum is only 20 cents per 100 sticks, the operator's profit is 35 cents on each 100 sticks after paying 25 per cent commission to the merchant. Dave Robbins says that many operators with the double-column stick-gum vendors are using this new "stimulating" plan and have found that it almost doubles the sale of gum.

Harry H. Turner Elected
To Head Texas Vending Ops

DALLAS, May 9.—Election of officers for the Dallas chapter of the Texas Coin Vending Machine Operators' Association was held at the regular meeting at the Jefferson Hotel Monday night.

Harry H. Turner was elected president; Joe Whitman, vice president; and C. A. B. Bealls, third vice president; Maurice Seale, second vice president; and Maurice A. Abion, third vice-president, and John Beckman, secretary-treasurer.

Local operators are again placing machines on location with the check system after several weeks' layoff.

Stewart Is District Manager
For Pack-It Co. of America

DETROIT, May 9.—W. E. Stewart has been appointed district manager for the Pack-It Company of America for the 43 northern counties. Mr. Stewart operates the Venitor-Pack-It Company dispensers, which was announced from the offices of the company here this week by M. L. Joelin, general manager.

The new manager was formerly in the banking business in the Detroit area, and assistant cashier of the Commonwealth Bank of Adrian, Mich., and also an officer of Prentice Screen Company, Adrian, and president of the Juillet Chamber of Commerce there.

Stewart will make his headquarters at his residence in Adrian, traveling the territory from there.

New Vending Firm Formed

WEST PALM BEACH, Fla., May 9.—Mutual Vending Corporation, with principal office here, has been chartered to conduct vending machine business with capital stock of $100 shares, par value $10 each.

A. C. Wagner, operating the Automatic Distributing Company here, was completing work on a new type of vending machine upon which he plans to sell the complete printed plan. The new machine, designed to market storage batteries, may be upon the market this summer.

F. B. Clark, Detroit operator, who operates under the name of Better Candy Company, has just returned after spending the winter in the oil fields of Northern Michigan. His machine operated in the meanwhile by a son-in-law, and reports that he was devoting his own attention to the oil business.

The regular monthly meeting of the Bell Game Operators' Association was held last Tuesday at the Detroit-Leland Hotel. No important business came up. About 50 members attended the meeting.

National Dispensing Corporation, manufacturers of a new type of soap dispensing machine, are establishing their machine in a number of important departmental locations in Detroit, building up a background of operating experience which will serve to prove the reliability of the machine. The company is building up the major centers near the Detroit territory before establishing national distribution.

The Automatic Merchandisers' Association of Michigan is planning to hold an organization meeting of delegates from the various regional bodies of which it will hereafter be made up. Date has not been set, but maybe the latter part of this month. Arrangements are now being made for a State convention of the association at Lansing, which will be held during the summer to allow maximum attendance of all Michigan operators for the first time.

Harry H. Turner, Jr., and Carl Angott, is developing many new vending machines, and a few new machines in the country, which will be put on demonstration.

The Angott Coin Machine Exchange Company, operated by Michael A. Angott, 37, and Carl Angott, 30, are to remain as operators in the northern Michigan counties. The company has already placed several machines in the county and is making a special effort to place additional machines in this territory.

The company is now operating in the northwest, on which they plan to sound out the possibilities of placing additional machines in this territory.

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Mr. Angott has been successful in the vending business in this territory for a number of years, and is well known in the vending machine business.

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SHE VENDING MACHINE CO., 205.15 Franklin St., Fayetteville, ZALCUTT'S USED MACHINE BARGAINS

13 Liberty Bells, 10 balls

Our Orders Must Reach Us Before May 19th To Get These Bargain Prices.

Tycoon's biggest number for the summer of 1936.

J. MILLS FUTURITY BELL AND VENDER.

6 "B" Model Traffics

2 Rock-Ola Gold Award

3 Rock-Ola De Luxe "46"

4 Senior Pamco Parlays

7 Mills Pearl Harbors

5 Mills Ten Grands

4 Keeney Mammoths

8 Jennings Daily Limits

3 Rebound, Jr.

2 Live Power

4 Big Five, Sr., 2 or 5 balls

8 Bally Jumbos

2 Bally Derbys

4 Bally Prospectors

9 Bally Champions

4 Big Bens, 5 balls

2 A. B. T. Trans-Pacific

1 Love Silent Bell, with or without Gold Award

NE SHOT -- 7 SHOT, A REAL MONEY MAKER

Mills Q. T. Vender and Bell.

Mills extraordinary Golden Bell and Vender.

There never was a machine as beautiful as the machines as these prize winning models. Keenly built and designed in refined types of location. Mills latest Golden Vender has that much desired coin machine feature: Its reels spin 66-2/3% faster and it has paying frequency. Taken up only 4 square feet of counter space and weighs only 30 pounds.

Mills Q. T. Vender and Bell.

mills new future-play golden vender is a new idea, the Future Play indicator. It's as strong and solid as the big bells and just as free from sani- tion calls. It must spin 66-2/3% faster and it has paying frequency. Taken up only 4 square feet of counter space and weighs only 30 pounds.

Mills Q. T. Vender and Bell.

JOE CALCUTT

CALCUTT'S USED MACHINE BARGAINS

Your Orders Must Reach Us Before May 19th To Get These Bargain Prices. Rush Order Now!

ORDER NOW FOR IMMEDIATE SHIPMENT!

FUTURE PLAY GOLDEN VENDER.

Mystery Award. Skill Control. Educator Model. Mills new Future-Play Golden Vender has all the features of the famous Mystery Jackpot, plus the Future Play indicator. It's as strong and solid as the big bells and just as free from sanita- tion calls. It must spin 66-2/3% faster and it has paying frequency. Taken up only 4 square feet of counter space and weighs only 30 pounds.

FUTURE PLAY GOLDEN VENDER.

Mystery Award. Skill Control. Educator Model. Mills new Future-Play Golden Vender has all the features of the famous Mystery Jackpot, plus the Future Play indicator. It's as strong and solid as the big bells and just as free from sani- tion calls. It must spin 66-2/3% faster and it has paying frequency. Taken up only 4 square feet of counter space and weighs only 30 pounds.

ORDER NOW FOR IMMEDIATE SHIPMENT!

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.
BRAND NEW PAYOUT TABLE—MODERN TO THE MINUTE WITH THESE REMARKABLE FEATURES

- First—There’s much FUN and COMEDY injected into its SPECTACULAR play—Cartoon Race Horses “GALLOPING” down the track—Jockeys—Trainers—Betters—“PLUGS”!

- NEW PAMCO “ODDS-COMMUTATOR”—TWICE SIZE of former “PAMCO” games. THREE SETS of ODDS change VALUES on ALL payout holes—“WIN”—“PLACE” and “SHOW”!

- TEN CAN PLAY AT ONE TIME—Bet ‘em on the “NOSE”—or to “PLACE” and “SHOW”! “DAILY DOUBLE”—“PLAY THE FIELD”—BIG PAYOUT FEATURES! TEST EARNINGS $80 PER HOUR!

- SNAPPY ACTION of CLEVER NEW “HORSESHOE” DEVICE DETOURS BALL for HIGH PAYOUT—or SENDS IT ROVING TOWARD OTHER HOLES!

- MULTIPLE CHUTE takes UNLIMITED NUMBER of NICKELS. NEW DISC ESCALATOR ALWAYS SHOWS LAST 7 COINS. NEVER JAMS!

- ODDS CHANGE AUTOMATICALLY to establish the value of each selection. Players can CHANGE ‘em AGAIN with ANOTHER COIN—or by SHOOTING FOR “SKILL” switch at top of field.

- CHANCE! SKILL! HUMOR! HORSE SENSE! ALL in “GALLOPING PLUGS”!

PAYOUT MODEL $149

CHECK SEPARATOR FURNISHED WITHOUT EXTRA COST

ELECTROPAK STANDARD EQUIPMENT BOTH MODELS

SEE “GALLOPING PLUGS” AT YOUR DEALER’S SHOWROOM.

WRITE or WIRE YOUR SAMPLE ORDER TODAY!
May 16, 1936

AMUSEMENT MACHINES

GREAT games now GREATER

BIG RICHARD
with Exhibit's New Jack Pot

There is positively nothing that can equal the money making possibilities of "BIG RICHARD"—and "ELECTRIC EYE"—equipped with Exhibit's NEW JACK POTS.

You control the JACK POT Awards,—make them from $25.00—$10.00—$5.00 or MYSTERY—or anything you like, according to competition and territory conditions.

With—"BIG RICHARD"—and Exhibit's—"ELECTRIC EYE"—you are not compelled to invest constantly in new equipment. When competition threatens, adjust the jack pot, and nothing can stand up against its alluring appeal.

Don't buy anything until you've sampled these JACK POT equipped winners. Once you try them, you won't want anything else!

Order from your jobber now or write direct

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. • CHICAGO

ROLL-A-BALL

“America’s New Bowling Game Sensation!”

(NOT A PIN GAME)

WRITE NOW FOR COMPLETE DETAILS!

GEORGE PONSER CO.
11-15 EAST RUNYON ST. • NEWARK, N. J.

ANY COIN OPERATED MACHINES
WE HAVE THEM AT
THE BEST PRICES
PAY TABLES—COUNTER GAMES—
VENDING MACHINES.
WRITE FOR BABE’S BARGAIN BUYS!

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

PUT 'N TAKE

400 Hole
Form 3875
Takes In $15.00
Average Payout 7.50
Price with Equal 1.10
Plus 10% Federal Tax.

CHAS A. BREWER & SONS
LARGEST BOARD and CARD HOUSE in the WORLD

USED SLOTS $10.00 UP
All Types New and Used Pay Tables, Counter Games, Premium Sales Boards, Novelty Boards. Latest Pin Games in stock. Slot Machine Safes, $19.50 each.

LEHIGH SPECIALTY CO.
N. W. Corner 2d & Green Sts., PHILADELPHIA, PA.
HIALEAH ONE-SHOT PAYOUT
Really takes in 8 or More Nickels per Game

As many as 8 PLAYERS can get on every game! And actually do—because HIALEAH has NO OUT-HOLES! One Player is bound to win! But you don’t need 8 players to get plenty of extra nickels. One player will often feed 8, 10, 15 or more nickels into the chute—to cover additional horses and change the odds. ANIMATED ODDS CHANGER spins for every nickel played—changes odds on ALL POCKETS. 24 different odds for WIN, PLACE and SHOW are visible at all times—and this means BIG ODDS ALWAYS IN SIGHT!

MULTIPLY YOUR PROFITS WITH MULTIPLE
1-SHOT PAYOUT GAME

Operates on 1, 2, 3 or 4 nickels—automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED; Ideal for crowded spots, as it can be played by 1 TO 4 PLAYERS—and all players COLLECT on winners! One player may deposit 4 OR MORE coins in order to get ODDS-BOOSTER LIGHT, boosting ALL POCKETS to 50, 100 or 150. Escalator SHOWS LEFT 12 COINS! Many MULTIPLIERS earn cost from first week. Multiply your profits with MULTIPLE!

BALLY BABY
3 Machines for the Price of 1

Only 7 in. high—but packed with 7 inches of the most powerful player appeal ever seen! And fits in the most crowded counter on your route. It’s really 3 games for the price of 1—PENNY CIGARETTE GAME or 5-10-25-CENT TRADE STIMULATOR or NUMBERS GAME with 400 to 1 PAYOUT on Treasury Balance Numbers. Change reels and coin chute caps in 5 minutes—and get six months of steady profits any way you operate it! Somebody’s going to flood your territory with Bally Baby—why not you?

BALLY MANUFACTURING COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS
LEADING THEM ALL EVERYWHERE!

ALAMO captures America!

SMASHING ALL EARNING RECORDS!

50 inch cabinet ** multiple coin chute ** ticket unit ** new pay unit ** mint vendor ** changeable odds ** $10.00 top award

Never such a reception! Never such a complete triumph! Never such an instant overwhelming success! Wires—telephone calls—airmail dispatches—all bringing orders for more and more ALAMOS! All begging, pleading, demanding, RUSH Quantity Shipments!

The entire Rockola organization pledges its complete co-operation. ALAMOS are being shipped as speedily as rigid factory inspection will permit. By all means, see your ROCKOLA—DISTRIBUTOR TODAY. Be sure you have enough ALAMOS ordered to cover every pay table spot on your route!

ROCK-OLA MFG. CORPORATION
800 North Kedzie Avenue Chicago, Illinois

"REMEMBER THE ALAMO" FOR $40.00 A DAY PROFITS!
Some of the Many Articles in Each Case of “CHEST O' GOLD”

Silk Hosiery
Silk Lingerie
Brassieres
Panties
Step-ins
Ladies’ Silk Garters
Men’s Silk Neckties
Silk Handkerchiefs
Silk Sox
Silk Scarfs
Silk Suspenders
Pearl and Bone Handled Pocket Knives
Leather Wallets
Leather Memo Books
Leather Key Cases
Leather Belt Buckles
Leather Belts
Fountain Pens
Fountain Pen Sets
Propel and Repel Pencils
Gold Plated Cuff Buttons
Gold and Silver Tie Clasps
Pocket Flash Lights
Pocket Flash Lights
Pocket Cigarette Lighters
Table Cigarette Lighters
Brier and Rosewood Smoking Pipes
Cigar and Cigarette Holders
Imported Cigarette Cases
Imported Cigarette Boxes
Manicure Rolls
Toilet Articles
Babies’ Silk Shoes
Gold Plated Signet Rings

Gold Plated Rings with Semi-Precious Stones
Gold and Silver Bracelets
Pearl and Jade Ear Drops
Ear Rings
Gold Plated and Nickel Safety Razors
Pocket Compasses
Vanida Pearls
Peter Pan Pearls
Costume Jewelry
Exotic Perfumes
Cosmetics
Beaded Bags
Leather Hand Bags
Silk Hand Bags
Imported Vases
Miniature Statuaries
Imported Novelties
Domestic Novelties
Toys—Games
Dressed Dolls
Baby Dolls
Incense Burners
China Ware
Gloss Ware
Silver Plated Bon Bon Dishes
Silver Plated Curb Trays
Silver Plated Sugar and Creamers
Silver Plated Salt and Peppers
Miniature Roulette Wheels
Silver Plated Picture Frames

Hundreds of Other Articles of Extraordinary Value and Merit!

Who gave you the “BALLY” Candy Package, the idea that has actually made you individually many thousands of dollars—has a brand-new sales proposition for you for this season and the years to come that will make you greater profits than you ever dreamed were possible.

“CHEST O’ GOLD” IS A STRAIGHT MERCHANDISE SALES PROPOSITION (NO CANDY) THAT IS SO ENTIRELY NEW that its tremendous possibilities must be actually experienced to be realized.

Through our extraordinary purchasing organization throughout the world we purchase merchandise direct from the makers’ workshops to be enclosed in “CHEST O’ GOLD” enabling us to give such extraordinary value in this proposition as to be absolutely astounding.

“CHEST O’ GOLD” THE FIRST AND ONLY SALES PROPOSITION ever created that actually gives tremendous value in merchandise to each and every member of your audience at every performance! And for a dime

$200 to $500 Per Week PROFIT FOR EVERY TENT SHOW AND MED. SHOW OPERATOR IN THE U.S.

“CHEST O’ GOLD” SELLS TO YOUR AUDIENCE AT 10c PER PURCHASE COSTS YOU $50.00 PER THOUSAND DELIVERED PREPAID

A PRODUCT OF GENERAL CONCESSION CORPORATION 1840 CARNegie AVENUE, CLEVELAND, OHIO, U.S.A

WE GUARANTEE THE SALE OF “CHEST O’ GOLD” to 100% of your audience at each and every performance.

CHEST O’ GOLD can be returned at any time at our expense for full refund.