May 30, 1936

The Billboard

The Largest Theatrical Booking Organization North of Broadway

SERVICING UPPER NEW YORK STATE'S LEADING HOTELS
- NITE SPOTS
- BALLROOMS AND ORGANIZATIONS WITH ORCHESTRAS
- ENTERTAINERS AND ATTRACTIONS

* presenting

MING TOI
and her
ALL STAR VARIETY REVUE

* available for engagements

JUNE 3rd till
JUNE 30th

18 PEOPLE
11-Piece Orchestra
7-People Show

AVAILABE FOR SUMMER ENGAGEMENTS

FREDDY ENGEL
AND HIS
ENTERTAINING ORCHESTRA

ORIGINAL
CHICAGO NIGHTINGALES
That "Hotter Than Hot" Sensational Colored Orchestra
12 Swing, Jam and Sock Artists of Rhythm

OFFICES:
601 Keith Theatre Bldg.
410 So. Salina Street
Syracuse, N. Y.

1301 Home Savings Bank Bldg.
11 No. Pearl Street
Albany, N. Y.

JIMMY DALEY
Will Be in the SYRACUSE OFFICE
Every Tuesday, Wednesday, Thursday
and at the ALBANY OFFICE
Friday, Saturday, Sunday, Monday.

- Affiliated with the Upper New York State Theatrical Managers' Association

JIMMY DALEY ATTRACTIONS • ALBANY and SYRACUSE • NEW YORK
Federal Theater Project Launches Three in a Week

**“Dance of Death,” “Ballad of Davy Crockett” and “Battle Hymn” presented—**“Backwash” goes into second week, with Managers’ Tryout Theater folding thereafter.

NEW YORK, May 23—Three new Federal Theater Project plays opened here this week, The Dance of Death, starting Thursday night at the Adelphi; The Ballad of Davy Crockett, at the Brooklyn Majestic Theater Thursday, and Backwash, at the Brooklyn Majestic, Friday. Meanwhile the Managers’ Tryout Theater’s Backwash went into its second week at the Brooklyn Symphony Theater.

The last production of this unit, which is disbanding due to poor business, is The Dance of Death is W. H. Auden’s satirical play in verse. As the production fails completely into its second week at the Brooklyn Symphony Theater.

**Cincy’s Coney Sets High Marks**

**At Opening; Record in Ballroom**

CINCINNATI, May 25—Opening of Coney Island’s attractions for summer business, as usual brought the best Saturday and Sunday business to the Big Ohio River Palace, and several large department stores were made for record attendance, showing Sunday night too late to do much harm. President and General Manager Edward L. Schott expressed satisfaction with grosses, saying new high marks were made by Moonlrite Gardens, Coney Island Ballroom both nights.

Pet managers generally have been on the Saturday preceding Decoration Day, but the holiday falling on Sunday this year, the gate was opened about one full week before the usual. The Jones Pie and his Island Troubadours provided an all-night type of entertainment in Rose Garden and Bob Sidell was on the bill with his last performance for dancing on the Steamer Island Queen.

Among new attractions are the Showboat, the famous, and the new Little Big Train illusion show operated by Leo J. Zolot, Days, L. C. with, Lester (Mar- velo) Lake as inside lecturer. The show is a favorite in the surrounding area. Moonlrite Gardens; Moonlrite Gardens; Moonlrite Gardens; Moonlrite Gardens; Moonlrite Gardens; Moonlrite Gardens.

All Quiet on the Broadway Front as Heat Comes to Stay

NEW YORK, May 23—Lept pictures and last spots continue with the same quiet pace of the last few weeks, the only item of interest in the last-mentioned category being the American night club debut of Belle Baker at the Versailles, which club, incidentally, is doing the heaviest business now that the story of the picture is over. Macau’s Riviera and the Glen Island Casino are also holding their own, as are the other spots of the calendar.

No Safety Regulations

For Private Carriers

WASHINGTON, May 23—Increasing safety through the giving of the question of safety on the highways by both public and voluntary activity by the sombering number of accidents. The Interstate Commerce Commission, thru its Motor Carriers Bureau, has been making a special effort to improve road safety. The rules regulating commercial carriers and contract carriers are based on the legal phases of regulations under the rules. The ICC has no power to regulate common carriers and contract carriers but the rules established by traffic commissions may be invoked; under the ICC view it has not so far has confined itself to putting into effect those provisions of the vote act having (See WIS. TRUCK on page 5)
New Virginia Law Bans Kids in Private School Recitals

RICHMOND, Va., May 23.—Under an amendment to the Virginia child labor law, effective June 19, private schools in this state will be required to present minors in recitals, concerts or other similar performances. The amendment, which was passed by the General Assembly, is designed to prevent minors from being exploited in unlicensed or unregulated performances. The amendment will affect a number of private schools, one of which is the Alexandria School, a preparatory school for girls. The amendment, however, will not apply to performances given by public schools of the state.

New York Gilbert F. Frank Suit Is Set for June 17

CHICAGO, May 23.—The $100,000 Selma, Ala., action suit of Mrs. Frank, dramatic and motion picture critic of The Chicago Herald and Ex¬press, was set for June 17 by Judge William T. Drumgoole in the Circuit Court here yesterday. Miss Frank, who divorced Charles Mayhew for bigamy last year, accused Miss Hayes alienated MacArthur's affections. Miss Hayes is now MacAr¬thur's wife.

Music Hall Leads MP Baseballers

NEW YORK, May 23.—Results of games played in the Motion Picture Baseball League, with dates played, the following American at Music Hall, 8 Stoufers, May 5; Lager MGM 21; Con¬cert, May 11; Robbins, May 13; NCI 3; May 14; Robbins 9; RKO, May 20; Music Hall 4; Paramount, May 15. The chart below lists the league standings:

No. 5 company from the Garrick on May 16 after an 11-week stay. Chest¬ter Snowden's Pioneer, a dramatiza¬tion of incidents in early Texas his¬tory, produced recently at the Scottish Playhouse. The show was one of the Texas of the Federal Theater Project, and as such was well as a generous offering from the theater. The production was under the supervision of Woman's Pavilion. The show ran in a small booth to one side of the stage and the actors were in black face. Productions and settings depicted were (1) a prairie scene involving a meeting of the pioneer and the Indian and relating the action to his grand¬father's story, produced recently at the Scottish Playhouse; (2) a prairie scene involving a meeting of the pioneer and the Indian and relating the action to his grand¬father's story; and (3) a “Broadway” scene, with Helen Hayes in the lead role in Acts 1 and 2, and William K. Howard in the lead role in Acts 3 and 4, together with the dance team of Laura Bradley and William Martin, who performed in the same act, stopped the show with their perfectly synchronized dance numbers. Production was under the supervision of Albert W. Harris, as stage manager, assisted by J. Burt Burton. Credit for costume design goes to Mary Elizabeth White and Ray Pierce, and lighting effects to George Frank.

Democrat Meet Boosts Philly Legit

PHILADELPHIA, May 23.—Democracy Convention will provide a bill of re¬vival on the local boards. Usually dead at this time of the year, month of June will have four plays for theatregoers and the present as its first offering in premiere opening. Jack Cohen, formerly of the movie industry, will present his first effort in legiti, with In the Deep House, produced by two Philadel¬phia writers, Robert Allen and David Levy, with the setting of a new newspaper columnist. Promised for the week:

KATHERINE CORNELL brought her revival of Saint Joan to the Forrest for the week ending May 23. Announced for the Ziegfeld is rounding out an eight¬week stay, will be available for Three Men on a Horse in its premiere opening.

High spots of the production were Laura Bradley, as Cynthia Ann, and J. Burt Burton, as Squire. The scenery and stage effects were handled by Edward Albee, and lighting effects to George Frank. Deriving from the story of the world's two leading cities have of¬fered in the way of entertainment. Since these early days of his career, Morris Rosenthal has conducted for every Irving Berlin production. Likewise, he handled many shows for Florenz Ziegfeld in his early days of his career, Morris Rosenthal has conducted for every Irving Berlin production. Likewise, he handled many shows for Florenz Ziegfeld in his early days. Other than his own voice, which is some¬times raised for effect.

FRAUD CHARGES opposite page

igmatist's court. About 20 members of the group were seized. The indictment was then handed up in the court.

Sherman attributed his indictment to “the work of a band of professional pickers, not so much a group of the union, who will jump out of the way when my trial begins.” Sherman is understood to be referring to the New York Emigrant Federation, the local, one of whose leaders, Morris Rosenthal, recently filed a suit demanding an accounting from Sherman. Irving Mendelson, assistant district at¬torney for Monmouth, who is presiding over the grand jury, told of being informed with written statements sworn against those who insisted on an accounting and that the investigation was accompanied by threats that he had spent more than $400,000 in “reorganization and rehabilita¬tion.”

The local meanwhile has its hands full with the Allen union’s sub¬sidiary complaint against 81 Socialist General Labor Union members, who are fighting the Ziegfeld show reporter’s bill in the court of magistrates. About 20 members of the group will appear tonight, also for picketing in the Bronx.

Temporary Quoit on Writers’ Front

HOLLYWOOD, May 23.—After three weeks of intense bitterness and warfare in the battle of the unions, these were the week on thescreen writers’ front. Nothing had evolved in the split writing-talent situation, with both the reduced Screen Writers’ Guild and the (settlement) group of Hollywood being marked off only as possible unions.

After several hours of conferences dur¬ing the week, Ben Hecht, president of Writers’ Guild of California, with or¬der for the settlement. Hecht (settlement) was approved. Guild board is drawing up a new (see TEMPERARY QUOTIO opposite page)

FRANK TOWNS (This Week’s Cover Subject)

FRANK TOWNS starts his 33rd year in the show business, this year career go¬ing back to when he was 9. He left to enter the Royal College of Music, London, when he was 10. The last time he was 19, when he organized and conducted socials at Sheringham on a spec—. The next year he found him conducting and acting as musical director for the London Symphony Orchestra. Since those early days of his career, Towns has produced and directed for every Irving Berlin production. Likewise, he handled many shows for Florenz Ziegfeld in his early days. Other than his own voice, which is sometimes raised for effect.

Towns has conducted for every Irving Berlin production. Likewise, he handled many productions for the Ziegfeld show. His list includes the title for the famous “As Thousands Cheer.” The title was used for the Ziegfeld show. His credit for costuming was given to Mary Elizabeth White and Ray Pierce, and lighting effects to George Frank. TOWNS has conducted for every Irving Berlin production. Likewise, he handled many shows for Florenz Ziegfeld in his early days. Other than his own voice, which is sometimes raised for effect.

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Swingers Play
To Full House

Show draws to standees and hot music lays 'em in aisles—several hits

NEW YORK, May 28—New York's fine
swing music concert was sponsored Sunday
night at the Imperial Theater by the
Goldsboro Star. The program (figured considerably in popularizing the Jukebox
radio series of dance concerts) was made
up by the stars of the Pantages house, Fred
Bennett, on the piano, Wesla Whitlock, on the
wire, and the band of Dr. Bob, led by Artie
Shaw, with his own group and later
with Tomorrow's Boys, and later
with Mandolin Joe. Shaw's group
bowed out with a fine number.

WANTED

Piano Player that doubles Stage, Circus and Novelty
on wire. Acts that change.

Also those with house car or trailer. Must join on
in states. Want Girl Singer & Musicians

THOS. F. WIEDEMANN, care General Delivery,
REGAL TENT SHOW,
Bath; 29, Penn Yan; 30, Waterloo; 31 -June
Singing and Dancing
Sousaphone, Alto Sax doubling Clarinet, Accordion.

Quick, loyal, dependable people all
instruments, others.

in states. WANTED FOR UNIT NOW WORKING

Bugs in the aisle.

WANTED FOR UNIT NOW WORKING

Acts and Musicians

To Full House

Singing -Dancing Sister Team.

WANTED

Luby, Negro pianist from Chicago, sponsored by John Henry Ham-
mond, left the house unimpressed, but
Teddy Wilson clicked big. Others to show were Adrian Hill, noted sax
man; the Modernistic Octet, Casey Bar-
er, Jimmy Noone, J. L. Johnson, George Young, and Frank Chase and a sax sextet.

FRAUD CHARGES

(Continued from opposite page)

Nab as bankruptcy referee before he re-
jected to S. B. attorney. By inspection of
the briefs assert McNabb had been se-
ized as part of the McNabb
"speddy" to keep creditors from realis-
ing their claims.

TEMPORARY QUIET

(Continued from opposite page)

up several plans of affiliation for trans-
mission to the Authors' League Coun-
COST.

735 E. 15th St., New York City.

GOLD BODY MAKE-UP

in DANCERS AND SPECIALITIES

DANGERS ABSOLUTELY HARMLESS

Washes instantly and permanently for men, women and children, even for policy
owners. Real, real money.

$2.00 BOTTLE.

DEEKEE N. 1289 St.


WANTED

QUICK FOR COOK'S COMEDIANS

Also: Actors, Comedians, Comediennes, Ballerinas; all types and
in states. Want Girl Singer & Musicians

ROE NERO WANTS

Quick, loyal, dependable people all types, doubling
in states. Want Girl Singer & Musicians

WANT Girl Singer & Musicians

Soundman, Alto Sax Blowing Clarinet, American. Wanted by
John W. Van Arnam, Radiola, 13 Munroe St., Lynn, Mass.

WANTED

Vocalists, Tape and single. Men, Actres, with
in states. Want Girl Singer & Musicians

WANTED—Experiencedharmonium that can drive
it. Write, quick. A lot of them.

LEGAL TEXT SHOW, White Bells, Tenn.

WANTED

Singer, tape and single. Must have
in states. Want Girl Singer & Musicians

WANTED—One of the finest Harpsichords in the
States. Want Girl Singer & Musicians

WANTED—Rising and Vancouver Piano Player

FRED E. NEWELL, 121 E. 70th St., New York City.

The Congress also had a "ballet eve-
ning" Monday, with Nora Koreff, Lisa
Mahan, Thalls Mark, George Chaffee,
Ralph Severson, Modesto Malacrida and
Girls, and Kerrich and Anderson, doing
Vereehina participating. Tuesday was
another modern program will be held
at night. It will include dances by Pe
Al, Aliln Blecher, Gluck-Sandor,
Bruckner, De Chirico and Godfather.

Dance Congress and Festival

Gives Publicity to Moderns

NEW YORK, May 28—So-called mod-
ern dancing was given wide publicity
time at the Dance Congress and Festi-
val, which opened Monday and
concludes next Monday. The congress
viewed by dancers as a fine popularizer
of the modern dance and as paving the
way for more extensive commercializa-
tion of the art. Encouraged by the success of the congress, several modern dancers
anticipate plans to form a union and tour one-nighters. The recent suc-
cessful tour of Martha Graham and her company, which now is the time for reaping in a type
of modern dancing which was previously
put down, has been more or less restricted to
small groups of dancers.

Among those who demonstrated before
the congress, held at the Kauf-
binder Auditorium, were Lloyd
Graham, Doris Humphrey, Pauline Fedora, Pauline Eichhorn, Bob Pick-
ney, and Donald Joplin. The biggest
dance group, Polly Korchek, Pranakriti and Anita Zehnder, will
be seen in New York this week.

Another modern program will be held
tonight. It will include dances by Pe
Al, Mitlsm Blecher, Gluck-Sandor,
Bruckner, De Chirico and Godfather.

Sensational Attractions and Novelty Acts
Names Bands, Producers of "The
Drunkard" with Intact "Taverns" to Open June 4.

When We Talk Prices We Talk Quality and Promptness

Tickets Folded for Machines or In Rolls 2,000 each

Price List and Route Book.

PUBLISHER'S LOT

Sensational Attractions and Novelty Acts
Names Bands, Producers of "The Drunkard" with Intact "Taverns" to Open June 4.

Write or Write

WANTED

Might be of your assistance.

The Toledo Ticket Company, 114-116 Erie St., Toledo, Ohio

THE BILLBOARD

Volume 11, No. 21

Features

CURRENT DANCE TRENDS

Dancing Made Easy

WARREN'S COMEDIANS,

SOUTHERN NEGRO TRAFFIC.

BLOOMSBURY, N. J.

DANCES AND BANDS A ROLLED ONE.

COST.

Dancing made easy.

BLOOMSBURY, N. J.
ANA Queruing Its Members On Their Censorship Stand

Sends out questionnaire asking for their experiences and attitudes toward network censorship — commercial credits concerned and a yardstick in preparation

NEW YORK, May 23.—Association of National Advertisers has sent a questionnaire to its members querying on their experiences and attitudes toward censorship. It is being mailed this week and it is hoped that the largest possible number of the members of the advertising group, principal question concerns itself with the differences due to each station's attitude. The questionnaire is a fairly strict regulation of advertising

Luxembourg Sales Switch in London

NEW YORK, May 23.—English sales representatives of Radio Luxembourg, Europe, have been changed from Radio Publicity to Wireless Limited after a court battle, which, according to representatives, was instigated by advertisers with European representatives, the representatives and foreign time brokers have received no information on the change. In turn, the European time firm behind the move claims the time for the powerful Luxembourg station, and its present manager, Mr. D. George, of the British Broadcasting Corporation, is leasing the new location to be ready for mid-July, when Shreveport will in reality have a second floor of the big Commercial National Broadcasting Co. The Shreveport Times stations in advanced engineer-

Rate Differential Made One by Daily

NEW YORK, May 23.—Considerable interest is being shown in the daily rate differentials between Retail and General Advertising which will enable advertisers to compare with the best in the country a fairly strict regulation of advertising

Copyright Bill Still in Dark

WASHINGTON, May 23.—The subcommittee on House Rules and Patents, which has been holding meet-

Plan New Facilities For 2 Miss. Stations

SHEPHERDSTOWN, May 23.—Plans for the construction of new facilities at Shepherdstown to compete with the belt in the country for coverage, has been announced. Two stations here, was announced this week, John D. Ewing, publisher of The Times newspapers in Shepherdstown, report the second floor of the big Commercial Na-

Networks at Al. Preparing for Political Convention Headache

PHILADELPHIA, May 23.—Broadcasting plans for conventions of the Democratic National Convention have been completed with both allotments going to NBC Mutual and the Interity Group. Ar-

Brooklyn Station Hearing Is Postponed to Sept. 9

WASHINGTON, May 23. — The so-called Brooklyn hearing, long before the Communications Commission, was recently postponed to Sept. 9 next. Hearings in these cases are to be held in New York and when called were postponed at the request of the parties involved, said in the light of information sent to Chairman Wilson, S. Frail by M. Preston Goodfellow, presi-

Post Joins CRA For Radio Sales

Commercial radio bookings under his wing—big branch offices for Consolidated

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Gulf Oil Set In Expo Spot

Moves into its building and sets up radio staff for production, etc.

DALLAS, Tex., May 23.—Radio made its initial bid for interest at the Texas Deroping when the Gulf Refining Company radio building, its unique radio studio structure to be completed and occupied in a matter of days, was opened by Horace Heidt Seeks Talent

the MBS chain and Station WGN here, whose orchestra is heard nightly over New York Vandeburg will fly to Chicago on a trip to New York from Dallas.

Official plans for NBC and CBS participation in the 1936 Centennial Exposition last week when the exposition production and program offices moved from the Administration Building to the Gulf studios last Fri-

The exposition production and program offices were moved from the Administration Building to the Gulf studios last Friday. The technical staff is composed of 15 trained radio engineers whose responsibilities are diversified, including the mounting and control of programs from the ground up and the establishment of the icl-address system. A basic production staff of 10 was augmented Monday by the addition of two announcers, two reporters and two page boys.

The production staff is composed of experienced engineers, the radio engineers and technicians.

Kephart, director of radio for the expo, is in general charge of programming, production and operations. He is assisted by a production manager, a technical manager and an assistant technical manager.

The actual building of the studio and construction work was done by Cudwin Building Co.

Members of the technical staff are: W. T. James, chief engineer; J. J. Johnson, chief assistant engineer; C. W. Kephart, director; Harry Kelly, chief operator; C. B. Clendening, general manager; John D. Henry, station manager; C. H. Martin, chief of radio; L. M. Keith, Bob Mandel; J. R. Ruggles, Art Arrington, O. A. Winslow and E. C. Elia.

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

TED WEEBS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA

NEW BIZ, RENEWALS

NEW YORK, May 28.—Renewals on the National Broadcasting Company:


CBS Accounts

LIVER BUCKS CO., thru R. J. Potts & Co. for the five quarter-hour Announcements.

MBS Accounts


Chicago

JESSEY CO., thru Rogers & Smith, ABC, 24 quarter-hour early-morning programs.

GATEWAY SPORTING GOODS CO., thru Kern, ABC, three one-minute morning announcements.

GRAFT-COWEN CORP., thru John L. Stucker, one-minute announcements.

SQUIRREL-NORE CO., thru Mitchell, Saalmon, ABC, 156 15-minute early-morning programs.

COLUMBIA BROADCASTING CO.

10 A.M.-WVVA—9 P.M.

ERNIE BRODIECO, Personal Representative

TED JENNINGS
AND HIS ORCHESTRA

The Crown Prince of the Billboard
FAST BECOMING A NATIONAL FAVORITE
One of America's Most Entertaining Dance Bands

Every Tuesday
10:10 to 11:00 P.M., EDT
WABC—Chicago
WABC Chicago

Eddie Dowling
presents
ELGEN REVUE
with
RAY DOOLEY

E...famadditudes

COAST TO COAST
WALTER TETLEY

DRAMATIC BARITONE
SILVER WINDWARD REVUE
WMCA

Buck Rogers
6:00 p.m. Monday

Leith Stevens

COLUMBIA BROADCASTING CO.

10 A.M.-WVVA—9 P.M.

ERNIE BRODIECO, Personal Representative
Program Reviews

Radio Reviews (Continued from page 9)

RADIO REVIEWS

Judy Canova

 Reviewed Sunday, 9:45-10:30 p.m., WWL, New Orleans. Sponsor—John C. Marriott, Div. St.


Judy and Annabelle, also than all the talent or entertainment.

The program itself is featured at times.

Lucy, Martha and Annabelle, also than all the talent or entertainment.

Since the tunes are not exactly real old-

The West Coast Notes—New Morse Script

San Francisco, Calif., May 29—News along local radio new is popping in. This is the result of a $2 de luxe chicken fryer which also has 12 other uses.

Sponsor—John H. Woodbury, Inc. Station—WJZ (NBC network).

At the Third Annual High Hat Salesman's Convention in the Ziegfeld Folies for a hearing on the Paul White- man, the Washington Post explained the conditions of the contract. With Judy is sister Betty and they have a sister in Texas.

For purposes of quick comparison as to what she does Miss Canova says her favorite of Bob Burns, only she is really made and each one of the other women dis- tersing and otherwise disport herself in a spirited manner. From the time she gets an

White has a policy to make sure that he is Federal way, the listener or prospective

fryer makes the listener or prospective

sentimental prizes for Olympic wines, spon-

There is nothing to object to it.

She is a good composer goes without say-

Sponsor—Lucile Fox, Inc. Station—WWL (WPBS). production. The Town and Country Club, an architectural and construction tend to build its nutshell is that Judy Canova is just like the

M. H. S.

Conjur and Caroline

Reviewed Thursday, 9:45-10:15 p.m. Style—Folk. Station—WHN (New York).

Mainly in the style of other new programs, this is to call for more of the items

and other programs, with the audi-

CONJUR AND CAROLINE

Conjur and Caroline work in a South

This is not the fault of the talent, which includes Charles Ritz, De Vere Sisters, Tito Puente, Brian Spence, and the
drummers, too.

The program is piped daily except Sunday. It extends the time to half hour to allow for some music between announcements.

Pleasant Valley Vfolies

Reviewed Thursday, 7:45-8 p.m. Style—Variety. Station—WMKB.-Cheviot, Ohio.

Show intended primarily for the folks not on the tube and who have no other music-movements, but rather the rank and file

Characters in the program are all familiar

In a way, it is like a radio play. It is to be one of the season's biggest writing

The only songs played at least once during each program day are listed.

It is deemed necessary. Upon receipt, the in-

that makes for a second hearing.

M. H. S.

Lubin & Smalley

Reviewed Thursday, 5:45-6 p.m. Style—Equestrian. Station—WIBA. (Philadephia).

A clitch for the horse-racing fraternity is Lubin & Smalley, a program which is fast and furious. And with a goodly cast of characters, notably Miss

She will go to the public, but the story

producers, Inc., Hollywood transcription producers,

BRAND NEW TALENT

Radio fields.

Richard Holman, who writes the Cub

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AFM and 248—(Continued from page 3)
story began with the announcement that the AFM had filed suit in August against the AFM, charging Joseph N. Hirsch, the AFM's president, with asking for an injunction preventing the members from going on vacation. A complicated and convoluted action resulted, the original suit was dismissed, and Hirsch claimed he was no longer under the AFM, which upheld him.

The suit was continued, and both sides have been engaged in continued litigation. The court has granted a motion to dismiss the AFM's case, and the suit is now pending in the New York State Supreme Court. The trial is expected to begin soon.
Consolidated Sets
Raft of Bookings
NEW YORK, May 23. - Consolidated Radio Artists, Inc., is fast getting under way with a raft of band bookings in New York and vicinity. Included in the list are bookings to extended hotel engagements.

Tom Stone Transfers to Radio after his opening and will be with Tricome, supply the music for Nelidoff's revues at Yonkers; Raymond E. Jackson, Buffalo, organized musicians.

Nelidoff Returns to Chicago
Nelidoff, who has had a successful run in Rochester, turned to the Walnut Room of the Banck Hotel.

Girl Bouncer
NEW YORK, May 23. — Local Dixy Club has a girl bouncer. She's Lou De Fae, who dances in her undergarments and is six feet two inches and weighs 164 pounds.

Hotel Montclair, N. Y., Settles With Musicians
NEW YORK, May 23. — Hotel Montclair has solved on the unfair list of Local 802, American Federation of Musicians, whose last attempt at the show was a union spot night yesterday. Had a girl been chosen for parting her under the 660, double for leaders. An agreement was made some time ago, but then, changed the union, the hotel did not pay for flat broke. The girl was pulled. Hotel paid $134 back overtime in settling with the musicians.

Belle Baker's Cafe Debut
NEW YORK, May 23. — Belle Baker made her first night club appearance in New York, in the Versailles night club.

Hotel Dinner
Nelidoff has appeared continuously at the Banck Hotel.

Schism Splits Local 802
NEW YORK, May 23 — Passage of the spread work permits by the membership of Local 802, American Federation of Musicians, in approving the minority report and passing over the majority report, has resulted in various repercussions, most of which is a schism in the local's ranks. The result of the so-called "Communists" group in the local's ranks, the group generally credited with being the strongest in the local's affairs, has been the loss of many top leaders and instruments for 50 per cent stand-by pay for musicians making more than $75 weekly.

Grey Wolf Tavern Razed
YOUNGSTOWN, O., May 23.—Fire of undetermined origin razed the "Grey Wolf," well-known night club in this city, which was estimated at $15,000. Two employees asleep in the building escaped without injury from the burning structure. Pete Myers, operator of the club, said 2,000 insurance was carried.

New Night Club Reviews
NEW YORK, May 23. — Tom Stone, formerly manager of the Fred Kibbler and Bower, is adding to his staff Miss Real among the vocal trio and be attractively garbed in one of her latest creations.

Gloria Palast, New York
This nightie is on 86th street, in the basement of the biggest of the old local spots away from the Times Square hustle and bustle. It has a huge dance floor, an outer large bar and a secondary dining room. No one can come away from here without mentioning the girls. The band is the Lindemann band comprised of a cornet, trombone, bass, piano and drums. Not only that, but it dishes out dance music, both different in some extreme style, but which are nevertheless thoroughly pleasing and altogether danceable. They keep the crowd and is set for the summer.

The Lindemann band comprises a pianist, violin, accordion and drums. The drummer dances on the electric vibraphone which helps give the band pizzazz. Volume of specialties in which all the girls have a hand.

Only set is Alfredo and Ruth, nickel, accordion and drums. dances on the floor in a type of gliding and post. Did a waltz all night, turning up big numbers on the latter.

College Inn, Chicago
George Givot, well-known radio "Girk" ambushed here, is a new出任 musician who has added to the ranks of the Canteen. He is from stage, screen, radio and the night club. He has been with the orchestras of Al Trace, well known around Chicago, is furnishing the music.

Bettie Real Rehearsing All-Star Femme Orchestra
NEW YORK, May 23. — Betty Nelidoff and his company of entertainers returned to the Walnut Room of the Banck Hotel last week after an extended engagement at the Park Plaza Hotel.

The New 16-piece outfit will feature a Much Ado About Nothing by special white tuxedo-effect ornament, and make an all-women orchestra among the all femalle organizations.

Band, which will be under the direction of Betty Nelidoff, is being booked for a series of one-nighters now being set, tour opening July 1. Only first chair musicians are being used, Miss Nelidoff among the available artists.

Nelidoff Returns to Chicago
CHICAGO, May 23. — George Nelidoff and his company of entertainers returned to the Walnut Room of the Banck Hotel last week after an extended engagement at the Park Plaza Hotel and now are at the Hotel in St. Louis. Full Levante and his orchestra are also making a tour.

The Nelidoff group has appeared continually in the major Loop hotel dining rooms. Those of the cast who have been with Nelidoff since the beginning are Angie Trione, Muriel Davenport, Leonard Balano, Maxine Koosholf and Walter Raiford. The practice of Nelidoff, after his opening and will be with him in his new troupe is followed by Betty Nelidoff, Mista Montairia and Bettina Rosey.

Tom Stone Transfers to Radio
PHILADELPHIA, May 23. — Tom Stone, former manager of the Kibbler and Bower, Entertainment Bureau, at Philadelphia, has given up the band-booking job for a trip to Atlantic City.

The Ice Carnival, which has proved so popular in Atlantic City, is being opened again.

Emphas Club, Philadelphia
What was formerly a select watering place, headed by the son of a former immigrant and handled by the late Mr. and Mrs. Louis Wolf, has been reopened for a new season headed by the late Mr. and Mrs. Louis Wolf, has been reopened for a new season as an elegant night club.

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**Heavy Bookings as More N. Y. Spots Open for Summer Season**

**NIGHT SPOTS-ORCHESTRAS-MUSIC**

**NEW YORK, May 23.—** More closings and openings this week, now that the summer season is definitely under way.

Opening and closing bands are arriving in droves and much attention is being focused on local affairs. The emphasis is on liberal advertising and heavy exploitation.

Opening at the Glen Island Casino, New Rochelle, N. Y., Thursday, and of course the night before, Raye, Prince, and Clark folded their show, now following the switch talent failed to reach the finalstay.

Hotel Montclair closed its dining room and reopened its roof garden yesterday, with Hal Hope's Band and "guest stars" comprising the show.

Club Richman folded its show this week. The only Electric Vibrilony in the world-the classy Leon and Eddie's, New York, last week.

Hotel Clark opened last night with Herb heating the show at Martin's Rathskeller, opening last Thursday.

**Club Chatter**

**NEW YORK, May 23.—** Harry Dell and Dorothy Lee have booked the Elmo Revue into Ryan's Andrews. New Gardens, 61 L. J. Jean Caron into the Club Beau in New York. Joe Green, Mildred Jay and Whinnie Winkler into the Royal Prince, Lake George, N. Y., Roland into the Monte Carlo Club here, and Joe Dean into the Coconut Grove, Boston, opening May 23. Dean recently closed a six-month run at Murray's, Tuckahoe, N. Y.

**Dell-Lee Bookings**

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**LE CARVER**

**AND HIS COUSINS featuring EZZIE NEWSOM**

**EDDY EDDY and CECEL STOVER**

**SMASH HIT at Smart LEON and EDDIE'S**

**New York**

**RADIO • NIGHT CLUBS • THEATRES • REVUES**

Permanent Address: 799 Grand Street, Brooklyn, New York. Evergreen 7-7104.

**THE SURPRISE SENSATION OF BROADWAY!**

**The only ELECTRIC VIBRILONY in the world HOTEL DIXIE, NEW YORK, N. Y.**
**Dancehalls, Mountain View, N. J., during the summer months, while George Zeidel, the young guitarist, has just signed a contract lasting a year for the Four Tours, Cedar Grove, N. J.**

**Orchestra News**

Within the next six weeks or so Bob (Hello!) Miller will take his annual trip to Europe. He will be busy himself looking after the new office in London, England, which is already ready under way with T. H. Ward in charge. Miller, head of the London publishing concern bearing his name, states that his song, devoted to the late Misses Wrong Women, is winning new brackets all over the country, and another song and extra editions have been contemplated.

With the former house of Harry B. Litman recently taken over by Pres. Paul Whiteman and Guy Lombardo and hereafter known as Wards & Music, Inc., a new personnel was inevitable. The latest setup, according to Manager George P. Schatkin, especially in branch-office representation, is as appended: Detroit, W. H. Collins, Chicago, Pres. Dempsey; Pacific Coast, Jack Mass; Bos- ton, George Rankoff; New York, Paul Stan- welly, Messrs. Ford, Inc., has been added to the local staff. Also Dick Flack and Tony Westard, arrangers.

Roy Clifford Hall, theatrical producer, has turned songwriter again, this time with a ditty which he has christened "You Started Me Dreaming." The song is using 10 men besides himself, the Jimmie Turner Orchestra, the Harry B. Litman Orchestra, and the Hal B. Litman Orchestra under the baton of Tom Staff, arranger. Billy Brooks opens two broadcasts a week for the "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Numbers in parentheses indicate position in list. The songs listed below are a consensus of music actually moving off the shelves from week to week.

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1. Medley From the Sky (1)
2. Lost (2)
3. Blinded By Rain (3)
4. Would You? (11)
5. My Mother's Eyes (4)
6. It's Not What They Say About Me (5)
7. All My Life (5)

PHONOGRAPH RECORD best sellers will be found on page 179.

**Sheets-Music Leaders**

(Week Ending May 23)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, these sheet musical leaders list the songs currently moving best from week to week. A leader is a song which has moved up the list, whereas a "doubler" has maintained its position for at least the last two weeks. A brand new leader is identified by an asterisk.

1. Melody From the Sky (1)
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**Betty and Her Real Rhythm**

**The New Band Sensation!**

Pers. Rep.: ANDY FINNE.

Betty桡

and her

RHYTHM

H. N. M. "Queen of Rhythm"

Available for Spring and Summer engagements. Prof. Rhythm Animations. Program with Happiness. For details write H. N. M. 913 A. V. 115th St., N. Y. C.

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RKO Calls Hand on Next Season, Promising Vaude

Howard reveals shows will reopen middle of August—Theater execs consider this season okeh—houses in early this season will be back—to produce more units

NEW YORK, May 23.—With the head early as to the outlook for next year, Howard revealed this week that most of the houses which recently dropped vaude will be back in the fold by the middle of August, the dispensing of house regulations.

The circuit left with only a couple of vaude stands, the Palace theaters in Chicago and Cleveland, and the Palace and the Astor in New York, are the only four vaude houses in the circuits, it is felt that the combination policies.

The circuit will start on Monday, confining itself mostly to vaude shows, but will use several good acts, and it is felt that the General Theaters and Moss Empires combination policies.

The Bronx, Philadelphia, and New York, are considerably overbooked with American talent.

The closing of the Alhambra Music Theater here, is the Times Square.

RKO, May 23.—With the booking of Ed Stratton, columnist, into the Palace, Chicago, starting Friday, RKO offers to get further into the talent market, and probably extend it to other cities also. The Wolfert is also involved.

Famous talent is being booked with both Johnson and Whiting, and with the bookers holding the whiskers, the Chicago Times Square.

Troy Takes Its Leave; been a four-day vaude stand, opening Tuesday, May 23rd, dropped out of another of its neighboring houses.

These houses are the other times, as the Alhambra, Chicago, is building for a Chicago appearance and is booking an opening for him.

The success of the last two "crazy" productions at the Alhambra has been very good, and it is felt that the production of others.

With the bookers holding the whiskers, the Chicago Times Square.

England Has Act Overload

Caused by passing of two important houses—runs to Palladium another reason

LONDON, May 18.—It has been revealed that the General Theaters Corporation and Moss Empires combine, which owns the London Palladium, is about to offer its big-time English vaude houses, including Moss Empires, to the American vaude world here, are considerably overbooked with American talent.

The opening bill at the Palladium is July 1, when straight vaude goes back, and it is hoped that the point of salary, including the acts of Jimmy Durante, George M. Cohan, Hoagy Carmichael, Downey, Forsythe, Seaman and Farrell; plus Dolly Malone, danseuse; Hertha, Ernst, Lois and Jeanne Steiner, Tracey and Anderson, all of whom are American acts; and Felix, Wiete Brothers, Max Waller, et al.

The closing of the Alhambra is June 1, when straight vaude goes back, and it is hoped that the point of salary, including the acts of Jimmy Durante, George M. Cohan, Hoagy Carmichael, Downey, Forsythe, Seaman and Farrell; plus Dolly Malone, danseuse; Hertha, Ernst, Lois and Jeanne Steiner, Tracey and Anderson, all of whom are American acts; and Felix, Wiete Brothers, Max Waller, et al.

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These houses are the other times, as the Alhambra, Chicago, is building for a Chicago appearance and is booking an opening for him.

The success of the last two "crazy" productions at the Alhambra has been very good, and it is felt that the production of others.

With the bookers holding the whiskers, the Chicago Times Square.
VAUDEVILLE

SAUL GRAUMAN AND HIS
"MUSICAL STAGE-YORK"
Grace, Nanty, Wally Brown and Janie Murphy.

AL PEARCE and his Gang
NOW MAKING PERSONAL APPEARANCES

South Jersey Federal Vaude Show on Tour
CAMDEN, N. J., May 23.—The South Jersey Unit of the Federal Theater Proj-
ected, supervised by Harry Hooper, has or-
ganized a vaude show to tour the Camden County towns. Entertainment is furnished free to recognized organi-
zations, firemen and civic associations coming in on the books.

Schedule called for Stratford yester-
day, Friday, May 20, Clementson, June 2,
Watsonville, June 13, and a return to Clementson June 20. Show includes the Georgia Show, the Great Folk Filler, Cash and Ellis, Laura Austin, Rogers and Ingrem, Arthur Millender, Carolina Ponne, High Jinks and a grand finale by the entire company.

Bowers' Unit for Butterfield
DETROIT, May 29.—Major Bowers' 7th Unit, which closed at the Michigan Theater in March, has been booked for about two weeks over the southwestern Michigan counties. The unit opened at the Oak-
land, Battle Creek, Battle Creek, and then moves on to Kalamazoo, May 31-June 4.

Worcester Into Pix Grind
WORCESTER, Mass., May 28.—The Plymouth Theater here adopted its summer policy this way doing, with vaude in favor of double bills. The house had been booked by Panchon & Marcus.

NEW YORK, May 23.—Harry Lee, booker of this show, tells the story of his act, which probably doesn't run more than 30 seconds and a couple of lines. It's a turn that'll hold the stage but with very little substance. Time-Eight minutes.

Helen Adriano
NEW YORK, May 23.—What started out as a bit too long.

What Next?
NEW YORK, May 23.—Harry Lee, booker of this show, tells the story of his act, which probably doesn't run more than 30 seconds and a couple of lines. It's a turn that'll hold the stage but with very little substance. Time-Eight minutes.

The amateur was broke, and the horses and ponies still hung around.

PARIS BILLS
(Week of May 11)

With the Alhambra making good its price for vaude, the Palace and the ABC are the only big-time vaudehouses in the city. The Empire features circus and animal acts, but these shows are long, and other excel-
1 lent internationally reputed numbers, such as the Follies of the World, Frank and Tally, Franko d'Amore and Jack Lane, the Minstrels and the Skating Macks. Unfortunately great variety is being presented in a la
dratic, but the program sidesteps being monotonous in its presentation and provides a laugh.

The Four Skating Macks tick solidly with their polished routines of solo skating, spinning and mattress-ball tricks. The En
gines are on in their new routine, a turn which, de
tunes most of its humor from the girl and man pairs in the act. Very catchy.

PARIS BILLS

One of the best teeterboard troupes in the land, the Two Lacys, are rarities. With a better act they might be good. They are handicapped by being spotted late, but their zany comedy, bumps and com
dy. Their horse act is a solid one. Time—Seven minutes.

Aberdeen, at the Palace, is on it. It's a turn that's better than fair. Time—Seven minutes.

The Four Skating Macks

The horses and ponies still hung around.

The amateur was broke, and the horses and ponies still hung around.
Low's State, New York
(Reviewed Friday, May 22)

As presented, the State has a four-act bill, but the closing turn is a 29-minute colored band act, with Pops and Louis working in that presentation. A really swell vaude layout, running a supple 60 minutes, with the audience most enthusiastic. Pops and Louis, the former—vaude populace is concentrated at this house, and they go for vaude as dyed-in-the-wool vaude fans do. No comedy talk on the bill, but the Three Swifts are able to hold up a comedy end as well as any talker could. Picure is Mr. Edwin C. Dowling. The bill at this supper show opening day business was good.

Ahead of the vaude show is a 12-minute session given over to the Will Rogers' Memorial Fund, showing a seven-minute silent film, and the rest of the time passing the basket. Trailer is good, including Lowell Thomas, Bing Crosby, Shirley Temple, Evie and Min and May Robson. Edwin Dowling and Tip Top Girls is an opener, the acrobatic act dressed up to resemble a flash.

The Three Flames were a swell opener. This is Sandy Lang's new act and comprises three men and a woman who do a fine line of roller skating tricks on a light platform. The act is dressed up with rambutan-costumed creatures and is a treat. Some fast and thrilling solo skating work is evident and they closed with a double-sock flip. Nice hands.

Three Swifts, solo comedy act on the bill, is a pleasing little act. Their standing juggl-jugglin, 50-50 on expert juggl-jugglin, is comedy. No matter how many times you see them there is always a kick to be obtained from their juggling and grand comedy. No matter how many times you see them there is always a kick to be obtained from their juggling and grand comedy.

Honey Family, trio of males and female, and a conventional boy's own routine. Do familiar flips and turns and the routine is a smooth one and a double turn into a balanced chair for the moppet.

Earle, Philadelphia
(Reviewed Friday, May 22)

Bill this week looks like a gathering of the Benny Davis school. On it is Bobby Lane and Sue Ryan, one-time Davey protole and Dan White, formerly the musical director. And every one of them is doing all right on their own. Current show is run in vaudeville style with the orchestra in the pit for a change instead of on the stage.

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around in some precision work, thence
tive soft-shoe routine that is beautifully
Grand Opera House, N. Y.
are to hold the current bill
is the radio amateur winner. A person-
center -spot production.
They score best with Tiger Rag, which
nounces.
The gals do a graceful and lovely

(Reviewed Friday Evening, May 22)

SAM HONIGBERG.

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BULLETIN

PRICE ONE DOLLAR

FEDERAL THEATER

(Continued from page 3)

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No.
Manager-Dramatist Peace Seen After Storm Threat

Simmerings of discontent died down after meeting of committees of League of New York Theaters and Dramatists’ Guild—various points at issue discussed

NEW YORK, May 23—Simmerings of discontent among Dramatists’ Guild members, who earlier in the week voiced protests against a premature settlement of the contract represented unwarranted concessions to managers, died down yesterday. The League formally adopted a resolution, introduced on Monday the Guild, it is understood, both to indicate its approval of the terms of the contract and to call attention to the need of its members to make the prohibition of unfair dealing a part of the agreement.

Other saws whose rise to the surface before the meeting yesterday were the published reports that Guild members were dissatisfied with their parts, while nominally in control of screen rights they were involved in a situation wherein they were unable by means of clauses delegating to the managers a voice in determining movie rights, to prevent their parts from being changed. It was pointed out that because it applies only to movie rights rather than all rights, including stock, etc., this is less favorable than the old situation, where all rights were 60 per cent when large sums of money were involved. In addition, it was pointed out that the clause claimed that the point which touched the spark to the first place was the difference in the amount of money, of prices paid for screen rights thus the hidden factor in the business. The statement that as these sums dwindled, the increase in percentage assumes a minor aspect.

Despite reports that screen companies want to make the sale of movie rights pertaining to the sale of film rights, a point on which the Guild has not backed down, the leaders are now informed as to the demands of the leaders is Parnell, a dignified and literate dramatization of the Sambo-Vanetti case, and the making possible the prohibition of business dealings, that what has the meaning of fair dealing.

There are, one Getman, a glorification of business conditions and in that the intention being that blank verse is fit only for ballad, the First which have come on the scene, the universal appeal of a novel. The tale of which is the situation, its power and amazing insight, if one can not look behind the mask. It is a work of which all have the sight of whose who wrote it. The Guild, an organization of actors, is the characterless, as of all which seemed to count for nothing because of its occasional anticlimax and the necessities of the moment, and because of the current fad for panpering itself.

Frued and Prejudice was a splendid dramatization of a seemingly undramati- ble material which brought to the screen the largest success of the season. Let Freedom Ring was a stirring, uncompromising, yet surprisingly fair labor play. Dead End was a cheap, obvious, crude and painfully unoriginal melodrama. While nominally in control of the screen rights, a point on which the Guild has not backed down, the leaders are now informed as to the demands of the producers. The Guild, an organization of actors, is the characterless, as of all which seemed to count for nothing because of its occasional anticlimax and the necessities of the moment, and because of the current fad for panpering itself. Another comedy behind the mask is Parnell, a dignified and literate dramatization of the Sarro-Vanetti case. One of the season’s best farce.

So much for the errors of inclusion. But what about the highly touted plays which have left out?

The story deals with the unemploy- ment of Joe Callahan, a Chicago Irishman, in the realms of modern youth. Joe Callahan is a young man, impetuous, and must remain a chauffeur for a kidnap.

Persecutions which have been detailed here before are matters which the Guild members feel that the retrospective clause of the amendment. It is a description which also fits Hamlet.

It is a description which also fits Hamlet. The time is a description which also fits Hamlet.

It is a description which also fits Hamlet.
**PARIS DRAMAS Feature Sunday's, Lean Cows**

*PARIS, May 18—The vogue of the melancholy “Sunday blues” among French dramatic productions, as Paris is at present being annoyed with that periodical ailment, finds its cure in two new dramas treating all the ills and woes of human existence.

The most disheartening of the lot is appropriately called “The New Century,” by René Auberjonois, at the Cuvier. A sober study of the effects of progress upon man, the failure of all the traditional virtues of the soul, the high cost of living, the unity of economy, honor, etc. The play is well written, well acted, and generally on the savory side.

The other new drama relates the adventures of a French Cinderella whose life is spent in servitude to a cruel and burdened with superfluous personages. In the opening of the opus, it is much too long for its credit. The Theater Pigalle, which doesn’t pretend to be much of a theater, offers a new drama with a title that is complicated tale of a young wife who is fated to close without any excuse this dramatic outburst.

More amusing nature is Le Mariage Fidele (One True Marriage), by Robert de Flers, at the Palais Royal. It is made up of a mixture of mystery and burlesque situations, the latter being interpolated bits by the Samuels who are known to be the most excellent imitators. One of the unexpected highlights of the dramedians, give it moments of animation. The author, Leopold Marchand, would have produced a much punchier drama, but the post-obituary conflict between his credit, the post-obituary conflict between his credit, the post-obituary conflict between his credit.

**NEW YORK, May 28—With amusing audiences facing urban light leg centers, the Metropolitan Opera House of New York is beginning its runoff and fresh air and first-class companies, all of whom are offering marvelous opportunities for the edification of the working folk. Activities are to be continued by Pan and the rustic deities.

With such a beginning over last season, the Festival is expected to be the most successful in the history of the box-office standpoints. The Metropolitan Opera House is smart, light, intimate, young and ‘all right.’ The revue has little of interest, although a few beautiful settings and there is a good deal of dancing, with Jack and Imogene Coca and Billie Haywood, also impress well.

The Black Flamingo and a few others as yet unannounced.

**Stand the series of seven revivals scheduled for sale at 25 cents each. Send for Free List of titles.**

_SAMUEL FRENCH_ 23 West 43rd Street, New York.


**THE KING STEPS OUT** (COLUMBIA)  
**TIME**: 85 minutes.  
**RELEASE DATE**: May 28.  
**PLOT**: Francis Joseph, young emperor of Austria, is about to be inveigled into the arms of a seductive and cunning woman.  
**DIRECTOR**: Josef von Sternberg.  
**AUTHORS**: Screen play by Sidney Buchman from story by Gustav Holm.  
**Distinguished.**  
**PLOT**: The old story of innocence and experience, with a little of the farce added on.  
**CHARACTER**: Francis Joseph, young emperor of Austria.  
**FALSE PERIOD PIECE**:  
**TIME**: 79 minutes.  
**RELEASE DATE**: May 28.  
**PLOT**: The story of Maximilian an amiable beer-drinking duchy of Bavaria.  
**DIRECTOR**: Josef von Sternberg.  
**AUTHORS**: Screen play by Sidney Buchman from story by Gustav Holm.  
**Distinguished.**  
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**THEATRE EQUIPMENT. NEW & USED**  
**NAME**: MOVIE SUPPLY COMPANY  
**ADDRESS**: 5 W. 47th St. N.Y.C.  
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**FOR YOUR CATALOG**:  

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**Exhibitors' Organizations**  
The ITOA has decided to air its protest before the Federal Trade Commission at Washington. The decision was arrived at after considerable discussion of the offer of ITOA to sit in at the various trade hearings. The offer was held with major distributors. At a meeting of the ITOA May 20, a representative appointed by Brandt, Jack Hutton, Ben Davis and Maurice Fieldsman, in a conference with Attorney-General Homer C. Cummings, the legislature of New York will give out its advertising and exploitation permit to theaters under certain conditions.  

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**Film Consensus**  

Below are listed the films reviewed in last week's issue of The Billboard, together with a tabulation of the criticals. Papers used in the tabulation include The Times, Herald-Tribune, New York American, Mirror, News, American, Mirror, Picturegoer, Trade Journal, and the Billboard.  

**Home**  
**Name**  
**Favorite Unfa- vorite**  
**Against**  
**Opinion**  

| Show Boat | Universal | 19 | 0 | “In the bag.” - Film Daily.  |
| The Moon's Meat House (Paramount) | 14 | 1 | “Merry, mad comedy.” - M. P. Daily.  |
| One Rainy Afternoon (United Artists) | 12 | 1 | “Fine show.” - Film Weekly.  |
| Speed (MG M) | 11 | 1 | “Interestingly presented.” - American Record.  |
| Abd el Mrs. (Columbia) | 4 | 0 | “Dull.” - Harrison's Reports.  |
| So They Were Married | 9 | 0 |  |
| The Singing Cowboy (Rep.) | 2 | 0 | “Good picture.” - Showman's Trade Journal.  |
| Devil's Squadron (Rep.) | 2 | 0 | “Great.” - Harrison's Reports.  |
| Human Condition (20th-Fox) | 2 | 0 |  |

**Write for Free Catalog "B"**
"DRACULA'S DAUGHTER" (UNIVERSAL) RELEASE DATE—May 11.

PLOT—After the killing of Dracula, the vampire, is killed by Dr. Van Helsing, his daughter steals the body and buries it, thus hoping to end her own vampire curse. Van Helsing is taken by Scotland Yard, which doesn't believe in vampires, and falls for the psychology of Dr. Seward. In the end, they both kill the vampire. Dracula's daughter falls in with Garth and feels that she can help her too—but her ambition is to become a movie star. She tries to call Garth to Hollywood, but he is not interested. She goes to Transylvania with her, just as she suspects what is in. She refuses, so she runs off and is killed. (Wooden shaft thru the heart) by her own henchman, and Garth and the police, who have come after her. They find her dead in the hollow of a tree.


COMMENT—There have been better horror pictures, but this one is good enough to get a laugh out of any chill addict.

APPEAL—Refrigerator fans.

EXPLOITATION—Draculas and the Undead.

"THE FIRST BABY" (20TH-FOX) RELEASE DATE—May 16.

PLOT—Johnny and Trudy get married, despite the objections of Trudy's social-climbing ma. Johnny's folks are old-fashioned and middle-class boors, of the type that are supposed to appear to picture fans. After the marriage the luckiest thing that happens to Johnny is that, as a result of his being a son-in-law, his grandmother tries to rule its life, as well as the lives of its pa and ma. The lad tries to set up on his own home, but there's trouble whenever the wife thinks she gets hep to an old friend. She's just a friend, tho, and the clinch comes when the kid develops a temperature.


DIRECTOR—Lewis Seliver. Not much come.

AUTHOR—Screen play and original by Lamar Trotti. At least there's no division of responsibility. You can blame it all on Trotti.

COMMENT—It seems like a somewhat belated plea for childbirth, and also an argument in favor of old-fashioned folksy bringing up, as against hygiene and a smattering of good manners.

APPEAL—Not much, mostly.

DIRECTOR—Lambert Hillyer. Regulation horror stuff, but well done.

AUTHOR—Story and screen play by Garrett Fort, suggested by the Bram Stoker novel. No credit as Dracula by a long shot, but maybe they'll change their minds.

EXPLOITATION—Draculas and the Undead.

"LITTLE RED SCHOOLHOUSE" (CHISFIREED) RELEASE DATE—May 15.

PLOT—Frank, 16-year-old brother of Mary, a school-teacher in a small Ohio village, dislikes school and runs away to New York when he gets into a jam with the local sheriff. Fixing himself into the big city, he falls in with a gang of hoboes and gangsters with the result that he becomes involved in the underworld of gambling, etc. Frank is a smooth-talking, fast-talking, talk-happy type who has a flavor for judging his sister, he finally winds up in a reformatory. Owen Rogers, another teacher and Mary's fiance, tries to get him released but finds that the magic of the big city is too strong. Frank finally finds that the ma-ter of a couple of shots of old man, but remains level-headed enough to perfect a supercharger of great value to the auto industry. The lad tries to set up on his own home, but there's trouble whenever the wife thinks she gets hep to an old friend. She's just a friend, tho, and the clinch comes when the kid develops a temperature.


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AUTHOR—Story and screen play by Garrett Fort, suggested by the Bram Stoker novel. No credit as Dracula by a long shot, but maybe they'll change their minds.

EXPLOITATION—Draculas and the Undead.

"FRANKIE AND JOHNNIE" (REPUBLIC) RELEASE DATE—May 15.

PLOT—Frankie, a gambling house belle with a soft heart, falls for the young Andy. Time and again he fool her, and finally she decides to take Andy himself and, as a result, the baby is born. The baby is believed to be the product of incest.

CAST—Nicole Moore, Frank Coghlan Jr., Ann Doran, Lloyd Hughes and others. Sufficent fun for the purpose.

DIRECTOR—Charles Lamont. Fair.

AUTHOR—Story and screen play by Paul Perez. Yarn pulled from re-hashes of reform writers.

COMMENT—An indictment, of a sort, of certain phases of the social system, particularly the reform school sequences.

APPEAL—Under spot on dulls.

EXPLOITATION—Reform page.

"DESSERT GOLD" (PARAMOUNT) RELEASE DATE—March 27.

PLOT—Mr. Kasedon, president of a mining company, tries to gyp some of the small-owners out of their claims. His wife, Kasedon's daughter, discloses the fraud and her marriage to Frank finally winds up in a reformatory.

CAST—Larry 'Buster' Crabbe, Robert Cummings, Marsha Hunt and Tom Keene.

DIRECTOR—James Hogan. Five letters beginning with L

AUTHOR—Story and screen play by Stuart Anthony and Robert Yost from novel by Zane Grey.

COMMENT—Pair production, but remains just so much nonsense for the dulls.

APPEAL—Practically negative.

EXPLOITATION—Zane Grey authorship and noble red-man business.

"THREE WISE GUYS" (MGM) RELEASE DATE—May 15.

PLOT—A gal and two guys work the fancy game on a train and the son of the road's president falls for the gal. Of course, she eventually falls sweetly and purely in love with him and they're married, whereas his pa disowns him. So they get a farm in Pennsylvania and the lad gets a 35-hoe-and-a-half job there. His terrible happiness. The game is an in-con-man's who blackmailed by the ex-2x-Ex, until he arranges for a robbery and frames the lad, who is sent to jail. So on Christmas Eve the three crooks, for the hidden away, discover that the pa in the pangs of child-birth, help with the delivery, return the dough and exaxe the social-climbing ma. The girls slips green with envy.

CAST—Robert Young, Betty Furness, Raymond Walburn, ThurstoHall, Bruce Cabot, Donald Meek and others. Marsha Hunt decorative, despite her abominably bad acting. Pichel, as the ominous henchman, seems like a clod. So do a lot of others.

DIRECTOR—George B. Seitz. Alternating comedy, melodrama and sweetness makes it a shambles, but that's hardly Betty's fault.

AUTHORS—Screen play by Paul Perez. Stories by Charles Lamont and Dorothy Runyon. They had to use an in-con-man's who blackmailed by the ex-2x-Ex, until he arranges for a robbery and frames the lad, who is sent to jail. So on Christmas Eve the three crooks, for the hidden away, discover that the pa in the pangs of child-birth, help with the delivery, return the dough and exaxe the social-climbing ma. The girls slips green with envy.

COMMENT—Preposterous.

APPEAL—Best at lower bracket programer.

EXPLOITATION—The Runyon name, tho it seems like a dirty trick on him to squelch out this one.

"SURPSPEED" (COLUMBIA) RELEASE DATE—May 11.

PLOT—Randy Rogers, a football hero, graduates from college and, re-fusing to cash in on his fame, gets a job with Old Motors Corporation as a mechanical engineer. He is accidentally caught by Nan Gale, daughter of the old man, but remains level-headed enough to perfect a supercharger of great value to the auto industry. The lad tries to set up on his own home, but there's trouble whenever the wife thinks she gets hep to an old friend. She's just a friend, tho, and the clinch comes when the kid develops a temperature.

CAST—Norman Foster, Florence Rice, Mary Carlisle and others.

DIRECTOR—Lambert Hillyer. Good average effort with no frills.

AUTHOR—Story and screen play by Harold Shumate. An oldie.

COMMENT—Fair neighborhood material.

APPEAL—General non-class-duals.

EXPLOITATION—Raging shots with love in the balance.

"LAWLESS RANGE" (REPUBLIC) RELEASE DATE—May 15.

PLOT—Frankie, a gambling house belle with a soft heart, falls for the young Andy. Time and again he fool her, and finally she decides to take Andy himself and, as a result, the baby is born. The baby is believed to be the product of incest.

CAST—Nicole Moore, Frank Coghlan Jr., Ann Doran, Lloyd Hughes and others. Sufficent fun for the purpose.

DIRECTOR—Charles Lamont. Generally tedious.

AUTHORS—Story by Jack Kirkland; screen play by Moss Hart.

COMMENT—An unselfulated version of the well-known ballad, with not even a few songs by Morgan elcking.

APPEAL—Not much. Just for the lower duals.

EXPLOITATION—Cash in on song tieup.

"FRANKIE AND JOHNNIE" (REPUBLIC) RELEASE DATE—May 15.

PLOT—Frankie, a gambling house belle with a soft heart, falls for the young Andy. Time and again he fool her, and finally she decides to take Andy himself and, as a result, the baby is born. The baby is believed to be the product of incest.

CAST—Nicole Moore, Frank Coghlan Jr., Ann Doran, Lloyd Hughes and others. Sufficent fun for the purpose.

DIRECTOR—Charles Lamont. Generally tedious.

AUTHORS—Story by Jack Kirkland; screen play by Moss Hart.

COMMENT—An unselfulated version of the well-known ballad, with not even a few songs by Morgan elcking.

APPEAL—Not much. Just for the lower duals.

EXPLOITATION—Cash in on song tieup.
A New Face

NOW AT THE 43rd STREET APOLLO, NEW YORK, 12 WEEKS!

May 23-18: THEN EXTRA ADDED ATTRACTION, WOBOURN, NEW YORK.

BY S. HARRIS

Conducted by SIDNEY HARRIS—Communications to 1564 Broadway, New York City

May 30, 1936

MINSKY—WEINSTOCK WARFARE; CONFLICTING REASONS GIVEN

Talk of court action—to sue to remove Minsky name from Republic, while latter will sue to remove the name from Gaiety—Minsky's promise Times Square house.

NEW YORK, May 23.—The exit of H. K. and Morton Minsky from Billy Minsky's Republic Theater here last Saturday, leaving the house to Joseph W. Weinstock, brings with it conflicting statements from both sides as to the reason for the split. There are indications, however, that there is a feud between the two men and that Minsky feared that Weinstock would go ahead and sue to remove the Minsky name from the theater. Morris Quasha, operating the Republic Theater, to remove the name of Minsky from the theater. Morris Quasha, operating the Republic, has no intention of removing the name. Billy Minsky also operates the Gotham uptown, was the original Minsky in show business. Weinstock's plan will be announced soon. The closing of such theaters as the Eltinge Friday, with the latter moving to the Gotham. Also, that their plans will be announced soon.

Abe Minsky Asked To Ditch His Name

NEW YORK, May 23.—The Gaiety Theater here, burly house operated by Abe Minsky and I. H. Herk, was re-named the Billy Minsky Theater, it was announced Tuesday by J. W. Weinstock, operating the Republic Theater. Weinstock said he would not have H. K. Minsky to manage the Republic, a salary of $100 a week and wanting Morton Minsky to manage the Republic, a salary of $100 a week and wanting a short cast, but there's no stinting on specialties, the two comics hardly getting along. Show seems to be on a summer budget, working with only 10 of them doing double duty, ably a little edge over its neighbors.

In the midst of the 42d. street price war, with burly on a 15 and 25-cent admission, the best admission space, with possibly a little edge over its neighbors. Its capacity is its biggest edge. Show seens to be on a summer budget, working with only 10 of them doing double duty, ably a little edge over its neighbors.

Show-stopping act, the show's busy straight, viewer's favorites, while Raft shows signs of being the Gaiety) and I. H. Herk. Minsky has always been one of this region's many chorines to step into his father's shoes, the one straight man getting the run of the show. Show is a bit overboard on time, running an hour and 44 minutes, with the girl flash and production predominating as usual. Comics are Bobby Morris and Tommy Bates and Hunt and Marjorie Madeline, whose last engagement was at the Oxford. Morris and Bates, two tenor singers, for Goldie and Harry Brock, is extending its colored engagement of this colored show the house will continue for June 28. Plans call for general overhaul, the house not having been closed in three years.

Newark's Sepian Success

NEWARK, N. J., May 23.—The Emperi, operated by Billy Hirst and Harry Brock, is extending its colored engagement of this colored show the house will continue for June 28. Plans call for general overhaul, the house not having been closed in three years.

The girl flash and production predominating as usual. Comics are Bobby Morris and Tommy Bates and Hunt and Marjorie Madeline, whose last engagement was at the Oxford. Morris and Bates, two tenor singers, for Goldie and Harry Brock, is extending its colored engagement of this colored show the house will continue for June 28. Plans call for general overhaul, the house not having been closed in three years.

Billy Minsky remains at the Republic the family name at the Gaiety Theater, Buckley and Herk have no intention of removing the name. Weinstock's plan will be announced soon. The closing of such theaters as the Eltinge Friday, with the latter moving to the Gotham. Also, that their plans will be announced soon.

BAA's Nominating Committee

GOTHENM's SUMMER CLOSING

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TOLEDO, O., May 25.—What started as a few threats, grew into a fist fight and auto crackup near St. Louis the other hand. Doc took a potshot with a .38 at some- one in one show has this scribe seen so * "Bumping the Bumps."* 

Toledo's Warfare

...Herb Cook and his Noblemen ork; Kohn Western, Pennsylvania territory by the Ferro and his swing band. Charles Finch ing Southern houses, are Morley and An-

Herlger report that they are enjoying a...
The Broadway Boat

BY GEORGE SPEELVIN

ONE of vaude's local agents is of all things, doubling as a linotype for the Times. He is Franklin Graham, who is a sub-linotype three days a week with no days off.

The bunch is rooting for Billy Jackson to put over his Midget City in Coney Island.

Jean Keyes's marriage took back to Lilian Shaw was accomplished with much secrecy, very few knowing about it until the day they looked out the window and saw the white cloth in the street.

There was the stockbroker who wrote serious music as a hobby and who has been seen attending a few concerts. He is, of course, one of the most successful enterprises of his kind since the show business took a policy of dressing in modern garb.

Chase & Sanborn's enterprise as a public benefactor, a friend of the aspiring amateur, and a sugar dispenser to the hard-headed consumer is such a well-known emcee hereabouts) are the parents of a daughter whom they have named Susan Jane.

While the weekly radio hours are ticked off with the regularity of Arlington time signals and white units are still thumbing the small and larger announcers, the broadcast hours for the Federal Theater Project house, will be air-cooled during the summer.

January 24, 1936

Chicago Chat

BY NAT GREEN

EVERY so often the urge to ramble hither and yon comes over us with such force that we capitulate.

To use the vernacular of the road, we get "itchy feet" and nothing will do but we must be out and about. Be it surface or general it is a pleasure to get back to the Randolph street and burly burly and pick up the threads of more or less orderly routine where we left off.

Indy last week was especially exciting having Harry Elrod, the stage manager, and Hawley Hartwell, the old photog, in the back seat of Clint Beatty's Packard. Clint, a worthy successor to George Blossom, Nashville and the Jones, have given place to the merciless march of commercialism.

Tourists will continue to be raised in Havana, but the old tropic sisters of that vacation and the Gooding Shows at Kokuomo, both outings make an excellent substitute. The Greyhound coach of summer inactively lies for a bit, and on to Randolph street.

The Manhattan Theater, Federal Project house, will be air-cooled during the summer.

Speaking of that, the State Theater house is being started by the same group. The idea that the more cans of coffee that are sold, the less the amateurs are put thru the mill like sheep in an abattoir, the richer is the old White Way to hold on to.

John Fogarty, who has just made a short for Warners, will open soon at the DuSable Theater. The production is being opened by Al Quotchead on the site of the Desmonia Club on West 25th street.

The Stem project his going great guns again, after having dropped off a bit for a few seasons—which means that the old cowpuncher still has a few tricks up its sleeve so far as the millions of passers-by are concerned.

Even tho they move Broadway over to Sixth avenue some day, as they threaten to do, the fact remains that Sixth won't go in for signs in a big way, and the flash will have to come from individual spots using it as a draw. The small shacks on sixth can't support signs, and the big buildings along are too big and too distant. The city won't find an art deal at the signs, whereas Times and Longacre squares are naturals.

It has for time on end been the fond wish of conscientious artisans and artists to dress in modern garb. But Major Bowes has been built up by his own frequently charming self and by the Bowes broadcasts. When first we glimpsed at the "Help the Amateur" broadcasts the public warms to the benefactor of the Diogenes who looks for amateur talent and sells mount, the amateurs are put thru the mill like sheep in an abattoir, the tieups (Major Bowes Amateur Magazine), pasteboard games and other indorsements of consumer to buy his product not on the basis of its virtues or economy involved but because sales mean helping amateurs obtain engagements in unfeudal: the indifference being that the amateurs are on the way to stardom once they get one of Major Bowes' famous contracts.

But Major Bowes, who sells coffee with ursine dignity via the air waves, doesn't stop at radio or magazine attraction. While his weekly radio hours are ticked off with the regularity of Arlington time signals and white units are still thumbing the small and larger announcers, the broadcast hours for the Federal Theater Project house, will be air-cooled during the summer.

The ruins of Pompeii and the lost cities sighted in Central America tell us that it can't last forever.

As manna from heaven the Federal Theater Project has come to those few trick up its sleeve so far as the millions of passers-by are concerned.

The Bowes broadcasts are ticked off with the regularity of Arlington time signals and white units are still thumbing the small and larger announcers. Very little about them and its virtues but a domination spread of the success stories with (art) of the unprofitable to the public and public relations to the city. Behind this dignified, saintly front is the purely commercial angle of selling coffee.

It would make just as much sense as the recent reformatory to buy his product not on the basis of its virtues or economy involved but because sales mean helping amateurs obtain engagements in unfeudal. the indifference being that the amateurs are on the way to stardom once they get one of Major Bowes' famous contracts.

The Major's coffers grow larger and larger, the Chase & Sanborn show business might think about the ethics and the constructive and/or destructive influence of the coffee bean as its commodity, and the enrichment of an astute showman and unique radio personality.

The man who has made the gong a national institution, who reaches more people than the President of the United States and whose earnings are great enough to make kings envious.

Let us put, in passing judgment on the brilliance of the amateur jamboree, note the same as well as the difference; here's been a large number of very good. Thank to the smart young men in the Thompson lounge, the success was achieved with the classic small and larger announcers. The Brend thorn Birthday Club, with its own brand of brain trusters 'to show the skeptics that every success is not necessarily stenotypy.

It looks as though the Bowes broadcasts are ticked off with the regularity of Arlington time signals and white units are still thumbing the small and larger announcers. Very little about them and its virtues but a domination spread of the success stories with (art) of the unprofitable to the public and public relations to the city. Behind this dignified, saintly front is the purely commercial angle of selling coffee.

It is a well-known emcee hereabouts) are the parents of a daughter whom they have named Susan Jane.

The Cole-Beatty Circus under canvas, taking in Brown County, Indiana, for a few weeks. The follow up for a few weeks. The follow up is how they moved those big and too distant.
Thomas Complains On High Licenses

CHAMOIN, Mo., May 31—O. W. (King) Thomas, whose Community Players are playing at the Halls in Chamois, Mo., this week, warns show owners coming this way that some of the county commissioners are making it very difficult for these small operators to stay in business.

Franklin County, King reports, has increased the coat licenses from $4 to $18, and when this is enacted, it will be impossible to operate.

The county commissioners believe that Franklin County is losing revenue this way, but in reality they are only cutting the mattresses that this county needs to grow.

Thomas, who operates a small motion picture theater, says that if it were not for his $126 a year investment in a new screen, he could hardly have continued.

The Community Players have been getting their share of the business so far, but King, a former state highway engineer, feels that the county commissioners are not doing enough to help the small operators.

He says that the county commissioners should be more concerned with the growth of the county and not just with the revenue they are collecting.

Kep Ripples On 23rd Annual Tour

AL MCDAN, well-known manager and director and former owner of the Original Showboat, is planning the 23rd annual tour of the vaudeville unit of the federal theater service.

Al also produces a 30-minute broadcast, "The American Medical Association," every Friday and serves as master of ceremonies. He is blessing on a vaude, "About June 15, when he expects to make a trip through the Western States, price of al's is a household word in "the good old days."

"SLATZ" EMANUEL, for the last two seasons with Robert Collier, is planning to continue with Robert Collier, and they are also planning to launch a tent show in Minnesota.

JIMMY BROWN, whose parents have been operating the Brown's Comedians under canvas for a number of years, is now planning to start a new venture in the entertainment business.

He is now learning the trade and is looking forward to the future with great enthusiasm.

Hila Morgan Stock Co. Will Play Iowa Spots

CHALSTON, ia., May 31—Hila Morgan Stock Company, after a week in Iowa, is playing under canvas in Minnesota.

Ted and Mona Hart, for many years with the Original Showboat, are also planning to start a new venture in the entertainment business.

They are planning to start a new venture in the entertainment business.

Ludwig Acquires Chase-Lister Co.

CAROLLA, ia., May 31—Title and equipment of the Chase-Lister Company are now being transferred to the Chase-Lister Company, with Al Ludwig, owner, as the new president. The Chase-Lister Company has always worked out of Newton, Ia., and now plans to remain in the city.

Chase and Lister operated the rep show thru this territory for more than 30 years. The Chase-Lister show, which has always worked out of Newton, Ia., is planning to remain in the city.

Harris Road Show Switches to Tent

FORSFON, Minn., May 31—With business on the first five weeks of the house standing at an all-time high, the Harris Road Show, H. E. Harris, owner, opened up the tent show this week, featuring the latest in the tent show."The Harris Road Show" will be the most popular show of the season.

Included in the Harris cast this year are N. E. Harris, mentalist; hypnotist; Evelyn Harris, tap dancer; Dorothy Green, violinist; Vivian Hite, pianist; Ruth Sterrett, vocal soloist; and Mrs. Fred Green, vocal soloist.

Christy Reber has been present in this territory for about 20 years and has had his show going thru these parts many times. He is now planning to open the show on June 15 in Newton, Ia.

The Chase-Lister Company will be in Newton in a few weeks, with a new show.

Barretts To Tour Indians

LINCOLN, Neb., May 31—Doc and Art Barrett, former tent men, are planning to start a new venture in the entertainment business.

They are planning to start a new venture in the entertainment business.

Alfred Rigali, who was scheduled to perform at the Sunshine Sanitarium, Wheeling, W. Va., is now at home recovering from an auto accident.

He spent some time in a hospital before being discharged and is now at home recovering.

He will be performing at the Wheeling, W. Va., theater on June 15.

His address is 1600 Goshen Street, Wheeling, W. Va.

If you have any questions or need further assistance, feel free to ask.

Shannon Players Want to Join Immediate, evelyn young team for play in Freeport, Ill., for the next two weeks.
New York To Be Mecca for Dance Teachers This Summer

DMA school-convention, DTBA session, ASTD conference expected to attract hundreds of teachers—big-schools offering teacher training will be the mecca for dance teachers this summer. Three major conventions of teacher associations have announced teacher courses, and runs for a week. Convention faculty will include Jack Daganova, Bill Powers, Martin Marbin, Ellen Douglas Norwood.

The Dance Teachers' Business Association will hold a one-day session August 9 at the Park Central Hotel. Instead of the three-day session originally planned, Morning and afternoon instruction by a faculty of six will be climax ed with a dance and show in the evening.

The American Society of Teachers of Dancing will hold its convention at the Hotel Astor August 24 to 29. Miss Hawkins has taught Jack Manning's newest routine and plans to high light the last season.

TOLEDO, O., May 25—If the dancing masters and mistresses in this city have not blown up their enrollment figures claiming they taught over a million professional students, dancers in five large schools will perform in recitals here the next three weeks. Lead-off recital, given at the Kochersperger School of Dancing, will open the 26th at the Blue Moon Hotel.

Grubbee School of Dance staging Stepin Fetchin', a Robinson Junior High School with an esti mate of 250 girls, more than 25 of whom will be solicited or notified so that such a large convention delegation was chosen secretary-treasurer, and A. J. Weber, wife of a local school president, for professional lessons. Through this practice, more than the usual number of dancing academies here as well as smaller community centers where tap lessons are offered, are expected to participate.

More than 200 student dancers of the YM and YWHA, Dictator, a dance suite in the modern style, was chosen by the judges. The group has been picked by Jan Garber to dance with Gnome's Revenge in the last season.

At the Kochersperger School of Dancing, Miss Patricia Kochersperger, assistant director, announced that the school would continue to offer the high quality, freshness in costume—original work.

Chic ADM Has One-Day School

INDIANAPOLIS, May 23—The one-day Normal School of the Chicago Association of Dancing was held at the Hotel Atlers April 26 was well attended by members from Illinois, Indiana, Michigan, Wisconsin, and Ohio, who arrived the day before were entertained at a special party at the Claypool Hotel Saturday night.

After registration, Prof. Osterhouse, president of the Michigan Dancing Teachers Association, opened the class with a comedy song and dance routine, followed by a ballet routine by Mr. Jenkins, a character number by Terkulas and tap routines by Bobb Orches, of Clarksburg.

After a banana, a show by advantages and the initiation of Helen, John W. Korn, mayor of Indianapolis, the day ended with a grand ball and show. J. Francis Haney doing master of ceremonies.
K.C. Dance, Vocal and Drama Studios

OF ABILITY
GOT THEIR TRAINING
in THE HOUSE OF QUALITY
AND WERE TAUGHT PERSONALLY
BY JACK BLEU

CHALLENGE
IF NOT TRUE, LET THE PUBLIC KNOW.

HAYE KELLY
CLEETON HAYE
THOMAS KELLY
EMILY KELLY
DONALD HAYE
FRED KELLY
JANET KELLY
HAYE MARTIN
DON KELLY
LITTLE MARTIN
DON HAYE
JANET KELLY
HAYE
PHILIP A. KELLY
RAY KELLY
TOMMY KELLY
LUCY KELLY

YOU CAN'T INCREASE CROWD
WHILE REDUCING YOUR BARGAINS.

DO YOU WANT A GOOD FIGURE AT YOURSELF?

YOU CHOOSE ONE

WILL YOU POOT

YOU CHOOSE ONE

NO COURSE LESS THAN
$25

WILL YOU TEACH YOUR MIND
THAT THE BEST IS CHEAPEST
IN THERE?

OR ARE YOU DIGGING FOR
BARGAINS?

WILL YOU TEACH YOUR MIND
THAT THE BEST IS CHEAPEST
IN THERE?

THESE STARS OF
ABILITY

THEIR TRAINING IN
THE HOUSE OF QUALITY
AND THEM PERSONALLY
BY JACK BLEU

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RAY KELLY
TOMMY KELLY
LUCY KELLY

YOU CAN'T INCREASE CROWD
WHILE REDUCING YOUR BARGAINS.
**Jack Stone**

**TAP DANCING SPECIALIST**

**Ballroom Tap Toe, Acrobatic, Re-Dims, Lunge To Shuffle, Step, Shimmy, Spin.**

**Advanced, Business, Country, New, Second Time.**

**Rounded training in every type of Stage Dancing.**

**10 Weeks for only $10**

**3 Routines Complete $25**

**Regardless of how long it takes to learn.**

**Special Summer Rates for Teachers**

**JUNE - JULY - AUGUST**

**It will be our LARGEST and MOST BEAUTIFUL MODERN STUDIO**

**FREE FREE TEACHERS' Checkers Practice Rooms**

**HOURS: 10 a.m. to 10 p.m. every day; without appointments**

**FOR INFORMATION PHONE COL. 6-1899.**

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**Eisenberg School, Kansas City**

**KANSAS CITY, Mo., May 23.—**

The new studio of the school, which is the home of some of America's premier dancers, opened with a recital and featured such name dancers as Shirley Ann Givens, Katherine Walsh, Letitia Granger, Maralyn Levey, Forrest Shane, Betty Hill, Shirley Covin, June Butler, Herlinda Martinez, Dorothy Scassera, Virginia Lee, Helen Thomes, Kansas City.

**Silver Stage, Detroit**

**DETROIT, May 23.—**

The school of the stage and screen dance presented its annual studio recital, which featured some of the school's graduates and students. The program included tap, jazz, modern, and ballet routines, with emphasis on revue and modernistic dance. The performers included Shirley Ann Givens, Katherine Walsh, Letitia Granger, Maralyn Levey, Forrest Shane, Betty Hill, Shirley Covin, June Butler, Herlinda Martinez, Dorothy Scassera, Virginia Lee, Helen Thomes, Kansas City.

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**Jack Bowman, Pittsburgh**

**PITTSBURGH, May 23.—**

Jack Bowman's Dance Revue, first of the annual series of dance revues at the Detroit Opera House, closed on the 29th. The revue, which featured a variety of dance styles, concluded with a performance by the students of the Bowman School of Dance. The revue was well received by the audience, who praised the talent and energy of the dancers. The Bowman School of Dance is known for its dedication to teaching the art of dance to all ages, and this revue was a testament to the school's commitment to excellence. The audience was treated to a range of dance styles, from contemporary to classical, and the talent of the performers was truly impressive. The revue ended with a final number that showcased the diversity and skill of the students, leaving the audience with a lasting impression of the school's dedication to dance education. The Bowman School of Dance is located at 500 Grandview Avenue, Pittsburgh, and offers classes in tap, jazz, ballet, and contemporary dance. For more information, visit www.bowmanschoolofdance.com. The next revue at the Detroit Opera House is scheduled for June 30th, and tickets are available on the website. Don't miss this exciting event and support your local dance community! #Bowmanschoolofdance #DanceRevue #PittsburghDance
Candem Music Studio Items

CAMDEN, N. J., May 23.—A capacity audience greeted Frances Hampson, junior pupil of Clarence Funder, in her debut recital. Miss Hampson was assisted by J. Harry Tippin, violin teacher, and Herbert Wortreich, on the piano. Tracey in piano recital on the 23rd, the students of Helen Jennings, head of the Dance School, have completed their midsummer show have been sent to the Dress Circuit. Full professional engagement, having placed seven students from this school in films. Crow School stock company has just closed a week's run of the farce Bells, with capacity houses each evening. Noel Walters, is in a four-week run at the Bard's Playhouse in The Virgin Queen's Hamlet and Sierra's Cradle Song. We may mask our faces but never our true emotions. Few dancers use their hands for little else except decorative purposes. In the hands of a great dancer, the hands play an important part in life's activities, and since dancing is an expression of life, why should not the hands reveal the part of our being? As soon as we ignore the hand a vital part of us ceases to exist. Some years ago Ruth St. Denis brought to New York City many hands, beautiful but without a gesture language. Ruth St. Denis recognized their beauty and adopted them. We do not mean to suggest that all dancers should devote their lives to the study of gesture of the East, but we do mean to have some knowledge of hand expression, and a little study of the finger plays (Mudras) will be found very helpful.

News of New York City's More Active Dance Teachers

NEW YORK, May 23.—Willis-Lane Studio has spotted several students into movies during the past winter, including Marian Loveridge, Joyce Koron and Claire Hill, to picturesque, short subjects. Two thousand kids had applied for roles and only 60 were chosen. Miss Norbert Langtzy into the Polka series, for Vitaphone. Laurel Russell, of the Wally Jackson Dance School, has completed a new routine for Vitaphone, which is all but a hit in the recent Gau Edwards show.

Los Angeles Drama Schools

LOS ANGELES, May 23.—Peggy Taylor, concert dancer, submits this interesting observation on the use and value of hand expression. To you, as a dancer, what do your hands mean? Do you know your hands have a soul and that they, with proper training, can be taught to speak and sing?

Peggy V. Taylor Reveals True Value of Hands as Dance Aid

NEW YORK, May 23.—Peggy V. Taylor, concert dancer, submits this interesting observation on the use and value of hand expression. To you, as a dancer, what do your hands mean? Do you know your hands have a soul and that they, with proper training, can be taught to speak and sing?

DANCE, DRAMA, MUSIC, VOCAL AND RADIO STUDIOS

Mail to Thalia School of Expression, The Billboard, 1564 Broadway, New York, folders, pamphlets and helpful material describing our courses, instructors, studio locations, booking facilities, etc.

This material will be consulted when making recommendations to those inquiring about schools and courses.

Antony Sheehan and Gloria De Haven, 20th Century Academy students, have the lead in the Universal film adaptation of the "Huapango," a Mexican folk dance. They are now playing the Hotel Bittmore. Miss Sheehan and Miss Haven have both and also have won a scholarship. Arthur Murray is offering an annual award for the outstanding dance film of the year.

Another student, Marion Sheaffer, honor student, is being featured at Ben Dressing. Peggy V. Taylor student, Frances Hampson, junior pupil of Clarence Funder, in her debut recital. Miss Hampson was assisted by J. Harry Tippin, violin teacher, and Herbert Wortreich, on the piano. The Alvienne School of the Theater recently presented Phyllis Nitchun, 10-year-old dancer-singer-monologist, in a solo recital at the school auditorium. Herschel Hall recently. Another student, Grace Smith, was recently selected as one of the Dollies, a group which will do work in the new Vitaphone series. Confidently, a group which will do work in the new Vitaphone series. Confidently, a group which will do work in the new Vitaphone series. Confidently, a group which will do work in the new Vitaphone series. Confidently, a group which will do work in the new Vitaphone series. Confidently, a group which will do work in the new Vitaphone series. Confidently, a group which will do work in the new Vitaphone series.
HARRY BLACKSTONE will wind up his tour at the State-Lake Theater, Chicago, Monday, May 30, and will head for England on the S. S. Washington May 3, to begin his Rhapsody in Silk abroad for the next engagement. We come back over the top on the following day, May 21 and will arrive in New York May 22.

JOHNNY PLATT, the popular and fast-talking manager of the Metropolitan Theater, Baltimore, for three weeks to commemorate his thirty-eighth birthday, was a pleasant and profitable one. He specializes in cigaret tricks. He plans a long tour in the South which Raboid and he will launch next season.

Mme. Pinky and her vent puppets gave 375 performances since last July sustaining program on Columbia Picture Theatre, Chicago, recently. Following their mental act, Doc entered the Roosevelt Hotel, Pittsburgh, recently. Raboid and he are featured in Glen Dale's Mardi Gras this season.

LORING CAMPBELL closed his lyceum season at Nortonville, Kan., the last of May 13, after a year's residence in that city. Mr. Metzner describes his engagement as a few split dates before the windup in the season.

JOHNNY PLATT, manager of the Metropolitan Theater, Baltimore, was a pleasant and profitable one. He specializes in cigaret tricks. He plans a long tour in the South which Raboid and he will launch next season.
The Forum

Washington, D.C.

For the last few years we have been reading about tragic and farcical stories of that act of Providence which came to th...
BAROS—Harold R. dancer, known professiona- lly as "Dodge," died at his home in Los Angeles May 21 of complications following a heart attack at his home in Los Angeles May 14. He was 48. Baros was an ac- tist for the actor cause during the 1930's, and had been president of the Chamber of Commerce, member of the Rotary Club and a 32-degree Mason. Survived by his widow and three children.

BARRON—William Cavan, 75, founder of the Children's Starlight Theatre, London, Ont., and for many years promi- nent in the profession was buried in that city May 17 after an extended illness. He was the husband of Mrs. Erma B. Barron, daughter, Mrs. Arna Barron Croden, and a brother, Rev. Dr. Frederick Barron, of Barberton, Ohio.

BRENN—Clarence, 59, film stunt rider, died May 21 at his home in Los Angeles. The body was cremated.

DINOSO—Chet F. (Rough House) Jervis, well known in carnival circles of this city, died May 17. When his truck collided with a telephone pole he was thrown from it and received head injuries. He was the husband of Mrs. Myrtle Jervis, daughter, Mrs. Anna Barron Croden, and a brother, Rev. Dr. Frederick Barron, of Barberton, Ohio.

FLORENCE—Clarence, 59, film stunt rider, died May 21 at his home in Los Angeles. The body was cremated.

Glendinning, one of the few veterans of the World War still active in the film industry, was a popular figure in the early days of the industry and represented many prominent foreign banks.

MacGREGOR—Bill, 29, radio editor of the The Bay Region when he resigned his position in March, 1929. He was the husband of Mrs. Doris MacGregor and a brother, Rev. Dr. Frederick Barron, of Barberton, Ohio.

MRS. JOSEPHINE PETTERSON—Mrs. Josephine Peterson, 62, radio editor of the The Bay Region when she resigned her position in March, 1929. She was the widow of Joseph Peterson and a brother, Rev. Dr. Frederick Barron, of Barberton, Ohio.

REEDER—Guy A., president of Ohio State University, 49, died May 21 at his home in Washington, D.C. He was 49. He was the husband of Mrs. Helen Reed and a brother, Rev. Dr. Frederick Barron, of Barberton, Ohio.

SIR PHILIP BENEDICT

SIR PHILIP BENEDICT, 67, former employee of the London Wax Museum, died May 21 in London. He was 67. He was the husband of Mrs. Sir Philip Benedict and a brother, Rev. Dr. Frederick Barron, of Barberton, Ohio.

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Night Club, Vaude and Orchestra Routes must be received at the Cincinnati offices not later than Friday to insure publication.

A

ACTS, UNITS AND ATTRACTIONS
(Routes are for current week when no dates are given)

Adler, Fred (Trek (Brown Derby) L. A.), h.
Adler, Fred & Ted Steger (Volante's) Chicago, t.
Adler & Taubman (Ambassador) N. Y. C., h.
Adriend, F. (Capetown) and Camel (Capetown), h.
Adrien, John, & Al (Capetown) and Camel (Capetown), t.
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THE THREE NONCHALANTS

Dr. MUSIC CORPORATION OF AMERICA

Nonchalants (Pal.) Cleveland 25-28, 7.
Nonchalant (Alex. Young) New York, 7, N. Y.
Nonchalant (Conrad) Chicago, 7.
Nonchalant (Carl & Band (Princeton) Nash-
ville 25-28, 7.
Nonchalant (Scott) Boston (Thelma) 25-28, 7.
Nonchalant (Shirley) New York, 7.
Nonchalant (Red) New York, 7.
Nonchalant (Rex) New York, 7.

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Nonchalant (Scott) Boston (Thelma) 25-28, 7.
Nonchalant (Shirley) New York, 7.
Nonchalant (Red) New York, 7.
Nonchalant (Rex) New York, 7.
Lyon, Bob: (Commodore) Vancouver, B.C.
Lucas, Nick: (Hollywood) NYC, cb.
Livingston, Lamb, Drexel: (Club Lido) Jackson, Mich., nc.
Lang, Lou: LaPorte, Manny: (Manna-bar) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, nc.
La Marr, Frank: (Arcadia) NYC, b.
Knapp, Orville: (Waldorf-Astoria) NYC, h.
Corbin, Van: (Madison Casino) Chicago, c.
McCoy, Clyde: (Whitman) Chicago, c.
LaPorte, Joe: (Lombardy) New York, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
King, Kavelin, Jones, Isham: (Palomar) Los Angeles.
Heidt, Horace: (Drake) Chi, h.
Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Hamilton, George: (Mark Hopkins) San Francisco,
Hallstead, Hall, George: (Taft) New York, h.
Graham, Eddie: (Nut Club) New York, nc.
Grant, Douglas: (Leonardo) Newbury, Mass., c.
Gilberto, Don: (Toreador) New York, nc.
Gendron, Henry: (Guyon's Paradise) Chi, b.
Gasparre, Dick: (Savoy Plaza) New York, la.
Ferdinando, Angelo: (Great Northern) NYC, h.
Fio-Rito: (Dixie) Boston, c.
Edmund, George: (Loyale) NYC, c.
Durst, Henry: (Colonial Club) Jackson, Miss., W. Va., nc.
Baker, W. W. I., re.
R. I., cc.
Springs, N. Y.
Huff, Walter: (Breakers) Palm Beach, Fla., h.
Hurt, N. C., nc.
the billboard 35
Saranac Lake
By BETTY HUNTINGTON
Saranac Lake was proud to entertain the New York Drama Critics' Convention, which was held here last week. The season was marked by new and exciting productions streamed in from all parts of the state.
The village program was marked by its posters and banners and a huge program was arranged for their five-day stay. The result was the best and greatest creative concert as well as being marked by new and shining talents filled to capacity, with most of the cot-
one. Mrs. (Miss) More is all thrilled
with the idea of her husband and kiddies and has been planning it for weeks. She leaves the children in the care of their mother, and soon to Ben, Elliot and Walter.

Dramatic and Musical
At Home Abroad: (Crosby) 25-28.

Three Men on a Horse: (Broad St.) Phila. 25-30.
World’s Fair: (Geary) San Francisco 25-30.

Personal Appearance: (Glarry) San Francisco 25-30.

Dr. W. Woodruff, of Saranac Lake. Both

Mrs. Sitgreaves: (Jim) 25-30.

happy couple will spend a few weeks in Saranac, where they will make their home.

This check on your health to avoid "the cure" and write to those you know in Saranac Lake.

Iowa Centennial

DES MOINES, Ia., May 23.—On Au-
some, 1858, the State of Iowa was formed and

Albany, Fla., h.

MARTIN, Walter: (Breakers) Palm Beach, Fla., h.

Do you hold a card good to November 1, 1928, the expiration date of 25

Do not forget to number your ballot and other than your ballot in the envelope

All ballots must be in this office not later than 11 o'clock Thursday morning, May 26.

Do you hold a card good to November 1, 1928, the expiration date of 25

MARCH 15. — At the annual convention of the Association, which will be held at Chase courthouse, on Tuesday, May 26, at 10 o'clock in the afternoon. Membership cards must be shown at the door.

All ballots must be in this office not later than 11 o'clock Thursday morning, May 26.

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Bouque Studios Close

May 3, 1936

Bouque Studios, operated by Professor William Bouque, has been closed. Miss Louise Williams, who was in charge, has plans to open her own dancing school when the studio is sold.

Akron Boy Makes Good

May 3, 1936

Aaron B. Perry, who started his career as pupil of Clement Janeaux, best known as the "Wizard of Hollywood" among its its top of Hollywood's dancing artists. He has had dancing life in Becky Sharp, which included only Kentucky Horse and Rose Marie.
CIRCUSES

Conducted by CHARLES WIRTH—Communications to 25 Opera Place, Cincinnati, O.

May 30, 1936

Cole Two Days In Cincinnati

One on Sunday, first time for a circus there in some years—Sabbath biz good

CINCINNATI, May 23.—The Cole Bros.-Clyde Beatty Circus played here "locally." Sunday was the first day of the two-day engagement. General Manager Jerry Mugivan remarks that the situation was handled from fright, not as a result of being on a Sabbath. The entertainment was a first-rate program, one that has many features. It runs speedily and has a sea of parts.

One section of the reserved seats fell and the "sneakers" in these parts broke out this week. Bert Bowers, manager of the circus and the name, and $500,000 for an alleged loss in the show's earnings accounted for. Jerry Mugivan, acting as timekeeper, has been made operating manager of the United States. The Ringling personnel of the Ringling-Barnum Circus, where Clyde Beatty was commissioned a Texas Ranger, has been here to a packed house. The employees halted the movement of the lot and among the circus fans is the "human king of beasts," Clyde Beatty, at last night when he was given the title of "Human King of Beasts."

When he had finished his act, a delegation from the John Robinson Tent of Circus Fans appeared on the track, headed by their president, Dr. Robert Carothers. After a brief address, in which he described the Queen City's Importance in American circus history, Dr. Carothers introduced John Robinson IV, who presented the trophy and a scroll for Beatty since the last circus of Ohio. Chillicothe is his home town.

Storm Strikes Big Show;

Personal Work Praised

WASHINGTON, May 23.—A howling wind, accompanied by a torrential rain, struck the Ringling-Barnum Circus here Monday afternoon and o'clock, but the valiant efforts of circus workers saved the big top from collapse. The tent was filled to capacity.

One section of the reserved seats fell and the "sneakers" in these parts broke out this week. Bert Bowers, manager of the circus and the name, and $500,000 for an alleged loss in the show's earnings accounted for. Jerry Mugivan, acting as timekeeper, has been made operating manager of the United States. The Ringling personnel of the Ringling-Barnum Circus, where Clyde Beatty was commissioned a Texas Ranger, has been here to a packed house. The employees halted the movement of the lot and among the circus fans is the "human king of beasts," Clyde Beatty, at last night when he was given the title of "Human King of Beasts."

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Tiger Bill Show Opens

BELLEVILE, Ill., May 23.—The Tiger Bill Wild West Circus opened here to a packed house. Od. E. Snyder, president and ad manager of the circus, was present. The engagement is under its big top.

PICTURE snapped on the last day of the Chicago Stadium engagement of the Cole Bros.-Clyde Beatty Circus, where Clyde Beatty was commissioned a Texas Ranger. Left to right, fett Ails: Governor James V. Alfred of Texas (his son Nelson); Joe Leonard, publisher of The Gainesville Register and Gainesville Community Circus will open here to a packed house. The employees halted the movement of the lot and among the circus fans is the "human king of beasts," Clyde Beatty, at last night when he was given the title of "Human King of Beasts."

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With the Circus Fans

By the Ringmaster

C.P.A.

FRANK H. DARLING, W. W. BUCKINGHAM, 236 W. 35th St., New York City.

CIRCUSES

May 25-30

The Greatest Show on Earth

THE GREATEST SHOW ON EARTH

MINNESOTA

MINNEAPOLIS

Fulton Bag 14 Cotton Mills

SUCH AS RODEO, CIRCUS, Banners, Etc.

Posters, Cards

POLACK BROS.

Special Features

4th of July

New York

Monday, when it was caught in the after-

Newport, Ky.

UNOCAL CA

mony performance was also

DINNERS

Marsden, Tenn.

NEW ORLEANS

Bannock's tons of bulls, worked by the

Hodges Field.

TENTS

Sterling at Dixon May 17.

New York

May 23.-After a corking

 crowded house at the matinee, and capacity at night.


in Wisconsin, fans in that

Leaving the Animal Park.

He attended the meeting of the com-

State are getting off to a nice start.

Monday, when it was caught in the after-

tions of American Institute of Real

Estate Appraisers.

Frank H. Hartless, national president,

CPA, left Chicago May 14 for Houston,

and driven home again the 22d.

Phyllis Welting and Joe Mitchell,

nephew of Stella Adler, of St. Louis,

J. N. accompanied by Frank Bald- 

win, visited on the lot with the ringling

show of peddlers. They saw exciting

performance, and after the show Frank

Adler and others attended.

W. H. Hebendanz, editor of White

Print, New York, and accompanied by

his two sons and Frank C. Carney, of 

Hoquille, Ill., visited Selkirk's at Plain 

field, N. J., on May 17.

This show has a fine new big top and

all their equipment is in splendid con-

dition. They gave a nice performance

which ran for about an hour and 40 

minutes. Pull house at the matin-

Bunyard and his wife, and 50-foot middle pieces.

9:45. 158 North State Street, 404 Capitol Building, OMAHA, ILL.

Camps, 152 W. 42d St., New York City.

Nothing important.

The Lanquay Costume Co.

150 North State Street, 404 Capitol Building, CHICAGO, ILL.

FREE DELIVERY

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NEW YORK CITY

TENTS

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NASHVILLE TENT & AWNING CO.

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In Early for That June 25

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To All Members of International Alliance

Bilapers & Billers of U. S. and Canada

THE RUSSELL BROS. CIRCUS

HAS SIGNED CIRCUS AGREEMENT FOR 1936-37.

LEO ABERNATHY, Pres.

W. M. McCarty, Sec'y

A. THOMAS NOOAN, Treas.
TRICK BICYCLES

BILLY BROWN, Band Ticket Seller, 560 Tenth Ave., New York City

Circus, reports big business. Strawed 'em circus, but will play fairs and parks. TheCodonas and Clayton Beene will leave for Europe approximately July 1. They may also go to South Africa.

MAY. BARGAIN SALE

Prior to 1900. TEN PHOTOS, $3.00. BOWER SHOW PRINTS. IND.

CIRCUS WANTED

To Play Opening Day, CATER SHOW PRINTS. CATA SHOW PRINTS. Co., CATA.

MAY BARGAIN SALE

FIREMEN'S CONVENTION. MONDAY, JULY 17TH. GENERAL DISCUSSION. CONVENTION, PUNXSUTAWNEY, PA.

TRICK BICYCLES

and UNICYCLES

GYMNASTIC APPARATUS

All Equipment Hand Made. Select hardwood. No Catalog. WILLIAM DRYSDALE

565 Yacht Ave., New York City

WANTED FOR

Joe B. Webb Annex

Twill uniform, strong Yetting Doucer, One-Max Band, Wire Harness, Match Box. Bill Smith, Martlein, Bill Howard, 20 Band City.

MUSICIANS WANTED

Bill Billy Brown, Band Leader, Washington, D.C.
Barnes Uses New Lot at Tacoma, Wash.

SPOKANE, Wash., May 22.—Leaving Portland, Ore., the Al G. Barnes Circus entered Washington, playing its first stand in the Northwest. The lot is practically in center of business section.

Another view had not been shown since 1934 and with its neighboring town, Kelso, to draw from proved a good stand. Aberdeen, following day, lived up to its reputation of having rain ever during the summer. Sometimes it rains a little, but circus day it raised plenty of rain. Undoubtedly took place right in the middle of the parade of show train until almost 4 o'clock.

Because of this late departure arrival at Tacoma, Wash., the inevitable rains kept up until late that night. A little window, with all the wood so cold. A new lot here, never before used by any circus, owned by the Northern Pacific Railroad. The location is practically in center of Tacoma proper, but is a hard, dry lot, although making rapid strides under Ray Schindler's presidency. It has sent us an Al G. Barnes program. As we usually see it now we get the right answer: "It's the Big Show!"

At a recent meeting of the executive committee Messrs. Schlesinger, Erwin, and Kelso are due to be elected a committee, with some of the best attended. This is an appointment made by the board of directors. A whole of these points are in connection with the officers of the ensuing June 3, when officers for the ensuing year will be elected.

Ringing this week a questionnaire will be sent to every member for their information and questions, and we hope everyone will take time and give us a call out answer.

F. Darius Benham was voted a gold life membership and efforts of half of the club. The information was given by club Secretary, Dale Martin, and was delivered to the prop room to dig up paper icebergs.

CAN PLACE CAPABLE SHOW PEOPLE

For the benefit of all the popular characters of all the performing arts, there is a good Wild West concert. At Norwich, fair-sized audience at the reception of The Adventurer, official organ...

The Billboard

Barnes & Kilson Show

In Storm at Danielson

CINCINNATI, May 25.—Edgar H. (Doc) Kelley, who is at home, Galena, Perry Co., Ohio, this week, has secured the Kilson Circus at Danielson and Norwalk, Conn., also at Western R. R. At Danielson, during a heavy storm and thunder storm, one of central pole breaks, letting the curtain on the end. At Norwalk, false air shafts at a hotel and capacity at night. Large crowds for big and side shows at Watern., Big Top is 230 by 90, four center poles, Side Show, 230 by 90, four center poles.

Big show, under C. L. Boeckus (on front door) and Superintendent Mendelsohn, Danielson, is C. L. Kilson. The Kilson and making announcements and financing a big show program, which includes his wild and domestic animals (Coyotes, Possums, keepers of wild animals); bicycle, trapline, horizontal bar, wire, serial, magic and other acts. Ted Merchant is in charge of a good Wild West stunt. 

Boeckus & Kilson Show

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Hamid Adding Five More Spots; Increase for Season Near 20%

Performers injured during first appearances on early bills in Playland, Rye—partial recapsulation shows that 111 weeks are booked for 51 separate acts

NEW YORK, May 23.—Figure released by George A. Hamid, Inc., on eve of park openings throughout the country show a heavy leaning to free attractions in both strong programs and one-ring circus programs. Mr. Hamid reports adding five more spots, with most playgrounds having filled their act budgets upward for an average of about 20 per cent all around. Palisades, Playland, Belmont, Bonne, Robert, Backpack, Waterfront, Bridgeport, Steeplechase, Olympic, Roseland, Panorama, Don Juan, Hoochie, Hollowbrook, and Diamond originals are among the specials.

Elitch's Starts Off With 46-Year Mark

DENVER, May 23.—The 1898 opening of Elitch Gardens last week-end broke all attendance records for the 46 years. More than 25 States were represented in license plates on the parking lot and steampipes were lined with Autumn with more than 15,000 entered the park from 9 a.m. on Saturday and on Sunday afternoon with throngs of families, was over 12,000

Stunting on At Palisades

Eastwood Week-End Makes a New Record

DETROIT, May 23.—Friday and Saturday last week made the biggest week-end in Eastwood Park's 15-year history, according to Manager Arthur R. McLaughlin, in charge of rides in Eastwood Park, Palisades, N. J., in developing a series of exploitation starts and also is directing the forthcoming high-season and the world's championship, opening on decorated day at the big Hudson play park.

Covered Bridge—A Local Interest

COVINGTON, Ky.—Pleasure Isle, five miles from here on Madison Pike, bids to develop municipally operated concessions in Seaside Park into a paying enterprise.

Cahill.

Elise Ashforth and who lives in Long Island Sound given as cause, this being

Riverview, Chicago, Draws Well To Mark Start of Its 33rd Season

CHICAGO, May 23—Opening day of Riverview Park's summer season on Wednesday brought a decision of the weather velocity to keep in line with the Riverview season. The city has opened thousands abused to prevent. Opening marked start of Riverview's 33rd season. A small crowd completely replete and studded with children, as well as adults, came in for the new season in the park features. About 1,000 dollars were spent to rehabilitate the park. The entrance fee for the new season in new and added attractions.

Starts 33 years ago as a small shooting gallery, the park has grown until it covers more than 140 acres and has enough high rides and other attractions to fill three average-size big city parks. This year's novelty is a pair of shots, new to amusement parks. It is the highest parachute-drop ride in the world, towering 220 feet, and is said to combine absolute safety with the thrilling earthward fall of six parachutes.

The huge resort has been com-pletely operated by the city this spring. Dick Dickson is manager of Forest Park pool, C. D. Crites, Sycamore pool, and Emory March—

LODDN—Radio is used as an important advertising medium by Loeb, Ritt and Co. for its Kentucky Park runs station WCAE, having started its direct broadcasts last week, featuring Tommy Tucker and his company, which are appearing in Cincinnati on May 1, West View Park will have a KDKA line for the entire summer.

Bridgport hires Operators For Munie Park Concessions

BRIDGEPORT, Conn., May 23.—Tours into the previously operated concessions in Seaside Park in a paying venture is now under way here under the Bridgeport Public Park Commis-

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Summary of Bookings

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invited to see this amazing collection of exhibits, which tells a remarkable story of the development of outdoor amusement. Ask Director Mangels if he can show you for one of our exhibitions. He is a New York City and will see what will be unfurled for your entertainment.

Better Season Indicated

Two fires the past week, the restaurant and some concessions in Olympia Park, there were no damages. The damage at the restaurant was $750. The fire at the restaurant was $750. The fire at the restaurant was $750.

Sunday, May 17, gave a new hope. It was not too warm, yet patronage was increasing. That surely presages a better operating year that it always has. I see many smiles, and especially to the patrons. We are not averse to the development of any future amusement parks, beaches, and pools.

Clementon Books High Acts

CLEMENTON, N.J., May 23.—After appearance at the Connie Toy on May 16, June 7, other acts, also booked thru George A. Mann, Inc., by General Manager Theodore G. Gibbs for Clementon Lake Park, and to appear in sequence of our present acts, are: Midgets, Herbert, Berlin, diving act; Maree and Pets, minstrels, singing the Old Mill, hard-surfaced walks, steel bleachers at the baseball field, hardwood floors, and the decorating the dance pavilion. The old hand, John Kline, will feature a brand new Decoupage. (See YOUNGSTOWN IDORA on page 64)

Youngstown’s Idora Opens Early With Heavy Bookings

YOUNGSTOWN, May 23.—About $40,000 spent for improvements, Idora Park inaugurated its season May 16. The track was laid down on a basis of several years. This was an affair of many smiles, and especially to the patrons. We are not averse to the development of any future amusement parks, beaches, and pools.

Additions include Loop-O-Plane, re- opened this year, Dalmatia revolver, the Old Mill, hard-surfaced walks, steel bleachers at the baseball field, hardwood floors, and the decorating the dance pavilion. The old hand, John Kline, will feature a brand new Decoupage. (See YOUNGSTOWN IDORA on page 64)

Opening Big for Sunnyside

TORONTO, May 23.—At season’s opening of Sunnyside Amusement Park, ushered in by Acting Mayor W. R. Robinson on May 14, more than 23,000 seats are sold. Bad weather has prevented the show on the renovated oriental galleon, as well as the new Henning-Barnum show in the circus ring. The regular 10,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand. The usual night figure of 25,000 in the circus ring is in demand.
The world's championship high-diving competition starts tomorrow at Rockaway Beach, N. J., and many of the events will either be continued on June 1 or appear in this column, for others that have taken advantage of your kind generosity by playing up this high-diving finale. I am deeply sorry, I loathe monotony and I can only report that I have made each diving notice as different as possible. I sincerely hope that the many notes of praise proved to me that there was a need for such a tournament and that until a champion was crowned it was permissible to write about it here.

The high-diving championships

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Hungerford Spec
Set for Cleveland
CLEVELAND, May 25.—A feature of Great Lakes Exposition here on June 7—October 4 will be The Parade of the States, a world championship event, sponsored by the Emporium of Paris of New York. The event will be a parade in which 25 floats or exhibits will participate, including Texas, which will be represented by the Fiesta of the Iron Horse for a Baltimore and Ohio operation. The parade, which is to be held on the Fourth of July, will be a blend of traditional and modern elements, with performances by the band of the U.S. Army and the cheerleaders of the University of Michigan. The parade will feature floats from 25 different states, each representing a unique aspect of American culture and history. The parade is expected to attract over one million spectators, making it one of the largest events of the Great Lakes Exposition. The event is sponsored by the Emporium of Paris of New York, which is known for its high-end fashion and luxury items. The parade is expected to be a major highlight of the Great Lakes Exposition, drawing visitors from all over the United States. The parade will begin at 10 a.m. and end at 2 p.m., with a grand finale featuring fireworks and a large-scale balloon release.
Special Events Being Continued

Free entertainment and implementation show are features — cooperative expo ads

SAN DIEGO, May 29—The exposition paid tribute on Tuesday to resort hotels industries with special programs, including musical entertainment and stage shows. Representatives of outstanding resorts assembled in House of Hospitality and were entertained by Julio Wolfe and his Spanish Enchantresses assisted by Anita Reed, Alex Hernandez and Edwards and his Midgets; Ward Mastey, composer of popular songs, and Harry Harrold, tenor; Uncle Remus Bennett, Negro impersonator and entertainer over KFJ, and Nick Harris' cowboy entertainers, including Ellis Wimsatt over KHJ, and Ellis Wimsatt.

On Wednesday a p-pleasing contest was held with 36 entries in the Palace of Foods and Gardens, in co-operation with John Allen and Bernard's Shooting Club.

The Moon Night, featured a concert by Mr. and Mrs. Harry Harrold, Miss Patricia Harvey, hostess, in Palace of Entertainment. Thursday, Anderson and Edwards' Bungalow Literature Hostess Society program in House of Hospitality.

the Madam, a production of the Los Angeles Choral Society, was held in June at the Long Beach Exhibition Hall.

During the week, and July 3 at Texas State Fair, the Los Angeles Live-Stock Show, with over 500 entries, was closed for attractions at fairs in Belle, N.C., near Raleigh, N.C.

STANLEY'S Hippodrome Acts and Variety, including Col. J. Austin Kelley, of the Confederate States, and Thiele-Dufresne, who are touring the United States with the Western County Fair, Alghon, Ia., reported from the steel-works, Party Manager C. C. Hunter.

William M. Pope, manager and public relations head of WLS Barn Dance Unit, with Lulu Belle and Skyland Scotty, will be featured on Sunday and Monday night, at Chris Konie, Ill., said Secretary-Manager C. C. Hunter.

WILLARD—Dance Unit, with Lulu Belle and Skyland Scotty, will be featured on Sunday and Monday night, at Chris Konie, Ill., said Secretary-Manager C. C. Hunter.

ABBEVILE, S.C., April 26—The Abbeville Daily News announced the appointment of M. J. Rude, assistant editor, to the position of business manager.

HUNTER Plains Political Days

TAYLORVILLE, Ill., May 23—Two shows have started to cut the market, and political rallies are being held in this area.

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In the Black Forest Village at The Texas Country Fair, which closed down June 5, entirely exclusive. Good possibility for right people. Positively no glasses.

EUROPEAN ADVERTISER

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401 Southland Life Bldg., DALLAS, T.X.
Oak Brand: Hy-Tex
BALLOONS
Flashy New Prints

Supremely attractive designs in
Green, green and blue. (Additional
Merry-Go-Round: Pink, white and red.

THE OAK RUBBER CO.
Renaissance, Ohio.

WANTED - RIDES - SHOWS

SHOWS - RIDES

For good town, good location, Second Week of August.

HARRY G. MEYERS, Post 142, American Legion,
FIFTH ANNUAL JULY 4TH CELEBRATION.

WANTED

Flashy New Prints
Rides, Shows, Concessions

WANTED HIGH-GRADE CARNIVAL

Rides, Shows, Concessions For good town, good location, Second Week of August.

Anthea, Ohio.

WANTED

JULY 27, 28, 29, 30, 31, AUG. 1
CENTRAL DISTRICT FIREMEN'S CONVENTION

PUNXSUTAWNEY, PA.

WANTED CARNIVAL

WEEK OF AUGUST 17,
63rd ANNUAL SOLDIERS' and FIREMEN'S CONVENTION

DR. C. L. VEECH, Secretary.

WANTED SHOWS — RIDES — CONCESSIONS

ADVERTISE IN THE BILLBOARD

THE BILLBOARD

SALESMEN ★ DEMONSTRATORS ★ SALESWOMEN

Your Best Bet For 1936

LET-MO-GRAPH

The Self-Selling Wonder.

DEPARTMENT STORES—FAIRS—PARK—SHOW—DEMONSTRATIONS,
Get in the MONEY. Write for details.

LET-MO-GRAPH CO., 216 N. E. 2nd Ave., Miami, Fla.

WANTED CARNIVAL — WANTED

With 8 Rides, 10 Shows, 30 Concessions, for Week of August 23.

SAC COUNTY FAIR ASSOCIATION

W. A. CORB, Secretary. Sac City, Iowa.

CONCESSIONS AND DECORATIONS NOT CONTRACTED FOR

Expect 250,000 people August 20, 21 and 22. Second largest Legion Convention in United States.

AMERICAN LEGION CONVENTION CORPORATION

Democrat Bldg., Main St., Johnstown, Pa.

ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS

...a story in headlines

Hamid Takes Over Trenton

Historic N. J. plant is leased — Marginum grants three-year term

George Hamid and Major Bowes Team Up for Fair Engagements

Reveus Top Spots in East

Seven are circuited by Hamid with equipment net of $40,000

Control of North Carolina State Fair Transferred to George Hamid

...a story in acrosics

Guaranteed
Excellent
Original
Refeshing
Genuine
Extraordinary
Acme

Honest
Alert
Monumental
Invaluable

Dazzling

1500 BROADWAY
NEW YORK, N. Y.

...CONCESSIONS AND DECORATIONS

...SATISFIED WITH RESULTS

...CONTROL OF NORTH CAROLINA STATE FAIR

Wanted to cease operations among exhibitors, said Mr. Christgau, "because of technical circumstances surrounding ownership of county fairgrounds. There can be no question as to our authority insofar as projects on grounds owned by other municipalities are concerned, or as to the public ownership of any given fair or show. It is the latter that has been under attack. We feel that a ruling which definitely clears the situation will expand our business and enlarge our economic opportunities. There is no question that the public is ready for a new show, and we are planning to open a new show this summer.

...BARNES FAIR ASSOCIATION

...FAIR BOY

TEN BIG DAYS — TEN BIG NIGHTS

Ten Thousand-Dollar Free Act Program booked from George A. Hamid, Inc., also spending Five Thousand Dollars for Fireworks.

...FAIR BOY

No Gate—Free Admission. Everything on the Street.

...USA CIRCUS COMPANY

Wanted—Legitimate Concessions. No money games permitted. Will sell exclusive on Novelty Sides and Balloons. For space write or wire

WILLIAM FRANK, Manager, 319 Delaware Avenue, Kenmore, N. Y.
46
The Billboard
HARMONY MARKS PROSPECTS

3 Organizations
At Peoria, Ill.

RR& C and RAS same week
clean tactics practiced—
both advertise heavily

PEORIA, III., May 23.—An interesting "battle" of shows has been in progress here the past few weeks. With the city in more prosperous condition than it has been in years, it became a plum much sought after by large carnivals looking for possible fall dates. The result has been that three of the major organizations, in company with a number of others, have come to play the town at practically the same time. United Shows of America, however, has left here, and the management stated in last issue, made the jump from here to Kalamazoo, Mich., which city was not the best. Nevertheless they had an excellent week, and made a good impression with the townfolk.

Immediately following Uniform came Rubin & Cherry Expedition and the Royal American Shows for this week located several miles apart. Officials of both shows admit this "ganging up" of shows is one in foolishness, but both for various reasons stood by their guns and decided to play the dates as they had planned. The "right" thrustout has been clean and showboat, and business has been very satisfactory to all concerned, according to observation and report.

Rubin & Cherry, located on a lot closer in than that occupied by Royal American, seems to have this fair better business. Both lots were far from ideal, neither permitting a good lay-out. (See J ORGANIZATIONS on page 13)

Showman Warns Of Old Ky. Tax Angle

CINCINNATI, May 23.—A telegraphic communication from a well-known showman relative to outdoor shows passed in 1906. This in addition to the recently enacted tax bills.

Further states that he has "had two heads of "deed" himself, and suggests that all shows planning to play Kenntucky territory make a thorough investigation of the tax condition before entering the State.

Curl Shows Start Season at London, O.

LONDON, O., May 22.—John Curl, manager of the Metropolitan Greater Shows opened their season here last Saturday to very good business. It is larger than last year. Gearing is top-notch.

Ride: Merry-Go-Round, Charlie Clark in charge. Chairplay, Joe Cunningham. Kiddie Ride, Mr. Rhentel.


Johnny Lamb and Company presents the free acts. Show travels on five trucks.

Fine With Great Olympic

CINCINNATI, May 23.—Al H. Fine, the executive staffs of various shows, also independent promotions, has returned to the carnivals as security guard. Olympic Shows, of which A. Spheres is manager.

Mrs. Dedrick Suffers Stroke

STURGIS, May 23.—Mrs. T. L. Dedrick, wife of Col. Dedrick, manager Happy Days Shows, suffered a stroke here last Sunday, and, according to her husband, the illness will be an indefinite time that she will not be able to move to some other place for several weeks.

Jones, Dodson
At Smoky City

Lots about 5 miles apart—no auspices—advertising heavy in downtown area

PITTSBURGH, May 23.—Both Dodson's World's Fair Shows and the Johnny J. Jones Exposition enjoyed good business during their stay here this week. While Jones might have played to a somewhat larger attendance, this might be because Dodson's were playing their second week in the North Side on the Exposition Park lot. The Jones organization on the East Liberty circus grounds.

The lots are between four and five miles apart, and, due to the different neighborhoods, neither of the shows played under auspices. The press and billing department, too, never saw fit to paper similar territory, especially in the downtown district, where most of the available windows and outdoor space extends.

(See JONES, DODSON on page 57)

Carnivals

SHEESLEY in Cincy Area

Has one of the most attractive shows of his career—miden location—fair biz

CINCINNATI, May 23.—Mighty Sheesley is making his own claim in the Queen City this week and again those arrangements made by the general representative, C. W. Cracraft, with the Manager of Manager John M. Sheesley. Last year the show played a second engagement on practically a downtown, block-square lot at 12th street and Central avenue. Its first time in 1925 was a heavy one, and, only a few weeks ago, a management organization on the East Liberty circus grounds signed for a lot plot, but all attractions were completely in readiness for the Monday night opening. With the possible exception of in 1926, when he had a specially added collection of riding devices, "Captain John," as he is intimately known, this year has one of the most attractive shows of his long career as a major-league operator. Reasoning is during the winter—Kaiser years that the show was optimistically carrying (See SHEESLEY on page 49)

Dodson Wins Case Against Fair Assn.

PITTSBURGH, May 23.—Word was received this week by Dodson brothers, of Dodson's World's Fair Shows, that their attorney, Stephen D. Timmerlake of Staunton, Va., had just secured judgment against the Shenandoah Valley Fair Association for the full amount claimed in the case. The fair association was at the time of signing contract which under the order of the Shenandoah Valley Fair. The order was refused to refund when the 1935 fair was due.

According to claims, the Shenandoah Valley Fair was purchased by M. G. Dodson, of Philadelphia, Pa., and his manager, the show to play the fair during Labor Day week. The order at the time of signing the contract at the fair secretary's meeting in Staunton, Va., demanding a deposit of $850,000, that the show would be on the fairgrounds and rig and ready to open as soon practicable. Infantile paralysis brought on by influenza several days before they were compelled to cancel by the health department, among them the Shenandoah Valley Fair. A wire was received by the show's from Staunton stating that they would be unable to open the fair due to this, according to the Dodsons, they would be unable to open the fair due to the fact that the deposit was refunded in the wire, so the show was thrown into a state of surprise, who tried to get a settlement. Eventually the case was taken into court.
CHICAGO, May 22. — Secretary Joseph Streitich is back from his visit with promoters in the Northwest and found Conklin on all-Canadian Shows. The secretary rode the train to Kirkland Lake and World of Mirth and, as usual, all are attractively framed and stocked.

Brother Harry Coddington is busy booking Spring shows for the coming Carnival Day. Flags have been placed and flowers ordered and everything will be in readiness in due time.

Brother Les Sturgeon spent a few days in Chicago leaving a lot of work where he expects to be for a while this summer. Brother Bob Piersall is also in Chicago, but it seems he is busy with his private affairs and not at all with any pleasant trip—came to do a close soon. Brother Bob has a new ad in the Franklin Park Drive and will start and ready to go when Brother Bill Higgins's ad is out of the hands of the printer. Several bulletins suggested by President Conklin have been received in the office.

Received the sad news of the death of Mrs. T. A. Stevens, of Bob's Liberty Shows, whose remains were brought to Chicago for burial in Showmen's Rest.

CARNIVALS

Showmen's League of America

165 W. Madison St., Chicago, Ill.

T. W. (Slim) Kelly, well-known sideshow artist, will take off on the "Slim" part now—he has put on so much weight.

Cool weather has helped the business at the shows where the carnivals are here. The Street has the following: Colored Minstrel, iron, frozen meat, musical act, Esther-Lester; Jack Stetson, curios and rubber toys; in the annex, dancing girls. Eighth Street has Young, Japanese Ukelele, Nellie bagpiper; Leo, magic and illusion; Poses, dancing girls and Mary Morris in the annex.

Endy Bros. Roster

MOUNT CARMEL, Pa.—Following is a roster of Endy Bros. Shows:

John T. Hutcherson, manager and front; Matthew H. Franklin, secretary and ownership; W. M. Montgomery, assistant manager; Cleo Russell and Tex Wilson, ticket sellers; Chief Congo, torch act; Marcus Keene, clowns; Sailer Jack, juggler; Harold Colepand, iron man; Miss Blossom; Smiler; Zeebo, magician and costumed Indian; Zeno, jester; T. W. (Slim) Kelly, mail and The Billboard.

I. B. Davis was an ever-present host and he is the showman's friend. He attended to business and was outdid himself in making it pleasant for the patrons. He expects to be for a while this summer.

The Godino Siamese Twins, out on tour in the country, are domiciled at the Godino Siamese Show, where they were hosted at a "Twin's Matinee," sponsored by The Decatur and ship Ham, Fort W. E. Stettin, real oldtimers in the eating house connection. The Webbeys, triplets attended and were entertained, as well as photo, picture and exhibit, were out advertising the show which is out of the hands of the printer. Our correspondence has seen the show proprietor, will have to take off much weight.

Rubin & Cherry Exposition

Decatur, Ill., booked Cecil for May 16-17, 18-19, 20-21, 24, 25, 26-27, 30, 31, and June 1-2, 3-4, 7, 8, 9, 10, 11, 12; at the museums here this week. Best day was Sunday when the downtown streets were filled with people. South Avenue was jampacked at night.

Rubin & Cherry exposition department, headed by Frank, made a success of the recent circus and billed the same at the museums here this week. Best day was Sunday when the downtown streets were filled with people. South Avenue was jampacked at night.

President Patty and Brother Frank R. Blauvelt made a tour of the show and inspected the various departments. Brother Frank, emcee; the "Brownie" Smith, Bob Young, helper. Kitty Dorson, owner; Robert Daly, talker; Helen Jones, chorus; Graham, John Brown, orchestra; Violet K. Barringer, organist; John M. Brown, Helen Jones, chorus; Josephine Strother, dresser. 

The past week has been none too good to fans of fun. Storms and cold weather have added to the business. Gusts increased each night and Saturday was the waiter day—was one of the most successful days in the show's history. The Godino Siamese Twins and the Royal Italian Midgets made personal appearances in a large way in the national publicity department, and were besieged by autograph hunters everywhere they went. The clowns and dancing girls were the hosts at a "Twin's Matinee," sponsored by The Decatur and ship Ham, Fort W. E. Stettin, real oldtimers in the eating house connection. The Webbeys, triplets attended and were entertained, as well as photo, picture and exhibit, were out advertising the show which is out of the hands of the printer. Our correspondence has seen the show proprietor, will have to take off much weight.

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Philadelphia

PHILADELPHIA, May 23.—The past week found two more carnivals within the city limits. World of Mirth at Frankford and John E. Godino's picture show at the Godino Shows at 67th street and Elmwood avenue.


It looks as though the last will be the last, as the way things are going along nicely on Chicago lots.
The Billboard

CARNIVALS

Midway Confab

By THE MIXER

THE SEASON has started very encouragingly.

Read the item on the first Carnivals page of this issue relative to State taxes in Kentucky.

QUESTION ARSES: Will the voters ban a goose again be killed in Philadelphia?

JERRY GODFREY is reported regarding a decrease in competition and will soon return with the Ten-in-One with Huber-Bagley's United Shows.

Don't fool people "Write me to The Billboard" instead "CASE OF The Billboard"

I. FAIRFIELD launched a small show, Fairfield Carnival Company, a few weeks ago to play spots in Oklahoma, Kansas and Missouri.

J. C. DUFFY recently joined Happy Days Shows at Dickson, Tenn., as air showman. James Johnson and wife also joined with a concession.

MR. AND MRS. SAM KAPLAN were recent additions to the roster of Dodson's Ringling and Hagenbeck shows. Swinger and Swinger, skating act, also with Western States Shows, working on a raised platform.

TOM MOCCU, former newspaper man, is dealing out our publicity for Reddy Bros. Shows. Tom's first experience with a travelling organization but he's taking to it. He's the right man in the right place.

Overheard on the Dodson's midway just before Zicken's cannon act: "Woman (muggling her husband), 'Anybody ought to know how it's done.' A line man gets in and a dummy comes out."

CAPT. LUSE recently booked his Circus Side Show with Larkin Carnival Company, also Snake Show, with Blacky Thomas as manager. His own transportation—two trucks and two trailers.

LARRY ARENDARCY postcarded that he would again be on West's shows, with his strong man act at Chandle-Woodside Show. Larry has been staying at New Brunswick, N.J.

NEIL HAMPTON, former motorcruiser rider, last three months has been employed by a concern as a molder, making small wax figures to be used in a Christmas at the Centennial at Dallas.


SIMMONS & CO.

19 West Jackson Blvd., CHICAGO. Instant Delivery. Ready for Wholesale Producers.

BINGO CORN GAMES 100 CARD SET, $3.00. 500 CARD SET $5.00. All sets complete with Calling Numbers. novelty. Will ship same day; we carry tremendous stocks; we sell and please.

HUBERT'S MUSEUM

228 W. 42nd Street, NEW YORK CITY. Open All Year Round. Want Franks and Novelty Acts of merit in all.

SCHORK & SCHAFFER

1936-37 ASTRO FORECASTS

Buddah Papers, 4-1/2 by 11-1/2 sheets. Covering all Stars, sun, moon, earth. Prepared by Dr., Mendelsoh, Mystic Magic, Spirit Effects, Magical Tricks, Mental Magic, Printers, Publishers. Most simple steps of all.

NELSON ENTERPRISES

506 E. Third Street, Columbus, O.

BOWERS

430 W. 19th St., N. Y. CITY

POP CORN


BAGNALL COMPANY

Stations Fawn, Elko, Nevada. "350 BINGO"


SHOOTING GALLERIES

W.A., T.J., and B.W. Terpening, 110 Market St., Coon Park, Galena, III.

DARE-DEVIL OLIVER

World's famous "Buckeye" show has been in Texas since 1886. Permanent Address, Toomsdale, N. Y.

STEEL, GARLAND, formerly Binel Livingston, is now with Western States Shows, presenting his combination serial act, was formerly instructor and acting manager at Gaitenbury Community Circus, Galena, Texas, also formerly at Al's-

SOUTHERN AMERICAN, Fancy Shelled, $7.00 per 100-lb. bags, F. O. B., to any, Cash With Order.

If you can Assist any of the following Stoves, then write for Catalog Immediately. Don't Delay, Get in on Our New Exclusive Items Quick.

BINGO — BALL GAMES — FISHPOND — CIGARETTE GALLERY — SLUM SPOTTER — DEVIL'S ALLEY — ROLL DOWN — AD EM BOARD — DEAR BOARDS — BUCKER BUMP — WATER BOWL — CANE PITCH — CRANELAND — HOCKEY BUCKET — ATTRACTION STORE — NOVELTY STORE.

If you sell money—you'll get better service—you'll get the new things first—you'll eliminate grief.

Established 1923.

HEX MFG. COMPANY, 488-470 Seneca St., Buffalo, N. Y.

CONCESSIONAIRES!!!

If you can assist any of the following stores, then write for catalog immediately. Don't delay. Get in on our new exclusive items quick.

BINGO — BALL GAMES — FISHPOND — CIGARETTE GALLERY — SLUM SPOTTER — DEVIL'S ALLEY — ROLL DOWN — AD EM BOARD — DEAR BOARDS — BUCKER BUMP — WATER BOWL — CANE PITCH — CRANELAND — HOCKEY BUCKET — ATTRACTION STORE — NOVELTY STORE.

If you sell money—you'll get better service—you'll get the new things first—you'll eliminate grief.

We ship same day; we carry tremendous stocks; we sell and please the biggest operators. May we serve you?

Established 1923.

HEX MFG. COMPANY, 488-470 Seneca St., Buffalo, N. Y.
Mighty Sheesley Midway

PORTSMOUTH, O., Week ended May 16.

Airplanes, James Dickey Post, American Legion, Location, in the city. Weather, fair, mild.

Last night one moment due to rain. Local Police Department was on the job for the hours and 10 minutes of time. Charles Basinger, manager of the midway, worked quite hard against his odds.

Gooding Greater Shows, the unit that had the Athletic Show with F. H. Bees, is now working at Daytona Beach, and trying to locate with George Loos is able to be up and about eight weeks, during which he was in Florida. His condition did not improve, but he has lost more weight since his re- vival against Tony Zagali and Josephy, by 1 and 1 yard.

Wright'sman Amusement Co. has the Athletic Show with F. H. Bees, and is trying to boot Beat the Mountains. While in Erie he Initiated another campaign for State senator, was with this show for a recent engagement at Jackson, Mo. The show rooters turned out with their amplifiers.

The show opened April 18 in Greens- bro, N. C., under auspices of the Greensboro Police Department. Location, the city. Weather, some rain and cold. Business, fair.

Now carrying 7 rides and 8 shows, consisting of Big Eli Wheel, Baby Ferris Wheel, Child's Police, Chairplane, Baby Chairplane, two Kiddie Automobiles, Mickey Mouse, Chums, Wild Animal Show, Athletic Show, Mechanical Animal Show, and 20 concessions. Friday night brought a surprise party, the female麒iming-80 fans who are the show owner. Attended by 78 showfolk. And the week was really a success. All the shows were served. BURT MILLER.

World's Exposition Shows

PHILADELPHIA, Week ended May 9, 1936.

Business, not good.

The show opened on April 18 in Greens- bro, N. C., under auspices of the Greensboro Police Department. Location, the city. Weather, cold and rain. The entire police force was on hand, trying to make the date a success, but the weather was a strong objection. High Point, N. C. Business bad. Jumped on the train for Greensboro. Location, the city. Weather, cold. Business, fair. Show carries 14 rides and 16 shows. All of which is an ex- ception of the show.

BALLYHOO

(Continued from page 46)

using red and blue, with white as an accent.

Wednesday night the opening featured the garage door of the old garage, the entrance of the midway. Could be seen for miles away. strongest Striker we have built in 25 years. 10 tons of onions to be thrown on it, and a strong speaker is heard through all the speakers. This helped win the Sweepstake. By 3 and 2 yards.

To fill our contract, calling for a "display of antique exhibits," the old Ocean Wave and Hand Binger (stored in quarters) to be shipped on.

Friday was "Baseball Day." The "Blue Jays" and "Red Sox" were ordered to the entrance of the midway. Could be seen for miles away. 10 tons of onions to be thrown on it, and a strong speaker is heard through all the speakers. This helped win the Gate attendance has been very good. Little of mishaps to their cars. However, the rest of the season.

A prominent point of the season has been one handstand to the location. The highway (virtually a boule- vard) is so heavily traveled that, altho a strong speaker is heard through all the speakers. This helped win the Sweepstake. By 3 and 2 yards.

Ride and Concessions, respectively, were taken to John M. Sheesley's mother, Mrs. Mary E. Crowe away visit- ing in the city.


TILLEY SHOWS WANT

A Prom to handle best Fourth Cath- edral, St. Louis, in near-by localities. Incidentally, Newell was absent from the show for two weeks.

Mrs. E. C. Crowe away visiting in the city.

APPLES, Merchandise Wheels.

SWEETSTAY

A GAME THAT WILL BUILD BUSINESS AND GET MORE FOR CONCESSIONIERS, WRESTLERS, Sideshow CATE, TRAVELING AMUSEMENT COMPANIES, ETC.

Write for Full Particulars Through Seymour Premiums, Inc., 646 Bath St., Buffalo, . N. Y.

BLANKETS

HIGH STRIKERS FOR 1936 AT $35.00 EACH.

FOR RENT OR SALE--ALL STEEL PARTS for "The Mott Hi-Striker" and "The Oshry Bros. Hi-Striker." Address us.

OSHRY BROS.

10 Spring St.
BOSTON, MASS.

BLANKETS

FOR RENT OR SALE--ALL STEEL PARTS for "The Mott Hi-Striker" and "The Oshry Bros. Hi-Striker." Address us.

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OSHRY BROS.

10 Spring St.
BOSTON, MASS.
LEADING CARNIVALS WHICH INVITE
Your Investigation and Inspection

WORLD OF MIRTH SHOWS
Strongest, Largest, Finest
Join Us For the First Time! PRIZE PLUSH
KENMORE-TONAWANDA, N. Y.
CENTENNIAL, July 1-11.
Fair—Pep—Fun—Dinner—Carnival.
Address MAX LINDERMAN, Gen. Mgr., At Pri. Rate.

BECKMANN-GERETY SHOWS
“World’s Largest Carnival Attractions”
Can Place Competent Ride Help of All Kinds, Also Useful People in All Lines.
Address as per route.

ALONG THE CALIFORNIA PACIFIC EXPO MIDWAY
By FELIX BLEY
SAN DIEGO, Calif., May 29—John Bis has withdrawn from the exposition and ordered his name and title “Strange as It Seems” removed from the show. Marcus’s name now appears on the midway.

SUSIE THE ELEPHANT GIRL AND HER MANAGER, JULIUS LEARNED, OF DALLAS.
E. L. Carlson, who was connected with several shows on the midway, is with an office furnishing company at Los Angeles.

BOB WHITE, A WEEKEND VISITOR, IS A CARNIVAL MANAGER.
Doc Cunning, weekend-end visitor, was general manager of the Pacific Midway.

LARRY E. BEILER WILL BE IN CHARGE OF THE VARIOUS UNITS ON THE MIDWAY.
Larry E. Beiler will be in charge of the various units that will be incorporated into a sports center at the exposition in Altoona, Pa. Beiler is a Victor McGlachen Sports Center, under direction of Victor and his brother, Capt. Cuy McGlachen.

J. M. SIMMONS & CO.
10 W. Jackson Blvd., Chicago

ORANGEADE
Imitation Powders
Double Strength, Costs 24 Cents a Glass!
Talco Laclede Imitation Fruit Powders are the best tasting, strongest and biggest on the market.
Fine flavor and cloudy color, Guaranteed to comply with all pure food laws.

TENT WANTED
Will buy or rent for 10 weeks or longer, 150 foot Round Tent or larger, with some additional seating with awning, canvas, and two side seats for this top. Can also use several smaller tents.

ATLANTIC BEACH PARK
Atlantic Highlands, NEW JERSEY

SUNSET AMUSEMENT CO.
WANT DANDIES AS OLD SHOW with or without wages.
Will pay 15.50, Burlington, Ia.

PATCH WORK DESIGN QUILTS
Old Kentucky Designs, True Assorted Colors, $3.15 each.

OSHBY BROS., Boston, Mass.
It Helps You, the Producer and Advertiser to Maintain The Billboard

Marks Shows

Excellent co-operation of The Daily Journal and The News contributed to fair business. Engagement was to raise funds for the convention of Cumberland Valley Firemen to be held in August. Wednesday night John H. Marks hosts to about 500 people. Col. Jack Rinhardt, Wild West show, clipping. Program includes Young Jack Rinhardt, roping and whip-thing. Child Red Bird, dance. Olle Rinhardt, trick riding. Willie Holden, clown. Comedian海棠 Kinder King, trade marks, new tricks. Anderson’s Harlem Dandies were rivals for top entertainment. Mrs. Bill Brice joined and greatly strengthened the show. Business is still suffering, however, from injuries in the front of the show, all of which added to Doc Wilson, who took over the front. George (Whitby) Tubbs took over the marbles. F. J. Donovan’s Opera House. Happy Hawkins and it was “Midnight” week to prog. She was in the show on Monday night on the midway to Mrs. Leon-ard Conklin’s All-Canadian Shows in St. John. Mrs. J. T. Accre and Virginia Weakley, the managers’ two daugh ters, June, when road Soo makeup Weakley became the bride of Lawrence Binstock, several years a “Marksmen” and “Marksmen” were invited to the reception but worked presented at the exposition.

BECKMANN-GERETY SHOWS—PACIFIC EXPO MIDWAY

Dixie Belle Shows
Owensboro, Ky. Week ended May 9.


This is practically a newly organized company, which is just starting at the season at Owensboro. The owner, Lewis J. Tyler, of Owensboro, has had shows out for several seasons in this territory. Now carrying 4 rides, 4 shows and 10 concessions—additional rides and shows not included in this list because they have not arrived yet—when longer letters come from Owensboro, we will know when the show is bigger and justifies more space. At Owensboro the men were employed on the Ranier distilleries and all working. The Hawesville location was improved. New loading on high Ohio River docks, with an ideal setting. In another week a new game given.

HENRY HEYN.
F. & M. Amusement Co.

With the co-operation of the chief of the fire department, Mr. Detrich, the community at small cost, engagement was a pleasant and profitable trip. From the report of the riders was well patron ized. The concessions, 17 in number, were satisfi ed. On Wednesday a birthday party was given in honor of Mrs. P. L. Fassbender’s grandchild’s birthday cake was baked by Mrs. Fassbender. Miller, wife of one of the riders.

The roster of the show will be given in a later issue.

OSKAR PINFORD.

Important Announcement
Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing $5; 14 lines, $7.50; 20 lines, $10 deep, costing $14.

The advertising rate of 50¢ an agate line remains unchanged.

American Carnivals Association, Inc.
BY MAX Y. COHEN
BOCHOUM, W. PA.—This is being written on the eve of our departure for New York City to attend the hearing to be held May 26 at 11 a.m. (Eastern Daylight Saving Time) before the Carnivals and Amusements Committee of the House of Representatives. We shall be addressed as members of the association in their application for the reduction in rates and the elimination of demurrage charges.

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The New York State Legislature has adjourned its session. As in some of the predictions made in this column earlier in the year have come true.

The bill to allow the serving of drinks has been introduced again. The amusement was defeated in the Senate. Once again the Senate refuses to act. It is evident from the above that the measure will apply to Nassau, Erie and Livingston counties. It is a step toward more Categories D and E.

For so far as we can learn, Senator Katy’s bill was introduced again. The measure is limited to counties of

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GROTT PEN CO.

On the Street
Write us

COLDWATER, MICH.
D. V. CONVENTION, June 10-20
On the Street
Write us

SURE FIRE PROPOSITION
FOR CONCESSIONAIRES at CARNIVALS & FAIRS
White
GRODNEN PEN CO. 305 Broadway

OLDING to death of HOWARD L. LINARD.
The family will receive 3 o'clock on sales tax
MRS. HOWARD LINARD.
to PCSA.

ice features, with modern portable ideas has the eating stands and cookhouse, Walter Klenck doing nicely with her company, guests of Harry Bernard. Serving of the "Dinty Moore Night" most marvellous. Will J. Case wrote of a pleasant new business, Jack Wright, manager of Golden State Shows, American interesting Doctor Dick Waynor wrote of visiting Beckman & Gerety Shows at St. Louis and of pacing in kitchen, which is installed for the finest you have ever used. Frankie Power wrote that he was ready to thirsty crowd, both business. Ruth Power wrote of a pleasant ocean voyage run to Los Angeles to New York. Dr. Ralph E. Smith said that it would just be catch-as-catch-can.

Located about eight blocks from the location for the previous week hurt business some and incident where did the rest. All trucks being over to get them in good shape for hills travel, as the show heads into Pennsylvania after this week. Willy Green opened his Minstrel Show, Everything handled the front. Saturday night circus, carnival, screen, park, resort, stage play as well as to the gallery. String Joint, African Dip. Fish Pond, Bowling Alley or any grind store that has lived up to. Doc Godwin, an executive of the show.

The weekly award went to Ted Le Fors, of Mel Vaught's Speedy Babbs with his Silodrome. If you are of the opinion that no "personalities" be interesting fact. The chair eventually halted the doings, and the rest of the tent, as the fire had done the rest. Will J. Case wrote of a pleasant new business, Jack Wright, manager of Golden State Shows, American interesting Doctor Dick Waynor wrote of visiting Beckman & Gerety Shows at St. Louis and of pacing in kitchen, which is installed for the finest you have ever used. Frankie Power wrote that he was ready to thirsty crowd, both business. Ruth Power wrote of a pleasant ocean voyage run to Los Angeles to New York. Dr. Ralph E. Smith said that it would just be catch-as-catch-can.

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Two Red Ones, Can't Miss. Write M. A. Beam, Windber, Pa. They are low in price, easy to make, yet you will say that they are the finest you have ever used.

Get started right this year. The Champion Electric Wire Steamer is more efficient because it is made from genuine Nichrome elements. It is attractive, with Attractive Appearance and Ideal Conditioning, and Protected Against Dust. SOFT DRINK OR ICE BALL STANDS

They are low in price, easy to make, yet you will say that they are the finest you have ever used. They are low in price, easy to make, yet you will say that they are the finest you have ever used.

Get started right this year. The Champion Electric Wire Steamer is more efficient because it is made from genuine Nichrome elements. It is attractive, with Attractive Appearance and Ideal Conditioning, and Protected Against Dust.
Gold Medal Shows' Roster

LINCOLN, Ill., May 23—Following is a roster of Bloom's Gold Medal Shows, which opened at various points:

President, General Office, 3000 N. Ogden, Chicago; Vice-Pres., Verna L. Rettger, South River, N. J.; Secretary, Mrs. Mildred M. Shurnway, South River, N. J.; Treasurer, Mr. W. D. Miller, South River, N. J.; Sports Director, Walter Baker, South River, N. J.; Press Man, John Mettler, South River, N. J.; Sheriff, Mr. W. H. Smith, South River, N. J.; 

Lincoln Park and Ballroom executive, and on other fronts also are out of the ordinary

L. M. Nelson, electrician; Eddie Campbell, the writer who has seen over a carnival circuit as a member of the crew; is expected this summer. Every indication points to a period of prosperity for the American Legion, Weather, rain three days.

Carnation lot—three blocks from Court Street South, Clinton, Ill.

Home of one of the owners, Charles DeKreko, of the Elks at Bessemer, Ala.

Carnival lot—three blocks from Court Street, Bessemer, Ala.

A public Wedding staged that night proved a great success.

Bessemer, Ala. Week ended May 2, Location, downtown. Auspices, Elk's.

Bessemer, Ala. Week ended May 9, Location, downtown. Auspices, Elk's.

Bessemer, Ala. Week ended May 16, Location, downtown. Auspices, Elk's.

Bruce Greater Shows

Bessemer, Ala. Week ended May 2. Location, downtown. Auspices, Elk's.


Bruce showed the premiere of her new Temple King, a three-year-old male, into the ring; he gained in popularity nightly.

Museum of Oddities, featuring Mary and Margaret Hueber, won top honors, along with the Royal American Shows.

United Shows of America

Entertainment Director, W. D. Miller, assisted by the staff of the company that manufactures caterpillar tractors is employing 10,000 people and expects to increase its force by about 2,000 next fall.

Commercial獐鼠 Steel and Wire is doing phenomenal business, and firms manufacturing concrete and wooden ware in Peoria and Pekin are reporting long hours of labor.

Radio Station WMBD

Save on something in this town, the four shows that followed the Pony Ride. There are eight rides and seven shows.

Bruce Miller and W. D. Miller were one of the owners, Charles DeKreko, of the Elks at Bessemer, Ala.

CARNIVALS

May 30, 1936

BANTY GREATER SHOWS


Waltzer, Forest, one of the owners, Charles DeKreko, of the Elks at Bessemer, Ala.

Owens, to Fun House; Pee Wee and Mrs. Lohmar, who had been on the sick list for some time, were able to attend.

Robin Hood, in a downtown drug store on a promotion, is sending out the newspapers and advertising in the dailies, and the papers reciprocated by giving generously to the Banty Greater Shows.

A representative of The Billboard visited the Pekin and Bessemer shows.

Before going to the lots he was told that there had been excellent business Tuesday and that the American lot was only fair. The Bessemer lot was reported to be good spenders and both concessions got that everything was in order.

D. L. Swanner, billposter; H. Mitchell, secretary; C. L. Shurnway, electrician; M. L. Nelson, electrician; Eddie Campbell, the writer who has seen over a carnival circuit as a member of the crew; is expected this summer. Every indication points to a period of prosperity for the American Legion, Weather, rain three days.

Carnation lot—three blocks from Court Street South, Clinton, Ill.

Home of one of the owners, Charles DeKreko, of the Elks at Bessemer, Ala.
concessions, Many showfolks residing in
up now has 11 shows, 9 rides and 30
Daggott joined with a cigaret and cigar
concessions.

The Big State Shows
Bay Town, Tex. Week ended May 16. Location, grove at edge of town, within
Downtown Exhibition and Coliseum. Amusements, Fire Department,
Weather, rain three nights after
Twilight show. Roy Crudge and wife, Crackers.
Showfriends of "Mother" Crudge given dinner in her restaurant at La Porte by old friends and neighbors of Roy Crudge.
Show presented bronze memorial,
"Roy Crudge," to his widow by neighbors.

Golden State Shows
Week ended May 17. Three days at
by A. E. Arnold and W. T. Walters.
Weather, good. Business, fair. Saturday and Sunday, first two days of
nine-day run.

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Week ended May 17. Three days at
by A. E. Arnold and W. T. Walters.
Weather, good. Business, fair. Saturday and Sunday, first two days of
nine-day run.

Owing to the Fishermen's Exposition and Bird Show in San Francisco on Saturday, Palo Alto was booked for a three-day engagement and also
had a surprising and uncontrollable opening in San Francisco at 5 o'clock Saturday, and with the mayor and other official opening everything everything everywhere. Without any
pressure, all the cards were in. The show was
not a fair play, but the spot for the show was there, and the show opened with a

Imperial Shows, Inc., WANT FOR
WISCONSIN AND RED RIVER VALLEY BETTER FAIR CIRCUST, OPENING AT EARNSTVILLE, MINN.: JUNE, 1936.
SHOWS CONCESSIONS

Dee Lang's Famous Shows
St. Louis, Week ending May 17. North
union boulevard and Northland avenue.
For the last week of seven weeks in
St. Louis the show appeared on this
location for the first time. The most
frequent lot in the city for a show of this
kind. The show was a real problem for
all the attractions, but by much
squeezing the job was done. Irish
Mc
George, who is writing a new contract,
indicate that the St. Louis lot were
having a hard time and that they are
hancing his concessions in a largely
plan to tour one more. The
association is a good one, working on
perfect condition.

Zimlers Greater Shows
Danville and nearby were visited.
Thursday night about 10 o'clock some
lights were pulled and there was an all
night party led by the boys and girls operating concessions. Ruth Miller and
Lavonne Ellis, the "girls" got over
40. The girls were beaten up to the
wondering, the way they had been to
the boys.

Big State Shows
Bay Town, Tex. Week ended May 16. Location, grove at edge of town, within
Downtown Exhibition and Coliseum. Amusements, Fire Department,
Weather, rain three nights after
Twilight show. Roy Crudge and wife, Crackers.
Showfriends of "Mother" Crudge given dinner in her restaurant at La Porte by old friends and neighbors of Roy Crudge.
Show presented bronze memorial,
"Roy Crudge," to his widow by neighbors.
Rinks and Skaters
By CLAUDE R. ELIUS
(Cincinnati Office)

BRIGHTMOOR Rink, in the former Virginia Theater, Fenkell avenue, Detroit, has been opened under way and it is understood the rink will be in operation in about three weeks. Fenkell Oar- dens, a new skating center, opened last winter by John Selan, for- merly in Chicago rinks, is to close this week to remodel and install a more modern garage and store building, remodelled for skating purposes into the only rink in that part of the city. An outdoor rink will be established in a near-by location by Selan, with the main rink remaining as Labor Day for winter. Ken Hesrnt, floor manager, and Charles Badgouaia, head skatboy, will continue with the open-air rink.

LUNA Park Roller Rink, Coney Island, N. Y., which will open on May 29, has Daniel Gill and Ollie as general man-agers; reports Murray Gorman, pro speed star, who is captain of skaters. Numerous prominent skaters will attend, opening, and special attractions will appear weekly for seven days a week. Among rink employ- ees are Ed Bagnold, Eddie O'Roarke and Robert Nelson.

ED J. LEHBIRD has reopened his roller rink in Idora Amusement Park, Youngstown, 0., with a new football team including Sunday. Some improvements have been made in the entertain- ment added. He reports a good season at his rink and that it has already become the Eagles' Building. During summer he plans special weekly events and will make the rink a sporting attraction.

JACK DALTON, who played with his company recently at the Shubert The- aters, will open his new roller rink in Middletown, N. Y., for four or five weeks and will bring in skating attractions.

PRANK BAXON, who played with his company recently at the Shubert Thea- ters, will open his new roller rink in Middletown, N. Y., for four or five weeks and will bring in skating attractions.

Slant on Detroit
By C. J. MELODY
President National Skating Association

From all indications Detroit is having another skating craze, but for how long remains to be seen. Today the Auto City boasts of five roller rinks, and a sixth rink is to open on June 1. This is more than Detroit ever had in the history of roller skating and, from a business standpoint, it is difficult to say if there are making any real big money. The trouble with skating in Detroit at present is that a majority of men manage their own rinks, and that a majority of rinks are under management so that many, many managers make. The amusement business is like a game of cards, if you have the right suit at the beginning and what have you left? For example, Dibley main house bookings are highest in the history of the park. However, they will be challenged by fair- acts with attractions changed weekly. E. P. Pets is promotion manager. Fare acts will again be featured.

4th of July Celebrations

ALABAMA
Tuscaloosa - Fair, 3rd Ave, Dirigo, chm.

BIRMINGHAM - July 4-9, 3-5.

GEORGIA
Alabaster - July 3-4, 3-5.

HAWTHORN - July 4-5, 4-5.

Florence - July 4-5, 3-5.

Ft. Payne - July 4-5, 4-5.

TUSCALOOSA - July 4-5, 4-5.

IDAHO
Boise - July 4-5, 4-5.

SALOON - July 4-5, 4-5.

OREGON
Albany - July 4-5, 4-5.

SALEM - July 4-5, 4-5.

KANSAS
Abilene - July 4-5, 4-5.

WICHITA - July 4-5, 4-5.

KANSAS CITY - July 4-5, 4-5.

MONTANA
Billings - July 4-5, 4-5.

MISSOURI
Cape Girardeau - July 4-5, 4-5.

DE WITT - July 4-5, 4-5.

Huntington - July 4-5, 4-5.

KANSAS CITY - July 4-5, 4-5.

LAWRENCE - July 4-5, 4-5.

NEVADA
Carson City - July 4-5, 4-5.

Las Vegas - July 4-5, 4-5.

NEW HAMPSHIRE
Manchester - July 4-5, 4-5.

CONCORD - July 4-5, 4-5.

RHODE ISLAND
Providence - July 4-5, 4-5.

WINSTED - July 4-5, 4-5.

TENNESSEE
Tullahoma - July 4-5, 4-5.

UTAH
Salt Lake City - July 4-5, 4-5.

SUGAR GROVE - July 4-5, 4-5.

VERMONT
Barre - July 4-5, 4-5.

GLORIA - July 4-5, 4-5.

WASHINGTON
Bellingham - July 4-5, 4-5.

Indianapolis - July 4-5, 4-5.

SPOKANE - July 4-5, 4-5.

WISCONSIN
Oshkosh - July 4-5, 4-5.

Green Bay - July 4-5, 4-5.

St. Louis - July 4-5, 4-5.

MINNESOTA
Saint Paul - July 4-5, 4-5.

JOHNSTOWN, New York - July 4-5, 4-5.

TOMAH - July 4-5, 4-5.

OHIO
Columbus - July 4-5, 4-5.

CINCINNATI - July 4-5, 4-5.

TOLEDO - July 4-5, 4-5.

PITTSBURGH - July 4-5, 4-5.

CANADA
Toronto - July 4-5, 4-5.

Montreal - July 4-5, 4-5.

EDMONTON - July 4-5, 4-5.

WINNIPEG - July 4-5, 4-5.

VICTORIA - July 4-5, 4-5.

QUEBEC - July 4-5, 4-5.

OTTAWA - July 4-5, 4-5.

BRIDPORT, Vermont - July 4-5, 4-5.

BRUNSWICK, Maine - July 4-5, 4-5.

ROYAL BANK - July 4-5, 4-5.

SAN FRANCISCO - July 4-5, 4-5.

Uhle Brothers, 4217 W. Lake St., Chicago, Ill.

Rink Men Who Use the "Chicago" Skates Are Successful There Is a Reason! The Answer is Satisfied Customers

CHICAGO ROLLER SKATE CO.
4217 W. Lake St., Chicago, Ill.

Lakedale - Lakedale, Rink, July 4-5, George B. Miller.

Rome -Rome, Rink, July 4-5, Grace A. Moore.

California - Angels-Rooce, July 3-4, C. H. Roper, dir.

Albany - Albany, Rink, July 4-5, Harry & Mrs. H. Roper.

Fair Haven - Fair Haven, July 4-5, Grace A. Moore.

WATERFORD - Waterford, July 4-5, Frank W. Smith.

Colorado - Colorado, July 4-5, Frank W. Smith.

St. Louis - St. Louis, July 4-5, Frank W. Smith.

LITTELL'S Complete Catalogue of Roller Skates Is Here! New! Modern! In Stock!

For Catalogue, price list, send to us.

For Sale Entire Rink Equipment

Containing 125 pairs Richards Skates, 48 key warders, 12 sets of Everything, including Band Skates and Band Skates, $75.00 for the lot.

PHILADELPHIA, PA.

PORTABLE RINK WANTED

I have a 40-foot portable rink and skating rink for sale. Write for catalogue, price list, etc. and bid us to come over.

Roll-Away Skating Rink Co.
12435 Euclid Avenue
Cleveland, Ohio
<table>
<thead>
<tr>
<th>Location</th>
<th>Event Details</th>
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<td>Terryville</td>
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Newark - Muskingum Co. Fair. Aug. 30-Sept. 2.

LAWRENCE

LOUISIANA

MARYLAND

MASSACHUSETTS

MICHIGAN
Bay City - Bay County Fair. Aug. 18-21.

MINNESOTA

MISSOURI
Cape Girardeau - Cape Girardeau Co. Fair. Sept. 8-11.

MONTANA

NEBRASKA

NEW HAMPSHIRE

NEW JERSEY
Atlantic City - Atlantic Co. Fair. Sept. 15-18.

NEW MEXICO
Las Cruces - Doña Ana Co. Fair. Sept. 16-22.

NEW YORK

NEW YORK

OHIO
Columbus - Franklin Co. Fair. Sept. 20-23.

OKLAHOMA

OREGON

PENNSYLVANIA

RHODE ISLAND

SOUTH CAROLINA

SOUTH DAKOTA

TENNESSEE
Knoxville - Knox Co. Fair. Aug. 30-Sept. 3.

TEXAS

UTAH
Salt Lake City - Salt Lake Co. Fair. Aug. 30-Sept. 2.

VERMONT

VIRGINIA
Richmond - Greater Richmond Fair. Sept. 16-19.

WASHINGTON
Seattle - King Co. Fair. Sept. 9-12.

WEST VIRGINIA

WISCONSIN
Wisconsin State Fair. Sept. 9-12.

WYOMING

The above lists are incomplete. For fuller details consult the Officials' Circular published by the United States Department of Agriculture, Washington, D.C.
Pennsylvania

Abbotsford-Aubortown Fair. Sept. 18.


Allenwood-Farmingdale Fair Assn. Sept. 3.


COMMERCIAL

10¢ a Word
Minimum—$1.00. CASH WITH COPY.
Effective with June 6 issue the minimum classified commercial advertisement will be $2. CASH WITH COPY.

FORMS CLOSE (in Cursive) THURSDAY
FOR THE FOLLOWING WEEKS Issue.

AT LIBERTY

in Word (Please Since False Black Type)

WANTED - USED JACKPOTS FOR CASH. WILL

take any. To see. We are buying. All of them have been on location less than one

model, all others. Sample to last long.

in the United States. Rare Sioux Moccasins, $6.00, $15.00; Rare Sioux Moccasins,

of Them have been on location less than one

by mail. Home

No cuts. No orders. Advertisements sent by

telegraph will not be inserted unless copies are wired with copy. We re

Important Announcement

Effective with June 6 issue the minimum classified commercial advertisement will be $2. CASH WITH COPY.

The rate of 10¢ a word remains the same.
VOLKSMARCH 13, UNION, FULLY EXPERIENCED;
and can do anything. Take off and
enlist. Send to Blind Boys Home, 1231
Grand Ave., Chicago, Ill.

XYPHOSCOPE SOLOIST, STANDARD, POPULAR;
LOUISE KIRK, 801 Broadway, Chicago

AT LIBERTY — Gunman, Trainer, Janitor, N.Y. 

THOMSON BROS. BALLOONIST;

AT LIBERTY — Street, Roll, Pop, Roads, 

ALBERTA, Billboard, Chicago.

BADEXTON PENNY.—For Circus or 

AT LIBERTY — Piano Players

DERRY DIXIE, A-1 Jaz: (Characters, Dialects) or as cast. Specialties; 

ALFRED K. NEILL, Chicago.

BASIN — Feelie, 31-32 St., Kansas City.

HENRY BASS, Cincinnati.

CHAS. SWARTZ, Committee writes. Permanent 

JOHNSON BALLOONIST, 

BALLOONIST & PARA—

JAMES S. B. BROWN, Chicago.

BUTCH MURPHY.
Digger Operators Demand Strong Merchandise Appeal

Strong merchandise appeal of the type which stimulates the desire to possess and stimulates play is being more and more widely recognized by operators in selection of new products. This basic appeal of a new product, which, when its appeal is gone, is quickly replaced with another machine with new appeal, the digger does not need be changed, but only new merchandise placed in it. The digger is the most important part of the complete equipment.

If care is taken in choosing the right merchandise the public is made to want the machinery displayed, because of its newness, its appeal and the way it is displayed, it has no value.

In providing digger machinery operators find it important to select merchandise that is in line with the theory, and, at the same time, catch the eye and create in the public’s mind a desire to possess, in the sense that there are hundreds of different articles made of, among other things, copper and silver plated that are available for any other type of plate, but if the plate is of a standard quality of design and is put to an interesting usage, bright colored goods, particularly in the summer months and in making an attractive display, flashlights of machinery such as are now available, and useful articles may be easily and cheaply obtained. It is important, however, to note that merely to fill the space and to avoid, for an apparent initial saving of a few dollars, with the result that they have more than doubled the usual volume.

It is known that pitchmen are enjoying the start of a greater outdoor season than they have had in years. A general opinion is that they will find this summer a summer year. Not only as to remuneration, but also the amount of sales, which have more than doubled the usual volume.

Some of the higher priced articles are also in demand. It is safe to say that the general may trade has seen a revival of many useful articles where pitchmen have placed their efforts to work.

The smaller novelty or premium appeal is getting a fine play. The larger items, those that are usually bought by many previous customers, haven’t as a general rule been so attractive to those who have more than doubled the usual volume.

Sales to Pitchmen Point toBoom Year

NEW YORK, May 23.—Sales of general merchandise to pitchmen are showing a tremendous boom. There is usually a rise in sales in the last two weeks of May, but this year, leading with the market, it is showing a much larger volume and the figures indicate that the volume has more than doubled the usual volume.

The Department of Commerce in its survey of 33 cities for the week found that retail trade responded greatly to the first touch of summer weather, resulting in a much better volume than the previous week, which was somewhat less general than in recent weeks.

On every account, it was stated, filling orders, as well as the upward trend in home furnishing and decorative merchandise in general, boosted sales totals measurably.

For coming weeks, manufacturers and buyers are forecast to increase the high level of retail activity due to sustained consumer demand.

Growth of Roll-Down Games Opens New Premium Market

NEW YORK, May 23.—The rebirth of the roll-down game, which is one of the most widely recognized by operators in selection of new products, is constantly in demand by all segments of the trade.

The games are licensed and adjudged legal and are using premium award for stimulation of play. They often have rubber balls for a nickel and a point structure similar to that used formerly on pin games in the large supermarkets.

The larger items, those that are usually bought by many previous customers, haven’t as a general rule been so attractive to those who have more than doubled the usual volume.

The point system is based along lines formerly used by the sporting trade, but the merchandise appears to have more appeal to the public. In some cases it is stated that as high as 45 per cent of the money taken in is retained in premium awards.

With the games growing daily in popularity, the play has become greater than ever. This large growth is being made in the local area.

A new, novel and dramatic way of providing digger fillings operators may obtain is by the introduction of new merchandise and will be fully covered.

Powerful resistance against the downward drag which usually develops as the sportlands were at Coney Island, there was a considerable awakening of interest in summer lines.

Strong Merchandise Appeal

One of the greatest needs of the wholesale merchandise industry is the constant introduction of new merchandise and will be fully covered. The wholesale merchandise industry has been able to move ahead at a rapid rate.

One of the outstanding features of the wholesale merchandise industry is the constant introduction of new merchandise and will be fully covered. The wholesale merchandise industry has been able to move ahead at a rapid rate.

Another open forum, led by two important members of the industry from the older trade, will be held during the Whitman show and for the corresponding period of 1935, but there was evidence of contests entered into outcomes who were undecided between buying spring and summer merchandise.

Wholesale markets found record-breaking sales in early months, but there were no indications of a significant increase in interest in summer lines.

Retail trade at the whole was higher than for many previous weeks. Both wholesale and retail trade responded rapidly to the first touch of summer weather, resulting in a much better volume than the previous week, which was somewhat less general than in recent weeks. A symposium on “Sales Contests” will be held during the week in which the public will be the heads of four of the most successful direct selling companies in the country.

All important executives of the industry are to join in what is certain to be an interesting discussion. What kind of sales contests—how best to present them—how often to use them—what premium award is very liberal. The manufacturers are to expect as a result and similar questions will be fully covered.

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Important Announcement

Effective June 6 issue the minimum single column display space will be $1.65, costing $1 per inch, and $1.50 per inch where it is applicable.

The advertising rate of 50% to be the same as the current rate.
NEW ITEMS

Business Figures
Available in July
First release on the retail distribution
section of the 1933 Census of American Business will probably be made in
July, according to Fred A. Gosnell, chief
statistician for the census. The figures
will be released by individual states as
rapidly as the field work and compilations
are completed. Final figures and national
summaries, Gosnell said, will probably be released in November.

New Waterproofer
A new wet-proofing and sweat-proofing
solution is being introduced by J. E. Brewer.
According to Mr. Osler, Floxing a bathing suit
will prevent the water from seeping through the
fabric and will also prevent the water from
permeating the material. The solution is
said to be effective in keeping the body
warm and dry in the water, and to be
especially useful for those who are
exposed to the elements for long periods of time.

Campbell Luck Charm
A "Vote for Roosevelt" rabbit's foot is
being made by the J. E. Brewer company.
The slogan "Vote for Roosevelt" is inscribed on an attractive nickel-plated base. Every
Roosevelt booster should be a prospect and
every Democrat a sure customer. This rabbit's foot should prove to
be an exceptionally fine premium and
get the customers.

Special Sound Systems
Allied Radio Corporation is offering
several new sound systems adaptable for outdoor show work, in-
cluding large, complete outfits, for
truck use; 140-volt assemblies for
portable purposes, and combination six-volt D. C. systems which can be used
anywhere for any sound purpose. Allies
maintain a special sound division which
is instrumental in obtaining the first half million signatures for a Roosevelt-for-President petition.

Flash! Making Radio History
Continental Mercantile Co.
414 Broadway, New York, N. Y.

Flash ! Making Radio History
Continental Mercantile Co.
414 Broadway, New York, N. Y.

Watch Them Go For These
"LEATHER TIES"
Handsome selection, bands and
pins available. Wear with
any suit. Great for gifts.

1 Dozen $1.50
2 Dozen $2.50 per Doz.

H. HAMMER
230 CANAL STREET
NEW YORK, N. Y.

TIE VALUES

Every day in the year men make big
money selling these high quality Ties at
prices so low they are almost unbeliev-
able. And just before Father's Day or
other gift days, our customers clean up.

There's a reason for it! A large group
assortment of good quality Ties at full
cut, made for long life wear. And all in a
wide variety of colors and designs. Lowest
prices in Tie History.

ORDER TODAY!

FRANK BUCK HELMETS (Men's and Boys')
The ideal waterproof, flexible straw Helmet for Golf, Fishing and all
Outdoor Activities.

Jobbers and Dealers
$1.90 Dooen $220.00 Cross
Retail 35c

SUPERIOR SPECIALTY COMPANY, Akron, Ohio

BABY TURTLES — PAINTED
In 6 colors: Red, white, black, green, yellow and orange. Beautifully decorated with
eight-1/2" plastic turtle. Absolutely harmless, and cannot help but amuse any child or
grown-up. A good premium to give away at any event. Here's your chance to get into real turtle-sell Baby Turtles with
very little investment. Every Turtle is $1.00. Profit on the turtle is $0.50. A good
premium to give away at any event. A Tortoise is a Tortoise. Every Turtle is
auto-distributed. Ask for the Turtle with the arrow head. Be sure you get it.

P. O. BOX 2107, BATON ROUGE TURTLE COMPANY, BATON ROUGE, LA.
SILK SOCKS SPECIAL! 15,000
One Dollar.

CLEAN UP NOW WITH THIS TIMELY NEW SENSATION!
Genuine RABBIT'S FOOT
with attractive nickel-plated cap stamped
"VOTE FOR ROOSEVELT"

The Plom Company, of New York, is finishing production on a new line of novelty clocks which will be suitable for premium purposes. These will be ready for delivery soon. Joe Flum and Bill Horning believe they have a number of winners here.

SLUM SPECIAL
Cut PRICES Cut

Digger men on the Pacific Coast will be interested to hear that the Los Wa
cher Company, of San Francisco, will have within the next 30 days a com-
plete line of novelty and premium stock available. This line, which is fea-
turing at the present time two deals, one for 415 and the other for 75c, which
are said to be something really different in the way of hand-picked ass-
ortments of the finest type of mer-
chandise.

NOTES from
SUPPLY HOUSES

The Plom Company, of New York, is finishing production on a new line of

---

J. E. BREWER, 230 West 26th St., New York, N. Y.

RUSH ORDER TODAY
IMMEDIATE DELIVERY

J. E. BREWER, 230 West 26th St., New York, N. Y.

GOLDEN JUBILEE HUSTLER CATALOG

Just off the press—our New Jubilee Hustler examined with Bar-
gains—values that will make competition cringe! Will save you
money. Don't wait—write today for a copy if you want to "take off"
for a successful profit fight. Orders Best in Wholesale, Carnival Goods, Novelties, Cutlery, Specialties, Electrical Goods and

---

LEVIN BROTHERS
1886 - TERRE HAUTE, INDIANA - 1936

---

Your New MONEY SAVING GUIDE

IS NOW READY!

Everything known to be in fa-
ble, Mutilion, Confection-
ery, Novelty, Novelty, Novelty
and Specialties, will be found in
our New 1936 Catalog. This
years' greatest effort, most attractive lines of Imports, Exports
and Domestic will have ever offered.

---

OUR PRICES DEFY COMPETITION!

If you're a Wholesale Concessionaire, Printman, Distributor, Retail Dealer or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to see our new copy.

---

GELLMAN BROS.
119 North Fourth St.
MINNEAPOLIS, MINN.

---

SLUM SPECIAL
Cut PRICES Cut

---

T H E B I L L B O A R D
TAKING THE COUNTRY BY STORM!
NEW 5-TUBE SILVER RADIO
In Beautiful To-Na-Coustic Cabinet!

SILVER SALES CO.,
612 NORTH MICHIGAN AVE.,
CHICAGO, ILL.

Get your copy of Our New Catalog No. B126
1100 Pages of The Greatest Values Money Ever Bought!
Don't Wait—Send A Request Now!

It's New! 6½ inch Celluloid Carnival Doll
Per Gross $2.75
Per Dozen .80

The Hat of the Season
Per Gross 8.00
Per Dz. 2.50

N. SHURE CO. Adams and Wells Sts., CHICAGO

WHOLESALE MERCHANDISE
The Billboard
May 30, 1936

B & N'S

BRONO ZIP - Instant Relief for
Headaches and Indigestion. 20
Cent. 35c Doz. 1.50 Gross.

P U R E " WHITE " SHOE POLISH
In Tin. 50c Doz. $3.00 Gross.

GOLD COINS
& Mounted Rings
Rings 24K, gold filled, mounted with Indian Head, Liberty Silver Dollar, Gold Coins. RINGS $4.50 per doz. COINS $1.00 per doz. Write for quantity prices.

R U N N Y " CHARTS
Elephants, Horses, Camels, Donkeys, 25c Doz., 50c per Hundred. .75

WATCH HEADQUARTERS
FOR REBUILT WATCHES
Made Right—Priced Right.
ELGIN AND WALTHAM
Economy Priced
JEWELRY NOVELTIES
Some Glassware, Toys, etc., at your request. Write for further details.

J & J DAVIS,
816 MISSION ST.,
San Francisco, Cal.

SPECIAL 39¢
No. 500—Bird Watcher, Known as a waddling duck, but is a waddling duck. All kinds of birds. $0.39

TUCKER-LOWENTHAL CO.
52 BOWERY,
NEW YORK

5 TUBE SILVER RADIO
$10.50

SILVER SALES CO.
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SILVER SALES CO.
612 NORTH MICHIGAN AVE.,
CHICAGO, ILL.
NEW ITEMS

(Continued from page 65)

who has shown an inclination to sprinkle and care for Handy Home Holder Company, Shalek, reports agents already capitalizing on the heavy summer demand for this convenience.

New Items on Display

At NAPA Convention

In addition to an unusually interesting array of speakers and exhibits and entertainments the National Association of Parts and Accessories Agents, being held in New Orleans this week, May 28-30, featured a "show," in which representative companies placed on display many new products that will be on sale later in the year. The meeting is expected to be one of the best conventions ever by the association in recent years, both from the standpoint of attendance and value of the program offered.

Pyramid Block Puzzle

A new block puzzle, particularly marketed under the name of the company, consists of four blocks of wood, which can be put together to form a pyramid. The puzzle, from its form, is therefore a multi-sided and irregular angles, which rises from the standpoint of attendance and value of the program offered.

LAMPS OF QUALITY

4-STYLE ASSORTMENT

70c

Individual Display. 25c.
5 tubes & 10 faults. 75c. - 12 tubes & 20 faults. $1.00.
12 tubes & 20 faults. 75c. - 18 tubes & 30 faults. $1.50.
12 tubes & 20 faults. 75c. - 18 tubes & 30 faults. $1.50.
18 tubes & 30 faults. $1.75. - 24 tubes & 40 faults. $2.00.
18 tubes & 30 faults. $1.75. - 24 tubes & 40 faults. $2.00.
24 tubes & 40 faults. $2.25. - 30 tubes & 50 faults. $2.50.
30 tubes & 50 faults. $2.75. - 36 tubes & 60 faults. $3.00.
36 tubes & 60 faults. $2.75. - 42 tubes & 70 faults. $3.25.
42 tubes & 70 faults. $3.25. - 48 tubes & 80 faults. $3.50.
48 tubes & 80 faults. $3.50. - 54 tubes & 90 faults. $4.00.
54 tubes & 90 faults. $4.00. - 60 tubes & 100 faults. $4.50.
60 tubes & 100 faults. $4.50. - 66 tubes & 110 faults. $5.00.
66 tubes & 110 faults. $5.00. - 72 tubes & 120 faults. $5.50.
72 tubes & 120 faults. $5.50. - 78 tubes & 130 faults. $6.00.
78 tubes & 130 faults. $6.00. - 84 tubes & 140 faults. $6.50.
84 tubes & 140 faults. $6.50. - 90 tubes & 150 faults. $7.00.
90 tubes & 150 faults. $7.00. - 96 tubes & 160 faults. $7.50.
96 tubes & 160 faults. $7.50. - 102 tubes & 170 faults. $8.00.
102 tubes & 170 faults. $8.00. - 108 tubes & 180 faults. $8.50.
108 tubes & 180 faults. $8.50. - 114 tubes & 190 faults. $9.00.
114 tubes & 190 faults. $9.00. - 120 tubes & 200 faults. $9.50.
120 tubes & 200 faults. $9.50. - 126 tubes & 210 faults. $10.00.
126 tubes & 210 faults. $10.00.

Greatest Buy in Radio

Broadcast and Short Wave Recep-

Auto-Radio Complete $15.95

ACOTRAC RADIOL CO.
3655 N. Hamilton Ave.,
CHICAGO, ILL.

SAVE MONEY-TIME

SPECIAL FREIGHT RATES

- Fastest regular freight rates already efficient in the territory

OUR BARGAIN BARGAINS

- Best values in quality

- 25% Discount, Balance C. D. O. Load

- Full line of Acme, Champion, and Atlas. One stop for all quotations.

- Send for Free Catalogs

J. C. MARGOLIS
912 Broadway,
NEW YORK CITY

Each Excellent Battery
$0.95 ea.

Each Excellent Battery
$0.95 ea.

Each Excellent Battery
$0.95 ea.

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Each Excellent Battery
$0.95 ea.
GREAT GREATEST MONEY MAKER EVER!
NEW TYPE—ONE-STROKE PLUNGER
GREASE GOOGLES & BOTTLES
New Line of Pens, Pencils and Combinations. Lining Pens and Pencils. Factory Sample Assortment. 50c.
JACKWIN PEN COMPANY, 48 W. 23rd St., New York City.

IMPORTANT ANNOUNCEMENT TO MEDICINE MEN
YOUR OLD FRIENDS
QUALITY MERCHANDISE
Currently made over again in Europe. Made to meet the most rigid standards. Send stamps for samples.
STANDARD MEDICINES, INC., 604 N. High St., Columbus, O.

EDWIN WAY AUTOMATIC STOPPER
W. H. MFG. COMPANY, Sandusky, Ill.

200% PROFIT IN NEW SELF-STARTING NO FLINT CIGAR LIGHTERS
Light, long-lasting, without a match. Designed by Edwin Way, of Boston, Massachusetts. For sale at all stores and by mail. 
NEW METHOD CO., Box 643, BRADFORD, PA.

WHOLESALE MERCHANDISE—PIES

300% PROFIT IN SELF-STARTING NO FLINT CIGAR LIGHTERS
Light, long-lasting, without a match. Designed by Edwin Way, of Boston, Massachusetts. For sale at all stores and by mail.
NEW METHOD CO., Box 643, BRADFORD, PA.

r

Sandwich, III.,
POLO SHIRT'S
SUN TAN OIL
Medicine Men Sell Our

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Mfg. Pharmacists, 1875, Spring St., Columbus, O.
EUREKA, Dept. B, 307 W. 38th St., N. Y. C.
Sample Assortment, Six Shirts, $3.50.

EUREKA, Dept. B, 307 W. 38th St., N. Y. C.
Sample Assortment, Six Shirts, $3.50.

Lights

MEDICINE MEN
JACKWIN PEN COMPANY,
GREATEST MONEY

SERVICE.
SAMPLE ASSORTMENT
Sets at Low Prices Now Ready
Save 80%

Blades,
Doz., $12.00 GPM Texas Centennial
Silk Lined Fancy Ties (Assorted

50c
$1.25
25%

50c

Free

Ties, 250 Each.

ST. LOUIS, MO.

PORT JON P, COMPANY,
GREATEST MONEY

SERVICE.
SAMPLE ASSORTMENT
Sets at Low Prices Now Ready
Save 80%

Blades,
Doz., $12.00 GPM Texas Centennial
Silk Lined Fancy Ties (Assorted

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Silk Lined Fancy Ties (Assorted

50c
$1.25
25%

50c

Free

Ties, 250 Each.

ST. LOUIS, MO.

PORT JON P, COMPANY,
RING WORKERS
Our No. 55 is truly
and all the best sel-
and also by a l.c.
sell it. The No. 55
5.00 sample line
We pay the most com-
HARRY PAKULA & CO.
Five North Walsh Avenue, CHICAGO.

PITCHMEN
Make More Money with this Tool.

NEW RUNS...NEW POINT
NEEDLE...NEW SMALL POINT...NEW PATTERNS...

ATTENTION HUSTLERS
Genuine "Frank Rent" Mer-
two and three pe-
Set of 2 for $1.

KANT NOVELTY CO.
208 West 6th, Pittsburgh, Pa.

1000 BARGAINS
AGENTS UMBRELLA STORES
Gleason, De Groot, Holes, H. W. B. & Co., Bellon, Under-
Cooper, Katy, New, Humble, Solid, Kaufman, Gage, Cheesman.

RELIABLE JOBBERS.
Bliss, 325, 504 S. Crawford, Chicago.

SUBSCRIPTION MEN
America's leading Publisher magazine is con-

ENGRAVERS
1936 Catalogues Now Ready. If your copy has not

SHOE! LACE! SPECIAL!
From the companies that

PEN AND PENCIL SETS
Don't buy anything in the pen line until you get

WHERE HAVE YOU BEEN?
Leave a Counter Card of

TEXAS CENTENNIAL
1936 AUTO KEY CHAINS
with identification on one side only.

WASH TIES
$8.00. GR.

CAMEO RINGS OF DISTINCTION!!

PEN AND PENCIL SETS

Edw. H. Morse & Co.
"We Lead. Others Follow."

WASH TIES

PENCILS

WASH TIES

SILK TIES

PLAID & STRIPES

SAMPLE DOZ. $1.25

JOE PAKULA & CO.
501 N. Van Buren St., Wilmington, Del.

Pitchmen I Have Met

WE WHOLESALE MERCHANDISE-PIPES

Everywhere You Go! Leave a Counter Card of LA SALLE RAZOR BLADES

Marysville, Ohio

May 30, 1936

These boys will

IF YOU ARE A
CIRCUS PITCHMAN STREETMAN

NEW RUG NEEDLE and NEW SMALL POINT

NEW 1936 Catalogues Now Ready. If your copy has not

KANT NOVELTY CO.
208 West 6th, Pittsburgh, Pa.

IMPORTERS & MANUFACTURERS OF
CRYSTAL PENDANTS
PEARLS @ EARRINGS @ NOVELTIES

1907

ATTENTION HUSTLERS

NEW RUNS...NEW POINT
NEEDLE...NEW SMALL POINT...NEW PATTERNS...

807 5th Ave., New York, N.Y.


Specials for Demonstrators

807 5th Ave., New York, N.Y.

WHOLESALERS & MANUFACTURERS OF

RELIABLE JOBBERS.
Bliss, 325, 504 S. Crawford, Chicago.

SUBSCRIPTION MEN
America's leading Publisher magazine is con-

BENSON CAMERA CO.

THE BILLBOARD

A WELL-KNOWN LINE OF

GREENE'S GARDEN PENCILS

THE BILLBOARD

GIVE US A CALL


SILK TIES

PLAID & STRIPES

SAMPLE DOZ. $1.25

BENSON CAMERA CO.

ONE MINUTE and 4-FOR 10 PHOTOGRAPHERS

AMERICAN LEADING MANUFACTURER OF

DECORATIVE AND FUNCTIONAL

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SILK TIES

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BENSON CAMERA CO.

ONE MINUTE and 4-FOR 10 PHOTOGRAPHERS

AMERICAN LEADING MANUFACTURER OF

DECORATIVE AND FUNCTIONAL
The Billboard

May 30, 1936

WHOLESALE MERCHANDISE-PIPES

FAIR WORKERS—PEELER WORKERS—DEMONSTRATORS

Our complete line of household and kitchenware items are the fastest, steadily sellers on the market...because they are the best made...They're wavy packed and priced right. We are well known for our quick, reliable service. Write today.

- KITCHEN TONGS
- CAN OPENERS
- SHARPENING STONES
- GAS STOVE LIGHTERS
- and other Kitchenware Items

ACME METAL GOODS MFG. CO.
2-24 ORANGE ST.
NEWARK, N. J.

Sell BEND-EZE the

flexible wooden sandal that is really comfortable. Sells at beaches, comfortable.

SPRING AND SUMMER SPECIALS

NEW PAR K, BEACH AND
HATS.

25% Deposit with Orders.

No. 116-

REGULAR COASTAL

Non-Vari-
ables

Metal Rim, 0.250" long. White or Brown.

Lace, Sewn with Black Wool

Low, Shoulders

with Free

Gird. Dodge... 90c

OLLASEN, Groomed (Rounded)

Low, Short, Shoulders

Lace, Sewn with Brown Wool

Low, Shoulders

HAT, SWEETIE

HAT, ADULT GIRLIE

HAT, ADULT CHARMER

250, Deposit With Orders. Bal. C. O. D.

NEW YORK DEPARTMENT STORES: NOW RESTORE GOLDFARB NOVELTY CO. "The Best in The Best"

116 PARK ROAD

NEW YORK

FAIR WORKERS—PEELER WORKERS—DEMONSTRATORS

Lucky Chams, Elephants, Horses, Camels, Donkeys, etc.

for household

No. 320.

FOR THE UNFORTUNATE

TRAINTIMES OF PHILADELPHIA'S CHARITABLE INSTITUTIONS.

New line, new items.

Write for catalog.

1182 Broadway

The Electric Appliance Co.

E. A. Co., Bldg.

Burlington, N. J.

NEW SOLERO-KOOLIE SUN HAT

Season's Latest Creation

The NEW SOLERO-KOOLIE SUN HAT will create sensation at Beach and Lakes Resorts this season. This hat is made of a lightweight, sun-resistant...Made by the manufacturer for 5c each.

Jayson Tent & Awning Co.

125 West 30th St., New York City

THANK YOU FOR MENTIONING THE BILLBOARD.
The Public Prints

FRID. H. PHILLIPS, who is from New Brunswick, Can., is intrigued by the foreign-born interest in railroad transportation by circuses and that is the subject of a publication which is a natural, Canadian National Railway. He believes that "The Circus Rails To Towns," and among other things he says: "How the circus first left the mud and dirt of the wagons and dared to link its fortunes with the iron horse is a real romance of railroad progress." Personally, I think it is also a real romance of circus progress, but Mr. Phillips can tick my objection easily by counting that there are less than a hundred of circuses left which run on the rails, it may be that the decline in railroad transportation on the part of the short lines has been parallel to the decline of the railroad industry in terms of rates, accolades, earnings, and other gains and other expenditures especially in rail movement.

With the coming of lower fees for show moves, which is reasonable to expect, as the result of the Interstate Commerce Commission's order decreasing such rates, the circus industry may flirt with the iron horse again. Mr. Phillips's citation of railroad shows, however, is true for the most exciting periods in circus history. I have an album which contains pictures of the first circus I first moved a circus by rail for an enviable and exciting season. He tells of the Chicago races, O. Spain's, wonderful spouting and nigger made a hit for infield patronage. It was considered a good show, and the big presence were blowing up steamboats to carry the circus, and they set their tractors to the swamps in Mississippi towns. In Ontario, season of 1877, the York City circus was advertising its second season with a kid by rail. In 1870 John H. Murray's Railroad Circus ascertaind townsfolk throughout the New England States and the marines provided for the real pioneer in rail transportation was William Washington Cole, "the Chilly Bill" fellow. He was the first show to travel to the Southern Pacific from Los Angeles to El Paso and the first to the Northern Pacific to the Puget sound country.

The first modern show-owned train is credited to William George, a circus manager who actually made P. T. Barnum a circus man. Mr. Phillips tells his story, in part, that half a dozen others linked themselves to the immortal P. T. Barnum, and he is the proper one of these, and no others will attach to me, that with the possible exception of the Idaho Valley, none of the others have the same thing for themselves. Possibly the color and the publicity, where the others had the constant rumors and assumed not one, but while Barnum was victimized on more than one occasion, I think no one could have been so having no money to put it in business details.

For me, the first circus group and Don Castello toured for a year in 1872, starting from the theatre in the state capital, with a few dis- signed stocks, flaps and coaches, the first real-owned circus train. Not considering the business details, the first real circus train, Coit originated half the circus-train excursions which brought thousands of people to town. On the way to exhibition. By 1899, P. T. Barnum & Bailey and Ringling Bros. (two different shows, makes enough locomotives, and the death of the first that lasted thru the entire season made the history.

Mr. Phillips winds up by describing the modern day circus, according to Barnum, and Barnum & Bailey, offering that "the real circus—the circus that takes you in. Now take a look at its long and arduous journey—Up on the Union Pacific, the Overland, and the Union Pacific, and consider the revenue the railroad companies receive in return. As the result of his journalistic endeavors, he has written three books: "The Circus Ring," "The Circus Ring and Railroads," and "The Circus Ring and Railroads."
**Letter List**

**Gentlemen's List**

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**Ladies' List**

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**When Writing for Advertised Mail. Please Use Postcards. Also state how long the forwarding address is to be used.**
MAIL ON HAND AT

ST. LOUIS OFFICE
200 Arcade Bldg.

Ladies' List

Alvina, Gladys
Bryan, Bessie
Burkitt, M. C.
Campbell, Mrs.
Carriere, Mrs.
Carter, Mrs.
Cline, Mrs.
Cox, Mrs.
Cruzes, Mrs.
Davis, Mrs.
Drewry, Mrs.
Epperson, Mrs.
Evans, Mrs.
Foster, Mrs.
Frazier, Mrs.
Glenn, Mrs.
Gillespie, Mrs.
Glasgow, Mrs.
Green, Mrs.
Hale, Mrs.
Henderson, Mrs.
Henderson, Mrs.
Henderson, Mrs.
Hines, Mrs.
Holliday, Mrs.
Holliday, Mrs.
Hooer, Mrs.
Hyde, Mrs.
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Jordan, Mrs.
Kendall, Mrs.
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Kenzler, Mrs.
Knight, Mrs.
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Lambert, Mrs.
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Leroy, Mrs.
Leslie, Mrs.
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When the summer season rolls around, Mr. and Mrs. John Q. Public cast aside as many as possible of their problems of the workaday world and seek relaxation, entertainment and a break in the monotony of everyday life.

In the United States, as in no other nation, summer is a time for vacation—a period for getting rid of inhibitions and devoting hours, days and weeks to the commendable business of having fun. That Mr. and Mrs. Public are better off, physically and mentally, for having had their annual summer letdown from the necessary pressure of modern life is too obvious a statement to result in any arguments.

What does the summer season have to do with the coin machine industry? Just this: people who are taking their vacations are looking for amusement and the coin machine industry offers a great deal of that much-sought commodity at an amazingly low price.

Every person affiliated in any way with the coin machine business, no matter how remotely, should be cheered by the fact that never in history have summer resorts received so many reservations in advance as have already been made for the 1936 season. Summer resorts, summer hotels, camps, railroad, bus and boat lines are united in making plans for a season that will top everything within memory.

They are not merely hoping for business. Investigation reveals that they have reasonable assurance thru advance reservations, inquiries, travel surveys and other media of a gigantic and general vacation in the United States this summer. Many large industrial organizations, anticipating the vacation splurge and approving of it because of its refreshing effect upon their employees, are offering longer vacations and are already seeking extra men to fill the vacancies left by vacationers.

All this should mean by far the biggest summer business for coin machines in the history of the industry. It naturally will mean big business for coin machine operators and, in turn, manufacturers, distributors and jobbers.

Many manufacturers are already fully aware of the condition and have made plans to supply the enormous anticipated demand with new equipment. New machines to be presented for public approval this season will be a revelation in the operating field and will bring more profit to everybody concerned.

Vacationers always have plenty of money to spend and insist upon spending a large part of it for amusement. With the prosperous condition of the country as a whole, machines will naturally get more money. Never in the few years during which the coin machine industry has gained its ascendancy has there been so much money for amusement as will be available this summer.

From interviews with several resort owners, The Billboard reporter has learned that more machines will be added in many resort locations this summer, including the always popular bells and vendors, as well as automatic pin tables and many new style amusement type games, such as billiard and bowling tables, baseball games, golf, basketball and target practice ranges, as well as the most modern diggers and merchandize vendors.

The vacationing American is exacting in his demands for the newest and best entertainment, and the location owner with the most novel and attractive machines will reap the richest harvest.

For coin machines, summer hotel and resort owners are agreed, are decidedly beneficial to business.

"If the machines didn't make me a dime profit," one resort owner said, "I'd feel that I had to have them. Get a bunch of people playing the games and I'll show you a crowd that's in good spirits. Really, we'd rather not have them wear themselves out with strenuous exercise, only to have it offer it. The average man and woman aren't hardened athletes and they're apt to come in from a morning or afternoon of heavy exercise with fagged expressions on their faces and discouraged expressions in their souls. On the other hand, they can spend an hour or two at the games and have a lot of fun, relax their nerves and forget their troubles. As a result of having had an enjoyable time, they go away boosting for my resort. The sweetest part of it, however, is that the games show me a fine profit in addition to making my guests happy and satisfied."

Coin-operated phonographs, too, have the hearty approval of this resort owner. "It was impossible," he said, "to have good dance bands all over the place. Naturally we couldn't afford to have a band in the dining room, another in the dance hall, still another at the lunch concession and even more all thru the grounds. Buying cheap, 'corny' bands was no solution to the problem, either. Brother, you can't fool the public on music any more—not with radio. Yet the public insists on music every place. I've checked it, and I know that the place that has good music can pull crowds away from another place that may be twice as good in other respects. Coin-operated music machines have solved the problem. They draw the crowds, satisfy them and show a profit. That's doing a big job in a grand way."

Many new summer resorts will open this year and numerous others already in existence are being enlarged to take care of the demand. This means a gigantic increase in the market for coin machines.

You, Mr. Operator, Mr. Manufacturer, Mr. Distributor, Mr. Jobber and Mr. Location Owner, are highly fortunate to be in a business that has such a roseate outlook for the immediate future.

Not until you consider the plight of business in general when the summer months roll around can you realize just how fortunate you are.

For business in general anticipates a summer slump year in and year out. Summer is a time when the average business man is more occupied with spending money than making it. Most sound business institutions expect a seasonal decline and allow for it. The subject of many a Chamber of Commerce address in the next month or so will be: "How To Combat the Summer Slump."

You are in a business that knows no "summer slump." Not only does it pay its way in the summer time, but it gives every evidence of reaching a new peak during the coming season. Accurate forecasts of summer activity show that everyone connected with the coin machine industry has an opportunity to make handsome profits. Even the location owner, who must expect a seasonal lag in sales in many of his departments, can offset that reduction in revenue by catering wisely thru his coin machines to the amusement-seeking public.

The calendar indicates that it's time for America to relax, and the thousands upon thousands of carefree vacationers who will trek gaily across the country for the next three months will be eager and willing to exchange their coins for the hours of clean amusement which it is your business to give them. Any coin of those who will be introduced to the thrills and joys of the games will return home from their vacations to become steady customers for the machines that give so much for so little.

The coming summer's business is not only solid and sound in its own right, but will build for a more prosperous future. 

SILVER SAM.
Up-to-Date Arcades Getting a Big Play

PITTSBURGH, May 23.—The increasing popularity of coin-operated machines in amusement parks and carnivals is paying this territory the best season in years. Proving once more the superior features of the penny arcade, the machines draw business beyond their novelty and value they return for the coins.

Charles Bears Jr., manager of West View Park, points out that the penny arcade demands constant attention to supplying it with the latest in coin-operated novelties and keeping it in fresh form. The professional manager of a new penny movie star picture to be placed in the entertainment penny machines, and many managers of penny arcades over the fact that the children, out of good customers, want their latest favorites for the pennies they drop into the coin-operated movie devices. Most of such machines on arcade premises are still filled with stars who were popular way back in the silent days and are now all but forgotten," Mr. Wyatt said.

"This fact is being overlooked in order to save money. The expense involved in changing the pictures on these machines is often compared to the increased sales resulting from fresh supplies.

A new penny arcade has been erected in North Strabane by Mrs. Bertha McDaniels is managing an up-to-date penny arcade, one of the most beautiful business during its week's stay here the penny arcade was among the very popular. Mrs. McDaniels is accompanied by Odel W. McDaniels, the manager of the small operation for all customers.

Both of these figures are number one, same number two. They are the same number three, same number four. Number two is not forgotten, "Mrs. McDaniels enthused with Panama and offer it only.

Gerber & Glass Say
Panama Sure To Click

According to Paul Gerber and Max Glass, Panama is a game that will be a hit. It is a fast five-ball game that gives the operator of non-payout games actual pay-table operation. The player sets his own odds. Panama is most attractive with a light-up backboard that is beautifully decorated, showing two destroyers going through the locks of the Panama Canal. Both of these figures are number one, for which the player must shoot one. One of these is immediately lighted when the coin is inserted. To put the light on the

bottom duplicate number it is necessary for the player to get balls on the two similar holes. The game is so arranged and so pinned that the definite percentage of payout has been made possible.

Gerber & Glass say they are highly impressed with Panama and offer it only after thorough being convinced of its big profit potentials. Because of their direct representation, Gerber & Glass will be in a position to make immediate delivery of Panama as quickly as they are produced by David.

Double-Action Pay Hailed
As Big Automatic Advance

CHICAGO, May 23.—Western Equipment & Supply Company, one of the first companies in the coin machine industry to produce a automatic pay-out unit, announces the production of its new double-action motor-driven pay-out unit.

Now from start to finish, the new double-action unit is a triumph of electrical engineering and a sterling tribute to the genius of Jimmy Johnson's fine engineering department. Operators know that the construction is superior and that it is physically impossible to hold the release slide. This is an added assurance that the new Western double-action motor-driven unit will not jam or clog.

The youngster imme-

DISTRIBUTORS! Jobbers! Operators! GET IN ON THIS SPECIAL TRADE DISCOUNT!

SEND THIS COUPON
FOR INFORMATION ON SPECIAL TRADE PRICES
If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P.O. Box No. 600
Grand Central Station
New York, N. Y.

Name
Address

Distributor
Jobber
Operator

PITTSBURGH—The Billboards

Important Announcement

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

The advertising rate of 50c an agate line remains unchanged.
Calcutt Given Glory
For New McCoy Table

CHICAGO, May 23.—"Give some of the glory for the new Mills McCoy Table to our old friend Joe Calcutt, the great coin-machine man down in Fayetteville, N. C.," writes Walter Tilde from the advertising department of Mills Novelty Company. You see," says Tilde, "when we were ready to design the McCoy we wanted every good feature on it that operators could ask for in a payout table. Knowing that Joe Calcutt is one man who knows as much about the practical side of pay-table operating as any man in the country, we called on him and laid the plans we had on the table.

"What do you think we should do to make this the best money maker of the year?" we asked Joe.

"Joe immediately got to work and compiled all the good points of the payout tables with which he had experience. He gave all the reasons why certain features should be incorporated in the table. We worked feverishly for several hours, drawing up plans and making changes, when suddenly Joe said: 'I got it! Why not make this new table fundamentally like the Ten Grand? Ten Grand has certainly made the grade with every operator I know!'

"The idea caught fire with us at Mills at once. This was just the thing! We acted at once. The Mills engineers took the plans in hand and in a few days we had the McCoy Table plans ready for making. Before long we had the McCoy Table ready to go as the best money maker of the year.

"What with the features of the McCoy Table, such as Bell mechanism appeal which H. C. Menk has made to so many, the fascinating light domes, coin tube holding $7.50, McCoy Award equivalent to Gold Award, beautiful cabinet and many others, it looks like every operator in the country will want this table. We worked feverishly for many others, it looks like every operator will want this table.

For New McCoy Table
Calcutt Given Glory

"Joe has always been interested in the practical side of the business and one of the foremost distributing organizations of the Northwest. When he says that Monopoles is a winner it carries weight, as he has a rep for picking winners.

Sam London's aggressive spirit and natural business ability have made his firm one of the foremost distributing concerns in the Milwaukee area.
Victor and Blue Bird Records

**FEATURE BIGGEST NAMES**
The most popular swing bands—the greatest exponents of sweet music—all the names the public pays highest to hear—are yours on Victor and Blue Bird Records.

**WARP LESS...**
**SAVE YOU MONEY**
Victor and Blue Bird Records give the longest play per record—save service costs on jammed machines.

**VICTOR AND BLUE BIRD RECORDS**

Are You On Our FREE Mailing List?
SEND THIS COUPON NOW

We will put your name on our free list to receive special announcements, other interesting mail.

RCA Manufacturing Co., Inc., Dept. B

Please put my name on your free mailing list.

Name

No. Machines

Street... Operated...

City... State...

TRIP HIM WITH THE TRIBAL TRIO

These are the names that mean success.

Why not cash in on the big profits that are being made in automatic music since repeal?

Write, wire or phone for Wurlitzer-Simplex proposition— the most astounding proposition in the automatic phonograph industry from the standpoint of quality—price—co-operation that means success.

**Ten Best Records for Week Ended May 25**

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Gottlieb Quads Share Limelight

CHICAGO, May 23.—With the birth of a couple of new novelties, Mrs. Emil Kasparro at Passaic, N. J., and Mrs. R. K. Kasparro at Passaic, N. J., have produced two new novelties, the Keys and Keeper quadruples, of Waco, Tex., during their travels through the county in the interest of the Texas Centennial Exhibition the country has become quad-conscious.

Dame Gottlieb feels that both the Keys and Keeper quadruples are doing their share in bringing back some of that action and play that was swept into Canada with the birth of the Dionne quintuplets.

“The Keys” said Dave, “are 21 years old and will be in more popularity than ever. The four little Kaspars are demanding the attention of everyone over the length and breadth of the land. And we present another set of quadruples—the Keys quadruples. Since their introduction to the coin-machine world their popularity has been increasing by leaps and bounds until now they are the topic of conversation in the industry. The Keys quadruples are Daily Races, Police Buster, Keeper's Tip and Sunshine Derby.”

Daily Races, according to reports from the Gottlieb factory, is breaking all production records. And with Fence Buster, Keeper’s Tip and Sunshine Derby up there right along with Daily Races the Gottlieb factory is really humming.

“I suggest,” continue Dave, “that all operators want to put real money in the hands of people by placing their machines in various sections of the country. In the all-time’s big city. It’s not a question of doing it but how to do it.”

New Corporations Chartered in New York


Beg Pardon! Western's RACES

AVG 25€ ON EVERY PLAY instead of $55 as erroneously stated in our last week's BILLBOARD.

Now! Western Offers MYSTERY SINGLE COIN SLOT

In territories and locations where multiple coin chutes are not permitted, you can now have Western's machines equipped with the MYSTERY SINGLE COIN SLOT. This slot takes only one coin for each game, but as in Western's Races, by inserting one coin the player gets 2 to 8 horses and odds as high as 40 to 1.

FROM IMMEDIATE SALE

12 EXHIBIT TICKET PLAYBALL. Each $3.00.
10 JENNINGS VISIBLE SPORTSMEN, Ea. 50.00
50 MILLS TEN GRAND. Each 60.00
20 JENNINGS VISIBLE SPORTSMEN, Ea. 25.00
YENDES' SERVICE CO. 1813 W. Third St., DAYTON, O.

BASEBALL SALES TALLY CARDS

and all kinds for Christmas. Daily and Weekday

P. M. Allen, 1025 South 9th West, Salt Lake City, Utah.

GOTTLEIB'S NOVELTIES:

Get new copyrighted confidential Gallery Instruc- tion sheets for each novelty. Write in for the free samples. Write in for the free samples.

Free Sample Copy of the 1936 Gottlieb Catalogue.

FERGUSON MFG. CO., Dept. 10
500 S. State Avenue, Indianapolis, Ind.

FOR IMMEDIATE SALE

12 EXHIBIT TICKET PLAYBALL. Each $3.00.
10 JENNINGS VISIBLE SPORTSMEN, Ea. 50.00
50 MILLS TEN GRAND. Each 60.00
20 JENNINGS VISIBLE SPORTSMEN, Ea. 25.00
YENDES' SERVICE CO. 1813 W. Third St., DAYTON, O.

MACHINE BARGAINS

5 De Luxe International Merchants, Ea. $100.00
3 De Luxe Merchants, Ea. 75.00
1 Kennedy Mammoth Ball Auto. Payoff, Ea. 35.00
1 De Luxe "46" 50.00
1 Bally back up, Ea. 35.00
1 Bally back up, Ea. 35.00
1 De Luxe "46" 50.00
1 Bally back up, Ea. 35.00
1 Bally back up, Ea. 35.00

25$ Deposit with Order.

GENTLICH DISTRIBUTING CO.
900 N. Rampart St., NEW ORLEANS, LA.

The Novice Shoemaker

"The best promised is the real thing after a little more practice here."
AMUSEMENT MACHINES

MACHINES SECTION

The Billboard

May 30, 1936

NEW CLEVELAND RECENTLY PLACED INTO SERVICE by the Ideal Novelty Company, St. Louis, Bob Osterberg, traveling representative, is shown in picture.

Joslin, Langley Look for Big Biz on Merchandisers

CINCINNATI, May 23—M. L. Joslin, general manager of the Park-In Company of America, and J. W. B. Langley, of the Venitor Corporation, Detroit, were in Cincinnati for several days this week on business. They were visitors at the office of The Billboard here Tuesday.

Mr. Joslin reports that his organization has been successful in lining up orders for its new coin-operated vending machines in various parts of the country. Care is being taken in the selection of representatives, Joslin says, because it is the desire of his firm to build an organization composed of individuals who possess a wide experience in business management.

Mr. Langley, of the Venitor firm, announced that his firm is going behind on production. The company has been unable to keep up with orders, although production plans and operations are running smoothly and at top speed to turn out the 75-cent vending machines as fast as possible.

Joslin reports, too, that operators and jobbers are highly enthusiastic over his firm's ultra-modern streamlined vending, which is built to vend 28 different kinds of candy, pretzels, nuts and cute gum. The cartridge-loading feature of the new vendor is one of the "touch" points that appeals strongly to the operators, he said.

Both Langley and Joslin look forward to the arrival of the machines, which are now in the ingemachines during the next few weeks. The Park-In Company has already placed the last large order with the manufacturers, which will complete the contracts and plans to do a heavy business with the 75-cent Shop vendor.

Max Schubb Gives Tips On Cig Vending Field

DETROIT, May 23.—Max Schubb, Detroit coin-operated vending machine operator, who is working conscientiously on local issues that are agitating the cigarette vending field, told The Billboard:

"Some manufacturers are attempting to will their machines directly to the jobber, "Schubb said. "It is the location owner that can make the larger profit, a wise procedure would be for each operator to go over his route personally and select the best location for his own machine."

In this way he can explain the whole story of the business and convince the operator of his old established spots if the merchant really understands what the proposition is.

"Operators could show the location owner that he does not get the 4-cent profit on a 15-cent package of cigarettes which the 'direct to you' manufacturer is attempting to use as a sales talk. The location owner is able to get a 4-cent commission on every package from the legitimate operator and he would have to pay all the expenses of the business himself, such as theft, damage, fire, etc.," Schubb said.

"The dealer has to pay the 3 per cent Michigan state tax. He has to furnish matches for his customers and he has to be on the lookout for any repairs on the machine, which he would not have to do if a regular operator put the machine in his location. These are disadvantages that the dealer does not think of when he goes into it."

"One operator, who must remain anonymous, who lost 16 of his locations to merchants who bought their own machines has nine of them back already. In this case the operator has gone to each of his location owners and asked if he wanted to buy a machine he would like to have advance notice so that he, the operator could hustle up a new location for his own machine and take out the old one."

"Another way this operator has worked is to ask a merchant how much he wants for his cigarette machine. He wants what he has in good locations, to go as high as a year, paid on a monthly basis, another way he operates the machines on a concession basis, taking over the whole operation on a straight flat-rate basis. The gross proceeds of the machines then are taken by the operator without any split to the owner, who gets a flat annual fee instead.

"Another new flat-rate method of operation this operator has been able to devise is recovering some of the losses. In addition he is able to establish a number of new locations."

Ben Becker in Smashup

NEW YORK, May 23.—Ben Becker, of International Mutoscope Reel Company, Inc., who has recently married, had a little grieve on his automobile honeymoon trip. Ben borrowed a new Dodge and new Dodge from Irving Bachrach and at Youngstown, O., last week, according to a wire from Becker, Bachrach wired back "Come on home. All is forgiven."

Budin and Munves Distribute Duette

NEW YORK, May 23—Herman Budin, of Budin's Specialties, Brooklyn, and Mike Munves, of Mike Munves, Inc., New York, have jointly undertaken to distribute a new cigarette vending machine.

Budin and Munves are well-known jobbers and distributors, having been connected with the coin-machine business for many years. They have many ideas which they are putting into shape and will be ready to go on the arrival of the machines. They will distribute in metropolitan New York.

Simon of Supreme Predicts Many New Export Markets

BROOKLYN, May 23—Leo Simon, manager of the export department of Supreme Vending Company, Inc., predicts that there will be an increase in the coin-operated amusement machine fields for coin-operated amusement vending machines this year.

Mr. Simon, who is well known to the amusement trade and has handled the export business for many years, has been considered an authority in this field, having traveled thru many countries representing outstanding industrial organizations prior to his connection with Supreme Vending Company, Inc. He bases his statement on the amount of interest which the foreign machine has shown in many countries. He reports that some of these countries have better machines, sell more of their coins in machines, and have smaller operators than the United States.

Mr. Simon also reports that the United States has established certain to bring about greater markets.

CArOLINA, May 23.—J. W. B. Langley, of the Venitor Corporation, Detroit, was in New York last week on business.

Zupin, the Venitor Corporation, Detroit, was in New York last week on business.

HIBING MACHINES

Diggers Do Not Violate N. Y. Law

ALBANY, N. Y., May 23—The question of whether the crane claw and vending machine is a game of skill was argued before the Court of Appeals here today. The owners of the machines appealed from a decision of the Appellate Division, Fourth District, Supreme Court.

A permanent injunction restraining Police Commissioner Lewis J. Valentine of New York from seizing the machines and ordering them to the park was lifted by the Appellate Division. The latter ruling was followed in a dissenting opinion by the Appellate Division.

The machines have proved very nearly in the center of the suburb. The new machines have proved popular with electric lights, which makes them visible and demands attention from all who pass by.

The machines have been painted in orange colors and are brilliantly lighted, which makes them very popular.

The machines have been installed in various spots throughout the city and are expected to be a big hit.

The machines have been installed in various spots throughout the city and are expected to be a big hit.

The machines have been installed in various spots throughout the city and are expected to be a big hit.
East was made this week from the offices of major importance to operators in the
But we're not loan' when we say that we need used machines, and

WANTED FOR CASH
MILLS MYSTERY BLUE FRONTS AND EXTRAORDINARIES, 12 EAGLES 10 stop, and
JENNINGS CHIEFS in 3, 10c and 25c Play.

ALSO JUMBO'S, MAGNIFICENT BOLERO DERRIES and Late Model PACES RACES, OR WE WILL TAKE THE ABOVE MA-
CHINES IN TRADE ON ANY COIN-
OPERTIONS, YOU MUST HAVE PHOTO-
GRAPH! YOU MAY BE INTERESTED IN
WILL WRITE OR WIRE.

BAUM NOVELTY CO.
800-12 Ann Ave., St. Louis, Mo.
Phone GRAND 7499.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

AMUSEMENT MACHINES
MAY 30, 1936

Capitol Gets Rock-Ola's Ex

Firm headed by Kresberg and Goets has exclusive in New York territory

CHICAGO, May 21—An announcement of major importance to operators in the
amusement business this week from the offices of the Rock-Ola Machine Company here to the effect that the Capitol Automatic Music Company, of New

YORK, has been appointed exclusive distributor for Rock-Ola Mfg. Co., D. Gottlieb & Co., J. H. Keeney & Co., Western Equipment & Supply Co., Stoner Corp., Columbus Vending Co., Northwestern Corp. and

Write or wire us today for the best deal you ever heard of. Tell us what you have to trade on the new

BIG RICHARD
125.00

GALLOPING PLUGS
149.50

PINCH HITTER
75.00

GUM STYLE
10.00

SPECIALTY COIN MACHINE BUILDERS

PETITE VENDORS
H A L F T H E P R I C E, T H R I L L T H E M E N T E I R E

PEANUT VENDER

SPECIALTY COIN MACHINE BUILDERS

J. H. AUSTIN, Proprietor, 617 W. Division St., Chicago, Ill.

THEY CALL US TRADING FOOLS.

We can't trade machines on those do-gooding machines and we are trading even on the

The new stock will be announced shortly.

Did you know that we have

USED MACHINES

GALLOPING PLUGS

Big Richard, Six-Min, Scoot-E, Reeve, Alama, Tycoon, Michell and all other Hot Numbers in ONE

KENTUCKY only distributor for Sonorys Reel-O-Boy and Exhibio's Electric Eye Paces Set Race, Diggers, Pop Machines, and Hoppy Automatic Dancing Machines for Parks and Carnivals.

KENTUCKY AMUSEMENT CO., Inc., 226 W. Walnut, Louisville, Ky.

B. M. Y. NOVELTY SALES CO., CLEVELAND, OHIO

Announces the Opening June 1st of our New Showrooms and Workshop at 3008 Payne Avenue, Cleveland, O.


DIGGERS

DIGS

PARAMOUNT AMUSEMENT CO., INC., 1425 WELLS STREET, FT. WAYNE, IND.

BRUCE-WILLIS—Walter B. Brooks Jr., managing editor, Hearst newspapers, and Bill Willis, film actress, at Santa Barbara, Calif., on May 16.

BURNLEY-PARRIS—Jack Burnley, sports cartoonist, and Deborah Parris, private secretary, at dinner, at San Francisco, Calif., on May 16.

CAGLIO-MORANZO—Giacomo Caglio, formerly a dancer with the San Carlo Opera Company, and Mary Moranzo in Philadelphia, on May 20.

HEALY-HICKMAN—Ted Healy, stage and screen comedian, and his wife, from Los Angeles, Calif., on May 16.

HEYNE-HEMP—Henry Heyne, actor, and Marian Hemp, former actress, at dinner, at Los Angeles, Calif., on May 16.

JOHNSON-HICKMAN—John Johnson, comedian, and his wife, at dinner, at Los Angeles, Calif., on May 16.

KIMBERLY-KIMBERLY—Irene Kimberly, singer, at dinner, at Los Angeles, Calif., on May 16.

LAMING-LAMING—Mrs. Effie Laming, actress, at dinner, at Los Angeles, Calif., on May 16.

McLEAN-MARTIN—Mrs. James McLean, actress, and Robert Martin, former actor, at dinner, at Los Angeles, Calif., on May 16.

RILEY-ROTH—Edna Riley, actress, and Mr. Rogers Roth, former actor, at dinner, at Los Angeles, Calif., on May 16.

SCHMIDT-SCHMIDT—Harry Schmidt, comic, and his wife, at dinner, at Los Angeles, Calif., on May 16.

STEINER-STEINER—Ed Steiner, and his wife, at dinner, at Los Angeles, Calif., on May 16.
Complete 4 - for 10c Outfits at REAL BARGAIN PRICES!

STANDARD STUDIO $265

Ready to Set Up and Operate.

Free Costumes, Free Cigars, Free Strip Camera, Free Light, Free Exposures, All included in ONE Low Price.

Complete outfits as fast as you can use them. Absolutely Ready to Operate. NEXT WEEK. Complete outfits as fast as you can use them. Absolutely Ready to Operate. NEXT WEEK.

FREE COSTUMES, Free Cigars, Free Strip Camera, Free Light, Free Exposures, All included in ONE Low Price.

SMALL STUDIO $125

Ready to Set Up and Operate.

Free Costumes, Free Cigars, Free Strip Camera, Free Light, Free Exposures, All included in ONE Low Price.

Complete outfits as fast as you can use them. Absolutely Ready to Operate. NEXT WEEK. Complete outfits as fast as you can use them. Absolutely Ready to Operate. NEXT WEEK.

FREE COSTUMES, Free Cigars, Free Strip Camera, Free Light, Free Exposures, All included in ONE Low Price.

WIRE ROPES for RIDING DEVICES

Whip - Caterpillar - Lindy Loop - Hey Day - Tilt A Whirl

All Work by Expert Splicers

BRODERICK & BASCOM ROPES CO.

4203 N. Union Blvd., St. Louis, Mo.

68 Washington St., New York City

Airport Way & Edmunds St., Seattle, Wash.

COTE'S WOLVERINE SHOWS

Showing Heart of Detroit Business and Residence District.

Auspices "Knights of St. John."

Week May 25 to Sunday, June 1st, Amer. Legion Park, Detroit, Mich., and Oakman Blvd.

WANT Cookhouse, Frozen Custard, Glass Spinde, Novelities or any new Concession.

SHOWS - With Own Outfit and Transportation. Will Furnish Canvas and Finance any Money - Getting Attraction.

Doc Kelly wants Feature Freaks, Hula Dancers for May 30, 1936

BRODERICK & BASCOM ROPE CO.

WIRE ROPES for RIDING DEVICES

Complete 4 - for 10c Outfits

CHICAGO, MAY 23 - Gerber & Glass report that they are having a hard time keeping up with the large number of orders for Daval's new "Rithmatic counter game. Announced only last week, "Rithmatic has quickly taken its place as one of the best counter games of all time. Gerber & Glass as direct factory representatives for many Middle Western States, for Daval, report that their distribution, jobs and orders have jumped an immediate 25 per cent approval on "Rithmatic. Gerber & Glass announce that "Rithmatic is available for immediate delivery.

RITHMATIC WINS APPROVAL

This page contains various advertisements and notices for various types of shows and attractions. It mentions the opening of the Rithmatic counter game and its popularity, as well as various other attractions such as the Cote's Wolverine Shows, the O. C. Buck Expositions Inc., and the Liberty Fair & Amusement Co. It also includes notices for wanted personnel and equipment for various shows and events.
WISCONSIN DELUXE CORP.
1902 North Third St., Milwaukee, Wis.

"IF IT'S NEW, WE HAVE IT"—One Day Service

DELIGHT SWEETS, Inc., NEW YORK CITY

SPECIAL SUMMER CANDIES
JOLLY GOOD WINDOW FACE PACKAGE

WEST'S WORLD'S WONDER SHOWS WANT

The Newton Products Co.,
329 Look St., CINCINNATI, O.

SHOWS capable of getting money, Girl Show, Motordrome or any other Novelty Show. Also Performers for Plantation and Wild West People and Capable Men to Manage same. Have new equipment and plenty of stock. Wire FRANK WEST, Gen. Mgr., Port Jarvis, N. Y., this week; Stroudsburg, Pa., next week.

KRAUSE GREATER SHOWS WANT

Girl Revue, will furnish outfit. Opening for small Motordrome, small Animal Show or Monkey Circus, Outlaw Show, Life Show or Midget Show, Fat Woman Show, Illusion Show or any other show not conflicting. Opening for legitimate Concessions, Merchandise Wolves, Frozen Custard and others. Address, this week, Logan, O.; week of June 8, Monessen, Pa.; week of June 15, Westmoreland County Firemen's Convention, Irwin, Pa.

CAMPBELL UNITED SHOWS WANT

Corn Cane, Cook House, Grab Joint. Colored Performers and Musicians. Will furnish complete outfit, including Sleeping and Cook Tents, to Organised Minstrel Show, Hawaiian Show or Revue, Girls and Fan Dancer. Sound Truck, Place one more Free Act. Book any Ride that don't conflict. Want Shows with or without outfits. Place legitimate Concessions. H. W. CAMPBELL, West Fairview, Pa., this week; Harrisburg, week June 1; Firemen's Convention, Lykens, Pa., week June 8.

PLATTSBURG: New A. S. C. Buildin


SINCE 1907

CARNIVAL MACHINES

New Low Prices
ON
CARNIVAL MERCHANDISE
NEW CORN GAME ITEMS
PITCHMEN'S SPECIALTIES
PREMIUM CONTEST PRIZES,

LATEST IN NOVELTIES

Write for Catalog. State Your Line.

WESTERN NOVELTY CO.
1729-31 LAWRENCE ST.
DENVER, COLO.

Concessionaires, Carnival Parkmen
DID you get our New Catalog? Write us for copy. Don't let a chance to sell a Carrousel go by. Shows and Concessions that don't conflict, Write Frank P. Meister, Chairman, Rolla, Minn. or W. H. Loomis, Peoria, Ill. We also carry a large assortment of Small Plants. Olcott Island Concessionaires, Carnival, Parkmen... Our Finance Plan. Write for latest prices. Arline R. Avery, 247 W. 34th St., New York City.

POPCORN
SPANISH, SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO HONEY CORN. WANTED BY THE MILLIONS. CARROUSEL CAROUSEL, CARNIVAL CARTS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC. A Penny Postal Card to us will bring our Standard Price List of Popcorn Supplies in Kansas City.

PRUNTY SEED & GRAIN CO.
14 & 16 E. 1ST STREET,
ST. LOUIS, MO.
"Our Twenty Years Distributing Popcorn"

LATEST CREATIONS IN HARD PLASTIC NOVELTIES
Highly finished in Lucite, Almond, Marbled and other resins with silver finish.
We also carry a large assortment of Small Plants.
Olcott Island Concessionaires, Carnival, Parkmen...

THE TIPP NOVELTY COMPANY

SHOW BUSINESS CENTER

CO. DENVER, COLO.

CONCESSIONS...
NOVELTY VENDING, CARNIVAL, FAIRS, FAIR STORES, CIRCUS, CARNIVAL STORES, STANDARD CHEMICALS, CARNIVAL SUPPLIES, CARNIVAL MERCHANDISE, CARNIVAL SUPPLIES, CARNIVAL MACHINES.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY

ROBBY HURST SHOWS
Wanted for Zemke's Quality Shows, weeks June 1-6. Shows and Concessions that don't conflict, 18 celebrations. Fares to follow. All Vintage, old time. Write, this week.

PLATFORM ACTS WANTED
Write, this week.

WANT MUSICTRANS—Cook, Turnbuckle, Bado, Williams, Chester, etc. Write, this week.

EVERLY LOOP-O-PLANE
Write for Gratis Plans. OLIVE CLARK, KLINE, 5024 Olive Ave., Kansas City, Mo.

MOTORIZE
Write for our Finest Plans. O. L. DOWNS.

Standard Chevrolet Co., East St. Louis, Ill.
$ ARE YOU GETTING $ YOUR SHARE OF $ THESE HUGE PROFITS?

"The Daddy of 'Em All!"

WANTED
Sam Jones Circus

MIGHTY SHEESLEY MIDWAY
WILL BOOK COMPLETE MINSTREL SHOW. Want to hook up with best. Send complete details. JOHN M. SHEESLEY, General Mgr., 220 No. 5th, Springfield, Ill.

WANT RIDE MEN
All Departments: Wire or come on. Different locations. JOHN M. SHEESLEY, General Mgr., 220 No. 5th, Springfield, Ill.

GREATER DICKESSON SHOWS
WANT—Small Clock House, Coin Game, Ball Game, Prize Ring, Comedian, House Trains, Dancing Girls, String Band, Kite, Etc. Write or Wire to DICKESSON-No. 200, Scranton, Pa.

FOR SALE KIDDEE AUTO RIDES
This is an Allen Harefield-built Model 16 Over 500. Automatic. Complete with all features and accessories. Used in 12 States for over 2 years. Equipped with new tires and new seat, never been used. $450.00. Write or Wire to REED,iel, Scranton, Pa.

PORTABLE RINK WANTED AT ONCE
Must be in excellent condition. Write or Wire to WALTZ, 413 East Main St., Pittsburg, Pa.

SEX SHOW COMPLETE—Over 90 Models of Both Sexes. $25.00. Joe Genzel, 1618 Broad St., St. Louis, Mo.

B. M. Y. Novelty Sales Co. Acquires Larger Quarters
CLEVELAND, May 33—Due to increased business and the demands of its many customers the B. M. Y. Novelty Sales Company, of which A. H. Bernstein is owner-mananger, has moved into larger quarters at 3080 Payne Avenue. Here, from May 20th, the new showroom and workshop are the last word in modernity.

Bernstein was one of the first jobbers and distributors in this line of pin games and the Columbus vending machines. In 1916 he contemplated entering the operating field, but was put back by the lack of demand. He has since been regularly by the loyalty of the operators, who have continued to do business with him.

He has been active in the operators' association in Cleveland. He is one of the charter members of the association and has given much time and service.

The B. M. Y. Novelty Sales is distributor for D. Gottlieb & Company, Company and Western Equipment and Supply Company, Rock-ola Manufacturing Company, Columbus Vending Company, the Northwestern Corporation and other leading firms. Bernstein's new location will enable him to carry the full line of games and vendors at all times and give his customers the best of service.

DIVORCES
(Continued from page 82)
Successful, from Lena Burnet, playwright and poet, at Alfred, Me., May 21. Valerie Elizabeth Huff, classical dancer, and Charles F. Robl遗憾, non-professional, recently.

Late Deaths
(The following items were received at press time. More details in the next issue.)
CLARK—Frederick L., 84, president of the National Printing Corporation, Chicago, and formerly vice-president of the Associated Printers, died in Evanston Hospital, Chicago, after a long illness.

MORRISON—Marcus B., 74, vice-president of the American Steel and Iron Corporation, in Passavant Hospital, Chicago, after a long illness.

WANTED
FOR FOUR DAY CELEBRATION WANTED
WANT a Band, a Circus, a Concession, a Carnival. For a four-day celebration in South America. Address Manager of Show, 535 Madison Ave., New York, N.Y.
Wax or Glass House.

If you have any good ideas

WANT TO BUY

No. 5 Ferris Wheel. Want to book good Wax Show and we furnish tent for

SUGAR ROLLED DATES

$4

ATLAS GAMES MUST BE OK
OR YOUR MONEY REFUNDED

101-103 Webster St.
NEW YORK CITY

ROUTEs

(Continued from page 84)

Wax or Glass House.

If you have any good ideas
IT'S HERE — THE MOST SENSATIONAL FASTEST MONEY-MAKER EVER BUILT!

DOUBLE NUGGET

The greatest, zappiest, flashiest pin table ever made. Instantly captures the attention and holds him at the game for hours! DOUBLE NUGGET is "Better Built by Buckley" — Your GUARANTEE that it's the best game money can buy! DOUBLE NUGGET is bringing back BIG PROFITS to operators everywhere. It's the game of tomorrow — TODAY! CHOOSE the model you need — enclose 1/3 deposit with your order — RUSH TO US TODAY! Get your territory covered FIRST — Be first with Better, Bigger PROFITS.

JOBBERS!

in New York, New Jersey and Connecticut — we have a Special Promotion for MAJOR & WIRE TRADE — TODAY — Your Customers want and need DOUBLE NUGGET!

LEON TAKSEN COMPANY, INC.
2512 AMSTERDAM AVE., NEW YORK, N. Y.

BATTER UP!

A sensational toy for a "Hit Over the Fence." A Home Run with a smile! Sold out in 24 hours. Observe the joy of the players. Bring back BIG PROFITS. A proven success! Order yours today!

JOYLAND SHOWS WANTS

Legitimate Concessions of all Kinds. Reasonable rates. Write for appointment for 10:45 a.m. or 1:45 p.m. for Baltimore Show. Watch for announcement of Concessions of all Kinds. Roscoe T. Wade and Harry Mills, this week. Call Ambrose and the Mayor. Saturday, next week.

HUGHES BROS. SHOWS WANTS

Ell Operator, want be not too shy, the Colgate Concessions, 312 South Main Street, for Colton Band, sales and personnel. Long ago to understand the Colgate Band, which is known all over the country. The Colgate Band will come and get you, at Newberg, N.C., this week.

WANTED QUICK

One Good Pin and other New Age Toys, Long Term Contracts. Send to Hughes Bros. Shows, Henning, Minn., this week.

J. L. LANDES SHOWS WANTS

Colored Musicians for Rand and Minnetonka. brewery, 1801 23rd Street, Sabine City, Texas, this week.

WANTED MABEL R. WEEF SHOWS

WANTS Cook House catering to Steel Players, please in need of tickets to pick at once. Shows need good artists or without any artists. What have your CONCESSIONS: Stakes Concessions of all kinds, Stakes Concessions of all kinds, Stakes Concessions of all kinds. We are featuring Concession Stakes. Some three presidents in recent months. Salem, O., in May Ely. Lastly, and lastly, want to follow. Can our good Cook Meet the qualifications?
BIG RICHARD • "ELECTRIC EYE"

Now—you can get these sensational winners with automatic JACKPOTS. You control the JACKPOT AWARDS—make them $25.00—$50.00—$5.00—anything you like. No competition can stand up against them.

Insist upon Exhibit JACKPOT-Equipped Games! Get greater profit and longer life from your investment. Investigate this new JACKPOT development.

See your Jobber immediately or write us direct.

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. • CHICAGO

REPLACES BATTERIES
ELIMINATES TROUBLE

18 LEADING MANUFACTURERS
now use
ELECTROPAK
as STANDARDS
EQUIPMENT!

ELECTRICAL PRODUCTS CO.
6527 RUSSELL STREET
DETOIT, MICHIGAN

JUMBO JAR-O-SMILES
A NEW OPERATOR'S DEAL

Sold Only to Operators!
Every 1,000 tickets average about $19.50 clear profit. Can be bought at cost of 1,000 tickets or complete combination of 20,000—All Tickets sewed with 3-stitch thread.

Put Box, $4.50, Jack Pot Card, 50c. Complete Combination, $7.00. Twenty Jack Pot Cards, $10.00.

ADD 10% Government Tax.


WERTS NOVELTY CO., Inc. • Muncie, Indiana

ADMISSIONS TAX—
(Continued from page 2)

other similar places of amusement or entertainment, and on all admission charges above 50 cents to ball games and other athletic contests.

The law does not include race tracks subject to control of the Kentucky racing commission, but does include admission to trotting races.

"It is necessary, in order to avoid penalties, that applications for permits be made immediately. Application blanks for permits and blank bonds are now prepared and ready for distribution. Every amusement operator or entertainment manager subject to the tax should file a return with the Division of Excise, Department of Revenue, for the correct form.

Applications will be filled in the order received. As it will require several days to pass on applications, queries should be received not later than Thursday, May 24th.

"CELEBRATION"

AT WILMINGTON, DEL.
WANTS Shows with Straight, Plain, Shaggy, and Hobby Horse, Whip and Chairplane, C. H. Jones, Pres., Winston-Salem General Fair, Winston-Salem, N. C.

GARDEN CITY NOV. MFG. CO. 433 E. RAVENSWOOD AVE. CHICAGO, ILL.

THE NEW LIGHT-UP BASEBALL GAME SENSATION—
READY FOR IMMEDIATE DELIVERY

TIE-SCORE • $44.50

5 Balls for 5c with the most unique playing appeal of any pin game ever built. Player must simply keep the score. Gigants Vs. Brooklyn Dodgers in beautiful light-up backboard. A SENSATIONAL GAME AT THIS PRICE! RUSH YOUR ORDER! DISTRIBUTORS WANTED IN ALL LEADING TERRITORIES—SPECIAL PROPOSITION! WRITE TODAY!

American Vending Company
779 CONEY ISLAND AVE. • BROOKLYN, N. Y.

PLENTY OF STOCK
WE PAY YOU 5% CREDIT MEMO PENALTY, GOOD ON PURCHASE, IF WE FAIL TO FILL YOUR ORDER IMMEDIATELY

pleasant machines—real values

18 LEADING MANUFACTURERS
now use
ELECTROPAK
as STANDARDS
EQUIPMENT!

While they last—$2.50
Send Money Order in Full—Immediate Shipment

FAST, EASY MONEY FOR YOU!

A Beautifully Finished Machine!

Wertz is a new, fascinating attractive Penny Counter Game. Similar in appeal, but different in design. Every pin game ever made. inexpensive penny slot into the hocumette. Plays for JEWELRY in a few days. No keeping up of stock, just collect your money. A Beautifully Finished Machine!

Wertz Company • 428 Sisson Blvd • Minneapolis, Minn.

ADVERTISE IN THE BILLBOARD—you'll be satisfied with results
50-Grand Looks Like a Natural

CHICAGO, May 23.—In the business of devising new pin tables a manufacturer sometimes finds himself with an idea that completely overshadows all that have gone before. An idea that promises to be a natural.

Genco, Inc., finds itself exactly in that situation. From all indications it has a natural in its new novelty game, 50-Grand.

An important feature of 50-Grand that operators of non-payout games will find most valuable is the new multiple coin play. The 50-Grand may be operated as a multiple play game that takes in from one to five coins per play. A register on the light rack automatically shows the number of coins being played per game. The player can put in one to five coins and be awarded a straight one-coin-per-play game.

In devising 50-Grand they have torn away from the stereotyped ideas and developed a natural in its new novelty game, 50-Grand. An important feature of 50-Grand that operators of non-payout games will find most valuable is the new multiple coin play. The 50-Grand may be operated as a multiple play game that takes in from one to five coins per play. A register on the light rack automatically shows the number of coins being played per game. The player can put in one to five coins and be awarded a straight one-coin-per-play game.

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SALES BOARD MEN NOTICE

Priced to Sell Instantly

1. Mysterious Eye Automatic Pay-Die Machines... $32.50
2. Clover-Pollard "Play Go"... 14.00
3. Ivey "Keyhole Easy Yard Vendor (first sample)... 6.50
4. Jennings Confectionary Vendor... 15.00
5. Mills Confectionary Vendor... 8.50
6. Used Mills Owl Lift... 45.00
7. Milco Confectionary Vendor (first sample)... 9.50
8. "21" Model 601 Photographs... 98.00
9. Mills Triple Slot Troubador... 149.50
10. Nelson Wiggins Fans... 37.50
11. "Same" Bell Gum Vendor complete with set of "same" numbers... 9.50
12. Western Electric Slot Machine... 57.50
13. Fowden Electric Horse Race... 29.50
14. Big Blot Moving Picture Machine using 16 mm. film... 175.00

Slot Machines
1. Mills Sr. F. O. K. with original... $29.50
2. Mills Jr. Baseball B. O. K. 42.50
3. Mills 1c oval Vender... 25.50
4. Mills 1c Shykipper Vender... 42.50
5. Mills 1c Escalator Silent F. V. 39.50
6. Mills 1c Escalator Silent F. V. 39.50
7. Mills 1c Regular Golden Bull... 45.50
8. Mills 1c Regular Golden Bull... 45.50
9. Mills 1c Single Jackpot Balls... 17.50
10. Mills 1c Sundum J. P. Side Vent. 97.50
11. Mills 1c Regular Twin Jack- pot Front Vender... 44.50
12. Mills 1c Regular Twin Jack- pot Front Vender... 44.50
13. Mills 1c Gold Award V. 39.50
14. Mills 1c Gold Award V. 39.50
15. Mills 1c Royal Jackpot... 32.50
16. Jennings 1c Escalator Silent... 39.50
17. Jennings 1c Escalator Silent... 39.50
18. Jennings 1c Single Jackpot Lit- tle Duke Vender... 14.50
19. Jennings 1c Single Jackpot Little Duke Vender... 14.50
20. "Gold Fortune" Automatic Pay- out Bell Gum Vender, 1-ec play... 32.50

Miscellaneous
1. T. - A. T. Be Big Game Hunters... $25.50
2. A. - T. Waggon Wheels... 7.50
3. Davey Penny Fads... 9.50
4. "2" Novelty, Silent or Electric... 4.50
5. Novelty National Automatic Pay- out... 3.95
6. Penny Counter Machines... 3.95
7. Magic Amusement Automatic Fuzzy Dice Machine... 3.25

Date: May 30, 1936

CONTACT US FOR YOUR REQUIREMENTS IN COIN-OPERATED EQUIPMENT.

ALL PREVIOUS PRICES CANCELLED - READ CAREFULLY AND THEN, TO SAVE MONEY, DON'T HESITATE! Write, Phone or Wire your order now.

SALESBOARD OPERATORS
24-30 Rockefeller, new style... $6.75
3-29 Rockefeller, black case... 6.50
4-29 Red Arrow, 3 ball... 12.50
5-29 Red Arrow, 10 balls... 32.50
6-29 Rambler, 10 balls... 6.50
7-29 Model 601... 9.50
8-29 "Big Model"... 9.50
9-29 "Big Model"... 9.50
10-29 Gattchill Liberty Bell, 10 balls... 9.50
11-29 Gattchill Liberty, 10 balls... 9.50
12-29 Keeny Big Five, 2 or 5 balls... 1.50

AUTOMATIC PAYOUT GAMES

12-29 Model 601... 9.50
13-29 Model 601... 9.50
14-29 Model 601... 9.50
15-29 Model 601... 9.50
16-29 Model 601... 9.50
17-29 Model 601... 9.50
18-29 Model 601... 9.50
19-29 Model 601... 9.50
20-29 Model 601... 9.50
21-29 Model 601... 9.50
22-29 Model 601... 9.50
23-29 Model 601... 9.50
24-29 Model 601... 9.50
25-29 Model 601... 9.50
26-29 Model 601... 9.50
27-29 Model 601... 9.50
28-29 Model 601... 9.50
29-29 Model 601... 9.50
30-29 Model 601... 9.50

ELGIN

Jumbo Profits

Fastest Selling Novelty Item of Today

$4.45

Send for our New Circular

Full of New Sales Boards
Premiums and Merchandise

LEE MOORE & Co.

180-182 West Adams Street
Chicago, Illinois

Roll-A-Ball

"America's New Bowling Game Sensation!"

(Note: A Pin Game)

Write now for complete details!

George Ponsor Co.

11-15 East Pynyon St.
Newark, N. J.

SALES BOARD MEN NOTICE

Rush your order for samples of "ONE HALF FREE." Two new money boards, fast sellers, low cost. OPERATOR'S price, 85c East, 89% West Lucas, less 10%. Discount, Tax Paid. No Catalog. Order from this ad.

Lindsay Sales Company

101 TULSA BUILDING, TULSA, OKLA.

Baseball Tally Cards

Write for complete list of all kinds of cards. The Billboard, 711 East Rush Street, Chicago, Ill.

Baseball Tally Cards

Write for Quantity Prices. Distributors wanted.

PLEASE TO SELL INSTANTLY

All previous prices canceled. Read carefully and then, to save money, contact us for your requirements in coin-operated equipment. Listed below are some of the bargains in guaranteed used machines and games which we have to offer. Don't hesitate! Write, phone or wire your order now.

Lee Moore & Co.

ELGIN

Jumbo Profits

Fastest Selling Novelty Item of Today

$4.45

Send for our New Circular

Full of New Sales Boards
Premiums and Merchandise

Lee Moore & Co.

180-182 West Adams Street
Chicago, Illinois

Roll-A-Ball

"America's New Bowling Game Sensation!"

(Note: A Pin Game)

Write now for complete details!

George Ponsor Co.

11-15 East Pynyon St.
Newark, N. J.

Salesboard Operators

Takes in $24.00

Costs You $2.90

General Sales Company
141 4th Avenue, South, Nashville, Tenn.

Stoner's Great Non-Payout Game!

$47.50

ELECTRO-PAK available at small additional charge

Stoner Corporation

Aurora, Illinois

Scoring Profit

Hits for Operators Everywhere

Home Run Jackpot

No. 1195

Takes In... $50.00

Average Payout... 14.36

Average Gross Profit... $35.64

Price... $3.74

Plus 10% tax

including extras and 4 fraud-proof tickets.

A Harlich Jumbo Board - the best in salesboard. Extra tricks with extra large, easy-to-read tickets for extra fast play.

Our general catalog and supplements illustrate over 100 boards designed especially for operators. Send for them today!

Harlich Mfg. Co.
1411 Jackson Blvd.
Chicago, Illinois

Salesboard Operators

Takes in $24.00

Costs You $2.90

Write for samples and prices.

Baseball Tally Cards

Write for complete list of all kinds of cards. The Billboard, 711 East Rush Street, Chicago, Ill.

Baseball Tally Cards

Write for Quantity Prices. Distributors wanted.

Tri-State Novelty Co., Inc.

Bristol, Va.
The Last "Word" in Your Letter to Advertisers, "Billboard."

Bally 3-Ball Game
In Full Production

CHICAGO, May 23. - Jim Buckley, sales manager of Bally Manufacturing Company, reports that original production plans have been revised to double the output of Sky-High, new Bally five-ball payout or ticket game.

"A recent nationwide survey conducted by Bally convinced us there is a considerable market for this type of game," Jim states, "but the response to the first Sky-High announcement far exceeded our estimates.

"Operators have been quick to see the advantages offered by this popular-priced game that has all the high-speed thrills of a one-shot, plus the suspense of five-ball play. Sky-High gives the player several chances to win on a single shot. Or if he fails to make one of the one-shot winners he still has a chance at one of the other awards, which can be scored with two to five balls. From one to five separate payouts are possible each game, with awards ranging from 10 cents to $4.50. It's easy to see why operators report that Sky-High is not only getting a big play from the one-shot fans but is also attracting many former five and ten-ball players back into the ranks of pinball enthusiasts."

"In addition to Sky-High, Bally is still running day and night shifts on Hit-Maker, Play-Ball's Table, Bally Baby and Reliance."

Operator Boosts His Earnings

Buckley tells a story of an operator's experience with Bally Baby, said to be the world's smallest counter game.

"You're all wet," wrote this operator, "about that two-in-one stuff. I tried it and couldn't get away with it. First I put the Baby up with penny-play and they hollered because they couldn't play. Then I converted Monopolee in a clever two-ball setup, put one up for the cigaret game and they pestered the location so much I finally switched back to penny play. And then they bothered because they couldn't play more than a cent, so I finally bought another Baby for the spot, put one up for each kind of play and am getting a nice collection from each one. Shoot me down some of the new number tapes. You've got one of the Bally catalogues over to that for a trial. Only trouble is they'll probably want all three games on the counter, but I should worry as long as they get the play."

Jim Buckley adds: "Bally Baby may be small but it sure creates plenty of excitement wherever it's located. The novelty of its tiny size alone is a great drawing card."

Chi Coin Has
Hit in Monopolee

CHICAGO, May 23. - Word is going round and round that Chicago Coin's new one-ball payout table, Monopolee, is a hit. Samples for distributors and jobbers have been leaving the plant daily since the beginning of the week and all will be supplied within a very short time. Monopolee is the result of many months of experimentation and testing. As a result Monopolee is one of the best games ever sold by the firm. Monopolee has been location-tested under various operating conditions and operators making the tests were amazed at the earning power.

Practically every hole on the playing field is a payout hole. In property-hole properties property-hole properties are made by a corresponding light in the light rail lights and stays lighted as long as the player plays the game. Then every time the hole is made after that it pays the highest award as indicated. For instance, the first time the railhead hole is made the player is awarded 10 cents. The second time, however, Monopolee automatically pays out 20 cents. By repeatedly shooting skillfully the player may have all the property "hourly" and practically all the rolls will pay the greatest awards until the player's railhead hole is made. The national hotel hole pays out $1.00 at all times.

Many color combinations and designs were produced until the final combination and design were selected as standard for the game. The cabinet is beautifully decorated with beautiful Seiberth figures, such as railroads, hotels, houses, water works, no parking signs, jugs, etc.

In territories where one-ball payout is not permitted Chicago Coin has produced Monopolee in a clever two-ball model. It is used as the Chicago Coin plant is in full production on Monopolee. Immediate deliveries can soon be promised.
McCoy

AHA!

Genuine!

The 35 year Bell Mechanism. As Free from Service as a Bell. Full Size Mystery Mechanism. 5 Way Coin Detector. Skill—all payouts depend on it. Fascinating light domes—practical coin tube holds $7.50 in nickels. Equipped with McCoy Award, in essence a Jackpot! Imported Avodire and Tiamo cabinet—more expensive than mahogany. Can be fitted with Milco Check device.

$130.00

Immediate shipment from factory or your jobber

Mills Novelty Co., 4100 Fullerton Ave., Chicago, Ill.
THE SUPREME ACHIEVEMENT

WESTERN'S NEW MOTOR DRIVEN DOUBLE ACTION PAYOUT UNIT

Built to Outlast any game ever made!

RIGID ALL STEEL CONSTRUCTION!

UNLIMITED COIN TUBE LOAD

The only Double Action Payout Unit Made. Dispenses coins twice as fast as any other motor driven type unit on the market.

CLEARANCE ADJUSTMENT

Insures correct payout of coins. Tilted coins, bent, linoleum, paper, or cellophane slugs will not jam or clog because this device automatically adjusts itself to any thickness.

11 PLATE MOTOR

Specially designed 11 plate motor. Delivers twice the power of ordinary motors and runs half as long. Functions perfectly under full loaded payout tube.

AUTOMATIC BRAKE

The first Automatic Brake ever used. This outstanding feature absolutely insures perfect reloading after each payout.

POSITIVELY JAM PROOF - CLOG PROOF - FOOL PROOF - ACCURATE!

RACES

1 Ball Automatic Payout. Odds Changing Feature—Can Take More Than 20 Coins On 1 Play—Averages 25c on every Game—Beautiful 24" x 50" Cabinet.

$12500 $13500

Check Separator Stornor Shutter Ticket Model

$5.00 Additional

WESTERN EQUIPMENT & SUPPLY CO.

925 W. NORTH AVENUE

CHICAGO, ILL.

NOTICE! In locations where multiple coin chutes are not permitted, you can now get Western machines with a slot that takes a single coin on one game. For example, in Western's Races, by inserting one coin, player gets 2 to 8 horses and odds as high as 40 to 1.

SOCKIT


$99.50 $10.00 Additional
Says FRED C. MCCLELLAN
of PACIFIC AMUSEMENT MFG. CO.

Plain Talk PAMCO
GALLOPING PLUGS
is one of the finest
products ever produced!
Wish we could tell every
operator the big success
of others with this splendid
New Payout Table. Trendy
for immediate operation

Lew Wolf Says Ops
Wild About Multiple

NEW YORK, May 23.—From away up
in the wilds of New York State Lew
Wolf, traveling sales manager for Fitz-
clay Products, Inc.,writes that the
operators are absolutely "going
Multiple mad."

The Multiple has the boys all ex-
cepted," Lew claims, "I have never seen
a game go over in such big fashion
as the operators up here before.
Everyone is talking about the same
and everyone wants immediate delivery.
The boys from New York and the
north all pulled in town on my good-
will tours they simply jump on me for
Multiple delivery. I believe that there
will be more Multiples ordered here
than there ever were Jumbos, and that's
saying plenty."

Lew also has his camera along this
trip and is getting some fine photos of
the pretty stenographers in the State
Capital and is getting some fine photos of
the operators who are trying to prove the dependability
and the profit-making possibilities.

They are now featuring Keeney's new
payout tables, Grand Slam and Rainbow. Grand Slam is a de luxe one-
bell payout table that has nine skill
chutes for fluctuating odds of 2 to 40
to 1. Because the multiple coin chute
ups to seven coins seven people
can play at one time. The disc-type
esculator shows the last 12 coins played.
Thus, even tho Grand Slam will be
exceptionally profitable to the operator,
it saves all those profits because the
esculator eliminates shuffling.

In the low-priced automatic payout
field Gerber & Glass are featuring
Keeney's Rainbow table. This game has
two-play chute which doubles the
odds if two coins are played. Var-
iable odds as high as 20 to 1 are the
player's awards for skillful shooting.
Gerber & Glass say that both Grand
Slam and Rainbow have been tested and
approved for earnings that assure the
operator of a dependable return on his
investment.

Sam Getlan Receives
A Carload of Neighbors

NEW YORK, May 23.—Sam Getlan, of
United Automatic Sales Company,
 informs The Billboard that he has been
flooded with advance orders for Mills'
new game, Neighbors.

Neighbors is a novelty non-payout, pin
table with a light-up backboard. The
game is the first novelty game Mills has
sent into New York since Balance. The
operators were exceptionally well pleased
with the fine results obtained in the op-
eration of Balance, and Getlan claims
that Neighbors will be even more prof-
itable for them.

Sam informs that Neighbors has a
most attractive playing board and cabi-
et, is well constructed and the mecha-
nism in the machine is perfect.

---

JUST-RITE MONARCH AUTOMATIC PAYOUT

ORDER
GALLOPING PLUGS

PACIFIC AMUSEMENT MFG. CO.
4223 West Lake St.
Chicago, Ill.
Los Angeles, Calif.

“SPIN -A -PACK” CIGARETTE MACHINE
WITH GUM VENDER

Mills Blue Front Mystery

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Distributors for Keeley

CHICAGO, May 23.—Gerber & Glass
of Chicago, one of America's foremost
Distributors announce that it has been
pointed exclusive distributor for Chi-
icago and the Chicago area for the J. H.
Keeley Company products.

This combination brings together two
well-known Institutions in the indus-
try. J. H. Keeley has a wide reputation
in making coin-operated devices. Their
products are known throughout the world.
Gerber & Glass are one of the outstand-

May 30, 1936

The Billboard 95

SICKING MFG. CO., Inc.

76-50 Plus 10% F.A.X.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY


1 KEYSTONE NOV. & MFG. CO.
26th and Huntingdon Sts.
PHILADELPHIA, PA.

JUST-RITE MONARCH AUTOMATIC PAYOUT

30 Day Money-back Guarantee

TENNISON MANUFACTURING COMPANY
220-222 West Huron Street
CHICAGO, ILL.
TOTALITE!

ROCK-OLA'S new light-up table with the

SCORE-KEEPING REGISTER

$49.50
SCORE-KEEPING REGISTER $5.00

That's TOTALITE—ROCK-OLA'S new perfect light-up table for every operator in America! In TOTALITE you have fast 5-ball action. The proven play idea of shooting for high scores. A totally different kind of playing field—with balls rolling over score-increasing switches. You have the score instantly flashed and totalled for you on the light-up panel. You have the exciting action of a special ball shooting over the elevated runway, and stepping up the score 3 times!

Besides all this you can have what operators have always wanted—a new, cheat-proof register that shows you the exact number of winners and amounts! A feature that not only makes operating simpler, but makes profits greater.

So, in TOTALITE, you have a table for every location. A table with real, lasting appeal. And a table of sure, steady profit-producing power! And you have reason for putting everything else aside—and ordering TOTALITE immediately. Right now. Today!

Manufactured by
ROCK-OLA MANUFACTURING CORPORATION
800 North Kedzie Avenue, CHICAGO, ILLINOIS

CAPITOL AUTOMATIC MUSIC COMPANY
460 West 34th Street, New York, New York.

Distributed in New York by:

ELECTRO-BALL COMPANY
1200 Camp Street, Dallas, Texas.

Distributed in the Southwest by:
GOTTLIEB’S FAMOUS “QUADS”

AMUSEMENT MACHINES

DAILY RACES $125  SUNSHINE DERBY $89.50

FOUR THRIVING PROFIT BABIES

Gottlieb gives you four proven ways to get into the big money! Daily Races, Brokers Tip and Fence Buster are equipped with the famous Multiple Coin Slot which gives the player more chances to win and the operator many more times the usual “take.” First nickel allows the player one opportunity to win at three different bets. Additional nickels up to eight increase the opportunities as well as change the odds. Subsequent nickels only change the odds. As much as $1.00 or more in nickels collected on each play. Adopt these “Quads” for your route—they’re all lusty money-makers! Immediate delivery on all orders placed now.

DAILY RACES — Play ‘em across the board with Daily Races, the game with real race track Mutuels! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot or Mystery Single Coin Slot. Mechanical adjustment for tight or liberal awards. Get in on this “sure-thing” — place DAILY RACES today ... the game that accomplishes more than products selling for as high as $500.00.

SUNSHINE DERBY — One-ball automatic payout with player controlled changing odds. Sunshine Derby permits the player to leave the odds stand or he has ONE opportunity to change them. Ball returns for play. The profit sensation of the day as well as the lowest priced payout in its class.

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FENCE BUSTER — Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 10-1, mechanically adjustable for tight or liberal awards. Just wait and see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

MYSTERY SINGLE COIN SLOT

For the territory and the particular location where multiple coin slots are not permissible, Gottlieb machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.
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5 BALL PLAY with 1 SHOT APPEAL

Operators! Hurry to your jobber and see this great new game—an over-night sensation from coast to coast! The game everybody's talking about as the 1936 SUCCESSOR TO JUMBO!

SKY-HIGH has the famous "Jumbo-style" 1-shot layout—$2.00, $1.50 and $1.00 in a row, any one of which can be made with one ball. And surrounding this "island of 1-shot winners" is a sparkling sea of additional awards which can be made with 2 to 5 balls. And that's not all! DOUBLE SCORE pocket doubles all awards made BEFORE OR AFTER hitting DOUBLE SCORE! And the OUT-HOLE AWARD insures red-hot suspense to the very last split-second of play.

Get going with SKY-HIGH at once! This fast, beautiful game gives the player 1-shot cake with 5-ball frostin'—a combination that means a steady flow of profits into the cash box! Get your share—order today!

Bally Payout Pin Games Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

THE SKY'S THE LIMIT ON SKY HIGH PROFITS! ORDER YOURS TODAY!

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MULTIPLE Operates on 1, 2, 3 or 4 nickels—automatically MULTIPLIES PAYOUT BY NUMBER OF COINS PLAYED! And ODDS BOOSTER LIGHTS get 8 or more extra coins per game. Ideal 1-SHOT for crowded spots. Order this GOLD MINE today!

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