RITA RIO
Appearing With Her Rhythm Girls Thru the Courtesy of Griffin Allwite Shoe Cleaner
Your Director Consolidated Radio Artists, Inc.
ZEB CARVER

★ singing
★ comedy
★ talk
★ dancing
★ novelty
★ characterization
★ popular and hillbilly music

★ night clubs
★ radio (vallee hour and other famous programs)
★ revues
★ musical comedy
★ warner bros. and universal pictures
★ vaudeville (headliners in the best circuits and theaters)

AND HIS COUSINS
featuring EZZIE NEWSON

A BOX-OFFICE ATTRACTION EVERYWHERE
RAVE NOTICES WHEREVER PRESENTED

AN ENTIRELY DISTINCTIVE AND ORIGINAL OFFERING
DIFFERENT • OUTSTANDING UNIQUE • ENTERTAINING

Write or Wire
ZEB CARVER
Care The Billboard • NEW YORK, N. Y.
**Federal Theater Describes Many and Varied Activities**

Knee deep in drama, musical comedy, marionettes, foreign language groups, teaching of theater technique, vaude, pageants, festivals and social drama study

**WASHINGTON**, July 11.—As the summer program announced by Federal Theater Project begins to get under way, naftune performances in parks, playgrounds, settlement houses, hospitals and public institutions, traveling theatrical troupes appearing in different sections, radio broadcast presenting popular scenes from Shakespeare's plays, classes in theatrical technique and exercices on hospital lawns for confined children and in armories and stadiums, make up a few of the features which recently produced in Los Angeles by the Federal Theater, required because of the emergency, with a board meeting to be held in just 14 days by the technical studio (See FEDERAL THEATER on page 16).

**Infantile Paralysis Hurts Theaters in North Alabama**

MONTGOMERY, Ala., July 13.—Because of an outbreak of infantile paralysis in many North Alabama communities have closed or barred children, and mountain resorts usually thriving during this period have been deserted. This is the situation in the area.

**In This Issue**

- Magic
- Medley
- Motion Pictures
- Music
- Night Spots-Carbons
- Out in the Open
- Parks-Peaks
- Poesi
- Repositories-Stock
- Routes
- Speechcraft-Events
- Thru Sugar's Domino
- Vaudeville
- Wholesale Merchandise

**NAB INDIES ELECT MYERS**

New AFM Plan On Revocation

Offices getting back their licenses will have contractor checking on bookings

NEW YORK, July 11.—Offices whose American Federation of Musicians' licenses have been revoked and who apply for restoration of license will have to prove to the union to see that the contractor receiving the license will have to prove to the union that the contractor does not violate AFM rules. This representative of the local will work without acting as the right of the local to consider himself as a contractor, he can cover expenses. This is the situation in the area.

**In Part**

With the exception of the vituperation of the point is expressly made that the AFM will not be responsible for any action taken by the AFM's efforts to protect its police its seven-month old insurance. The recent AFM convention in Detroit granted the executive board the right to pass on any complaints against licensees and then pass their recommendations on to the executive board.

The AFM announces seven local offices have been revoked. They are:

- Washington, D.C.
- Baltimore, Md.
- Chicago, Ill.
- Detroit, Mich.
- New York, N.Y.
- Los Angeles, Calif.

**Calgary Gross Is Up For R. A.**

CAALORY, Alta., July 11.—Royal American Shows announced its own gross is up for the season this year despite a slight reduction in total attendance at Kelly Exhibition and Stampede. Figures released at 10 o'clock tonight by Carl Schedo of the Western United Artists, in exclusive, are, exclusive of concession receipts, nearly 9 per cent ahead of last year's.

Greatest crowds in Calgary's history (See CALGARY GROSS on page 16).

**Aerialist Falls 50 Feet**

ATLANTIC CITY, July 11.—Carl Barbara, a great, playing the Steel Pier Stadium, was seriously injured yesterday afternoon when he stumbled during his act in which he works with Albert Pidl and fell 50 feet to the deck of the pier. He is in a critical condition this morning was reported to be involved in the accident. Barbara, an extremely skilled aerialist, was performing his act in a truck accident near Alytus. Olga was Peter Alibe, known to American Lithuanians for his performances at A Century of Progress Exposition.

**Screen Writers' Guild Meets To Decide on Future Action**

HOLLYWOOD, July 11.—In an effort to determine what is to be done with the Screen Writers' Guild, which has been steadily declining after two months' inactivity following the split in writer ranks over the Guild's amalgamation with the authors' League of America, the board of directors of the Guild is slated to hold a meeting next week to officially weigh the situation.

With some of the body favoring dissolution of the Screen Writers' Guild of California corporation, which would leave writers open to join the New Screen Writers' Guild provided for in the League merger, other members in favor of retaining the Guild, which it has still has valuable functions to perform. An informal chockup of writer sentiment is being made pending the meeting.

Mereful notice was filed by the Guild board this week that it has suspended approximately 100,000 non-union members of the first year. Most of these writers, it is understood, were in the independent and free-lance field.

In the opposing camp of the Screen Playwrights, Inc., composed of Guild screenwriters, activity is to get under way this week with the drawing of a writer-producer code of practice. Grove is at hand to write the body, is to await qualification to write the code and a board meeting will be held at which additional applicants for membership will be passed on.
Tied in with APA—will send vaude units on tours of indie houses—pickets for non-flesh-theaters campaign since national body’s ad splurge

NEW YORK, July 11—Local 802, American Federation of Musicians, has been quietly planning a concentrated attack on motion picture houses in its jurisdiction. In a campaign to have the Tarrytown theaters reestablish live music, it is really means, more or less, that the local is picking up the "Steve Vanauville" campaign. The pending deal with the Tarrytown newspaper last week, to the statement, "My Dear Boss"—"Mammon" and statements to "My Dear Heels people asking aid. The Tarrytown announcement was forthcoming when Misg with her desire to find "a reason for devolve herself to charity, in accordance been to line up a press agent satisfactory, to the board and considered capable of weeks the chief aim of the local has been at the head of the groups so far berg, vice-president the preliminary mapped out.

VAUDE UNITS IN INDIES THROUGHOUT THE CITY IS PART OF THE CAMPAIGN NOW BEING MOUNTED.
802 To Reconsider Anti-Doubling Law

NEW YORK, July 13.—The law against doubling on instruments passed recently by the membership of Local 802, American Federation of Musicians, will come up for reconsideration at a special meeting of the executive board on Thursday (15). Law, which created considerable furor when passed, prohibition of all doubling. The Local’s executive board, however, had not read it thoroughly and that it really meant to have the doubling act killed, although a petition was started on its way to become effective July 20.

Another petition, charging that one circulated by Gorman was allegedly misleading, was circulated by members instrumental in getting the resolution passed in the first place. They claim that the “Gorman” petition was so worded as to mislead those who did not read it and that it really meant to have the doubling act killed, although a petition was started on its way to become effective July 20.

Meeting called was because 500 members of the local signed a petition asking that the law be made binding on all types of orchestras and reconsidered. The meeting will be those affected if it is reconsidered.

It was supposed as means of spreading work and its passage has been a bone of contention. It was supposed to become effective July 20.

Meeting was called because 500 members of the local signed a petition asking that the law be made binding on all types of orchestras and reconsidered. The meeting will be those affected if it is reconsidered.

It was supposed that the picture will prove to be a “sure-kill” for habitual violators.

Music Hall Leads Pix Ball League

NEW YORK, July 5.—Scores of last week’s games played by the Motion Picture Athletic Baseball Association, in which Music Hall continues to lead with a percentage rating of 100, are included in the following: Music Hall, 1; Loew 1; Columbia, 1; NBC, 0; RKO, 0; Skouras, 0; Paramount, 0; Metro, 0; Loew, 0; NBC, 0; Consolidated Lab. 0; United Artists, 0; General 0; Loew M-G-M, 0; United Artists, 0; Loew M-G-M, 0; Loew, 0; NBC, 0. Music Hall 6.

League standing as of July 5 is appended below:

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Union Claims Settlement RCA Camden Plant Strike

NEW YORK, July 13.—The United Electrical and Radio Workers Union, Local 4, and the East Coast Station, 1130 kHz, which announced Sunday that they had reached an agreement with Westinghouse on a settlement of the strike at the Camden (N. J.) plant of the corporation in August, stated Monday that no announcement had been made by the company or General Manager W. E. Johnson, called for the reciprocal labor adviser to the company, with whom the union officials had conferred two days before the settlement was announced.

An official of the union said the terms of settlement included an election by an impartial body, probably the National Labor Relations Board, among the plant workers; recognition of the union as the bargaining representative; if the election is not made by the company or General Manager; and that the union has agreed to the principle of a 25-cent increase in wages for the workers.

Another Film House Game

PITTSBURGH, July 11.—A new theater attraction, sponsored by the Film House Game, which started the season with a week’s games played by the Motion Picture Athletic Baseball Association, in which Music Hall continues to lead with a percentage rating of 100, is the feature of this week’s games.

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**Unaffiliated Outlets Satisfied That Chains No Longer Control**

Network resignations never mentioned before and it now appears they are glad to remain—Baldwin fully vindicated in all capacities, is NAB "strong man"

*(Continued from page 1)*

Va.: Arthur B. Church, KMBC, Kansas City; Seatac: Paul S. Perry, WDGO, Seattle; Den.: John P. Patt, WGO, Cleveland, and Wød, WOR, New York. For the one-year term Frank M. Russell, WIBC, Washington, came in without opposition, more or less, since the other names Paul McOwen on the regular ticket in case Craig was elected president and left a vacancy on the board. On the independent ticket, Charles H. G. Hoff ran with Russell in the event that Craig was not

**Two Tickets in the Field**

Nominating committee was agreed on all candidates with the exception of the president. Network faction leaders for Craig or John Shepard, of Boston, Com.

"It is an honor to be a member of the nominating committee of the Board of Directors," Mr. Wyrz, of Shepard. Therefore the so-called independents or unaffiliated outlets drew up their own ticket for the election. "For my part," President and H. K. Carpenter, of WHN, New York, said, "I am definitely in my place on the independent ticket. Baldwin refused to name which ticket he was supporting but refused to go to the ballot box himself last December when NBC threatened to resign.

**One Only Resignation**

The resignation that was talked about—-the resignation of the Levys, of WCAU, who was then treasurer of the NAB—was not realized. The Levys still own the station, although a corporation is being formed which will have the management and control of the station if the Levys are interested. The Levys have not put off their resignations, although they have been considering them from time to time. Large buyers of the Levys, of WCAU, are talking to them about the possibility of the Levys buying the station for themselves and then selling it to another buyer. The Levys have not made any definite plans, however, and it is possible that they may franchise the station to another buyer.

**Sales Managers To Have an Org.**

CHICAGO, July 11—Sales managers division of the NAB was organized on Tuesday for the purpose of preventing the sale of broadcast time at a low rate and on a round-the-clock basis. The organization, which will be called the "Round-the-clock Sales Managers Association," will meet at 8 p.m. every Thursday night at the Chicago Athletic Association. The organization will be under the direction of the sales managers of the various stations and will be open to all sales managers of the various stations. The meeting will be held at the Chicago Athletic Association, 711 North LaSalle Street.

The organization will meet on a regular basis and will be open to all sales managers of the various stations. The meeting will be held at the Chicago Athletic Association, 711 North LaSalle Street.

**How O'Fallon Won**

CHICAGO, July 11—Gene O'Fallon, of KFEL, Des Moines, poll the largest vote of any candidate selected to the NAB board of directors. He tallied 92 out of a possible 100 votes.

"Gene avers that he would not get in," the northern front of the Des Moines Tribune. The board is the highest office in the NAB and is selected by the membership at large.

**Macfarlane Throws A Mutual Luncheon**

CHICAGO, July 11—More than 30 officials of the member and affiliated stations of the Mutual Broadcasting System and Judge Eugene O. Sykes, of the Federal Communications Commission, were guests Monday of W. E. Macfarlane, president of the MBS network, who entertained in the panel concert platform of WGN's new Michigan Avenue tower.

No official business of the network was discussed except for the selection of the luncheon guests President Macfarlane made probably the panel concert platform of the network and commented on future plans.

Those present were W. E. Macfarlane, Quinn A. Ryan and Carl J. Meyer, of WGN; A. J. McCosker, chairman of the board of Mutual, and T. C. Meiners, of WJZ; Judge Eugene O. Sykes; Louis G. Caldwell, Washington; C. E. Midgley Jr., of Batten, Gwinn, Weber, general manager of Mutual.

**WMC Buys WNBR; Both on NBC Nets**

MEMPHIS, July 11.—With the purchase of the stock of the Memphis Broadcasting Company by WMC, The Memphis Commercial Appeal, it is announced that the WNBR, Inc., has been given additional NBC programs. The NBC at Washington Thursday approved the sale of WNBR to the WMC. The WNBR outlet and actual transfer of the station and its program was made.

The FCC has given additional NBC programs to WMC, which will be used at the WNBR outlet. The FCC has also given additional NBC programs to WMC, which will be used at the WNBR outlet.

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**Seek Merger of Two New Orleans Stations**

NEW ORLEANS, July 11.—WNNO, 1000, one of the NBC Blue networks, has filed application with the Federal Communications Commission for approval of a merger of the two stations to give the city a new full-time outlet. Approval has been granted by the Federal Communications Commission for the merger of the two stations to give the city a new full-time outlet.

The two stations are well known in the local radio field. They have also asked the FCC to grant the request that WNBR and WJWB are allowed to be on the air at the same time.

The WNBR outlet and actual transfer of the station and its program was made. The FCC has also given additional NBC programs to WMC, which will be used at the WNBR outlet.

** Fitzpatrick Sets Coughlin**

CHICAGO, July 11.—Before leaving for New York, where he is to preside over the annual convention of the American Broadcasting Company, C. T. Richardson, president of the National Association of Broadcasters, has named Charles A. Coughlin, of WOR, Cleveland, as chairman of the National Association of Broadcasters, and the American Broadcasting Company.

Mr. Richardson said that he had been much interested in the work of the American Broadcasting Company and had been much interested in the work of the American Broadcasting Company.

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plans thirty new regional offices—hopes to bolster sales—Jolson new prez

NEW YORK, July 11.—After several years of quiet organizing, the American Society of Recording Artists, Inc., with headquarters in Hollywood, will blossom out into a national organization. It is said to have some 30 "regional offices" in September. Robert R. Hoffman, chairman of the society, arrived here this week after a cross-country tour and has announced plans for opening branches, the majority of which will be handled by attorneys. Lees convened with Al Jolson, new president of the society, and other society members and officers here. The move has set up a front of interest and contest for its royalties from its members, some of whom are not too sure of its value. It says it will begin distributing its royalties for its "future." It has been co-operating with the American Federation of Musicians and with the National Association of Performing Artists.

A meeting after radio stations, disc halls and other spots using recordings for unauthorized purposes. It insists it is not concerned with the existence of talent that is recordable, the exploitation of that talent that is recordable. It will bring a lawsuit to a prohibition against the broadening from the "Radio Corporation" to the same recording artist making an actual broadcast. This is in the interest of the public further that the broadcaster of a record with a record of the voice of the artist be removed from the air. The society states that it is not making radio records but that the records were not to be used in its picture and music entertainments.

Another angle is concern and other people. The society has discovered instances in which a local station and a program of an artist's recordings just before that same artist's record appears. Nathaniel Schilkret is the new chair- man, succeeding Jolson, who moved up to the newly created post of president.

WSPD, Toledo, May Have Competition

TOLEDO, July 11.—With WSPD, Toledo's only radio station, beginning its network affiliation in defiance of strong rumor of a switch to NBC Blue, newsapers continue to discuss the possibility of a second station to be established. A wire of the Associated Press is said to have come across an absurdity during a "Super Bowl" in city yesterday. Nathaniel Schilkret is the new chair-m an, succeeding Jolson, who moved up to the newly created post of president.

Most potent of the bits of gossip has it that "the voice of the people" is to go in on the Toledo station, in case of "the voice of the people" in the State Democratic party is head of a group which would compete with the state Communications Commission. Another application has been made by F. W. Courtney, chairman of the speakers' bureau of the Hamilton World Reduction party. Cleveland radio men are reported to have bought up the right to station in the County.

Cleveland Republican party headquarters is held by a group which would compete with the station in the County. Cleveland radio men are reported to have bought up the right to station in the County.

The defamatory remarks were made by "the said words were false and malicious and were read ** for the purpose of inj- uring the said plaintiff in his reputation ** and plaintiff has been and is greatly injured in his name, fame, integrity and credit and personal character and of the share of the said damages, 

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The society has discovered instances in which a local station and a program of an artist's recordings just before that same artist's record appears. Nathaniel Schilkret is the new chairman, succeeding Jolson, who moved up to the newly created post of president.
BLAKE RITTER is the newest addition to the KFRC West Coast staff. His "Ticket to Tomorrow" column appears in the San Francisco Examiner. On August 11, RITTER will introduce his first program, "The Future Heard," on the KFRC airwaves.

JOHN G. WALKER, formerly an announcer at WIP, Philadelphia, has joined the KFRC staff. His program, "The Outlook," will begin September 1.

CHUBBY KANE, juvenile entertainer on WIP, Philadelphia, is the new guest on the "Edgar Guest Hour," beginning September 1.

PAT FURCELL, vocalist on WIP, Philadelphia, will be seen on television this fall as the host of "The tomato Soup Lizette Show." He will also appear on radio as a guest on "The Grab Bag" and "The Square Deal."
It's a Rocket

Reviewed Wednesday, 10:30-10:45 p.m.
Style—Dramatic sketch, Sustaining Writer—Robert Winchell

Neophytes of the Theater League, little theater group, are responsible for this one. The pic can be considered a tryout for a play as the tyros to face a mike. It's a tried-and-true radio formula, which is why it's successful.

Altho no credits are mentioned, sounds like work of the Lewis educational department, as it复制 out these pieces. Idea is to keep the people attending this week, persuading the listeners to buy the records and to watch the shows. The stories are nuggets of information and when doubled up in ads that offer to sell the contents of the show for a penny, the idea is to ensure the tyro Boy and girl see the ad as a chance to break a five-year engagement and get hitched, getting soaked for their $2000 nest egg. They fail for the kindly old lady job and get stuck with a shipment of junk that passes off as furniture, the listeners.

Week's listing.

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Boy and girl see the ad as a chance to
break a five-year engagement and get
hitched, getting soaked for their $2000
nest egg. They fail for the kindly old lady job and get stuck with a shipment of
junk that passes off as furniture, the
listeners.

First of all, instead of being cheerful,
they take a kind of wibbly-wobbly, loopy
winded talk, the ice-cream epic handled
by Irene Harding. A producer's dream of
Feminine

Pto9tam Reviews

EDT Unless Otherwise Indicated

Radio Reviews

Program Reviews

WEST COAST NEWS

NO CHANGES AT KNX

Los Angeles, July 13.—With Colum-
bia Broadcasting taking over KNX and
WAX-AM the West Coast chain's two
points-vice president of the chain in the
charge of KNX, the changes stated this
week. Thorkum will make his head-
quarters out of the KNX studio to
make any other official statements.

The chain's new vice-presidey will be
occupied with E. E. White, who suc-
ned Naylor Rogers, general manager, late this
month. E. E. White is on the Federal Communications
Commission's staff, but will here go to San Francisco to look over

Getting the radio fever along with
the rest of the Hollywood film staff, Sam
safe will install radio facilities in his new office building now under

concerns.

Jen Smith and his wife will handle the radio department.

and the long-expected rating by radio
of picture-writing ratings was started here
the other three, with the support of E. E. Paramore, see Paramount scenarist, to
collaborate with George Wells on scripts for the movie.
W HEN the board of directors of the National Association of Broadcasters adjourned to dinner last night, some jokers in a corner, sensing the general good spirits on Wednesday afternoon after the formal opening of the annual convention, invited the managing director for the ensuing year through a back door. The maneuver was more awkward to Ike Levy and they'll probably explain it away as an off-the-cuff tribute to the admiration of the assemblage when he called to the microphone and asked: "Is this the fact?"—just like he was sure Levy wasn't the one to whom he had to apologize. So, he turned the door open but for a moment. There was a look of derision from those standing by the way he felt he could have made a speech. Of course, Ike has a bit of a bankroll.

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### Convention Squibs

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Equity Wins DuRoy Suit

Decision giving case to association is upheld in ruling in the Court of Appeals

NEW YORK, July 11--Actors' Equity Association on Wednesday emerged victorious in one of the most important membership disputes in its history. Last year when the Court of Appeals upheld the decision of the New York Supreme Court of the 2nd Judicial District, the case was decided in favor of the labor group. The unions were dissatisfied with the decision, and the dispute was taken to the Court of Appeals, which, in December, 1965, reviewed a ruling awarding $6,000 to the producers. The original suit asked $10,000.

Equity's Involvement in the case occurred when a woman member of the cast asked the agents to get her out of the production. She did not want to appear in a play with the company's alfalfa the producers were not paying her. The agents had the emblems of a "turkey," and had recommended that the actress be advised to quit. The suit for $10,000 followed.


Summer Theater Reviews

"White Christmas" (Loew's Valley)

The impact of the written word to condemn the loud talking, the inter-communication of the public. The audience at the Red Barn grows more, more, more. As this happens, the reporter returns to his desk each week fully prepared to write his report. In the meantime, he has thought of white attempting to listen to the play. The play is White Christmas, with a pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pure, pur
Cowburn Drama Bumper Crop; Tryouts, Revivals Hit Peak

(Continued from page 4)

SYRACUSE, N. Y., June 21 — For the second time in his career, Charles Robinson, as Lionel Fawster, left, and Roland Bottomley, as John Withrop and William Chamber, center, and Vivian, right in The First Spring, by Edwin Gilbert, at the Alden Theater, Jamaica Heights, July 22; Tons of Money, which has been relocated, will have its premiere at the John Drew Theater in Brattleboro, Vt., opens July 29; Headlines, a new play by J. M. Barrie's What Every Woman Knows, and Vincent Price, including Viola Beach, will be staged by Percival Roberts and supported by Carmen Marbe, currently appearing at the John Drew Theater. In her original sketch, Viola will appear under the direction of Robert Ross, a feature director.

Recent storms have already appeared with the company of the New York Harbor Theater on Governor's Island, N. Y., Three Cornered Moon opens August 10 under the direction of Percival Roberts and supported by Carmen Marbe, currently appearing at the John Drew Theater. In her original sketch, Viola will appear under the direction of Robert Ross, a feature director.

The second season of the Brattleboro Theater will begin July 22 with the premiere production of the Brattleboro Theater in Brattleboro, Vt., under the direction of Robert Ross, a feature director.

The first of a series of Broadway tryouts in her original sketch, Viola will appear under the direction of Robert Ross, a feature director.

The complete schedule of the Milliken Players at Milliken, N. Y., which opens on July 8, is: The Circle, with Mary Sargent and George Pembroke, followed by The Roadside Theater, just outside Washington, D. C., which will have the world premiere of the new one by Katherine Roberts, at the New York Harbor Theater. In New York, July 29; Headlines, a new play by J. M. Barrie, written and directed by Robert Ross, will have its premiere on Governor's Island, N. Y., Three Cornered Moon opens August 10 under the direction of Percival Roberts and supported by Carmen Marbe, currently appearing at the John Drew Theater. In her original sketch, Viola will appear under the direction of Robert Ross, a feature director.

Other scattered items within communities include: The Green Mountain Players of Burleigh, Vt., Three Cornered Moon opens August 10 under the direction of Percival Roberts and supported by Carmen Marbe, currently appearing at the John Drew Theater. In her original sketch, Viola will appear under the direction of Robert Ross, a feature director.

The second season of the Brattleboro Theater will begin July 22 with the premiere production of the Brattleboro Theater in Brattleboro, Vt., under the direction of Robert Ross, a feature director.
NEW YORK, July 11.—A new unit has been added to the old Variety Theater Unit of the federation, it was announced here today, against members of certain outside organizations. The new unit will bring the total number of members of the Variety Unit, issued a denial of any such existing conditions. The board members still stand. There are several man-and-wives combos working on the vaude now, but only one of the team is on the pay roll. He also expelled several former members for project performers not to join the AFA. Merlin denies emphatically that he told members of any organization they want"
Loew's, State, New York  
(Reviewed Friday Evening, July 10)  
At this third show opening day of the week, which, as it says, "the nation's finest vaude business was pretty good, and that's something considering the torrid weather, second-run pix but first-run vaude. Pic is The premiere Comes Again, starring Carl Lindner and Fred MacMurray. The 10-minute vaude show is headlined by Duke Ellington, whose 3-minute spot is a show in itself, yet there are three other acts on the bill. Audience found the show much to its liking and readily shader of the house.

Jack Gwynne's magic act is a perfect starter, getting under way at a snappy pace and never once letting down. Jack performs nothing that is new, but his is a magic act that is getting under way at a snappy pace and never once letting down. Jayne McKeen determinedly up with the goers with a splendidly perfecting and in eccentric finishing. Pine with a funny, dashing burlesque.

With the thermometer soaring to a heart-pounding and in some instances, as much a master at showmanship, at the show much to its liking and readily shader of the house.

Ted Adair and Ruth Long started with a musical comedy tap to Tea for Two, featuring fast pre-murder and aerial turns by Adair, who then soloed for more turns. The spot with his clever mimicry. Ted Adair returned for more turns and they garnered a heavy hand.

The Three Stooges, with Eddie Laughlin, are the hit of the week. They also introduce an amusing puppet show in the best old Punch and Judy tradition, with what the pewholders would call an excellent production scene. They also introduce an amusing puppet show in the best old Punch and Judy tradition, with what the pewholders would call an excellent production scene.

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State-La, Chicago

(Rehested Saturday afternoon, July 11)

Gates and Clarke, man and woman, neatly dressed in black Satin dresses, were the first to be bunched with a tap routine followed by a very good one by the four squares. Max and Mildred also played the spoons. Both came on for a comedy act on the zebra platform which is set up. The opening three steps done on stairs that was great. A comedy tap dance act then was given off three bows.

Paul Kirkland had them from him with a light lady balance, later getting lots of laughs with his paper-come juggling and comedy business with the chairs. Nice hand.

Six Candesira Brothers opened with the playing of Love in June and then three of them did a soft-shoe dance as they played Easy Moon. A man was also in the show doing a song and dance When Day Is Done, and they closed with a tap routine. They hit all the six trumpeters. Two bows.

Too bad they did not have a program, could use some new stuff in their comedy routine. Two guys with a very funny, they have used it so long around here that it is beginning to lack a little. My Extraordinary Men and does a comedy dance as Sausage and Biscuits and the rest of them while playing the violin. The business was a hit. They use some poor business to get out loss to the act. Good hand.

Columbia, Kittingan, Pa.

(Rehested Thursday afternoon, July 9)

Although the opening of the Columbia Theater here will take more than a week and possibly a whole month the Columbia Theater here will take more than a week and possibly a whole month and is getting along very well. The Columbia Theater here is an old five and ten cent store and has been bought and recently an entire six trumpeters. Two bows.

Three Nonchalants follow with a grand slapstick stuff that is almost entirely of comic essence. They alternate with extremely clever acrobatic eccentricities in a well-received fast number, featuring a three-high stand done with each standing on the knee of the man below. The only difference was that the group was: Margo and Lillie Robbins do imitations of Arliss, Zasu Pitts, Artie Arent, and Catalina.

Charlie Chase, billed as the headliner, is in his first appearance in the city for a week's engagement. He is the headliner it's the most pleasing by a movie comedian. He is an old showman, he brings off any number of dusty tricks, has a few deliberate gags, and sings a pleasing song. Everything is pleasant and chuckled twice. He was caught, he gave a helluva flip in falsetto, and sang a song with a gag version of the "tearing paper" trick. Chase has the interest of the audience on a hot night despite air conditioning. Three brothers and a sister, close the show, with Carmen and Sharon, and three girls, and the others assisting on the accoutrements.

The line, tagged Rainbow Girls, do all the songs and dances. They are some standard acts, including Amelia Clarke and others, who prove a big hit.

Hippodrome, Baltimore

(Rehested Friday afternoon, July 10)

Altho not up to the usual standards of the Hippodrome, this show will satisfy Mr. and Mrs. Average Theatergoer. The stage presentation will satisfy Mr. and Mrs. Average Theatergoer. It's the most pleasing act by a movie comedian. He is an old showman, he brings off any number of dusty tricks, has a few deliberate gags, and sings a pleasing song. Everything is pleasant and chuckled twice. He was caught, he gave a helluva flip in falsetto, and sang a song with a gag version of the "tearing paper" trick. Chase has the interest of the audience on a hot night despite air conditioning. Three brothers and a sister, close the show, with Carmen and Sharon, and three girls, and the others assisting on the accoutrements.

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RIMAC'S Rumbland Muchachos

SAUL

MUSIC -IN -THEATERS-

The title of The Dare Devils and the following story is a description of a recent vaudeville performance by six boys and six girls who lead one to believe that vaudeville is a dying art. The group performed one of the few new flash acts around and it was a nice turn that would fit most of the shows. However, the performers were not as well rehearsed as they could be. They had not practiced enough and their execution was not as polished as it could have been. The act is a combination of music and dance and it is performed in a circus-style ring. The performers are dressed in costumes that are similar to those worn by circus performers and they use a variety of props, including a large ring and a set of trampolines. The act is entertaining and it is well received by the audience. However, it is not as well executed as it could be and it lacks the polish of a professional act. The performers are young and they have potential, but they need more training and practice to become better performers. 

The Dare Devils

Ray Royce and Martha Boyer

Flash act

Setting: In a circus ring

Vestal, of Chicago, made its premiere appearance at the conference.

Tasteful set provided by the Music Hall.

The story begins with a group of performers standing in a circus ring. The performers are dressed in costumes that are similar to those worn by circus performers and they use a variety of props, including a large ring and a set of trampolines. The act is entertaining and it is well received by the audience. However, it is not as well executed as it could be and it lacks the polish of a professional act. The performers are young and they have potential, but they need more training and practice to become better performers. 

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Ray Royce and Martha Boyer

Flash act

Setting: In a circus ring

Vestal, of Chicago, made its premiere appearance at the conference.

Tasteful set provided by the Music Hall.
Harry Hopkins Setstle Phila-WPA-AFM Contact

Meeting of labor leaders and federal government officials in Washington ends in victory for musicians' union—Local 77 wins point—Mayforth transferred

Philadelphia, July 11.—With national labor leaders in attendance, from member of the President's cabinet down the line, the American Federation of Musicians waged a successful battle against the efforts of Sen. Harry S. Truman to hand over the multimillion dollar musical project to private enterprise.

Hopkins, deciding to stand on the floor, and despite efforts from 20 Senates and Representatives, building new music projects in the Philadelphia area.

When the local Left Relations Board ordered the project transferred to Hopkins, the Federal government will take over, the statement made by Arthur H. Walsh, national president of the AFM.

The project is set in Washington, and William J. Smith, undersecretary of the Treasury, will give it the go-ahead.

Mayforth was cleared with being un- sympathetic toward the labor problems of the union and failed to come to any understanding of this point. When union investigation showed that Mayforth had no opposition, the project was turned over to Hopkins, through trials, they defied the orders of the meeting, Hopkins not only ordered that the Labor Relations Board's ruling be followed, but all the dismissed men be put back to work on the project.

Art Hasker was appointed as acting manager of the project in this district, and in view of the fact that the Philadelphia local of the AMFA, now 77 musicians' union, it is expected that a harmonious relationship will exist between both agencies.

A point of import beyond local jurisdiction was made clear in Mr. Hasker's ruling. Hereafter union officials will be consulted before WPA sends out their units to perform musical services.

It had been alleged, for some time, that WPA was furnishing music on engagements without the bidding of union members.

Casino, Jones Beach, L. I.

Unfortunately, the state-owners, Jones Beach Park, this spot (State-owned but privately run) is one of the few places where the reviewer has ever seen. Competing with the big dance spots, this little concert area, this spot never draws the same attendance as the great dance and dance at moderate prices.

Opening act last night was the Ted Royal Orchestra, Royal, former arranger for Wayne King and Artie Shaw and occasional snatches of singing. And Lopez is with the band and is easily the most capacious indirect lighting effects and an inclosed band stand. Terrace seats also available, with Marge Hudson and Sunday.

Carl Moore's Orchestra is currently featured, with Marge Hulme and occasional vocals, and provides rich, sweet combinations. Arrangements most conducive to dancing.

Floor shows are suggested by the Hollywood Restaurant show and staged here by boss George Shilling, a hot colored band, Scrippy and Edwards, a likable combo. Starting with union musicians, the band is better at flashy novelty than the bidding of union musicians.

Louisiana Kills Liquor Bill

BATON ROUGE, La., July 11.—A bill aimed at night spots met defeat in the Senate of the state recently. The bill, 61 to 25 vote after the Senate had approved in the House of Representatives.

The proposal aimed to pro-

Drums are also supplied.

When the House of Morcan opened last month it advertised "This Week—"We start paying off with guaranteed gala cheer and the Second National Bank building.

The proposal aimed to pro-

E. B. Sligh has been a night club and hotel booker for years, while Phil later became associated with Eddie Sligh.

Terah Novah and Olive White.

Swank Spot Fades

MILWAUKEE, July 11.—William V. (Bill) Brinko has passed away, this spot which opened in 1934, is to be sold for $4,000 back taxes. Spot was one of the largest night spots in Chicago, with Drinks 75 cents and up.

Lew Platt's New Office

CINCINNATI, July 11.—L. O. Barres, a night broker, this week that L. O. Barres and Jack Bernhart will be associated with him in his new orchestra booking agency in Salem. O. Bernhart will handle all one-nighters.

Lindenhurst Spot Opens

NEW YORK, July 11.—Trocadero at Lindenhurst, L. I., has opened its season under the management of Louis F. Blumenthal, a familiar figure on the Long Island night spot scene.

New Danich De Luxer

COPENHAGEN, July 7.—In addition to the National Scala, Valencia and Terry local dance spots offering big floor shows, this city will soon have a new de luxe night spot for foreign huts, the Bassaderus, situated in the Palace Hotel.

Conducted by Roger Littleford, Jr.—Communications to 25 Opera Place, New York, N. Y.
S. S. Delaware, New York

Adding another to the swelling list of showboats plying the muddy waters of the Hudson, the Wilmington, recently purchased by Harry Ross, entered the field with its 8 S. S. State of Delaware, advertised as the only one to make its regular calls at New York and New Jersey. In addition it has, as all the rest of them, dance for its patrons. The pictures, displayed on a small screen on the top deck, are shorts, taken up about 35 minutes. They are shown at the start of the trip and again on the return trip to New York. Only additional entertainment is an accordionist who carries a fiddle and piano all over the boat, serenading the customers and getting in a few numbers of the moon-gazing sitter-arounders. He's a good one with those vocal numbers. The rare couples that care to listen to him are the only extra talent is the dance team featuring the Mound City Blue Blowers. Featuring the Mound City Blue Blowers.

Ivanhoe Gardens, Chicago

Located a short ride from the Loop, this is one of the most atmospheric dance places in Chicago. Under Jerry Jansen, the genial host, has fashioned it into one of the most popular after-soccer spots. The main dining room represents the Sherwood Forest of old with the foliage of thick trees overshadowing the dancers. There are six different bars, with murals from China and India, and they are more than adequate for the Ivanhoe period, and the smart furnishings — including a series of antique treasure chests, fighting arms of old England, crests and emblems — is a great asset to the place. The dining room and promenade are both lovely, airy and cool. Prices are moderate, considering how low an atmosphere is that of a pleasant garden. Murals, decorations, assemblage of striped, draped awnings, etc., carrying out the idea.

Plaza Hotel, New York

The air-cooled Persian Room of the swank Plaza, right on Central Park and 58th Street, is a heavy money earner. Catering to the society crowd the room comes into its own as a classic night spot of music and talent. In keeping with the idea, and his nine men compose a first-rate dance combination and have been here the past three years. Wednesday and Thursday nights feature the Orch. Band September 23, but may remain on until after the season.

A frequent NBC broadcaster, the orch. enjoys an up-to-date reputation and is now one of the most popular of the Chicago society bands. Hirsh himself is a good musician, leading the boys at the piano and picking up the accent of the floor. Arrangements, the first-class, with Bert Lamson, trumpeter, give him plenty of credit. Music is clean and thoroughly danceable. Among the standouts are: Ken Syker, as a fine tenor vocalist; the trumpeter, violnist and passages in the band.

Only extra talent is the dance team of Mario and Floria, a couple that is more than enough. Possessing youth and appearance, they exhibit the utmost in grace and ballet technique. Coming on without an introduction, they held the audience with a lovely waltz and a Cuban danzant, both utilizing ballet movements and spectacular flourishes. For an encore, a jazzy number based on Aire Fuji and other spirited, lively tunes brought heavy applause. The Sterney Band appears every hour, dinner and supper, with Mario and Floria on piano. The special dinner is $2.50 and the cover after 10 p.m. is $1. Room is a large and airy square place decorated in effective black and gold. Service and food is ultra satisfying, with the entertainment and atmosphere.

First Transcontinental Dance Tour to 17 Cities

BRITTON BAND

Mills Artists, Inc., 757 7th Ave., N. Y. C.

HELLO BARRY

At The Globe Ballroom, 3011 S. State St., Chicago.

Sylvia Barry

Barry's Ballroom, 3011 S. State St., Chicago.

Sylvia Barry

Portraying Beverly Spills, American Color in Dance and Song.

Zeb Carver

and His Country Cousins

At The Vesper, Philadelphia.

St. Moritz, New York

The roof garden here is one of the standard dining spots in town. It is in this fashionable Continental hotel, the garden provides a great view of Central Park in particular. Current entertainment comprises the Ron Perry Orchestra, here 36 weeks, a dance team, a rumba group, and male singer-accordionist. It's a nice little show that season.

Guido Zanetti and Joyce Coles are the ballroom combination. She is about thirty, dark-haired, and male singer-accordionist. It's a nice little show that season.

Chuckie Wright, reciting spicy tales in swing fashion while accompanying himself on the accordion, is an entertaining man. The material in Gabriel Wright gives it a snappy tongue-in-cheek delivery that puts it over easily.

Atop the Park Plaza, there is a graceful little hotel for those who plan to add a film to their stay. Productions, the Monaco, is well worth a look-see.

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At The Vesper, Philadelphia.
Blanche
ULTRA AND MODERN DANCERS
Elliott
CHAS. V. YATES, 1560 BROADWAY
The only ELECTRIC VIBRAPHONE in the world

GLOVER AND LAMAE have closed at the Park Central Hotel to open Thursday at the Ho-Ho Casino, Brighton Beach, N. Y. . . . Mildred Roselle, singer, is in her ninth week at Ye Olde Taproom, New York, handing the Al Davis floor show. Periods and Jete dancers, opened their third summer at the Lake George, N. Y., showboat last week. Pat Dolan, secretary to Tommy Rockwell, of Rockwell-O'Keeffe Agency, is a former musical comedy showgirl. . . . Jack Dempsey's Restaurant, New York, has dropped its show for the summer.

Class spots paying big salaries to name acts should wake up and do something about presenting their shows properly. Not only do they neglect such important things as lighting, acoustics and visibility, but they usually forget to cancel waiters to soft-pedal that work during show time. Many an act has been ruined by wandering waiters, clattering waiters, with their dandy Red Indian dance, is enjoying an infinity at the Half Moon Club in New York City. Gene Deica, from impersonator, is no longer a member of Fay Norris' Players Revue. He is currently working a solo at Lotus Casino, Cleveland. . . . Donn Arden has been signed to appear at the French Casino in St. Louis for the entire summer and has been made dance director of the 16 girls in line. Current show has Chita and Brunelli, Laboux and Lan Valle, Charce Moist, Georgiana Jordan and Ardon . . . Hal and Ray Hamilton, male dance team, have opened an engagement at the Roof Garden of the Royal York Hotel in Toronto. Moved in from the Sky Club of the Brant Inn, Hamilton, Ontario, where they appeared with Charles and Barbara, musical comedy hoofers, and Louise King, songstress.

Ricardeau and Find, ballroom dancers: Jimmy Schaeffer, emcee; Daz Lang, acro dancer, and Wanda Kay, dancer, closed last Thursday at Castle Pam in Cincinnati. Ricardeau and (See CLUB CHATTER on page 27)

Blanche


don Hughie Marvin
RAYE, PRINCE & CLARK
RETURN ENGAGEMENT, 19th WEEK.
PARK CENTRAL HOTEL, NEW YORK. 
Mgt. CHAS. V. YATES, 1560 BROADWAY

Niles * GARRON
and EDDY THE
BENNETT
"500" Club
Atlantic City, N. J.

-BERT LYNN-
The Musical Star of East Garonne ("Skitch Red"
New featuring his new musical invention
The only ELECTRIC VIBRAPHONE in the world
Management: FRANK DUNCAN, 1900 Broadway, New York.

February 18, 1936
NIGHT SPOTS-ORCHESTRA-MUSIC

Club Chatter

COLLETTE AND BARRIE dancers, now working the Midwest, jumped from Louisville into the Park Plaza Hotel, St. Louis, last week. . . . Zanette and Coles, dancers recently at the Palm Island Casino, Miami, now at the St. Moritz Hotel, New York. . . . Miami and Young, balcony combo, open next week at the Lenorraine Club, New York. . . . Frances Stelvans, vocalist with the Jolly Column Band, was once a dancer with aspirations for musical comedy. . . . Phyllis Kenney, vocalist with the Red Eddy Band at Pettigson's, Coney Island, is sister of Lilian Kenney, also a singer.

London Night Spots

LONDON, July 7.—Most important opening this week is that of Beatrice Lillie's at the Cafe de Paris. As usual, Bee slays the diners with her witty and satirical numbers. She received a marvelous ovation with tons of floral tributes at her opening performance.

London Casino Show goes on well. Laiks, dainty trapese performer, and George Campo and Elsie Ray score solidity. Emile Boree, Continental entertainer; Gloria Gilbert and the Four Drumboys, knockabouts, are the highlights of the show.

Tom Barry, singing star of several Broadway productions, is a sensation at the Piccadilly Hotel. Sings eight and nine numbers at each session and still has them calling for more.

Toni and Bense De Marco continue to score with their grand dance at the Grosvenor House, where Ravicz and Landauer, piano team, also click. Rudy Grant, impressionist; Minor and Root, exquisite dancers; Jean Carmen, with her dandy Red Indian dance, and Sethina Williams, slick tap dancer and rhythm exponent, all hit at the Dorchester Hotel. Grace and Rico have something new and appealing in comedy dancing at the May Fair.

Donn Arden, Continental entertainer; Gloria Gilbert and the Four Drumboys, knockabouts, are the highlights of the show.

The Billboard
NIGHT SPOTS-ORCHESTRAS-MUSIC
July 18, 1936

Back to Nature

BOSTON, July 11.—Bob Grayson closed a week's feature date at the Lyric Room this week, but he was billed as Bob Galtman. Last time the leader played the spot, in 1934, he was billed as Bob Grayson, Galtman, and in the interim switched to Grayson. Now he again assumes his original name for the return booking he insisted he played at the Lyric Room.

All future bookings, tho, are to be as Grayson.

Once-Overs

FOR a while, not so long ago, quality recording engineer, Welton MAZDOUKI and his orchestra, now at Webster-Chicago, recently arrived in Chicago, seem to have decided to lay under wraps. When the CASA LOMA Band, there both the music played at the spot for the dancers or put on for the broadcasts was minus consideration. Now, however, playing there for the summer and coming up considerably in the past year Band, the CASA LOMA Band has made such headway in the world of record, the group is being treated with the greatest respect for what is becoming quite a reputation.

When the CASA LOMA Band played the Rainbow Room, Radio City Music Hall, it was no small band, but was quite adequate.

It all started with a single broadcast, the Band went into a small spot, then a medium spot, and now it looks as if the CASA LOMA Band is beginning a steady rise to better grounds.

Bands and Orchestras

Bob MOHR and orchestra opened a summer engagement at the General Chicago, July 13. MOHR and his orchestra opened a summer engagement at the General Chicago, July 13. Bob MOHR and his orchestra opened a summer engagement at the General Chicago, July 13. Bob MOHR and his orchestra opened a summer engagement at the General Chicago, July 13.

Music News

A FEW weeks ago Clarence Williams entered into an agreement with the Mills Art Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Supply Company, of New York; Lucky Millinder played the Forest Park Ballroom July 10. Outfit sounds much more musical than the usual small spot band, with the notable addition of a second trumpet, plus an ensembles played in a variety of spots, but a steady run at the Pali-Desperado Ballroom July 10. Outfit sounds much more musical than the usual small spot band, with the notable addition of a second trumpet, plus an ensembles played in a variety of spots, but a steady run at the Pali-Desperado Ballroom July 10.

A new number by Will Hudson and Eddie DeLange is being published next week by South-Point Music Corporation, is fast earning the reputation of a Columbus of talent.

Sheet-Music Leaders

(Week ending July 10)

Based on reports from leading retailers and jobbing music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving in jobbing outlets from Coast to Coast.

1. It's a Sin to Tell a Lie (10)
2. A Million Love (8)
3. Would You? (6)
4. What Would You Say About Dixie? (2)
5. Dem Bones and Roses (4)
6. Take My Heart (11)
7. Why Should You Think Things Remind Me of You? (9)

PHONOGRAPH RECORD best sellers will be found on page 71.

Other Medi- a A re Available For Audibly of Any Size.

HAS THESE FEATURES:
- Dual Diaphragm Crystal Microphone.
- Musical Background Mixing System.
- 8" Matched D. C. Dynamic Speaker.
- 3-Stage 5-Tube Amplifier (Tubes Furnished).

COMPLETE WITH CARRYING CASE TIME PAYMENT PLAN AVAILABLE WEBSTER-CHICAGO

WEBSTER-CHICAGO is manufactured in various models to accommodate any size audience. Absolutely the finest quality obtainable. Low prices are result of savings from large volume of manufacturing.

ACCESSORIES WEBSTER-CHICAGO are old established manufacturers of sound systems and accessories of all kinds. See local Webster-Chicago dealers for any extra accessory service needed on any equipment.

DEALERS

Every town large enough to have a radio station will have a Webster-Chicago Sales-Service dealer. If not in telephone book, call nearest radio dealer for information on Webster-Chicago. This is a tremendous advance when the "show must go on."


The Broadway Beat

By JERRY FRANKEN

George Spelvin, regular skipper of this column, is away on vacation. His staff members will attempt to fill in our column until Mr. Spelvin returns. He will renew publication.

NEW YORK.

OF those periodic publicity grads that had gone afoul is a letter written to the editorial page of The New York World-Telegram recently by Joe Weber, president of the American Federation of Musicians, which the AFM has recently realized that signing a letter on a box pop page is another avenue that has gone astray on it with the dailies falling surprisingly often. At any rate, Madriguera’s letter carried a line mentioning “lack of confidence in showmanship, etc.” and was addressed to the other law enforcement authorities to adverse conditions in show business branches, the evening.

Bela Blau, the light producer, has it all figured out. He draws aggrandizing, doctors’ bills and a nervous explosion which, he feels, would result from waiting for a couple or writers to write, by a daily round of tennis before coming into the office each morning. It lets out the old nervous energy supplies a sunburn and is darn sick cheaper than visiting medical.

Therefore, be it resolved, etc., that the AFM should establish a minimum wage to the average small-time act he shows a patchwork of meanness, lies, deceit and routine. If in certain communities this cannot be dons there is only one answer, and Mr. Spelvin.

As is usual, the average audience expects to know the character of his “connections,” how he is able to get away with the exceptions of highly reputable hotels and big spots the, average average spot IS like a man wearing a two- big names, if they are sagacious, experience little difficulty in regard to the result of their consistent bellying of the various streamline, air-conditioned trains has been a great boon to the railroads. They say that even if this were true it would be a dumb thing for a leader of some bandsmen.”

OGDEN.- It is up to the local public sentiment and power cannot under present conditions be crystallized to the public on this issue by bums and racketeers. He has to be mute because he values his life, his alleged liberty and the use of phonograph records on the air, that he, Nelson, liked the custom, be the managing director of Warner Bros.’ Green Pastures when a wire arrived offering him a

The railroad companies are not to be construed as a group of meanness, lies, deceit and routine. They contend with a situation that is revolting to the extreme. Thousands of coryphees to their press reports do them. One joyous exception is Fred Allen, who writes his own and contains a lot of backbiting. He makes the

Even in the great city of New York are undoubtedly receiving the benefits of the Federal government in a generation, conditions are hardly better than in towns in the West and Middle where there is a larger concentration of show business, as represented by honest, sincere persons seeking to earn a livelihood. The average person cannot see the ground is, that on which they stand. The AFM has expressed its opposition to the use of phonograph records on the air in town and $20 on the road. This includes reputable cafes away from the hotel it was ebbing fast, but things have been jacked up until it is

Instead the work is to be left in the hands of the railroad companies. Nelson, when queried by the board, answered, “Well, it was a real treat. Thanks to new ideas the railroads are due for a

The railroad companies are not to be construed as a group of characterless agents for the usual “showings.” Acts are slambanged around. Men are treated like homeless dogs; women get a dose of that and, as an additional tribute, the kind of news that is good for Work.

With everybody in the business being a member of the best municipal government in a generation, conditions are hardly surprising often. It is well known among the boys in the know along Broadway that one of the most successful club booking agents is what he is because of his “connections” with the underworld mob.

Says the public

Bela Blau, the legit producer, has it all figured out. He draws aggrandizing, doctors’ bills and a nervous explosion which, he feels, would result from waiting for a couple or writers to write, by a daily round of tennis before coming into the office each morning. It lets out the old nervous energy supplies a sunburn and is darn sick cheaper than visiting medical.

George Spelvin, regular skipper of this column, is away on vacation. His staff members will attempt to fill in our column until Mr. Spelvin returns. He will renew publication.

For new dance steps! The result of their consistent bellying of the various streamline, air-conditioned trains has been a great boon to the railroads. They say that even if this were true it would be a dumb thing for a leader of some bandsmen.”

It is up to the local public sentiment and power cannot under present conditions be crystallized to the public on this issue by bums and racketeers. He has to be mute because he values his life, his alleged liberty and the use of phonograph records on the air, that he, Nelson, liked the custom, be the managing director of Warner Bros.’ Green Pastures when a wire arrived offering him a

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As is usual, the average audience expects to know the character of his “connections,” how he is able to get away with the exceptions of highly reputable hotels and big spots the, average average spot IS like a man wearing a two-
**News of the Week**

On July 8 Dr. A. H. Giannini was unanimously elected president and chairman of the board of United Artists. He succeeds Mary Pickford, who resigned, October, which months will witness the release of many important pictures. The financial position of the company is understood to be excellent, and with MGM and United Artists, the financial position of the company is expected to be an equal one for the coming year. The pending theater troubles, however, are a cause of early trade showings, conflicting publication dates, etc.

**Film Consensus**

<table>
<thead>
<tr>
<th>Name</th>
<th>Favor</th>
<th>Unfavorable</th>
<th>Opinion</th>
<th>Comment</th>
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</thead>
<tbody>
<tr>
<td>I Stand Condemned</td>
<td>------</td>
<td>5</td>
<td>2</td>
<td>&quot;Fair espionage melodrama.&quot;</td>
</tr>
<tr>
<td>The Reckless Way</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>&quot;Little or nothing to sell.&quot;</td>
</tr>
<tr>
<td>Parole</td>
<td>13</td>
<td>3</td>
<td>2</td>
<td>&quot;Timely yarn nicely done.&quot;</td>
</tr>
<tr>
<td>Palm Springs</td>
<td>4</td>
<td>6</td>
<td>2</td>
<td>&quot;Outstanding musical.&quot;</td>
</tr>
<tr>
<td>The Border Patrolman</td>
<td>9</td>
<td>2</td>
<td>2</td>
<td>&quot;Fresh, breezy comedy.&quot;</td>
</tr>
<tr>
<td>The Shadow</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>&quot;Weak murder-mystery.&quot;</td>
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</tbody>
</table>

**"THE BRIDE WALKS OUT"**

**TIME—90 minutes.**

**RELEASE DATE—July 10.**

**PLOT—**Carolyn, who loves Michael, an engineer, is rushed into a marriage by the latter, although he only earns $35 a week and she wants to live in some luxury. Accumulation of bills, creditors, etc., precipitates petty quarrelling. When the furniture is removed by the indignant Acme Furniture Company, a Broadway playwright, in love with Carolyn, save the day by sending up a broadcast. A serious break occurs, however, when Carolyn insists on working to eke out a handsome. In the end, all winds at the pier, with the playwright doing a graceful fadeout.

**PUBLIC ENEMY’S WIFE**

**TIME—78 minutes.**

**RELEASE DATE—July 20.**

**PLOT—**When Judith Trouvès gets out of jail, where she has been for three years because of the crimes of her husband, Gene Maroc, she decides to marry again. Her plan is to marry a few of the many men who aspire, however for the marriage. Possibly because of that, her intended playboy-rpouse falls off his polo pony, and a G-man substitutes for him at the wedding, the whole thing being a naively plan to catch Maroc, who has meanwhile escaped. But he doesn’t show up, so Judith and the G-man go on a fake honeymoon. Maroc thereupon gets his comeuppance and is arrested. The whole thing is a chase and some silly slushing on the part of the detectives. The G-man and Judith are eventually discovered to be the same persons, and they go to the beach. The G-man substitutes for him at the wedding, the whole thing being a naively plan to catch Maroc, who has meanwhile escaped. But he doesn’t show up, so Judith and the G-man go on a fake honeymoon. Maroc thereupon gets his comeuppance and is arrested. The whole thing is a chase and some silly slushing on the part of the detectives. The G-man and Judith are eventually discovered to be the same persons, and they go to the beach...
"FATAL LADY"
(Paramount)

TIME—76 minutes.
RELEASE DATE not given.

PLOT—A gal opera singer flops at her New York debut because that after-
noon she was questioned concerning a murder. She changes her name, goes
to South America and wins success until her chief mucker is killed just after
he proposes to her. She changes her name again and this time heads for
Paris, followed by the familiarities of her charms. The lad is in turn followed
by his elder brother, who tries to rescue him from the dame's clutches. The
lad is also killed, and the brother pretends to be the gal's suitor, in order to
direct the attack against her murderer. The slick comes and it turns out to be
the gal's old maestro, who wants to save her for-
himself.

CAST—Mary Ellis, Walter Pidgeon, John Halliday, Guy Bates Post, Norman
Foster, Charles Ruggles, Johnny Mack Brown, Helen Madison, George
Olsen, Sidney Blackmer and others.

DIRECTOR—Edward Ludwig. Ominous effects well contrived. Also notable
in the parts played on both sides of the Atlantic. It might conceivably open on a stage.

AUTHORS—Screen play by Samuel Grulits and Horace McCoy, from
a novel by Harry Segall. A good enough melodramatic idea, but worked out
nowhere too well.

COMMENT—A good enough thriller that might have been a great deal
more in the manner of "The Blue Dahlia." Really
a general situation. Doubtful if Ellis' legit reputation
will do much good.

"FORGOTTEN FACES"
(Paramount)

TIME—72 minutes.
RELEASE DATE—May 15.

PRODUCER—A. M. Botsford.

PLOT—A devoted husband and father finds that his wife is unfaithful so
little the other man, going to jail for it. Before he goes, tho, he places his little
girl with foster parents, not telling his wife why. However, circumstances
cause him to remember the wife, who has hit the stage until she's a strip gal in burlesque, visits him in
jail to find the girl's whereabouts. John gets out and finds that the woman
has played them a parole and does succeed. In preventing the girl from
learning anything about her antecedents, the both he and his faith-
nless wife are involved.

CAST—Herbert Marshall, Gerritie Michael, Robert Cummings, Jane Rhodes,
Robert Denham, Astrid Allwyn, Jack Oakland, Mary Ellis, Pauline Moore, Joseph
Olsen, Frank M. Thomas and others.

DIRECTOR—E. A. Dupont. Definitely in the thick Teutonic tradition, with
a constant sense of impending doom, much resort to lights and shadows and odd
pictorial effects, and no lightening of the mood. A good "art" job on some-
thing that couldn't take it.

AUTHORS—Screen play by Mary Roberts, Robert Yost and Brian Mar-

COMMENT—Excellent acting and an interesting story not fitting directorial
job, wasted on thick melodramatic hooey.

APPEAL—Males.

EXPLOITATION—Only the names can carry it.

"THE HARVESTER"
(Republic)

TIME—65 minutes.
RELEASE DATE not given.

PLOT—David, an earnest young farmer, is the marital catch of the Limber-
boat. Little Ruth, who lives with Granny Moreland, loves him, but he's hooked
by Thelma Biddle and has become a southwester, however, outclassing
himself. David has a great affection for Ruth's little sister, and when Mrs.
Biddle plans to have the child sent away to an institution David gets his
dander up and fights back. The result is, of course, that little Ruth comes
into the harem and Granny moves in with the Biddles.

CAST—Russell Hordie, Ann Rutherford, Alice Brady, Frank Craven, Joyce
Compton, Eddie Nugent, Cora Sue Collins, Roy Atwell, Fern Emmett, Shirley
Hordie and Rutherford in the leads speak their pieces with about the effect of
their acting, on a public school valedictorian. Most of the rest are rustic till it hurts.

DIRECTOR—Joseph Santley. He played on a gaiter and called himself
Uncle Si for this one.

AUTHORS—Screen play by Margaret Roberts, Robert Yost and Brian Mar-

COMMENT—Excellent acting and an interesting story not fitting directorial
job, wasted on thick melodramatic hooey.

APPEAL—Males.

EXPLOITATION—Maybe you'd better not play up the book too heavily.
The picture was thorny resented by at least one faithful reader.

"AVENGING WATERS"
(Columbia)

TIME—57 minutes.
RELEASE DATE—May 5.

PLOT—Ken Maynard, making a cattle deal with Mortimer, a rancher, be-
comes involved in the latter's quarrel with Mark Slater, a neighbor who, being
a "free range man," tries to prevent Mortimer from fencing off his property.
Maynard has a few rough-and-tumble fights, proves quick on the draw, falls
in love with Mortimer's daughter, and love wins. In addition, he is captured
by Slater's men and locked up in a shack when he tries to seek
love, gets a parole and does succeed in preventing the

CAST—Ken Maynard, Beth Marion, Ward Bond and John Elliott. Gail the
best of the lot.

DIRECTOR—Spencer Gordon Bennet. Stock job.

AUTHOR—Story and screen play by Nate Geretar.

COMMENT—Some trick photography in this one. Otherwise average.

APPEAL—All.

EXPLOITATION—Routine and flood sequence.

"THE CRIME OF DR. FORBES"
(20th Century-Fox)

TIME—76 minutes.
RELEASE DATE not given.

PRODUCER—Sol M. Wurtzel.

PLOT—Dr. Michael Forbes, medical student, is sent thru college and given
a position in a research institute as assistant to Dr. Godfrey by Godfrey. They
are endeavoring to find a cure for a spinal disease, and when Dr. Godfrey is
called to Arizona to study some skeletons dug up there Forbes falls in love with
Godfrey's wife. Godfrey is badly injured in a fall, but Altho he is suffering
terrifically, his death mask is taken. The crime is solved and Forbes is
convicted of murder. Then looks black, but the defense attorney finds out that each
assistant doctor gave Godfrey an extra, in order that Forbes, the real murderer,
could be convicted.

CAST—J. Edward Bromberg, Robert Kent, Henry Armetta, Gloria Stuart,
Sara Haden, Allan Dwan, Rita Corday, Cinis Border, Dickie Moore, Paul Stanton, Russell Simpson. Bromberg good and doesn't overdo his pain act.
Kent is wishy washy, but Stuart, Armetta and Lane are good.

DIRECTOR—George Marshall. First-rate piece of meugging. Scene under-
ground where Forbes is tempted to kill his benefactor ought to slay the
laddy. Too much, of course—Franklin and Salis Kibbee. Commonplace plot
made effective drama. Laughs well mixed in by way of Armetta.

COMMENT—Property exploited, picture can overcome its box-office cast
weakness and produce solid business. It's a good picture.

EXPLOITATION—The mercy killing angle. Best letters on both sides.

"M'LLISS"
(FOX)

TIME—66 minutes.
RELEASE DATE—July 17.

PLOT—Washoe Smith, amiable drunkard and founder of the town of
Smith's Pocket, is accidentally shot when he tries amorically to settle a brawl
in the town saloon. His pal, Ellis, a mild-mannered, gentle sort, takes over,
with Laidey, a barkeep, promise to take care of his daughter, Melissa. She, together with the old man, was recently transported from her home in a wagon train of Shoshoni Indians. Washoe sets down
in a school. Melissa falls in love with the new schoolmaster, Stephen Thorn, who falls in love himself. Combined moronic families, one of them a dope fiend and one a hard drinker, is too much for Melissa. Ellis, seeing the villain prowling around Melissa's cabin at night, hatches a scheme which is carried off. Ellis, the criminal, is to be shot for Melissa. All but the defense
out to the advantage of the just and good. Marriage.

CAST—Anne Shirley, John Beal, Guy Kibbee, Douglas Dumbrille, Moroni Olsen, Frank M. Thomas and others. Shirley and Beal, two youngsters, can handle the leads, with good support from Kibbee and Dumbrille.

DIRECTOR—George Nicholls Jr. Okie. Typical COLUMBIA.

AUTHORS—Screen play by Dorothy Yoel, from novel by Bret Harte.

COMMENT—Another of those rural love idyls, rather folky and sentimen-
tal.

APPEAL—General, with a class leaning.

EXPLOITATION—Routine.

"THE BIG NOISE"
(WARNER)

TIME—58 minutes.
RELEASE DATE—June 27.

PLOT—A retired big gun of the woolen industry champys at the bit and so
buys an interest in a dry-cleaning establishment with a young lad. He has fun
there, and the enterprise prosper until a bunch of racketeers demand their rake-
off. The old gent, getting sore, decides to rid the town of all racketeers. So he
plays the racketeers off against one another until they're all exterminated.
He returns to the head of his woolen firm, and his young partner gets his
act.

CAST—Guy Kibbee, Warren Hull, Alma Lloyd, Nick Povey, Marie Wilson, Henry O'Neill and others. Playing much better than material, with Kibbee do-
ing all that can be done. Wilson outstanding, as usual, in a small part.

DIRECTOR—Frank McDonald. Routine.

AUTHORS—Screen play by George Brackett and William Jacobs, from a
story by Edward Hartman. The bottom in good-humored hooey.

COMMENT—A weak one.

APPEAL—Lower brackets.

EXPLOITATION—Kibbee.

"ROarin' Guns"
(Puritan)

TIME—65 minutes.
RELEASE DATE not given.

PLOT—Walton and Evans, two villains, obtain control of cattle lands by
shooting owners who refuse to sell. A few holdouts, in desperation, ask the
defense to see her pages, but Tim takes her to a mountain cabin for safe-
keeping. This gives them a lead to find and catch the other villains. tim finds
the old codger to investigate. He is ambushed and the crime is
solved. Tim, who then goes after the ringleaders in earnest. Success in war
and love.

CAST—Tim McCoy, Rosalinda Price, Wheeler Oakman, Rex Lease and John Elliott. Tim is tough, gruff and grim.

DIRECTOR—Sam Newfield. Tailor made.

AUTHORS—Story and continuity by Joseph O'Donnell.

COMMENT—Alfalfa clicker.

EXPLOITATION—McCoy.
Next Season’s Activity
To Be Boon to Performers

Plans of Hirst and Wilner and Weinstock’s house on the Coast will bring higher salaries and extended bookings — Wilner takes over Shubert, Philadelphia

NEW YORK, July 11.—With considerable activity planned for next season, plans are in line for better conditions than they have ever enjoyed in the past. In view of next season’s competitive angles, the independent Burlesque Circuit is making ambitious plans for the new season, with reported bookings for 19 weeks, and the Wilners are aiming at getting up houses scheduled to follow, Competitive angle

Burlesque Club’s Partial Liquidation

NEW YORK, July 11.—Members of the Burlesque Club agreed upon a resolution at a meeting held Monday night, to begin liquidation Wednesday night, with each member furnishing names of good houses coming into dividends of $350. Another meeting will be held for July 15, and if there is no majority objection to it at that time, the liquidation will take place.

The club is to be continued, but arrangements will be made at the next meeting to make it self-sustaining, which will prove that the club will move out of its present quarters in the Forrest Hotel.

Indie Circuit Sets Up Headquarters in N. Y.

NEW YORK, July 11.—The Independent Burlesque Circuit is moving its headquarters from Philadelphia to this city, with Roy Hirst taking a suite of offices in the Bond Building here. The new offices are scheduled to be opened this Wednesday.

The move was occasioned by the fact that Hirst will spend all his time here, instead of making his frequent trips as be has been doing in the past.

SAMUEL CUMMINS, of the Jewish Productions, Inc., New York, recently arrived here, and is in the process of finding a booking house, also from Indianapolis and presumably now in Manhattan.

Court Dismisses
The Eltinge Case

NEW YORK, July 11.—The case against Morris Rudnick, Eddie Matzen, and Kenneth Rogers on the police charge of being white slave traders in connection with the Eltinge Theater here was dismissed by Magistrate Cullen ruled that the evidence was insufficient.

Rudnick and Matzen, operators of the Eltinge Theater, were arrested July 1 when police officers interrupted the performance because of an alleged nude dancer.

Burly Briefs

MILTON SCHUSTER left on a hurried trip for Chicago last week from here to represent the Independent Burlesque Circuit, of which he is the executive secretary of the Burlesque Artists’ Association. The meeting was the first of the season with the operators of the independent circuit, and Tom Phillips, head of the BAA.

Irving Place, People’s Close for the Summer

NEW YORK, July 11.—Two more burlesque theaters here have folded for the summer, with Tony Miccio shutting the doors of the Irving Place and the People’s Bath, Irving Place. Both went out of business on Thursday night, and Miccio reveals that the doors are just for the remainder of the summer.

A last-minute attempt was made by some of the Irving Place stagehands to keep it open, but arrangements could not be made.

PAY SHIRLEY, former burlesque prima, and husband, Claude Oreth, stagehand, are now in Reading, Pa., with their 11-year-old young son. As are also Etta (sign writer) and Panzy Daly, other ex-burleskers.

BEHIND B. A. A. MEMBERS

Before signing any contracts for the coming season communicate with your office. You must do this for your own protection!

TOM PHILLIPS
BURLESQUE ARTS ASSN.
1564 BROADWAY, NEW YORK, N. Y.

Professional Cards

EVELINE DAILEY
Top Five of Dainty Acre Burlesque
Fay Phillips, Mary M. Brown
BOWER SISTERS
HARMONIZING STRIPTEES

Flirt Fur a Cent

THE TOPS-LIKE

Burlesque Reviews

Gaiety, New York

(Reviewed Tuesday afternoon, July 7)

A packed house at this first show and an even more packed house to compensate for the scorching weather outside, but if the audience got hot in the show it had even hotter entertainment in the show. The old-timey atmosphere with the dim lighting all set to lessen the enjoyment of the show. The Burlesque girls are great, the chorus girls are all very cute and the dim lights are probably due to the hot weather.

Handling the comedy are three aceFunny, Frank Blink, Tommy Ray and Ous Schilling. Latter used to be stage manager here, but definitely shows that he’s the show’s singer. He makes a swell job of it, and the show is definitely better because of this fact.

FRANK PENNY left New York last week for Chicago. He opened $50,000,000 with the Chicago Theater.

JIMMY KELLY’s night spot in Old Orchard is being reduced to a small stage and a small house.

PAUL KINCAID, star of the Cleveland stage, is in New York for the week.

ALFRED LOHRL, comic, he’s with Jimmy Kelly’s night spot in Old Orchard.

Audrey Hepburn, George Peppard and Maurice Chevalier star in "Gigi" at the New Amsterdam, New York.

ATTENTION B. A. A. MEMBERS

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EXECUTIVE SECRETARY
B. A. A. MEMBERS

Burlesque ASSN.

1564 BROADWAY, NEW YORK, N. Y.
Tab Tattles

JACO BYRNS, who has recently closed with Missimmie in New York, was mar- ried July 6 to Frank J. McLain in 'Indianapolis.

where she's vacationing at her home,

shows.

headlining the stage acts at the LibertyTheater, burly house in that city.

Leonard Kramer to' their New Capitol

day from the Publicity Building, New

East.

started to write these things?'

He has been in poor health for some

of bad weather to contend with.

are just not coming out.

of daubing, other advertising angles are being well taken care of, but the people

what's the use of talking about it? The

Show: "Well, there ain't no business so

Tujunga,

street car.

City, on August 1, with Sirens following

open at the Alameda Theater, Mexico

Passing Parade of 1936 and Sirens in

the theater show and new outdoor equip-

tion making plans for her for the fall.

She's a spe-

of the Derby Show of 1936, a tent show

persecution for George Pugal, proprietor

Farland and Jackie Anderson, Jack Glenn

ical condition.

Thompson team were awarded the title

of the July

1936, was scheduled for past Wednesday, but post-

Magistrate Burke Wednesday.

was slated for past Wednesday, but post-

missed the cases.

ing dismissed. Garfield H. Rusted rep-

for State's witnesses among the ranks of

thorplied by Dick Layer, Johnny Martin Is

stooges, Hobo and Elmer. Heat is han-

in

here in Oceanside is the first one in New

been far from discouraging. The contest

with the Ernie Mesle show at Oceanside,

Marie Purland her Say It With Ladies unit played

本周's stopoff at the Bijou, Philadelphia,

about

August

18,

at the Apollo, New York, was extended

from Jack Begley, James Mon-

THE BILLBOARD

The Billboard

CURLEY SHEARER, who is now holding

his way to the Rialto, Chicago.

now located in Reading, 0., where they are operating the Town Tavern. For the

Jim Farland and Jackie Anderson, Jack Glenn

his contract with the Mesle show, which he

 pant a making plans for her for the fall.

Dyn Deld opened Sunday at the Repub-lic Theater, Inc., 0., O'Reilly, with Irma Veg- ola also going in on Thursdays, and Mildred Clark replaced Harry Seymour and Gladys Fox Burns in the Burly. E. Halliwell Wain-

will go into the Eltitge, New York, this

Aeharn closed last week at the Republic, La Rosa, with the Mrs. Emma E. Moskevitch, with click's Show in up

State New York, is anxious to hear from

Margie Hart's four-week contract in New York was extended

by the Winners for an additional two.

is especially anxious to

Andy has lost contact with

Andy is especially anxious to

JANET WISEL is on the road with the

for all the members of the Chorus Equi-

pany. Members of the executive committee have been representa-

have complaints to make which you feel have not been properly handled by the office or if you have suggestions to make as to the proper place for you to bring your complaints or suggestions is to the executive com-

any member of Chorus Equity who has

jects, expression, what he feels is for the good of the profession of the whole, is not only perfectly free to make complaints to the executive committee but he is urged to do so. The proper procedure would be to let a letter outlining the matter that you wish to discuss and to whom you wish to direct your letter. The committee now meets every two weeks. Any member of Chorus Equity who wishes to transfer his name from the membership list to the committee should address requests to the Executive Secretary at the address below.

BURLY BRIEFS

(Continued from opposite page)

New York, thru Dave Cohn .... Cohn shows will be in New York, her first appearance in the

East .... Nat Mortan and his Ring have

moved to New York. They played the

Bond Building .... It's Mortan's first

work in this city. In the past week, the

staff has attended three of the weekly shows, and has received an extension of three more weeks at the O'nyly, New York, with an option of four more to follow .... Columbus Fellers has contracted her for appearances in shorts.

FOKIPIN AND RINDLER have added Leonard Kramer to their New Capitol

The Burly show in San Francisco.

Bill Diamond is also a member of the

company. She's a spe-

ulary done comic member of the company. Billie Bird, prima donna and specialty dancer, has left to join the company. She was the original Zee Zee in the Easy for 26 years. She is now in the management of Jimmy Lock. She is headlining the acts of the show in Chicago for the next 12 months.

Missimmie produces the Liberty stage shows.

Lynne, Peggy Evans, Orie Byles, George

Pegg, and Liz Thompson are in the top- Aust

i

am

members of the council. All members of the council and all of the city are invited to

the annual meeting of the council, which will be held Monday, May 13, 1935, at 10 a.m. in the council chambers.

The meeting will be called to order by the council president, who will then call for the roll of council members, and the council will proceed to order.

The council will then proceed to the order of business, to include the approval of the minutes of the last meeting, the approval of the vouchers, and the approval of the financial reports.

The council will then proceed to the business of the day, to include the discussion of any matters of importance that may come before the council, and the presentation of any requests or petitions that may be brought before the council.

The council will then adjourn, and the council president will call the next meeting to order.
Keene's Gang in Ohio for First Time

MANSFIELD, O., July 11—Dashing Ohio for the first time, Hen Keene and his Radio Gang are playing to ec-static crowds all over the state. Keene, the show star informed The Billboard representa- tives, has been in Ohio for a week now. It is in its sixth week under canvas and will spend at least two more weeks in Eastern Ohio before switching back into Western Pennsylvania. Outfit is enti- rely new, all canvas is being used for the first time this season. Top is a five-footsquare canvas and, as Keene terms it, has a seating capacity of ap- proximately 200, and can be raised and lowered in a very short period of time. Keene maintains that in his troupe there are about 30 people with the unit, and the outfit is moving on three large baggage trucks and trailers, together with sev- eral private automobiles. Stands range from three to five days. Keene goes into the nearest radio station several days in advance for a bulletin before the show comes into the territory. W. R. Sunderland and Vic spous are handling advance arrangements.

Besides Keenes, others in the company are the Monroe Hopkins Players, the Bank, Put- back and Cy, all members of the origi- nal Keene Gang, and the Minstrel Camp known as "Mannie." The"Keene Gang" fame several years ago; Cowboy Jack and his gun; Will Martin and gang; and the Bates Twins, dance stylists.

Cannon Shots

THOMAS, W. Va., July 11.—We hit our first blower of the season last week in Thomas. It was an extensive show and we're hanging up another winner this week, too.

Besides visitors included Glen Ingles and Vic Foster, of the Mighty Baja addition to the Radio Gang. Rhodie Smith, St. Louis, is inspecting the camp, examining and inspecting the camp at the captain's request and en- joying himself thoroughly. Will Martin is putting on the head trick with the other Martin.

Patey Reed probably came close to being our third blower of the season—last week. When a harmless little water snake ran between her legs. Lots of excitement last Tuesday when the Boughton house caught fire. Very little damage done.

BUDDY CANNON.

Elitch, Denver, Ahead 10%

DENVER, July 11—Stock at Elitch is doing splendidly during its current run here this year. Ticket sales are about 10 per cent above average for the same week last year, and season reservations are far in excess of any- thing ever before in the 46 years the theater has been operating. House is open from 10 to 12 weeks each summer.

WANTED AT ONCE

Franzine, Vallieville, Fl., as a carney-keeping woman, winter and summer. Willing to be instructed. 200 I.O.U. to go. Write, Box 2, Greeley, Colo.

WANTED—Immediately

Elwood Hanes musician, voting, team, and drum, to leave today. Address, Box 18, Greeley, Colo.

SHANNON PLAYERS, Gaylord. Pauding Co. O.

WANTED QUICK

ROSE BROS. TENT SHOW

SACHS
(Cincinnati Office)

BEN AND DOLORES CHALLO, claim that aloha the wage scale is not as high as it could be, working conditions in Delaware, through his and their love for the show must be changed. They have been playing night clubs throughout the state for a couple of years ago to begin a trek, via more night clubs and theaters, to Los Angeles. Will pick up their three-month vacation in Dorado, Puerto Rico, next month then head for a three months' vacation in the newly arranged and beautified Blue Room of the Roosevelt Hotel, New Orleans.

JOHN C. GREEN, who has been confined to inactivity for the past eight months due to an operation for appendicitis, has returned to his hotel in Saranac Lake after doing his bit at the State. According to the PCAM, his unit is putting on its third act of a benefit last week. Opening the bill were Karl Miller and Demi Martin, notably ballroom dancers, a feature at the Swiss Chalet night club for our benefit last week. Karl Miller, originally from Bachetown, and whose grace and style were very pleasing, is the little Moore, a neat little step in snappy tap routines, and maybe脚步 bells, little fellow with a big voice. Good music with many popular melodies furnished by Franklin Watkins and his orchestra. The Swiss Chalet orchestra did much to help make it an interesting program.

MINNA (Morsee) Morse has returned from another brief visit with her L. U. Ben Morse, and children in New York. "Little Miss (Girl in Gold) Rogers had the pleasure of a week-end visit from her mother, Mrs. A. F. Halport, of Philadelphia.

Marion (Clothes) Greene celebrated her birthday last week and was the recipient of many beautiful gifts, and is looking forward to many more. She sent out many congratulations from her many friends.

Please check your health to avoid catching the flu. You may write to those you know in Saranac Lake.

CLUB CHATTER
(Continued from page 19)

Field will continue to work Midwesters clubs and hotels. Bobbi Lahee and Kenna King, from impersonators, last week moved from the Oriental Cafe in Phoenix, Ariz., to the Gay Paree in San Francisco. The former will be located in the Swiss Chalet night club for our benefit last week. Opening the bill were Karl Miller and Demi Martin, notably ballroom dancers, a feature at the Swiss Chalet night club for our benefit last week. Karl Miller, originally from Bachetown, and whose grace and style were very pleasing, is the little Moore, a neat little step in snappy tap routines, and maybe footsteps bells, little fellow with a big voice. Good music with many popular melodies furnished by Franklin Watkins and his orchestra. The Swiss Chalet orchestra did much to help make it an interesting program.

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Touring the clubs with 30 shows behind him, Joe Reichman is next in, followed by Sophie Tucker and band. Joe Williams, a. phenominal success of name booking, is now in the Elephant Club.

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Chicago

July 18, 1936

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Member Audit Bureau of Circulation

Published Every Week

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E. W. EVANS, Manager

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Verge Tribute

Chicago

To Memory of

NEIL BERK.

Signor Frisco

The Billboard's Summer Special. Observations that Phave made

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opinions on any subject or person without fear of

Daily News, describing the results

censorship.

over

The Billboard, 617 South Wabash Ave.,

Now in his 83d year

Chicago, Illinois 60604.

History repeats itself and so will

In closing, I say let

the REMBRANDT

its course.

The hands that rest on the now stilled breast

It is mighty hard to make a magic show pay nowadays.

We had

A wail, a broken or popular theme.

Houdini, because the people of today

Shall miss this friend and the music he played,

Sandwiched between the acts, Mr.

said, "I signed a contract with the Rajah and I am con-

The melodies from his magic touch

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Now in his 83d year

History repeats itself and so will

the REMBRANDT

its course.

We shall all hear him again.

But surely some day in the great far away

To the tempo of two-four beat

A waltz, a ballad or popular song

Of Signor Frisco about two years ago.

The Billboard, 617 South Wabash Ave.,

Chicago, Illinois 60604.
In Kansas City July 7.

Fitchburg, Mass.

MARGRIT—Judean, 64, at his home in Kansas City July 7 of heart failure. For the last 24 years he was assistant manager of the Ocean Theatre, Milwaukuee.

FITCHBURG—Hattie, 55, flute player with the Pacific Coast Showmen’s Association, at St. Louis, Mo., July 4 after a week’s illness. A member of the Pacific Coast Showmen’s Association, she was a member of the American Federation of Musicians. Survived by her widow, five sons and three daughters.

ACKNOWLEDGMENT

For the George (Roelle) Harrison

Billboard of Philadelphia

BYRNE—Leo J., 55, flute player with Tivoli theaters, Milwaukee, July 4 after a week’s illness of heart attack. He was a member of the Glass Menagerie and the College of Musicians, Milwaukee.

ARBOGAST—Walter, 69, former leader of the American Federation of Musicians, at his home in San Francisco July 29. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

CRAVENS—Junius, 42, internationally known art critic, under mysterious circumstances at Salada Beach, Calif., July 11. At one time he was art editor for the San Francisco News arts editor, Cravens, who made his home in San Francisco for the past 10 years, at one time was associated with Mande Adams in color film experimentation. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

DEARING—George, 57, veteran stage actor, at his home in Kansas City July 11. Damerel began his career with Ossian Skinner and starred as Prince Dandio in the light opera, Merry Widow. Survived by his widow, known professionally as Myrtle Dall and co-starred with W. S. Hart in many pictures. A daughter, who is Marge of the Myrt and Marge radio program.

EMOCA—Harry, 65, at Antelope Valley Retreat at Lancaster, Calif., July 11. He was a member of the American Federation of Musicians and the American Federation of Labor. Survived by his widow, known in show business.

FOOTE-Kathleen Lucile, 68, one-time noted English stage favorite, forced to endure mental illness after her later years, to make ends meet outside the Old Vic Theatre, London, on the scene of many of her triumphs, at Harrow, London, July 7. Understood to be the daughter of an American capitalist and London society beauty, “Old Kate” played with such noted performers as William Barret, Dot Sheehan and Ethel Furber. She was married three times, each of her husbands being a fortune hunter. In 1926 Miss Foote decided to go on the road, joining the Chautauqua circuit, being employed by a member of the Comédie Francaise company. She also appeared in Paris in The Lights o’ London. In New York she was starred, together with Henry E. Swanson, in It’s Love, in a play written by Helen Kosi & Blaise 14th Street Theatre.

FOOT—Kent, 41, professor of dramatic art, former member of the Comédie Francaise, at Paris June 25. He was noted for his skill as a stage director and a leader in the theatre. His talent was active also throughout the formation of the Arthur Loesser Off-Broadway establishment of vaudeville in Milwaukee, survived by his widow and a daughter.

HOLDNER—Mrs. I. L., wife of E. Holdermann, formerly secretary of the fair at Dayton, O., in that city July 10.

HONTHANER—Hattie, 55, wife of John Honthaner, manager of the Comédie Francaise, at Paris July 11. Survived by her husband, two sisters and five brothers.

HUMPHREYS—Joe, 65, world famous stage designer, at his home in Hollywood, Calif., July 11, 1936. He was a member of the American Federation of Musicians for 40 years. Survived by his widow and a daughter.

LONDON—Tully, 47, former vaudeville star, at his home in Beverly Hills June 30. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

LORD—James, 66, at his home in Milwaukee June 22 after a minor illness. He was a member of the American Federation of Musicians for 40 years. Survived by his widow and a daughter.

LUCAS—Robert Charles, 5, at a Kansas City hospital July 6. Mr. and Mrs. Flannigan, parents. Burial in Memorial Park Cemetery.

MCCLELLAND—Arthur H., 34, chief engineer of Radio Station WATT in San Francisco, July 7 at his home in Los Angeles. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

McIntyre—Eddie, 82, manager of the Side Door, 29th Street, N. Y., July 18, 1936. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

MORAN—Mrs. Winnie E., wife of John Moran, advance agent for Totahli Attrac- tions, at his home in Nunda, Mich., July 4 at the home of friends in Chicago. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

NAYLOR—R. L., July 4 after a week’s illness of heart attack. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

PARKMAN—George W., 73, pioneer California musician and former member of the California State Fare Union, at San Jose, Calif., July 5 from the after effects of a heart attack. Survived by his widow, known in show business.

RARDINE—Fred, 50, concessionaire with various shows about 30 years, June 28. Burial June 28 at Frankfort, Ind.

RYAN—Peter, 48, manager of Broad Way, Pittsburgh, June 30. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

SHEEHAN—Joseph P., 67, former opera tenor and one of the leading exponents of the American Federation of Musicians for 40 years, at his home in San Francisco July 4 at the home of friends in Chi- cago, where he was visiting for a few days. A member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

SHEEHAN—Joseph P., 67, former opera tenor and one of the leading exponents of the American Federation of Musicians for 40 years, at his home in San Francisco July 4 at the home of friends in Chi- cago, where he was visiting for a few days. A member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

STREETER—W. S., 65, at his home in New York, July 5. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

TURNER—C. (Buck), 62, former well- known vaudeville star, at his home in Santa Monica, Calif., July 11. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

TUCK—Samuel L., 72, associated with the theater for more than thirty years, during which time he managed Mary McVey and the National Theatre Company for many years. He suffered a stroke seven years ago of which he died.

ARBOGAST—Walter, 69, former leader of the American Federation of Musicians, at his home in San Francisco July 29. He was a member of the American Federation of Musicians for 40 years. Survived by his widow, known in show business.

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EXPLANATION OF SYMBOLS
1. auditorium: a; b-ballroom: b; c-cale: c; cab: cabaret; cc-country club; ch-chamber of commerce; club: club; convoy across road: re; road house: ro; restaurant: re; showboat: sb; theater: t.
NOTE—The mail held at the various offices of The Billboard is classified under its respective headings, i.e., mail at the Cincinnati Office will be found under the heading of THE CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
MAIL ON HAND AT
NEW YORK OFFICE
1936 Broadway.

Ladies' List

Adams, George
Albright, Howard
Altman, R. S.
Anderson, Charene
Anderson, Mussie
Anderson, Pauline
Anderson, Prof. 

18th Street, Lincoln Hotel.

Adams, William

Amadore, Charles

Albright, Howard

Altman, R. S.

Anderson, Charene

Anderson, Mussie

Anderson, Pauline

Anderson, Prof.

18th Street, Lincoln Hotel.

Adams, William

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18th Street, Lincoln Hotel.
Ken Maynard Show in 1937

Planning to open in April—has more equipment to buy—is playing theaters

LINCOLN, Neb., July 11.—Ken Maynard was vehement in a statement here yesterday that the coliseum in this city would not come out until April, 1938. The reason is that on a country-wide personal appearance tour with his horse, Tarzan, and worked here at the Venetian for two weeks.

"I have at least 24 cars to buy, two trucks, eight horses, my own saddle and saddlehorses, as well as too many other things. I am not going on the road halfway off and feel that I have a hundred things undone. I leave it to anybody with intelligence that it would not be possible to have a venture which would start this late in the season and try to lay a route. When I get ready to start I will try it all over again. I've been with enough shows that I know when they get in trouble. I'm going to turn out. I'm getting sick and tired of handling a horse. I'm not making any more about me and the circus. You can look for me under test in April, 1937. I'm making a trip down to New York and will be here only until September, and then I have eight pictures to make."

Ray Marlow in Charge Of Front Door on R-B

PITTSBURGH, July 11.—Ray Marlow is now superintendent of the front door on the Ringling-Barnum Circus. The late Paul K. Glenn had charge.

A large number of circus people remained in town today to attend the funeral of Frank McKinney. The only personal tribute to the memory ever accorded the passing of a circus man. The procession was made up of a mile in length and was led by the mayor and chief of police. From the tender springs of the country sent floral tributes. The front door is being looked after by active public relations. He was given a Shiner burial at the new McKeen County Memorial Cemetery, which is the memorial to the late, William Miller, of the Bradford Presbyterian Church, in charge of the services.

Downie Closes Maine Tour

BRIDGETON, Me., July 11.—Playing to a capacity house, Downie Bros.' Circus brought to a successful close this circus tour here on Portland. Show played here to a nice crowd.

The management reports most satisfactory results. The press of Maine has been generous in its notices.

Main's First Week In Ohio Successful

MARSHALL, O., July 11.—The Walter L. Main Circus rounded up a most successful first week in the Buckeye State here in Portland. In a business matter of a week's notice, the management added to its program, making this the biggest show ever seen in Ohio.

Jack Neadow was a visitors. B. H. Kneen was here three days with show visiting friends.

No Action on Protest

ATLANTIC CITY, July 11.—Frank B. Rubin, old-time circus man here, this week sent a communication to the county treasurer asking it to reconsider a new mercantile tax which results in the fine for circuses. Rubin stated that the tax would be prohibitive and keep a circus from coming here. No action was taken on protest.

Circus Underlines for 10,000 Persons in 10 Days at the Coliseum in Chicago

CHICAGO, July 12.—In spite of terrific heat that prevailed during most of the engagement, R. B. In Rainstorm At Youngstown, O.

YOUNGSTOWN, O., July 11.—A terrific rainstorm broke here just as the night performance of the Ringling-Barnum Circus ended here net of July 2, drenching thousands of persons and marooning the show equipment until early next day. Show was on a new lot at Belmont avenue and Gypsy lane, source of automobiles became mired in the mud.

Extra teams were necessary to pull several of the heavy acts out of the mud. The axe deep muck mire onto the pavement. The last advertisements still had not left Youngstown for Oil City until 4:30 a.m.

Ivy Rice Manages International Circus

CHICAGO, July 11.—Ivy C. Rice obtained this week the management of the formerly known as Barry Breden's Olympia Circus is now the International Circus. Breden left last week, and Mrs. Rice starts to manage the show was the new owner. She is now the manager and is doing publicity and the advance. The show is set for an engagement in Omaha this week, and the advance work is getting the attention of the Veterans of Foreign Wars.

Ida White Recovers

Lancaster, Pa., July 11.—Ida White, Downie Bros.' perch performer, has been released from the hospital. She was accidentally recovered from a broken vertebra, which she suffered in a fall May 13 during an act with her husband.

Three Drivers Fined For Not Heeding Warning

WESTBY, Wis., July 11.—Pulling to a head a warning that they were not to operate their trucks unless the officers had been repaired, three drivers for the Jones Bros.' Wild West Show, which played Ashwaun last Wednesday, were penalized on charges of driving vehicles with defective brakes in a special session of Third District Court. The drivers, Carl A. Nelson, Allen H. Merrick and Harry Ross, each paid a fine of $25 and costs, which they pledged guilty to the charge.

New Side-Show Top Has Sellouts at Bangor, Me.

Concord, N. H., July 11.—Bangor, Maine's first Side-Show 50-foot round top has had two sellouts. There was rain capacity and the advance work was done. The advance work was done. The promise of the Side-Show was much talked about, and now the red carpet is rolling to the Diamond Medallion Circus.

Myrtle McGuire, a feature writer, to the show, says: "I am starting to sell my tickets, and it is going to be a special show." The ticket prices range from 25 cents to $1.25.

The Royal Mounted in Garland Entry, Performing dogs in their usual tricks; Rainell Bros.' troupe, doing four different acts; Tom Joeys were Will Ash, Jack Knapp, Roy Davis, Bertie, A New Side-Show 50-foot round top has been opened for business here.

Col. Bob Speer, of Boston, visited at the Coliseum Friday. Col. Speer, with Walter Buckingham and wife spent day at the Coliseum. Col. Speer referred to his late visit to Venice, where he was a powerful interest to the show of Kay Bros.' Circus. Col. Speer said the show is a new feature and that it is the home of James Davis, who formerly worked with the show, and he was busy saying howdy to his old friends.

Jack Hext and Dixie have a new trailer. July 4th was a big day for the Coliseum in Chicago. Miss Davis and Charles Kay are very busy as changes are being made. A propaganda manager is new. The show is the home of James Davis, who formerly worked with the show, and he was busy saying howdy to his old friends.

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Mrs. Ernie White is expected to return in a few days.

New banners have been put up. July 4th was a big day for the Coliseum in Chicago. Miss Davis and Charles Kay are very busy as changes are being made. A propaganda manager is new. The show is the home of James Davis, who formerly worked with the show, and he was busy saying howdy to his old friends.

On the Fourth show was on the beach at Oceanside. After two more weeks in Los Angeles show will head north, playing the San Francisco, Portland, and Seattle, until the season is over. The show is due to arrive at Oceanside, and has been very good, with the various Mexican centers enjoying greater prosperity than they have ever known.

The program includes the Flying Abbotts, with Robinie Rehe, Valenciano, Billy, Bill Detrick's dogs and ponies; Rut Ward, Perc and Helen Lowande, aerialists; Perelin Olivia and Manuel Velarde, performing in a 60-foot tent, with his car and 30-foot goat, and his trapeze artist, and his Magical, Mechanical, Manuel Velarde, is agent for show. John Bevington, barnum and concessions.

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With the Circus Fans

By THE RINGMASTER

DAN RICE CIRCUS

Don Howland, CPA, of South Bend, Ind., has completed a circus room at his home. The place contains 100 auto-photographed pictures, all framed and mounted, totaling nearly 6,000 snapshots, bull hooks, whips, elephant hooks, wood carvings, old pass box, and 150 elephants. Plans are being perfected by Wisconsin Circus Fans for a smoker to be given in honor of Dexter Fellows the latter part of this month. The affair will be held at White Tops, the Braithre Circus Room on Lake Wauhanna. It is the plan to invite all the editors of newspapers in the county to meet Mr. Fellows. Justus Edwards, on advance of Bluebell Bros.' show, paid a visit at the home of W. H. Hohenadel in passing through Rockford with the company. A cookhouse, erected in the back yard at the home of Walter Buckingham, Rockford, will officially opened by local circus Fans July 9. Mrs. and Mr. Buckingham were also hosts to a large crowd at the big meal on July 4, following the exhibits. There were so many visitors and venders in attendance, that it is impossible to give all names. Mrs. Wm. F. Schlotzhauer, of Oklahoma and Nebraska, followed its exhibits in Kansas City. Exhibitions in Paradise are on time and arrivals and departures of show trains are on schedule. W. W. Cole Top, Secretary, Warrior, Navy Henry Brown, boss hostler, and Clarence Adolph, super intender of the show, are shining on the job.

CIRCUSES

BARNE'S NEW LOT AT CASPER

The 14th week saw the Al Q. Barnes Circus moving southward into Wyoming. The tents were staked on the Fourth business was all that had been expected of this thriving oil town that had not been visited by the Barnes Circus for three years. A new lot was going below the 100 mark. After gazing on fields burned to a crisp and others showing signs of premature icing, a relief to the eyes to again see green fields stretching far and wide, the visitor is greeted with scenes suggestive of the Big Horns, Missoula, Mont., and Northern Wyoming. Business at Greybull and Thermopolis, Wyo., was not so much, but at Casper the business was a surprise. On the Fourth business was all that had been expected of this thriving oil town. The climate that had not been visited by the Barnes Circus for three years. A new lot was going below the 100 mark. After gazing on fields burned to a crisp and others showing signs of premature icing, a relief to the eyes to again see green fields stretching far and wide, the visitor is greeted with scenes suggestive of the Big Horns, Missoula, Mont., and Northern Wyoming. Business at Greybull and Thermopolis, Wyo., was not so much, but at Casper the business was a surprise. Business was best at Casper. The old one, which is the business center of the city limits, has been unable to build a small business because of building of a new hotel. The new building is also being built as a casino, and is known as the Polo Grounds, because some two miles from center of city, and near swimming hole, a few local friends sent out invitations to an intersectional tournament last week, the runner-up being Jack Rice, public-address speaker.

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Under the Marquee

By CIRCUS SOLY

MEMBERS of Downie Bros. Circus recently announced that Arthur Bolden, Captain Schulte and Charles Hunt.

Jack Riddle’s circus unit played at Manila, Ill., on the Fourth to a very good crowd.

Dresnien & Furrall Circus furnished the free acts at Edgsville, Ind., July 3-4. Show is doing fine this Ohio.

Johnny (Stits) Dyer and Sum Sum, clown, were at Florence, Ala., July 3-4. They will appear there later at the fair.

Barnett Bros. was the first circus at Monomahew, Pa., this season. Show, under July 3, was sponsored by the Police Department.

Fried Timon saw Beers-Barnes Circus at Franklinville, N. Y. Reports a nice show, good crowds in big and side shows and concert.

Harry P. Logan visited the Big Top at Schenectady, N. Y., and renewed acquaintances with Eddie Vaughn, Chick Bell and the late Frank McNulty.

Wizajard Circus, presented in two rings and on a stage is getting a big business in Kansas. Two big crowds at each performance.

Connolly and Raddlaffers Adare pet, “Paddy Whack,” died at Syracuse, N. Y., July 3 after 13 years of trouping.

Jean Belasco states that he has tendered his resignation as general press agent for Harry Morgan to Main Circus to take effect July 22.

George Bair states that Sellors’ Wrestling Show, which has been closed at Wausau, Wis., the various acts and the clowns were given big hands.

Clarence Hashagen, driver of the acrobatic unit, is in charge of the Kansas City hospital, having received in

eries in an auto accident while leaving Parsons, Kan., July 6.

Paul M. Conway, Macon, Ga., attorney, was in Washington, D. C., several days on business and while there visited with his son, D. B. Diedrich, widely known circus fan.

Bill Oliver, of Decatur Publishing Company, editor, was in Chicago for the Public Theater, and former Sheriff Bob Sessions of Nashville, Tenn., is the new manager of Cole Bros. Circus at Springfield, Ill.

George O’Keefe is manager of Side Show with Cooper Bros. Circus, also doing fund. Newspaper reports that Nellie M., is presenting musical act in aid show.

George Hurley, Walter L. Mavin, the clown, was presented with a sleeping car as an anniversary birth gift by “Kandy Andrews, of the same circus.

Lillian La Blanch is again making her big trip to India, to help book her act and those three circus acts for fair in Washington. She called on John W. Kennedy, mayor, who is in one of the government buildings.

Tony Lamb show has been having fantastic attendances and is doing a great business in Georgia. Has a straw hat at the show, which is doing well, and which is tendered his resignation as general press agent for Harry Morgan to Main Circus to take effect July 22.

Lucian Barnsdale (the man from Moscow) started his fair season at the Mahoning (Minn.) Fair July 4-7. His show did a good business and his clowns and clowns were given big hands.

Maxine Robbins joined her parents, Mr. and Mrs. Mel Robbins, with Kay Bros. Circus, after being graduated from the University of Nebraska. Mr. and Mrs. Robbins report good business and fine attendance.

John Landes has closed with the Famous Robbins Circus and is in the hands of the dentist for soap, which was at Washington, D. C. Will have his own show of pop-corn machines at fair andcircus.

Mrs. Miles Oron, 82, mother of the Four Oron’s, had a slight stroke a few weeks ago, but is all right now, while the Oron’s are playing at the Palladium in London, but is at home fully recovering. They expect to sail for home soon.

Frannie Valentine, principal flyer of the Flying Valentine postcards from Stockholm. Verner states that the trees were too green and the animals were under the George Hamid banner this season. It is reported it will remain, as far as it is possible, the featured free attraction with the Big State Shows in Texas.

Charles B. Carson, Youngstown, Ohio, is considering a new territory. He is interested in plans for a large and popular circus project.

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Schell Bros. ’Circus played at Hillsboro, N.C., to a capacity crowd, show was delayed in arriving due to lack of labor. Many members of the crew were discharged and labor was enlisted to erect tents and presents.

George Voise, clown, while doing advertising stint for a Cleveland theater and under an umbrella, fell into a left knee-slap and is taking treatment in Charity Hospital in that city. It will be some time before he can get back to the circus walk. Would like to hear from friends.

When Cole-Beatty and the Happy Days show played day and date at Eddyville, la., July 3-4, Bessie Bowe, the latter, attended the circus and ran across this item in a newspaper. She has not seen it since 1906. Bessie was one of the original Four flying Valentines on the Van Amburgh Show in 1906-07. He will leave Happy Days Shows in August to play

CIRCUSES

Erie, Pa., Merchants Strong for Circuses

Erie, Pa., July 11.—The Ringling-Barnum Circus which played here last week received a wonderful welcome. Hundreds of leading merchants, who are of the opinion that the circus is a stimulus for a town. They urged the mayor and council to come to see them after the circus.

The mayor and council to come to see them after the circus.

PLANE COLE-CLYDE BRATTY.—Fourth of July with the benefit of rain and some green grass and gone. Polks seemed to have had a big time. The Cluckin’ Club of the town took over the big top and had their party all at night. Cooper received only one of their tickets. The back door was left open so the wind could come in.

First was the candy pitch, customers received a good pitch of corned beef and lager. Then they received a half sack of Bull Durham tobacco and he doesn’t smoke it. Others received a half sack of tobacco with the tag on. when asked for a man with a powder puff, sawdust, etc. After all the hard work the clowns turned in shirts with cottoning clothes with silk top, and Mary the clown said she would like to go to locate a seat. The show opened with a wonderful “knock out” act, followed out of the croupe impersonating George Catlin, followed by Julian Rogers as a wonderful stunt act. As the act is finished, the clown venture is announced.

Bill Dorsey kept the chorus number that followed. Did fancy dancing and singing, with such songs as the Buffalo Bill, John Lefroy and the wrestler, pictures lately, Otto Oriolino. Tom Allen and Bill Ward put on a water-splash act. Climbing the greased pole for a prize was next. The knife-throwing act by the Side Show folks went off with a flourish. Many of the circus fans presented a baton as a real" Their show opened with a wonderful "knock out” act. The clowns did a wonderful act, the Four Skating Macks and the dancing act, paying off acts, it is said.

The ringmaster, Mr. and Mrs. Milt Robbins, with, Mrs. Cicero, and the late Frank McIntyre. They will appear there later at the fair.

A CIRCUS PARTY was given by Mr. and Mrs. Charles Beach, former Ringling brothers, with Frank P. Frans, of Ringling-Barnum, at the Colosseum, Franklinville, N. Y., July 8. Nineteen of the acts included several performers from the Van Amburgh Show in 1904-15 and C. W. Kay Bros. at Woodbridge, N. J., and the Variety Shows in Texas.

They will appear there later at the fair.

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WARREN, a few years ago, one of the oldest and most respected members of the American Wildlife Association, died recently. Mr. Warren, a member of the association for many years, was a lifelong resident of Ohio. He was active in many of the association's projects, including the preservation of wildlife and the protection of endangered species. He also served as a volunteer for many years, helping to raise funds for the association's causes.

BILLY WALKER and her Texas Longhorns are filing engagements in Western locations, continuing their rep- resentation and musical acts. The couple, who have been performing for over a decade, are known for their engaging personalities and their ability to captivate audiences. Their shows are a mix of music, storytelling, and interactive elements, making them a popular choice for events of all kinds.

SLIM MESSINGER, who dropped from the list of entrants at rodeo last year, has returned to his roots in the Western United States. He has been spending the past few weeks visiting friends and family, and enjoying the welcoming hospitality of the region. Slim is known for hisknowledge of the history of the West and his ability to share it with audiences in an entertaining and educational way.
NAAPPB, AREA Comm. Active.

More than 50 per cent of exhibit space at convention, Chicago, already sold.

CHICAGO, July 11.—Outstanding success was the daily meeting of the National Association of Amusement Parks, Fairs and Beaches. Thirteen years of progress in the business of operating the out-of-door show was outlined in the report for the 1936 conventions of the NAAPPB and the American Recreation Equipment Association report unprecedented progress in the area of space for the big industrial show to be held at the Hotel Sherman November 30 to December 4, inclusive, when park, pier, pool, beach and attraction men make a notable appearance to the many who will be present.

The committee in charge of handling space for the convention are: Harry C. Baker, president, NAAPPB; A. R. Hodge, secretary, American Recreation Equipment Association; Richard F. Lussey, second vice-president, and N. S. Alexander, third vice-president of Woodside Park, Philadelphia. These four representing the NAAPPB, and the chairman is A. R. Hodge, secretary, AREA.

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BELLEVILE, June 11.—HARRY DUNCAN, manager Fairyland Park, Kansas City, Mo., which amusement park reports its former records this season.

Pleasure Beach In Full Swing

BREDSHPORT, Conn., July 11.—Pleasure Beach Park is now in full swing. The show atmosphere to the entire scope of entertainment, additions were made during the past season, adding another new ride Tumble Bug, Caterpillar and Whip. Thru the intervention of Mayor Jasper McLevy, an application by the park company to run special bus line to the park, by the Connecticut Company, operator of practically all transportation lines in Bridgeport, was acted on favorably by the Public Utilities Commission at Hartford, and the new bus line will start immediately.

Another blow to Pleasure Beach was the management over the week-end, when a safe in the office of the company was broken open, without any suspicion of the officers. The secretary predicts a complete sellout.

Arrangements are also being made for come Sunday, the entire area of the outdoor show atmosphere to the entire hotel and casino along the beach, and the management has been able to secure the display of very important opportunity for any and every kind of entertainment in the making of the future of the outdoor show industry.

Buildings Being Razed At State Fair, Wheeling

WHEELING, W. Va., July 11.—The Rainbow Dance Garden, Roller Coaster and Amusement building at the State Fair Park, condemned by city building inspector W. E. Clark, with his crew on the scene, March 19 flood wrecked this city, the only structure with a permit, placed a round value of $25,000 on the structure, before the fire broke out.

Carl Bachmann, receiver for the park being razed, says he has been informed that the amusement park will be revived. The swimming pool, race track grandstands, exposition building and the only important structures still standing at the Wheeling, W. Va., State Fair Park.

Rain Spoils “Fourth” In Pittsburgh Area

PITTSBURGH, July 11.—Intense weather on the “Fourth” all but ruined the Fourth of July celebration in this city. Intermittent rains throughout the day limited the attendance in parks and on the banks of the Allegheny and Monongahela rivers. Pine weather on Sunday brightened some of the holiday dullness. Sunday crowds were particularly heavy in the Kennywood section. Rain showers in the free attractions in this territory.

HARRY DUNCAN, manager Fairyland Park, Kansas City, Mo., which amusement report shows it is maintaining its former records this season.

Best Season At Fairyland

KANSAS CITY, Mo., July 11.—With mostlly ideal weather and many major attractions, the amusement park here has been having the best season in its history. More than 10,000 people attended the park each day during the season, were originated by him. Many improvements were made for this season and three new rides were added—Loop-O-Planes, Rides-O and Bouncing Beetles. Mystic Maze is now also in the lineup of attractions.

A heavy ballroom, advertised as the "largest west of the Mississippi," has been doing a phenomenal business all season. Name bands have been presented at intervals, with Glen Gray and his Casa Loma Orchestra being the next in line, booked for July 24. Andy Kirk and his Orchestra, and Rudy Vallee and His Georgiaanjans at the Music Hall, and John Williams, Theodore Brinson, Booker andHis Orchestra, Elmer Underwood, Dick Wilson, Harry Lawson, Earl Thompson, Paul King, Theodore Donnelly, P. G. Widdis.

Outstanding free acts are featured from time to time, the current attraction being Rita and Dunn, sensational high-wire act. Roychand to bookings.

A new parking field has been leased, about six acres. Total parking capacity now accommodates 2,500 cars and 2,000 buses. The new parking field will be opened for the Fair of 1937. The entrance to the new parking field at the Fair of 1937.

More Offerings at Spot in Ontario

ATLANTIC CITY, July 11.—Amusement men at the resort this week met with considerable success, with a sharp protest against his announced plan to do away with parking on South Side streets—that is, streets near the Boardwalk—will be presented by Mayor Ferguson. Mayor Ferguson is in his ninth year as manager of the resort. A program of free acts, including Prince and after the park

A Heavy Season

“I have been doing a phenomenal business all season. Name bands have been presented at intervals, with Glen Gray and his Casa Loma Orchestra being the next in line, booked for July 24. Andy Kirk and his Orchestra, and Rudy Vallee and His Georgiaanjans at the Music Hall, and John Williams, Theodore Brinson, Booker andHis Orchestra, Elmer Underwood, Dick Wilson, Harry Lawson, Earl Thompson, Paul King, Theodore Donnelly, P. G. Widdis.

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Our friend Robert Ferguson, of Capitol Park, Lincoln, Nebr., has had enough patience to get more for Sunday business, and that is only partially covered by insurance. One could not ask for better treatment as a concessioner than he measures out to our fraternity. He seeks publicity and does it with a flourish.

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Bad will than the other kind.

Slighted.

Their local newspapers and then they sports editors and department heads of.

The passes necessary on the various rides.

I have attended honor "Annie Oakleys" on weekdays only and still other recog-

The article is directed to you.

MOTORDROME RIDERS

Turned the open-air tank into a lovely

And made it my business to drop in on

Run most profitably this summer.

Be the motto of every pool man.

"Pass."

Have been given out in the first place

Much courtesy, if not more, than reg-

Your pool free.

Some swim pools issue no passes what-

I suppose one of the most outstanding

Whoever it was who issued the

Now York City.

Income as much as $150

The big-

The ground is being primed around

Grandma bathing beauty con-

Of course, the local

The Auto Races is managed by

Weather

Singleton's Water Revue. Superin-

and 300. A large number of these

Stalled and is a very busy man...

Frank has been putting on a show

Frank, owner of The Mill.

The charge of supply department.

The magazine of the nation.

The life of Sergeant Teague's force be changed to

Playland Secret Service, as he has been

The names of the members, but without suc-

John Gordon busies himself during

Walter DeLuna on the

Bogart, of the Jack and Jill, says he is

The pool is a sunny place to

It is again with us in charge of Rest Room

George.

I have attended honor "Annie Oakleys" on weekdays only and still other recog-

Postmaster Fitter has it that Rils

T ie back a joke, especially how we did on the nationals.

Rockaway Beach.

New beach club scheduled for Jovans Lane.

Whereas they charged 36

Postmaster Fitter has it that Rils

Bogard, of the Jack and Jill, says he is

The ground is being primed around

Grandma bathing beauty con-

Of course, the local

Whoever it was who issued the

Now York City.

Income as much as $150

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NEW WIS. FAIR REGULATIONS

G. F. Ahead
Of Last Year

50% increase in gate attendance and 100% at afternoon grandstand shows

GRAND FORKS, N. D., July 11.—The North Dakota State Fair at Grand Forks June 23-27 showed a decided trend in grandstand entertainment, according to Secretary Dan F. McKee. Of note was the 50 per cent increase in outside gate attendance over last year's mark. In addition, an increase was indicated in the afternoon grandstand attendance compared with 1926. The grandstand-night show attendance was about the same as last year, and the Sunday afternoon grandstand was the biggest since 1926.

The Royal American Shows were on the agenda and The Manhattan Stables declared a most beautiful show. There were neon signs and new modernistic decorations.

Ernie Young's Passing Parade featured the Paradise Pat Band from Los Angeles, which proved a hit with the public and rides. The parade featured James James, presenter of the Royal American Shows. Acts furnished by Ernie Young were the Libby Trio, Dunton's Collies and Four Midnight Songsters. Don Tranger was master of ceremonies for the Empire Exhibition at Wembley, London, held eight months ago, and contained the Libby Trio, Dunton's Collies and the Lucky Boys. The closing ceremonies (Tuesday and Saturday) were turned over to the International Motor Show. It featured automobile races under direction of J. Alex Sloan. The biggest race of the day was the 1/2 mile handicap for horses, which the Libby Trio won.

The Machine Exhibit tripped former entrees of the Machinery Exhibit. Steeds for the fair were in the Northwest, the Art Building included the Inter-State Dairy Exhibit, the Homemakers' Club, Flower Show and School Exhibits.

Live-Stock Parade

The first live-stock parade in six years divided theintériment on the grounds. Premium animals in grandstand spectators. Attendance was marked by the presence of the 4-H clubs. The live-stock contests followed the premium animals in the horse, beef and dairy cattle and sheep divisions. The 4-H paraders numbered approximately 100, most entries in the baby beef and show sheep sections. Larry O'Connor, in charge, made the honors. Supt. R. S. Page, county agent, headed the 4-H Club work.

There were fine horses from 13 States and Canada, all the sheep in the two classes were featured under R. W. Davis, of Cranbrook, B. C., and Capt. Thomas W. James, conductor of the Great Northern, represented Canada. There were 25 entries in the 4-H club classes in the beef, dairy and hog sections. Prize bears and goats were also shown. The Beef Extension Office was represented by Dr. L. R. C. Ball, who was in charge of the beef judging.

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Boyd Adds Three

HIGH POINT, N. C., July 11.—James A. Boyd, who successfully conducted the Conklin's All-Canadian Shows in 1926, added three more fairs to his list and has started work on the High Point, To whom was well above the ground; the Accordion Band, furnished the midway and DeWaldo Attractions furnished the grand stand features, which included the Four Queens, performing from a steel tower 145 feet above the ground; the Acrobat Band, Yoshida Japs and the Rhythm Revue, an eight-girl dance act.

Chas. H. Duffield Recovering

LOS ANGELES, July 11.—Charles H. Duffield is recovering at the California Lutheran Hospital, Los Angeles, from a wound that caused loss of sight in both eyes, his doctors have announced. According to Dr. Anderson, it is the intention of Mrs. Duffield to give up altogether. Mrs. Duffield is a bona fide sale of the fair's shows on the opening night. This is the first time, after about 10 years' effort, that Duffield has the contract for the fair on this circuit and it was the first notice that he ever received in Canada.

Crawfordsville To Have Fair

CRAWFORDSVILLE, Ind., July 11.—The Crawfordsville Fair Association has reconsidered and decided to feature the Crawfordsville Fair. It will be held under auspices of Veter-

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In the Northwest, the Art Building included the Inter-State Dairy Exhibit, the Homemakers' Club, Flower Show and School Exhibits.

Wallaceburg Draws 10,000

DETROIT, July 11.—Moderately good attendance of 10,000 was reported at the first time fair, a number of Indian concessions, with each player having the opportunity to pitch with a baseball or like ball, mill, game, bottle balls shall be only allowed to be sold with a license, but none with only one bottle in the set (See NEW WIS. FAIR on page 44)

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DALLAS, July 11.—Weather took control of the latter part of the July 4th weekend, as an all-day driving rain, gusts of wind, and occasional showers disappointed a large portion of the crowds in afternoon and again in the early night, prevented the grand performance in the two-night schedule of attractions on the Grandstand. It likewise destroyed the Central's official hope of a record week. The attendance on Thursday was 4,440 and Sunday in the rain, 8,077. The week-end had been botted, as the Dallas Daily News has reported.

Monday's figure showed a 5,000 increase over the previous week, and Tuesday, July 8, with a 48,466 attendance, was seven thousand larger than the previous week's Kid's Day.

The Mermaid program, presented in the Cotton Bowl, including the Hollywood Casino, Boy's Tournament,楂 Valley, orchestra leader, and Robert Taylor, Jr., director, played to an estimated 38,000 night of July 4, but was postponed Sunday night on account of rain. The all-night show was opened in the amphitheater to approximately 1,000, where Benny Mendel and his ork substituted for Valley, who left after the stadium show.

In the Cotton Bowl a huge dance floor was built to accommodate 6,000 couples. The floor is portable and was taken up immediately after the show to clear the field for events scheduled for the July 4 week. The Queen's Night will be postponed until July 21. The show is sponsored by The Dallas News, St. Mary's Catholic Church, and Christian Brothers, B. Snowden, of Memphis, Tenn., is general manager.

The program for this week-end included the Stars of the Goose Creek, Jack Knob, and Allan Jones. film star; Virginia Ferrill, of radio fame; Judith Lawton, producer of Rogers and Burns, of the Arkansas comedians. The program, with the attendance over the week-end part of July 4, also Ted Lewis and his band.

A substitute show on Monday night featured Robert Taylor, who was saluted by talent drafted from the various attractions at the exhibition, including Miss Corinne, from Bristol of All Nations, Mona Leach, from Streets of Paris, Nevada; Eustis, Fla., Texas Queen Showboat, and Ocei Benon, from Jack and Phoebe Williams from the Globe Theater. The program was cut in half when the Queen Showboat, which was presented at a mid-night performance, was cut short by the birthday anniversary of Phineas Taylor Beck, America's great showman, whose dramatic contribution to the show world included the magic band, or correctly titling it, The Mirror, Domestic Drama of the Drumtread, or the Fallen Soldier, was the New York party was attended by the local press, newspaper exposition folk, and friends of the management, Billy Collins. A cake, three feet in diameter, was presented by the Chicago Daily, 3-foot midget from the Midget City.

The Mermaid Opens

One of the best attraction shows open on the Midway is The Mermaid, owned by Clyde Elliott and H. W. Bostick. The location is on the main street and in the former location of the Gorilla Village, which closed in last week. Clyde is manager, assisted by Phil Ribiise.

Mermaids are Merman Kelton, Tony Barlow, Mr. and Mrs. Bob Wiley, Ralph Gaffney and Nina Allen. Tommy Williams is at the controls, and Shing-E (Mila) Shing-E (Lina) handles the tickets.

Robert Taylor, Jr., Big Jim, 9,000-it. steers, is being exhibited on the life-stock end of the exposition grounds by the exhibition's showing division. The steer was reared by the showman and artist and after having been donated to the Salvation Army Home is a typical example of the Lytton strain, and, although the auspice exhibit is being prepared.

Fourth of July was a banner day for the exposition. Big Days expected in July are July 17, 24, and 31.

The free show was played to capacity for hundreds away, Saturday, the final day of celebration. The picture shows and motion pictures of the film producers have been played to capacity and the patrons. The special feature of the July 4 performances was the balloon show, presented twice nightly and six matinees throughout the week in the air-conditioned capacious Dallas Stadium. John Brown, who recently was appointed as chief of police, gave a public address on the grounds from noon until the early part of the evening; a constant flow of patrons visited Warden Lawes' Crime Museum, the Ice Cream Kingdom, and the Ferris wheel, and the rides had capacity. Black Forest is a feature attraction, made several changes in the entertainment, and the free act stand, replacing M. D. Fenske's, is now under the control of Alva Evans, diminutive clown. Louis and buddy Rogers and his orchestra are assisted in their clown antics by Hal and Alvin, who will present a series of dance routines.

In addition to his duties as manager of the show, Brown is assistant to A. L. Vomah, director of special events. The fireworks spectacles, presented four nights each week, were called off Sunday, one of July 6. The show is presented twice nightly and six matinees throughout the week in the air-conditioned capacious Dallas Stadium. The fireworks display is presented under the supervision of J. H. Blake, who holds the contract for the fireworks company. The Poppy Room is air-conditioned and heated. The room is lighted with ever changing color fountain, has elaborate interior, and is furnished with antiques. The spot should have no difficulties in getting over with exposers.

The state of All Nations admitted its 100,000th visitor on the first day of the fair. The trade will be open through the Memorial Day. The fair is open to the public on July 1, 18, 25, and 32, with attendance approximately 250,000. The fair is open on Saturdays, Sundays, and Mondays. The fair is open on Saturdays, Sundays, and Mondays. The fair is open on Saturdays, Sundays, and Mondays.

The Celadane of California, the fair, is open on Saturdays, Sundays, and Mondays. The fair is open on Saturdays, Sundays, and Mondays. The fair is open on Saturdays, Sundays, and Mondays.

THE CERNAL CENTENNA" Expansion

Exposition

DALLAS

By GREGG WELLEINGHOF, 401 Southland Life Blvd., Dallas.

Rain Interferes July 4 Week-End

Second show of Queen's Night spec called off — attractions doing well

Attendances

Preceding report, July 1, 1,155.

Wednesday, July 1, 21,014

Thursday, July 2, 21,275

Friday, July 3, 21,014

Saturday, July 4, 11,449

Sunday, July 5, 3,006

Monday, July 6, 32,026

Tuesday, July 7, 40,899

Total, 132,232

The Billboard, July 18, 1936

Persons attended Bob Hirome, pianist, and his orchestra, made several changes in the exhibition, with the result that the entertainment was postponed to the next day.

The Bateman, Brooks, and managed the entertainment. A stage for the Bateman, Brooks, and managed the entertainment. A stage for the Bateman, Brooks, and managed the entertainment. A stage for the Bateman, Brooks, and managed the entertainment.

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Rain Cuts in On Attendance

Fourth affected by storm — July 5 crowd tops so far — many visitors in city

CLEVELAND, July 11—Heavy rainfall on the Fourth cut off in on the attendance, as more than 100,000 out-of-town visitors were expected to see the big show. However, many braved the storm, while others remained over through Sunday and were rewarded with favorable weather. The July 1 attendance was tops up to present writing.

Checking up on the numerous nearby parking lots, it was disclosed that none of the cars were represented according to the license plates on the cars.

Monday of each week has been designated as Kids' Day, a 5-cent gate for kids under 12, and thus, colorful crowds and show attractions have also established a 5-cent gate charge for the kids. Other special days are being introduced, such as Monday night, the 43d Street of the World and fraternal, civic and special organization days throughout the 100-day show run.

In conjunction with a theater with its colorful and pleasing water ballet and Fashion Show is one of the outstanding features of the attractions. Next in line is the high-trapese free act presented by the L. B. Herring, Jr., formerly in the amusement zone.

Front Page Show Close

The Front Page Show, operated by Mrs. John Castle, failed to have sufficient public appeal and she promptly closed the show and then reopened the gallop in a new Route Show. Associated with her in the operation of new show is Mr. and Mrs. Dale Young, who also operate 13 Spook Street, popular walk-in show.

Downtown Excitement Show continues to hold the lead position for top box of the midway area. However, Captain Christensen's Submarine 8-49, 13 Spook Street, and the Branson's Motordrome and Stanley Graham's Midget Circus are also doing a strong showing.

Nadja is the new special added attraction at the John Hix Strange as It Seems, owned and operated by Larry Collister and Bob Miller, operators of the Loop-a-Plane, are now hitting their stride and the ride is one of the biggest spots in the rides area. Flying Scooters, the William de L'Horbe Jr., of this show, is another winner. Gooting's kids rides are getting a fair play at the writing.

Outstanding shows on the midway and in the Streets of the World area obtained the real break July 5 when more than 68,000 persons jammed those sections. Incidentally, those sections are drawing a daily average of more than 65 per cent of total attendance and this would appear as being more creditable among midway records.

The Old Globe Theatre is presenting seven shows daily in addition to the free water ballet and Fashion Show.

Admission Eliminated

Perhaps the brightest news of the week is that of the admission eliminated charges at Theo Thistler's sky-rocket ride, "The Loop-a-Plane," shows Cleveland. Don Bestor and his boys continue to hold the musical spotlight at this spot, but the evening shows are holding up nicely for the management.

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Among the shows in this area is the De Witt's swanky showboat, the "Moses Tavern" has joined the ranks of good eating places in the midway area.

"Penthouse" Tender

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**Fair at Ligonier, Pa.**

**July 11.—**The newly organized Ligonier Express Company voted unanimously at a meeting this week to enter the Pennsylvania State Fair at Ligonier, Pa., for the first time in several years conducted as a county project. More than $16,000 will be spent in reparation which are now being made. Of the 14 members of the Ligonier Board of Directors, John Phillips, president; E. G. Nies, vice-president; and Rev. Naugle, treasurer.

**Will Feature Floats**

AUBURN, Ind., July 11.—A multitude of floats, depicting early historical events of the state, will form an integral part of the exposition business enterprise is planned for the final parade on the last day of the Free Fair held here, N. R. Harsh, president of the fair association, announced today, which will mark the 106th anniversary of the founding of Auburn and organization of De Kalb County.

**Casa Manana Ready for Use**

FORT WORTH, Tex., July 11.—No announcement has been made to date by the management as to whether the Ft. Worth half -mile race track will open again.

**Fair Grounds**

HARTFORD, Mich.—The 23rd annual Van Buren County Fair will be held here the last week in August, according to O. E. Petersen, secretary.

**WATERLOO, Ia.—Construction of the**

Waterloo, Ia.—Construction of the new fairgrounds has been completed in time for the opening of the 21st annual exhibition. The hippodrome will be dedicated during the opening day, Sunday, Aug. 1.

**RAINFALL**

(Continued from page 41)

yacht classes, with the event to be held this month.

**RAIN CULTS**

(Continued from page 41)

The administration building in amusement will be scheduled as another feature of the July 8, 1937, which is Sunday, and Norman Reston, assistant to Shaffer; Major A. "At Your Service" Corson, night office manager; Mrs. Helen Blanton, secretary to Mr. Corson; Robert Faust, advertising representative; Sylvia Singer, office and sales manager; Ralph Hubbard, equipment manager; and Dr. Laub, assistant manager.

In addition there are two and two Western Union messengers on duty at all times.

Sophie Tucker has been the most ac-

tive member of the cast this year.

The opening of Radioland, huge broad-

cast station located in the public park, was a big feature of the day.

One of the highlights, Ray Perkins, Robert Sim-

d Dukars, programmed and built were featured on the program.

J. A. DARNAY, General Manager,

Chamber of Commerce, Cortin, Miss.

**State Fair at Parpo; Roy E. Lee, secre-

tary of the Minnesota State Fair; former fair director, Roy Liebman, said that Rube Leisman would have celebrated the 25th anniversary of the fair. Many people are still suffering from the sickness interfered. However, Rube did show up the latter part of the week.

Aft Swenson, internationally known and nationally recognized for his work on the violin, was in the here in the interest of his firm.

Jack Story, sports narrator, handled the narrative work on the radio broadcast. Jack Story, who annually gives an account of the week's events before the National Association at Cleveland, was not present on the radio program, but heard the previous booking at a major Central States show and was able to make the story's appearance.

Willie Cleck, former emcee, now with the film industry, ran Roy E. Lee, secretary of the fair, said the story of the fair was getting out.
Jones Expo Has Big ‘4th’

Heavy gate attendance all week at Springfield, O.—greatly rejuvenated show

SPRINGFIELD, O., July 11.—Johnny J. Jones Expo had a prosperous evening yesterday, the largest since the beginning of the International Harvester Industrial Council Athletic Field. The show was packed with people nightly. Friday night the crowds seemed reluctant to leave the gates, and after midnight business at the attraction soared opening booths, with a heavy gate attendance. During the afternoon of the “Fourth” extremely hot weather prevailed and the showgrounds was not a magnet for local people, but at night the midway was practically jampacked with amusement seekers, as evidenced by the great attendance of the Cincinnati editorial staff of The Billboard who was a visitor.

Visiting showmen and other persons familiar with the history of the Johnny J. Jones Exposition, which, incidentally, became a much smaller organization during a few years following the death of the late great manager, C. G. Dodson, said that the marvelous regrouping of the show the last two years under the direction of E. W. Whitmer, of Washington, and his general manager, Walter A. White. Last week the show was taken thro’ the city. (See JONES EXPO on page 51)

World of Mirth

Hits at Balto

BUFFALO, July 11.—World of Mirth Shows, Harold Dodson, manager, had a gross receipts of $53,175 during the long week ending July 11, after having a hit week in Cleveland and a fair week Cleveland. The showman spent his vacation in New York City and the work was turned over his sons, Mrs. Mary E. Landes and C. B. Buton, but was in complete charge until he left July 9. The show was visiting a small town near Rutledge, Tenn. Persons at the show claimed that they had seen it as early as April, 1936, and that it had been here since. The showman passed thru this city early this week after delivering two Chevrolet motor vehicles to Mrs. Margaret A. Smith, of Springfield, Ohio, a sister of Mr. and Mrs. E. J. Smith, of Cincinnatii. He also helped put on the public wedding of Mr. and Mrs. W. J. Allman, Toney Martone and Mr. and Mrs. L. V. Riley, George Kog- tario, Ors, where he underwent an operation for appendicitis. Levitt was taken from the show train at Orta- tario while on route from Emmett to Pocaleti. L. R. Harville, C. G. Dodson, C. E. Sherman, Howard Pearsey, Bert Music, Rodney Spencer, Meals Stark, Mack McCarthy, C. McCarty, Vern Oles, Jack Page.

Ted Levitt in Hospital

TWIN FALLS, Ida., July 11.—Ted Levitt, of Endy Bros.' Shows, had the misfortune to break his leg during an unusual accident near Oro for the fair. The show is now near Rutledge, Tenn. Persons at the show claimed that they had seen it as early as April, 1936, and that it had been here since.

Max Gruber Has 3 Canadian Fairs

HERKIMER, N. Y., July 11.—Max Gruber, manager of the World's Exposition Shows, advises that his organization is ready to move for three fairs in Canada, at Valley Field, Three Rivers and St. Hyacinthe. After placing the Canadian fest show in St. Hyacinthe, the show will move to the Minno, N. Y., Fair, then to the New York State Fair, at Syracuse, and then make a long movement to the Greater Exposition Shows in St. John's, Newfoundland, a string of Southern fairs.

Firesides Has Truck Mishap

ALLENTOWN, Pa., July 11.—Firesides Shows, C. G. Dodson, who is the owner of the circus and has the mister- tone Sunday afternoon in Allentown, has his semi-trailer overturned, almost completely demolishing his property. Three of his men were sent to hospital but fortunately none seriously hurt. Firesides has most of his equipment loaded on another truck and brought to Allentown in order to be able to open Monday.

Sucker" as Carley Wilson, Oldtimer, Would Apply It

Carnivals

J. L. Landes Shows Greatly Improved

Kansas City, Mo., July 11.—J. L. Landes Shows were visited by a Kansas City representative of the World Billboard when the show started its tour. The show is to open in the last few years.

There were 12 major rides, two kiddie rides, 12 shows and 20 concessions, requiring 35 trucks to move. There were no problems. The majority of the show damaged in this winter. The Cochit尾ike Show was also damaged and moved by Landes last winter.

Mrs. Peggy Landes opens four concessions, and Mrs. A. J. Landes does the same, but the tour game is operated by Charles Rotolo.

Kansas City visitors being entertained on the midway included Mr. and Mrs. Dave Stewart, Mr. and Mrs. Pat Anderson, Mr. and Mrs. L. V. Riley, George Keg- man, W. J. Allman, Toney Martone and Henry Allmer.

Was Slim Man

Blacky Gonzales

CINCINNATI, July 11.—The body of a slender man with no marks on him was found in the highway near Rutledge, Tenn. Persons at the show claimed that they had seen it as early as April, 1936, and that it had been here since. The showman passed thru this city early this week after delivering two Chevrolet motor vehicles to Mrs. Margaret A. Smith, of Springfield, Ohio, a sister of Mr. and Mrs. E. J. Smith, of Cincinnatii. He also helped put on the public wedding of Mr. and Mrs. W. J. Allman, Toney Martone and Mr. and Mrs. L. V. Riley, George Kog- tario, Ors, where he underwent an operation for appendicitis. Levitt was taken from the show train at Orta- tario while on route from Emmett to Pocaleti. L. R. Harville, C. G. Dodson, C. E. Sherman, Howard Pearsey, Bert Music, Rodney Spencer, Meals Stark, Mack McCarthy, C. McCarty, Vern Oles, Jack Page.

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Send for new 1936-37 fill-in-yourself Games, Buttons, Magnets, Aim-
ness. 24 Pages. 10c.
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32 Pages, complete. Reading for 1936.
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Some Bind.
New Card Sets, $1.00.
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Our name of 600 will appear in all publications.
SIMMONS & CO.
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Instant Delivery. Send for Wholesale Prices.
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100 CARD SET, $3.00.
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Real Egyptian Designs in colors, neatly bound, 5c.
A DECK
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Great bargain. Retail
at 25c up.
For justices, clerks, judges, girls, 
aventurers, cannoneers, etc. Send 10c for sample. 100 for $6.00.
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CANES
Forty-Card Victory Canes. 10c.
SLACK MFG. CO.
1212 Washington, S. Lake St., Chicago, Ill.
CENTRAL FRONT SECTION of Congress of Oddities with Golden State Shows. Left to right: John O'Donnell, tickets: Ed Green, strong man, fire
eater; Bob McClellan, "Trickster"; Alice Tynger, dancer; George Christy, musician and lecturer; Barnett Latell, mentalist; Mr. and Mrs. F. M. Rosell, dance; Frank Cranmer, tattoo artist; Carlton Turner, tickets; sitting on belly, Jewell Hopday, "Ele-
phant," and Verne Jackson, clown; standing on ground, P. W. Wright, manager Golden State Shows, and Bill Hopday, manager the attraction.
W. P. (CURLY) SMITH, late of Dod-
gers, now with Central Front Section, returned to Majestic Exposition Shows, manager Pulaski (Va.) Fire Brigade, and with Circus, and is now with the National League baseball team, Chicago, Ill.
JOE W. (CURLY) SMITH, late of Dod-
gers, now with Central Front Section, returned to Majestic Exposition Shows, manager Pulaski (Va.) Fire Brigade, and with Circus, and is now with the National League baseball team, Chicago, Ill.
JOHN T. HUTCHENS advises that dur-
ing the last week; Lovington, Ill., Home-
towne. Frank met many of his California 
friends and had a good time.
FRANK LICHTER, of Mighty Sheesley 
Circus, is back in town with his own collection of amusements, titled 
"His Own Collection of Amusements," at Polk's Ice Palace, Philadelphia.
JAMES A. MARR, with connoisseur 
Barker Shows (fourth season), was in 
Cincinnati last week to get his bonus 
show from Barker Bros., and stayed a couple of days in the Queen City for personal 
committee-state commission agent in the World War.
ALL MEMBERS of Burdick's All-Ohio Shows shared the favor of little Eva 
O'Connor, 101st birthday October 15, 1935, for her years of faithful 
service to the family. She is now a centenarian, and is still in 
good health and spirits.
Mr. and Mrs. Charles Lee have 
headed a couple of weeks in the Queen City. They have a 
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CARNIVALS

The Great Lakes Exposition Midway
by Bob Reed

Cleveland, July 11—Harry Bohn and Bob Bingham, barkers at the midway, are busy ordering stamps blank and paper, preparing for the next day's events. 

"Officers of the Day" are the new titles of the Ohio State Fair. George Moore, newspaper man, is the new "Guardian of the Orange County Fair," and George Dwyer, Turf Club, is now the "Guardian of the Ohio State Fair." 

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Bingo

Along the Expo

Midway at Dallas

By GREGG WELLMONOFF

DALLAS, July 11—Fairs, Showmen, concerts, games, and a 19-day vacation in Philadelphia, where the annual convention of the Texas State Fair Directors met, were the order of the day for Jimmy Zehrke presenting a reptile act at the Fort Worth Frontier Fair, and doing a complete "Outlaw Show," to be opened by the Ringling Bros. and Barnum & Bailey Circus. Mr. Zehrke now in charge of the inside, Towers of Fear, con- tributions to the success of the Milwaukee show at the Tulsa, Okla., Civic Auditorium. Jimmy Zehrke and the Southwestern Shows, under management of Mr. and Mrs. F. W. Bostrom. The Monkey Circus had also been incorporated in the successful move for the addition of Captain Schulte's per- formance, to be presented by the Ringling Bros. and Barnum & Bailey Circus on a stage now in charge of the inside of the Flair Building in Kansas City, to be open- taining to the front of Don An- derson, who has been greatly augmented. Concessions were the first step with old friends inim- to the center of the grounds, spreading the use of booths continu- nes. CARLETON COLLINS

Hilberbrand's United Shows


Dr. J. F. D. Lamb, former manager of the first United Shows, has been elected to a position of equal importance in the new United Shows of America, making him the first manager of the new organization.

Lamb, who has been associated with the United Shows for many years, has held various positions in the company, including that of manager of the Pacific Coast division. He has been active in the field of showmanship and has a wide knowledge of the business.

The United Shows of America, which was founded in 1937, is a national association of showmen, with headquarters in Chicago, Ill. The company's aim is to promote the welfare of the industry and to bring about improved standards of showmanship.

The new position was announced by Dr. D. W. H. Smith, president of the company. Smith said that Lamb's appointment was based on his knowledge of the business and his ability to carry out the company's policies.

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ROCHESTER, N. Y., July 11.—Since with the 14 per cent ahead of same month as last year. This is a higher level for railroad movement.

Paul Mallon, a well-known political columnist, gives the impression that Congress failed to act by passing a 90-day appropriation which would have permitted Co-Ordinator East to finance his operation. Paul is quoted as saying that the position of Trans-Great Lakes was in a precarious state.

The statement was made that the show relief fund is running in the neighborhood of $1,500.

WALTER B. FOX.

CO-ORDINATOR.

AL C. HANSONS


A long run from Knoxville, with 6 shows and 20 rides, completed the 14th annual Legion 4th of July (1936) celebration. The midway was left after the show with a profit. A good time was enjoyed by everyone in attendance.

WALTER B. FOX.

Elliott Shows

Cincinnati, O., Week ended June 29. All shows. Location, Fairfield Grounds. Hot weather, very large crowd. Business, very good.

The 14th of July on the Fourth of July, was celebrated with a grand picnic and cookout. The cookout was attended by all the show employees, and was considered a great success. The cookout was followed by a grand firework display, which was enjoyed by everyone in attendance. The show was closed on the Fourth of July, and will resume on the 5th of July.

KENT HOSMER.
ECONOMY TRAILER COMPANY supplies the finest they have ever used.

WITH FRUEHAUF TRAILERS:

SILVER STATE SHOWS, for the seasons of 1936:

Los Angeles, July 11—Much of a step-up in attendance at Monday night’s meeting, there being 41 present. First Vice-President Dr. Ralph S. Smith presided. Second Vice-President, E. W. Wadsworth, was the only other officer present. Many of the brothers in Fourth from July spots or en route thus far. The attendance indicates the interest taken in the organization.

Lights were dimmed that silent tribute be paid the late Henry William Emgard, a worth-while member, always doing his best.

Communications: Two letters from long-time friends were read. One was relative to the annual Charity Banquet and Ball. Said the writer, "We are not privileged to re-lease news of another of the surprise numbers to be featured at the coming big ball." So all await Jack’s "another surprise." In the other letter came a check and the applications of nine new members—Charles Woods, Tucker; Orville Wilhemy, Frank N. Scott, Frank Frandsen, Sterling A. Daise, Darrell L. Knigge, J. H. Leggett, J. R. Clement, Dan Parker, John Mioritz Good, all of O. B. Barnes Circus. The other is a fine program Charles' Woods, Dallas and Cliff Clifford. From Will Wright, Golden State Shows, three applications—Homer Beece, C. E. Carl and Archough. From Bob Byard, I. T. Smith and Jack Henry. From William Wright and C. D. Corbett. From a number of our members. Applications—George A. Simmonds and Alfred D. Omen. John T. Beckman and Steve Henry credited with membership of John G. McDonald, Earl McKinley Harvey, relay statement. Membership of Mace Taylor to the show completely motorized.

300 children from an orphanage. Plenty of paint on paraphernalia used during the week from Valley City, N. D., where they formerly lived.

The following new members were taken off, or adjusted to 6

KANSAS CITY, Mo., July 11—Word was received recently from presidents of County Jail shows, that they are going to do more for the Hospital and Cemetery Fund. F. (Doc) Zeiger, of C. E. Zeiger Shows, a letter stating that Clyde (Spice) Getting had been given the position of "Gleaner" at Carlisle, a position that was just had and that a fine record was made. By that same token, members only know that he adds: "Watch me!" From Johnnie B. Stay with the Tomato Mixed Concession the interest, requesting application blanks, and also he assures that the Tom Mix will continue with this organization. Letters also from J. E. Anderson, of Pismo Beach, Calif., and Harry Gordon, of West Coast Shows. Announcement made of marriage of Velma Virginia, daughter of Steve Henry, from the family of the late O. C. Schulte, expressing great appreciation to PCGA for the honorable and clean way the family of the deceased.

It seems that instead of diversion period was given over to the committee which will handle the floor show next week.

Doo Hal scored first time to win the hearts concession.

Cliff Adams has recovered from his recent illness. Have had a business trip to several shows. Mission is now faster and more lightening. You get a lot for that $10, that pays you off until September 30, 1957. Better get in.

One Wheel Trailer

Cabin Trailer

14-Fl. Streamlined Cabin Trailer Blue Print and Maple Front and Rear, Model T-27, Sedan, Kansas.

One Wheel Trailer

Cabin Trailer

50 The Billboard

Pacific Coast Showmen's Assn.

KANSAS CITY, Mo., July 11—Word was received recently from President John R. Castle that he had secured the following new members to his credit and membership:

The membership drive here between Tony Montas and Harry Altshuler is starting to pay dividends. They have added 20 new members to his credit and membership.

The following new members were taken off, or adjusted to 6

State Fair Shows

Ad on page 72, July 11 issue, should have read FOUR STATE FAIR, Tulsa, Okla.
Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, July 11.—Another special meeting will be called at an early date as the result of a ballot. The last week brought returns from Pennsylvania, New York, Minnesota, Wisconsin, Iowa, Ohio, Indiana, Missouri, Illinois, Indiana, and a special meeting was held in Chicago, Ill., July 8, 1936. The following report was read and accepted:

WANTED

William J. Coulter, Louis Leonardi, Tom Culton, J. F. Lohe, Howard Zanetti, and Fred Willman to drive to: Harry Ross, 30; Sol's Liberty Shows, 9; Maxie Herman, 3; Cole Bros.-Barnum & Bailey, Carthage, Tenn.; Dumas & County Shows, 1; Empire Happyland Shows, 4; Frank H. Consol, 2; Harry Lawdon, 3; Frank J. Steglin, 2; Joe Bodie, 4; Zanetti Drive, 7; Thomas J. Moore, 2; Philip J. Wilson, 1; Mike Miller, 3; Max Goodman, 1; William J. Coulter, 1; Many requests are received for applications of Chairman McClaffey in confidence. The total of 800 will be paid at the end of the year.

The first return in the 1936 Fund Drive has been received from A. Pakin and Max Bramtanks. Both of these gentlemen have made a free return. Actual work on mailing will be started in a few days and you should reach you at an early date. Keep on the look out for same and put it to work as soon as you receive it. We will do the same and let your project on it until the very last minute.

Brother Willman will be among his friends as "Netty." This has been brought to our attention in the "Carnival News." He will be in the Coliseum, Minn. High is his praise of the care given to his horse. He reports that several friends drop him a line at American Hospital, Chicago.

Brother Beno writes that applications for his old Aschts come back bone.

Brother Jack Bursiem asked for Ceme-

Brother William Claire, known among his associates as "Sheik," has been brought to our attention in "Carnival News." He will be in the Coliseum, Minn. High is his praise of the care given to his horse. He reports that several friends drop him a line at American Hospital, Chicago.

Brother Charles R. Galati, who has been returning his applications, received a letter on his old Aschts come back bone.

JONES EXPO

(Continued from page 45)

Still large and always welcome and where they can always meet their friends.

WANTED

For J. R. Edwards Shows

WEST ALEXANDRIA, O. CENETIAL WINTER FAIR WANTED: Interested in travel, entertainment, novelty shows, etc. Write for information.

WANTED

For the M. F. Short Shows

511 West Main Street, Wallingford, Conn.

WANTED

For the M. F. Short Shows

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For the M. F. Short Shows

511 West Main Street, Wallingford, Conn.

Shiek Rosen.Wants Agents

332 W. 43rd St., Chicago, Ill.

Shiek Rosen wants agents on the west coast. Write for all details. Also want to hear from ex-members. Address all letters to Shiek Rosen, 332 W. 43rd St., Chicago, Ill. 60616, all of his old Aschts come back bone.

CETLIN & WILSON SHOWS, INC.

The World On Parade

JULY 20—WILMINGTON, DEL. JUNE 19-22—INDIANA, PA.

SEPTEMBER 20—ROCKY MOUNT, N. C.

OCTOBER 5—WILSON, N. C.

OCTOBER 12—BEAUFORT, N. C.

OCTOBER 19—HENDERSON, H. C.

OCTOBER 26—CLINTON, N. C.

NOVEMBER 2—WILLIAMSON, N. C.

This Show Will Go Into Winter Quarters and Positively Reopen the Middle of February. More Beautiful Concessions and Shows than Show That Don't Conflict With What We Have.

WANT FOB DAVIS-LOEW RIDEOS.

Duke jeepette wants real freak to feature and Bally Acts. Salary no object.

We can place all Legitimate Concessions at address. Address this week, Chester, Pa., and as per route.

CETLIN & WILSON SHOWS, INC.

DeLuxe Shows of America

WANT FOR THEIR STRING OF FAIRS AND CELEBRATIONS

Legitimate Concessions, such as Pitch-Till-You-Win, Hoop-La, String Game, Candy Floss, Scales, etc. Can place Concession Agents who can work legitimately and stand up to the competition. Organized Minstral Show that has Band, with or without own outfit, also Illusion Show and Unborn Show. Both will be highly advertised and leaved with the standard of this company. Will buy Eill Ferris Wheel and Caterpillar for cash. Can place Lady Trick and Fancy Divers. Salary paid out of pocket. Bobbie Hassan wants to place a good string of Shows, Amusements, Iron Claws or Diggers and Hoopla, Grocery, Ham and Bird Wheels. Have fifteen fairs contracted running up to December 1, with early opening at Larado, Texas, Annual Celebration in February. Penny Pitch Agents wanted. Wire J. GEORGE LOOS, GREATER UNITED SHOWS ELDORADO, KANSAS.

WANT SHOPS WITH OR WITHOUT OUTFITS


WANT FOR JOHN HIX

STRANGE AS IT SEEMS SHOW

GREAT LAKES EXPOSITION, CLEVELAND, OHI.

Entertaining Acts—Strange, Odd and Curious People for Immediate and Future Engagement.

State Lowest Salary. Send Photograph to GEORGE T. McCARTHY.

JIM CANCEO

(Continued from page 45)

bethumbed into the top traveling amusement companies with new and greatly augmented paraphernalia, notably modern show fronts, new riding devices and modernized paint decorations. This year the progress has continued—additional attractions, gold leaf embellishments, show fronts, more railroad cars and many other features. Veritably the John H. Cox Enterprises are now in good standing organization in the field of entertainment.

From here the show went to Andor-

WANT SHOPS WITH OR WITHOUT OUTFITS

The committee had a lot of weight in the town. Train loaded by 9 a.m. and on its way to another town.

MAJOR PRIVILEGE

DETROIT, July 11.—W. G. Wade, manager of the Blue Star Shows, after playing recently in Denver, is now at Ann Arbor, Mich., to play the first of two fairs, after which he will go to Heflin, Ala., and will continue on his westward journey to Denver for the third of two fairs. The Blue Star Shows are under sponsorship of local merchants. Concessions joining recently included W. W. Potts, Nettie Horwitz and Slim Spencer, and wife. Show was saddened by the sudden death of Harry Hoffman, agent for the Fred Miller concessions.
FIRENZE AND LEGION SHOWS

уша

WANTED CONCESSIONS

FRATERNAL ORDER OF EAGLES

LEGION-FIREFLY CARNIVAL

Rodeo, Shows and Concessions Wanted. Six Big Days, July 15 to 25. Public Safety Director Thomas A. Dunn announced this week that the figure will be considerably higher when money still due from employees who sold tickets comes in, he added.

Jubilee Nets Over $12,000

HOUSTON, July 11.—New million-dollar convention hall to be erected here by January 1916 according to successful promotion for Krause at American Legion Convention.

NEW BUILDING ON SITE OF SUN HOU STON BUILDING

Huntsville, July 11.—FirstFree acts played a big part in the second annual convention of the Great American Circus Convention, held at the new Municipal Park in Huntsville. The gait featuring circus manager Charles Siegfried, flying act; Great Calvert, high wire; The Big Apple, acrobatic acts; and the Conoco Parrot, pony act; Nantucket, sail trunks and magic tricks; Houdini, a chairdresser and a score of refreshments, all handled by professionals. The home-talent part of the program comes in two parts, the first part being underserved by poor management and the second part being underserved by poor management.

ALABAMA'S GREATEST One-Day Celebration

Huntsville, July 11.—The annual convention of the American Legion will be held here by January 1916, according to successful promotion for Krause at American Legion Convention.

NEW BUILDING ON SITE OF SUN HOU STON BUILDING

Huntsville, July 11.—New million-dollar convention hall to be erected here by January 1916 according to successful promotion for Krause at American Legion Convention.
cago, Event, which will run two nights, will be headlined by the presentation of a Carnival Queen. Kewanee Club of the Archer Road District of Chicago is sponsor.

THE OLEANDER FESTIVAL, closed at Galveston, Tex., in a "blaze of glorious revelry" following a program of events presented during the week, Noble, whose ork is headlining the Bolivian Dance Club (Galveston), presented the Royal Court of Carnivale and the destroyers took part in the celebration.

THE DABBY GIRLs, aerialists, were featured as a free attraction at the annual city jubilee in Apollo, Pa., last week. A number of rides and concessions graced the midway.

The ANNUAL Hal Marie Garden Party, held on the spacious grounds of Mt. Marie College, east of Canton, O., three days, starting July 7, was very successful. A heavy rain the last scheduled night caused the committee to extend the event to include Sunday night. Larry Larimore, Akron concessionaire, provided all canvas and equipment for all of the concessions. There were no shows. R. H. Wade's four rides were on the midway for the second consecutive year.

Port Arthur Event Big

PORT ARTHUR, Tex., July 11—Fourth of July festivities that were featured in the Greater World showed the old Arklnd Company and Eakn Sisters, to be the biggest ever given in this community, following several spectacular performances in the fourth of the Port, and on the last night, the carnival again was on the midway located on Pleasure Pier, as early as the third of July. Unfortunately, the weather cut out only slightly with bathing venue added. This was sponsored by Young Men's Business League.

Carnival was a popular attraction with the concessions, Eakn Sisters started in first week stay at the Italian Gardens, Pittsburgh, to be followed by an engagement at Galveston, Texas. Union Bette and Wayne McCallie, are on hand for winners of novel skating contests.

THE FOUR SKATING MACKS, Americanized from a British quartet, have been on a tour of slices, but they have been dazed for return engagements in three spots around the territory, one of which is the Outdoor Cinema in Algiers.

SINIMENT MILL CYCLOUSES, Denver, Colo., have been on the same virtual tour for over a year, and maintain that with the accident occurred. Mr. Siniment surfed through the ride of the turns, the fractures and possible internal injuries.

Monroeville Event Off

MONROEVILLE, Ind., July 11—Plans for the Street Fair which was to be officially opened Dominion Day by R. E. Stimson, secretary of the committee in charge. The committee members, including the youngsters, and the other important officials of the fair, were on hand for the opening of the carnival at the fair grounds.

Thousand Attend Opening Vancouver Celebrations

VANCOUVER, B. C., July 11—With the great success of the Vancouver Rink Operators' 50th anniversary celebrations which were presented by the Rink Operators' Club, under the auspices of the City of Vancouver, the committee of arrangements entertained over 10,000 persons in the midway.

M. OLIVER, Pa., July 11—The Mt. Oliver Jubilee held here last week cleared about $500 profit from the carnival attractions, the committee of arrangements after an inspection of over 10,000 persons.
AGENTS AND DISTRIBUTORS

Agents and distributors are needed to sell the following:

- SLOW MOVING NOVELTIES
- SENSATIONAL PRESIDENTIAL CAMPAIGN
- WANTED - PAPER MEN TO WORK FAIRS IN
- WANTED - TWO LIVE TWILIGHTS
- SENSATIONAL PRESIDENTIAL CAMPAIGN
- AGENTS AND DISTRIBUTORS
- SELL FASTER SELLING AUTOMOBILES
-nier of year. Large profits. Write
- ARE CLEANING UP BIG PROFITS
- WHERE TO BUY AT WHOLESALE
- WANTED - TWO LIVE MOLES
- GIANT 40 - WATT DE LUXE AMPLIFYING SYS-
- WANTED - USED SEEBURG HOCKEY MACHINES
- AUTOVEND
- BOWL TYPE LITE-A-}
- GIANT 100 - WATT AMPLIFYING SYSTEM
- SELLER'S HANDBOOK
- WANTED TO BUY—SEEBURG SEEBURG HOCKEY
- SELLER'S HANDBOOK
- 100,000 AR-
WANTED LECTURERS THAT CAN SELL MED. Billy Dille, 1116, Winn, Tenn.

M. P. ACCESORIES & FILMS

The Billboard 55

FOR SALE—SECOND-HAND SHOW PROPERTY

2-1 EUROPEAN NOVELTY AND CIRCUS

FOR SALE—MERRY-GO-ROUND, GOOD CONDITION,

FOR SALE—MERRY-GO-ROUND, ALL INSTRUMENTS, ALL SAWISTS, GOOD. AT LIBERTY

MAGICAL APPARATUS

CATALOGUE FREE—MAGIC, MENTALISM, THIEF, THIEF. Yo-Kindy Phantom, Secrets and Supplies. S. W. REILLY CO., 1553 Bryden, Columbus, O.

MUSICAL INSTRUMENTS, TO LEARN MUSICAL SAW. Double Saw Midget City, Dallas (Tex.) Exposition.

WANTED TEAM FOR TENT, VAUDEVILLE AND SIDE SHOW.

SALESMEN WANTED

BIG PROFITS SELLING BABY RUTH, BUTTER WHISKEY.

WANTED LECTURER THAT CAN SELL MED.


Bargain for cash.

MISCELLANEOUS

WANTED FOR REPAIRING OR LEASING: CARDS, BOARDS, ROOMS, Furnished.

4-1 WORD, CASH (First Line Large Black Type).

WANTED TO BUY—GOOD A-P-SCOOP—UNCLE SAM. C. L. ALDRED, Valley View, Ohio.

WE RENT SOUND FILMS—SHIP EVERY 24, $20.00 week. WABASH FILM EXCHANGE, 2107 Slauson Ave., Racine, Wis.

15 AMPERE RECTIFIERS, $25 EACH. EASTIN PICTURES, Davenport, la.

Laughing Mirrors, New and Some Used, Enlarging Paper, $10.00 dozen. FULLER, Inc., 1, 44 East Vanderbilt Ave., New York City.

MUSICAL MUSICAL INSTRUMENTS, ACCESSORIES

THEO JAMES, G. P. & CO., LTD., 1035 West 42d, New York.

EARN UP TO $15.00 DAILY PRESENTING OUR COMMISSION BAND. Instant professional stage. MANUEL'S STUDIOS, 3544 N. Halsted St., Chicago.

WANTED—FRON MAN FOR TRAINED ANIMAL OR GREATER EXHIBITION SHOW as per route.

WANTED—FOR OPERATING CO. Young man and wife, two lady assistants, and operator. Will entertain you. Gadgets, illusions, fire, and much else. Apply for programs, percentage, entrance by inspection, promptly.

MISCELLANEOUS

WANTED TO BUY, LEASE, OR RENT

FOR SALE—TENT, VAUDEVILLE AND SIDE SHOW.

FOR SALE—TENT, VAUDEVILLE AND SIDE SHOW.

FOR SALE—MERRY-GO-ROUND, ALL INSTRUMENTS, ALL SAWISTS, GOOD. AT LIBERTY

FOR SALE—MERRY-GO-ROUND, ALL INSTRUMENTS, ALL SAWISTS, GOOD. AT LIBERTY

WANTED—FOR REPAIRING OR LEASING: CARDS, BOARDS, ROOMS, Furnished.

for recognized act.

MISCELLANEOUS

LENTING ENVELOPES, $4.25 dozen. C. J. MURPHY, 1358 Pacific, Los Angeles, Calif.

ROLLS DEVELOPED—20 BEAUTIFUL DOU-

SALES SOLDIERS WANTED TO BUY, LEASE, OR RENT

FOR SALE—AT LIBERTY

FOR SALE—AT LIBERTY

FOR SALE—AT LIBERTY

FOR SALE—AT LIBERTY

FOR SALE—AT LIBERTY
Zane & Gordon (Delmon Club) Polka, N. C.
Zino, Eddie (Fox Terrier) Chicago, N. Y.
Zima, S.J. (St. Moritz) Chicago, N. Y.
Zinn, Fred (Palace) Oklahoma City, Ok.
Zolna, Jack (Berkley) New York, N. Y.
Zukora, Z. (Casa Loma) Chicago, Ill.

B ANDS AND ORCHESTRAS

Routes are for current week when no dates are given.

Aaronson, Lev: (Nielsen) New York, N. Y.
Aarons, B.: (Buck's) New York, N. Y.
Adams, J. A.: (Buck's) New York, N. Y.
Adams, Jr. (Buck's) New York, N. Y.
Addison, S.: (The Sophomore) New York, N. Y.
Adler, Karl: (The Junior) New York, N. Y.
Adler, M.: (The Sophomore) New York, N. Y.
Adler, H.: (The Sophomore) New York, N. Y.
Adler, L.: (The Sophomore) New York, N. Y.
Adler, M.: (The Sophomore) New York, N. Y.
Adler, S.: (The Sophomore) New York, N. Y.
Adler, W.: (The Sophomore) New York, N. Y.
Adler, Z.: (The Sophomore) New York, N. Y.
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Hot Weather Merchandise Sales Reach a New High

The sustained hot weather is the major influence in setting new high records in volume of the wide assortment of merchandise of a more or less strictly hot weather nature. Outstanding is the demand for fans at this season, and it matters not whether it is an electric fan or the hand paper fan. Sales operation executives and connoisseurs doing the biggest business this past week were almost invariably those featuring electric fans. And recent orders placed for paper fans indicate no loss of appeal or serviceability in late years. In a great many styles they are being used as promotion premiums, and there is even a considerable return of the accordion-type folding fan for novelty and concession use.

Another class of goods to see a record demand this past week embraces colorful novelty items. Among the most and the early efforts of manufacturers salers and jobbers, particularly those locating in the Midwest West, are reporting unprecedented activity in these lines, and the early efforts of manufacturers in introducing a wide choice of motifs in anticipation of the demand for the trick novelty items.

Regardless of the augmented demand for the trick novelty items, reports that practically all available paper fans are featuring better merchandise for this season. The fans and fans alone were the most desired of the many items moved this past week, and it will be easier in the days ahead to get fans as compared to the situation there was for fans in previous years.

One of the most popular types of goods in the cool off season but which proves to be quite popular during the hot weather season is the automobile fan. This past season, manufacturers are featuring better merchandise for this line, and the timing of the automobile fan for this season was quite good. The automobile fan is a novelty item which is quite popular with the young people.

Lamp Future Looks Good

Of all home furnishings the sale of lamps probably has the greatest potential for this season. As manufacturers have always been very great in this field, and the year-end reports indicate no decrease in the sales of lamps for the year. The greatest potential for lamps is with the young people, who are the majority of the lamp buyers.

Enrollment Big at N. Y. Housewares Show

Several hundred manufacturers have reserved space for the 1936 New York Housewares Show, according to a charter steamer. The show will remain open till 10 p.m. for the convenience of those who cannot

Heat Plus Crowds Holds East Biz Up

Due to last week's hot weather along the East Coast, manufacturers of housewares equipment, and while many of them are not making advances the announcements of what new products will be shown, there is a good showing of new products for this season. Arrangements are being made by the dealers to buy from New York State and the entire Eastern section of the United States.

Wide Business Gains Shown in Past Week

The nation's industry last week rounded the half-year point with a great burst of continually-seasonal speed, and retailers are hampereed only by the desire of buyers to drench, enjoyed wide gains in cash and store bills, and some vigorous buying of summer merchandising.

The Associated Press Index places industrial activity at a new high for the year at 209-30.

The weekly survey of business in 25 major cities by the department of commerce reveals that retail trade was on advanced mark of last year. Orders for fish, and other high serviceability are continuing at an encouraging rate.

Statistics that spring radio sales were 10.5 million in the past year. Orders for fish, and other high serviceability are continuing at an encouraging rate.

New High for a more general enjoyment of the garden ornaments. The combination of better times and warm weather, calling for a more general enjoyment of the hot weather season, and business is moving even faster this season.

Of all home furnishings the sale of lamps probably has the greatest potential for this season. As manufacturers have always been very great in this field, and the year-end reports indicate no decrease in the sales of lamps for the year. The greatest potential for lamps is with the young people, who are the majority of the lamp buyers.

One of the most interesting developments in the hot weather season is the greatly increasing popularity of the automobile sets. Everyone who has an automobile or a car radio is eager to get the sets. The automobile radio is a new and interesting development in the automobile radio.

Auto Radios Will Boost '36 Sales

With the announcement by Standard on the auto radio in 1935, and the success of the car radio last year for radio sales. From present In- stead an annual sale of 4,000,000- 000.

One of the chief factors in the radio business is the greatly increasing popularity of the automobile sets. Sales in the automobile sets have been taken for the first time this year.

FAIRS
CONVENTIONS
COMING EVENTS
And Other
LISTS
Will Appear in the Next Issue

PLAZA-ENLARGED
PRIZES: NOVELTIES PREMIS SPECIP

Conducted by W.M. D. LITTLEFORD—Communications to 25 Opera Place, Cincinnati, O...

Over the Counter

(A Column Devoted Exclusively to Merchandise Concessionaries Operators and Helpers)

By L. C. O.

With this issue we introduce this new feature which does much to call the attention of the interests of merchandise concessionaries and their helpers.

The Billboard has covered this branch of the amusement field in past years, but has let the personal interest which it intends to follow this column.

Everyone who qualifies as a merchandise concessionary will be featured in this column, and all are welcome to contribute material.

Sylvia and Roy Gries have game concessions at Coney Island, and their affairs are of a different character. They find it profitable to throw out plenty of attractive games in the price range of 7 to 10 cents.

Charles H. Tott is another favorite who has the Mickey Mouse Penny Pitch at the same place, with all the usual accessories, an ice cream stand, and a line of games.

The roster of concessioners who watched for the dope on the one above started the thing—It is now up to you to keep it coming. How about it?

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NEW ITEMS

Two Compact Novelties

Two new products adapted for novelties and other uses have just been placed upon the market by Diamond Products. The first is the Com-Pat Puff, designed to combine the powder puff and the compact in one unit, and it is claimed that it eliminates the often unsanitary old-fashioned way. The powder and puff are made of Du Pont Fabricoid in several patterns, and the whole comes in a neat package. Top of the puff is of rustless steel alloy, with the fastener on the nickel plated.

The other item is the Diamond Powder Dispenser, designed to contain a week's supply of powder in a small container of bakelite or plastic. The powder is stored shaded and fixed to contain any desired powder. A special device in the cap is made of plated metal and contrived to discharge powder from the end of the container when ready for use. It eliminates waste in powder and is said to be far more convenient than the older style compact.

Two New Specialties

John Clark Brown has taken over the distribution of two new specialties that carry present promise to be real pitch items. The Wizard Razor Knife is a useful gadget which enables the owner to carry the ever-handling razor blade in his pocket, purse or tool kit without fear of having it cut anything. The second item is the Wizard Secur Ball Handle. It looks like a golf club and is a useful pocket weapon. It is designed for lettering windows, etc., and makes a useful little gadget for demonstrations, and the manufacturer reports large sales in the first few months. A fine large technical edition of the knife is designed for special use. Both products are made by Harold Products Company of New York.

Giggie Treasure Chest

A new cigarette container to be known as the Treasure Chest is being placed on the market chiefly for private use. It is manufactured by Compact Products. The new product is offered in a variety of mod- etau colors, including red, green, ivory, blue, and others. It is claimed that it gives especially attractive to the nov- etau market. It is trimmed with brass "hardware" or ornaments to resemble the popular conception of a pirate's chest. The container holds 24 cigarettes.

Small Camp Grill

Perkins Metalcraft Company is a new company formed by Otto E. Tenen and William J. Martin to act as distributor for the manufacturers of steel and Dutch metal specialties. Lang E. Borden is the manager of the company. The company is manufacturing a small camp grill made of steel stock, any size, a cooking surface of 9x18 inches and sliding pan for dumping purposes. The top of the grill is made of steel stock, welded and chamfered at the edges. It is collapsible into about a three-inch thickness. Charcoal or wood is used. It can be used for grilling steaks and hot dogs and is designed especially for fishermen, hunters and campers and retails at $5.00.

Howdy-Doo Stool

And here is one for the boys following the fairs. A new collapsible stool made by Diamond Products Company. It comes in attractive colors and sports to the size of an or- etau photographic tripod. It will go like hot cakes to a public weary from a day's pleasure around the fair:

Electric Razors on Salescards

Paramount Enterprise, New York, announces that manufacturers, states that they are introducing an innovation in sales- etau operations. They report that they have secured the exclusive rights to dis- etau the Packard Lektro Shaver, an electric razor, thru salescard plans. They offer a very novel idea to operators which they claim requires practically no in- etau, and fill that the successful advertising product worked on the sales- etau card will meet the spirit of a better type merchandise in this field. Mr. George of Paramount reports that the use of electric razors is fast becoming popular in the country and that they are the first to use this type razor for a premium plan.

Hosslaff Novelty

And here is another item which promises from the political developments of the year. The "Hos- etau" is a novelty which has plenty of color and is a Simplicity Writing Brush. The manufacturer reports the idea has been accepted by the fine stores and that work is now under way to produce the item. The Hosslaff Novelty Company, Inc., 115 Park Row, New York City.

Premium Merchandise

A. C. DIETSCHE and Arthur Ladd are the heads of a new firm known as the DIETSCHE-LADD Company, and their company has manufactured and patented a new type of swing-glass novelties and high-grade mirrors and picture frames. A novelty manufactured by them is a corner frame, and a large possibility is a corner bracket made entirely of glass, with frame and mirror attached on the glass. This retails at 1.75 and up each.

Clever Can Spout

Meets-a-Need Manufacturing Company live up to its name with a truck device which they have named the "Don-Wall". This little gadget carries its own brush and can be instantly attached to any can. Once attached it provides a perfect spout which prevents waste and soiled cans. It is made of stainless steel, can be removed and washed as easily as it can be attached. A superior specialty item for fishermen, agents and canvassers.

French Flapper Dolls

No. 96

$24.00 Doz.


Factory Bargain Lot

PHOTO HANDLE POCKET KNIVES


N. SHURE CO.

200 W. Adams St.
CHICAGO

THE BILLBOARD
We Are Being BOMBARDED
From Coast to Coast with Mail Orders. Im-
medialy. We GUARANTEE, WE
NEVER UNDERGOLD FOR WILL NOT BILL FOR LESS.
For your GENERAL MERCHANDISE,
HOTELS, SUNDRIES, TOBACCO,
Razor Blades, Needle Books, etc., order from previous ads or at lowest prices advertised and we will ship accordingly.

Instant Samples-Free Catalogs.
This is the Original NEW YORK MILLS
SALES CO. Pioneers . . . . Established, over 20 Years. We have No Branches or Distributors Anywhere in New York. For Instant DISMPT and FACTORY PRICES Send Year Orders to the One and Only New York Mills Sales Co., 901 Broadway, New York, N. Y.

MILLS SALES CO.,
901 BROADWAY, NEW YORK, N. Y.

NOTES from
SUPPLY HOUSES

There was glee in the Goldfarb family and I was sure of the novelty sec-
tion of Park Row when word leaked out that Phil Goldfarb had decided to take the fatal plunge. The fortunate young lady's name is Helen Kline and is a Goldfarb relative, but it seems to know much about Miss Kline, also it is known that Phil is very friendly with a lawyer associated in the firm of Miller, Garvey and Cohen.before
Phil finally settled down to business in the merchandising field he was gaining quite a reputation as a comedian and served regularly at one of the prominent hotels in Livingston Manor, N. Y., and it looked as tho the he had a very promising future in the entertainment field, alto he finally decided to abandon a professional career in favor of business and today is considered, like his father and his brothers, very expert in the novelty trade.

Frank Gallo, one of America's largest importers of artificial flowers, advises us that he has a very large and varied line of plants and plants for the Christmas and holiday season. Our advertisement here will be of interest to those who are looking for material for gift trade, and for those interested in growing and distributing plants from cuttings.

Leonard J. Herskovitz, well known in the creation and display of novelties and the president of the Imperial Merchandise company, Inc., of New York City, who seems to be getting more and more interested in the complete line of merchandise for the conventions and the trade, Mr. Herskovitz has just issued a list of 5,000 numbers which he is distributing free to all interested.

The Everbest Pen & Pencil Company, Inc., of New York City, has an unusually large and varied line of pens and pencils, eachsingle article. This line includes the lever-type pen, a new-stylus, a vacuum pen, a ball-plunger, a pen and pencil all in one, a precision pen and pencil and the combination gift set. All guaranteed for life. Mr. M. W. Waldering reports they supply four tested sales plans which can be used along in the district, and that his company gives territory protection when orders warrant it. Everbest is a beautiful circular which can be had for the asking.

FINAL CURTAIN-(Continued from page 29)

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CIGARETTE BOXES
B281 — Roll Top Genuine Natural Wood, $8.50. In Lots of 65 at 50c each. Per Doz. $4.40.
B283 — Genuine Oak, Gr. 1, $5.00. In Lots of 65 at 65c each. Per Doz. $3.20.
B284 — Kentwood, In Lots of 65 at 95c each. Per Doz. $5.00.
B285 — Red Oak, In Lots of 65 at 60c each. Per Doz. $3.60.
B287 — Balsa Wood, In Lots of 65 at 35c each. Per Doz. $2.60.
B289 — Silver & Gold Foil, In Lots of 65 at 55c each. Per Doz. $3.30.
B290 — Wood Grain, In Lots of 65 at 75c each. Per Doz. $4.20.
B292 — Chrome Plate, In Lots of 65 at 85c each. Per Doz. $4.80.
B294 — Olive Green, In Lots of 65 at 85c each. Per Doz. $4.80.

PENDANT AND RING SETS
B295 — Light Steel, 6 gram, Silver Plated, Per Ct. $1.60.
B296 — Light Steel, 6 gram, In Lots of 96 at 40c each. Per Doz. $3.20.
B297 — Gold Steel, 6 gram, In Lots of 96 at 40c each. Per Doz. $3.20.
B298 — Copper, 6 gram, In Lots of 96 at 40c each. Per Doz. $3.20.
B299 — Aluminum, 6 gram, In Lots of 96 at 40c each. Per Doz. $3.20.

NEW ITEMS
(Continued from page 59)
In stores, for home decorators, painting, poster work, etc. The fluid comes in various colors, says for 81c to 90c in a box containing one bottle of fluid, one brush, one felt head and one refill.

Aluminum Shakers
Made of heavy gauge aluminum with a popular spout and finish, the new shakers are of aluminum with nickel plating. They are sure to please the unusual customer who values aluminum goods and manufacturing. The Original and pleasing in design, the shakers have been made to be distinctive in appearance in contrast to the usual table appointment. A wider strip of embossed embossing distinguish this line from other shakers. Made to retail at 15 cents each.

“Adorid” Food Container
Menasha Wooden Ware Company has just brought out a line of kitchen containers for salt, sugar, cookies and the like. They are made of alternating white and dark slates one-half inch thick and treated externally to resist moisture, and are untreated internally so that the natural wood absorbs moisture from contents. Provided in three sizes, it is the colorful and free from lumps and makes a kitchen more attractive. A few of exceptional utility and cost that will make a unique promotional premium.

CONCESSIONAIRES! HERE’S NEWS!

FOUR 7-JEWEL WATCHES
AT PRICES HERETOFOR UNHEARD-OF!

YELLOW GOLD CASES
Applied by the BEK process, good for many years of service. Case of gold plated for extra wear. Case and Dial designs of exceptional eye appeal. Mention Low 7-jewel, of guaranteed timekeeping accuracy.


NOT SHOWN, BUT OF SIMILAR QUALITY.


WRITE FOR LOW QUANTITY PRICES

ESPECIAL INTEREST TO CONCESSIONAIRES

Watch Division
THE NEW HAVEN CLOCK CO.,
NEW HAVEN, CONN.

NEW HAVEN
Timepieces
5 DAY TRIAL

FREt 5 TUBE
GENERAL RADIO

GENERAL WIRE CO.
LABORATORIES, Inc.
240 W. 22nd St. (Dept. 1-D) New York, N. Y.

DISTRIBUTORS-JOBBERS-OPERATORS
Midwest Wincry Co.
2026-28 BROADWAY, KANSAS CITY, MISSOURI.

DISTRIBUTORS-JOBBERS-OPERATORS

MARVIN	A. SMITH		
SALES	MANAGER

JOBS WANTED

CASH IN ON THE FASTEST SELLING POLITICAL NOVELTY OF THE DAY

COOLIE CAMP HATS
A Real Hit for Men, Women and Children.
Political Ad: Vote for Roosevelt; Vote for Landon; or Commercial Ad.

CAPITOL SALES CO.
727 E. ADAMS STREET
SPRINGFIELD, ILLINOIS

CAMPAGN NOVELTIES

ROOSEVELT or LANDON

VERMONT NOVELTIES

A beautiful Plastic or Drinkwear, jeweled eyes, 1.75 Cent. Each, packed in attractive black box.


SUN NOVELTY CO., NEW YORK, N. Y.
H E R E ' S  A  P E R F E C T
IMITATION DIAMOND

In Yesteryear... The most... In today's... the
same... In jewelry... the only imitation diamond:

STAR DIAMOND... HY-TEX

THE OAK BRAND... HY-TEX

THE OAK RUBBER CO.

COLUMBUS, OHIO.

Setting Through Joints Only.

OAK BRAND: HY-TEX

BALLOONS

LEADERS IN FLASH, QUALITY

AND VARIETY

Here are the finest balloons on the market—tough and strong and offering an exceptional assortment of gorgeous multi-color prints, unique designs and novelty patterns. The Oak Line at your jobber or write to us for illustrated literature.

The Oak Rubber Co.

CLINTON, ILL.

Pitchdom Five Years Ago

choopie! Harry Malters and Harry Corey were really fighting it out in these last weeks of the season for the pitching honors. They were the greatest jam workers.

Colorado was putting plenty out for Doc B's Ring Ranch. They were doing wonders for the Gameaways.

"Weather, Many, manyobs, but was getting by," piped Leo Deschamps from Montana. "Doc had me on the move and within eight miles of each other up and round Alto, Ill.

Mutt Gordon was looking round New York on his vacation. There were four stores going pretty good in San Francisco according to "Silk Hat Harry" dowling.

Doc Leon Dawson and his mother visited the Babbeta Entertainers and Medicine Show at Daleville, Ind.

Doc Elivias was just windsup ing a two week stand at Michigan City, Ind.

The Corey Kiddies, children of Harry G. Corey, were wowing the radio fans with their songs over WICX, Covington, Ky.

Stanley Anderson was living around Jersey City trying to stir up enough ambition to make his annual Westerns and Northern trips.

Towns, four shutouts, that was Cens Goetts Fourth of July fireworks. In baseball, Doc was getting ready to pick up his trips and begin the off season. Unfortunately, Hick had definitely made up his mind to retire from the game.

Doc B. Lewis and the misses and little daughter, "My Little Carol" had fixed out in Copperopolis, Calif., and was enough to say hello before continuing on to Portland, Ind., where Dave was scheduled to meet his old friend Pat Duane, Pitt, Prince Bashi and many others. The boy was working the post offices, and in and around New York.

Doc Elivias had fixed out into the Wabash Valley again,

PICKET HOOKS

by BILL BAKER

(Cincinnati Office)

FOUNTAIN PENS

W E L L B R A D E D  B Y  T H E  B I B L E  A L T A R  A N D  T H E  B I B L E  B O O K  C O M P A N Y

HERALD HEADQUARTERS FOR

SPECTACLES and GOGGLES

You can get them in Vacuum. Plunger.

THE BIBLE ALTERNATIVE TO THE BLACK MARKET

WE CARRY A COMPLETE LINE OF

SPECTACLES AND GOGGLES

AHEAD OF THE CURVE

HERE'S A PERFECT

SALE

10S. Before you buy, get my New Low Price

WRITE US YOUR

to us for illustrated catalog.

MIGHTY ATOM are working the pitch

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tung around New York on his

their vacations.

Doc Elivias was just winding up a swell

Doc George M Reed ran into Tom Ken-

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Bob started out with a

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A N E S E  P O L O  S H I R T S ,

$7.50 Value, $4.00 per

IN A YEAR "BLACKY" ARE REPORTED IN THE CARNIVAL

ACCORDING TO AL DECKER.

THE PRINTED PAGE

WE HAVE A COMPLETE LINE

OF "BLACKY" ARE REPORTED IN THE CARNIVAL

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AND SCOTT.

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and Scott.

FULL OF "BLACKY" ARE REPORTED IN THE CARNIVAL

MENTS CONCERNING THE QUESTIONABLE DEATH

AND SCOTT.
coming, boys; I have something up my sleeve right now you'll be glad to hear about.”

DROWSINESS, yawning... or “taking 40 winks” when one is driven

unconsciousness, which results in the inability to laugh

from Bill Shelford from Missouri that he

WHAT HAS HAPPENED TO . . .

He is still working watches and blades,

AND IT WAS A RED ONE . . .

anyone knowing the . . .

up but has a new picture machine and

light plant. . .

DROWSINESS, YAWNING . . .

pipe in, boys.

FARM SALES ARE STILL .

when in that section.

out but is going into a new field for the fairs.

RED ROGERS HAS BEEN .

the auctioneer’s itinerary.

word to the wise: A small percentage to

* * * * *

that parking lot managers are charging

ers, but the, hot weather is putting a

are holding down a very good corner in

Pipe in, boys.

his books.

There

The Billboard

June 16, 1936

WHOLESALE MERCHANDISE-PIPES

Window Workers-Demonstrators

Cash in on the "KNOCKOUT" CHERRY STONER.

NEW METHOD MFG. CO.

305 Gove Street

Shenandoah, PA.

Window Filler Vac

EASY BALE—QUICK PROFITS.

The Billboard

SCHOOL REPORTS

Gentlemen’s List

by SID SINDENBERG

in my two decades in Pitchford I have seen many health books written in action. As a general rule one will see in these books suggestions that

inapplicable and counter to the natural

language. When they are making a

lecture their audiences are attentive. For they are active health workers and

they usually talk facts that everyone could relate to and not just


three things that I Brained in tht. . .

his eyes and in the third I saw the

his books.

YOU CAN’T UNEARTH THE NEWS

by SID SINDENBERG

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his books.

YOU CAN’T UNEARTH THE NEWS

by SID SINDENBERG
A letter to a close friend

Dear Harry,

I have been thinking about our time at the fair and how much fun we had. We went out to the fair and it was an amazing experience. The rides were exhilarating, the food was delicious, and the entertainment was top-notch. The circus was particularly wonderful. The clowns were hilarious, the acrobats were impressive, and the animals were amazing. The best part was when the elephants performed, it was like nothing I had ever seen before.

The conversation became quite interesting when I heard someone talking about the challenges faced by the circus industry. They mentioned how circuses have to compete with other forms of entertainment, such as movies and video games, and how they have to work hard to keep people interested.

In regards to license fees and concessions, there were many stories of successful and unsuccessful ventures. One story that stood out was about a concessionaire who purchased a new living trailer and it became a big success. The trailer had a kitchen, restrooms, and a small stage, and it was a hit with the customers.

Regarding the attitude of the larger companies, there was a lot to be learned from the stories shared. The attitude towards each other was competitive, and there was a lot of room for growth and improvement.

I hope this letter finds you in good health and happy. Please write back soon and let me know how your life is.

Best regards,

[Your Name]
L. J. Heth Shows


Celebration, which was widely expected, was not up to expectations. Saturday’s business was only fair and prevented the showers from remaining Monday at next stand. Mrs. H. T. Reeves (Daisy Sparks), sister of Mrs. J. L. Heth, called to Birmingham on account of sickness in her family. Mrs. Reeves is to see Deaf leave, as she has developed into a real tramp who is well liked by the entire personnel. Preparations were made for the show on Tuesday and Wednesday while handling the advance for the Bellies. The free acts are the Flying Lesters and the Crawfords. Mr. Crawford received a painful injury for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. James Mclntire. Many visitors, including the Sweeney family, who stopped while passing thru to New York. Another front just arrived for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. James Mclntire. Many visitors, including the Sweeney family, who stopped while passing thru to New York. Another front just arrived for coming out and taking such an active interest.

Dixie Exposition Shows


Manager Scott has decided to try Illinois and Indiana, the drought having hit Kentucky and Tennessee.

Auspices, Dixie Exposition Shows, performances.

Frigeld frists the last two weeks.

Mr. Crawford received a painful injury for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. James Mclntire. Many visitors, including the Sweeney family, who stopped while passing thru to New York. Another front just arrived for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. James Mclntire. Many visitors, including the Sweeney family, who stopped while passing thru to New York. Another front just arrived for coming out and taking such an active interest.

Endy Bros.’ Shows


One of the most pleasant engagements in this show has ever had. Fine cooperation from the committee, headed by Ed Rhoda, who had 25 uniformed men out every night to handle the attractions. Major Miller, a showman of over 20 years, now 76 years of age, was out every night as guest of the management. All newsmen were the guests of Mr. Lippman on Friday night and had “the time of their lives.” Hutchins’ Modern Museum continues to do good business, as does the Hot Harbor Rescue, headed by Lee McDaniel. Public wedding on Friday night, also popularly connected with William Stullman, manager of the Fox Theatre, acting as master of ceremonies. Wonderful tribute paid to Mr. Stullman for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. James Mclntire. Many visitors, including the Sweeney family, who stopped while passing thru to New York. Another front just arrived for coming out and taking such an active interest. All promotions handled here by Mr. and Mrs. James Mclntire. Many visitors, including the Sweeney family, who stopped while passing thru to New York. Another front just arrived for coming out and taking such an active interest.
The Billboard July 18, 1936

GIVE AND GET!

Pinball location owners, operators and manufacturers realize, for the greater part, that the healthy, commendable design of the game is one that will keep the American public interested in the marble games. The public plays for amusement, and every player’s enjoyment is increased by his ability to “beat the game” upon occasion.

Not that the pinball fans think the games were designed to pay him more money than he pays for his fun, not at all. The average player is an intelligent person and he knows that the games are played on location for the amusement of all. Being a reasoning individual, he knows that any game which paid out more money than he pays in would be a very short-lived game. He is a very reasonable person, he takes it for granted that he won’t make a living out of his pinball interest, unless they pay in a healthy percentage.

He has his own ideas about fair play, however, and he is in a position to dictate his own terms in regard to the matter of “giving the customer a break.”

He objects most strenuously to the location owner who play the games with all “take” and no “put,” for he feels that he is entitled to a skill award schedule that will enable him to win a fair percentage of games.

The operator who offers machines scientifically constructed so as to be fair to player and location owner will have a fair profit. For his own financial well-being and that of his location owner, he chooses to pay out as much money as possible to the player, and the greater the percentage of games won, the better it is for players to be attracted to them.

The location owner will have a fair profit. He objects most strenuously to the operator and location owner who run a game so tough that even when the award represents less than the amount of money ex- pended on one game the customer is made happy and enthusiastic by it, for he feels that it is unfair to pay him more money than he pays for his fun, not at all.

Far more insidious than the game that can’t be beaten is the game that is “too tough.”

No operator can be expected to put games on location with the prospect of paying out such meager awards that neither he nor the location owner will have a fair profit. But for his own financial well-being and that of his location owner, he chooses to pay out as much money as possible to the player, and the greater the percentage of games won, the better it is for players to be attracted to them.

Werts, the Dog Picker!

CINCINNATI, July 11.—One of the happiest men at the dog track at Har- rison Avenue is Fred W. Werts, president of Werts Novel- ty Company, Inc., of Muncie, Ind., for a $230 car has been paid out in cash five times this season.

“I almost forgot,” the fellow said, handing John six nickels, “the machine that one of Mr. Scroggs’ games was on page 68.

Location owner Zeke Smyth refused to say this week when he read that an attempt was being made to outlaw cranes from a certain section, as ‘no one could sink to putting yet,’ he insisted.

Operator John MacGregor, of Pore Corners, is suffering from a nervous breakdown. He went into a new location owner’s place to collect one last week and found the coin box prac- tically empty.

With food prices going up every min- ute, operator Oscar Martin is talking about putting foodstuffs in his digger machines in place of the merchandise.

Operator Pete’s Coin Comment

The proposed or- dinance was referred to the Atchison City Council for study.

The operator who offers machines scientifically constructed so as to be fair to player and location owner will have a fair profit. For his own financial well-being and that of his location owner, he chooses to pay out as much money as possible to the player, and the greater the percentage of games won, the better it is for players to be attracted to them.

On location owner owner sent the following to the Credit Collection Agency: “I suppose you’ve had a few re- quests to outlaw cranes from a certain section, as ‘no one could sink to putting yet,’ he insisted.

With food prices going up every min- ute, operator Oscar Martin is talking about putting foodstuffs in his digger machines in place of the merchandise.

Payout Pete’s Coin Comment

(Flash of the Coin Machine Industry Morton M. Higgins received a new machine, which he installed in the new location.”

The operator who offers machines constructed by a reputable manufacturer and does not have to pay for his games will be rewarded by steady play. He will be offering his public what they want to buy, and as a result of paying the machine and seeing the money paid back to him, he will continue to play it.

An old Methodist minister in a little country town in Nebraska had this view of the matter: “If you want it, you gotta give.”

SILVER SAM.
Men and Machines in Chicago

By CHARLIE RILEY

The coin-machine industry moves along here in the midst of a gorgeous heat wave that makes your reporter feel as gay as a stalk of Kansas corn. Yet business among the coin-machine folks seems to have the drowsy marks of a rather dull thermometer.

However, there are still a few breezy sanctuaries in this hinterland. The Bally "conference room" for one. Jim Buchey, as usual, holds forth quite salubriously as usual, holds forth quite salubriously and Al Tate manages to keep a rather arctic appearance as he enters and exits without any breakage.

You will probably read a few things about Genco's new Scotty game in this issue of The Billboard, but I simply have to put in a few extra flashes about it. I went out to the Genco plant the other afternoon and had the time of my life playing the game.

It is really a winner. It is a clever game with a great deal of appeal and had an utter fascination that kept me playing it until I simply had to drag myself away and get on to the next step.

Next stop, incidentally, was the Davil Manufacturing Company, where your overheated scribe discovered that Al Douglas is doing a hit of an all-steel version of his counter game. He is survived by his widow.

Made a tour of inspection of the Rock-Ola plant and marching along with each step of progress in the construction of a pinball game, I found it more than interesting.

First we stepped into the milling room where the wood is cut and raised with the finest array of automatic equipment. We went on to the spray booths and the polishing branches, then to the wiring and assembly departments, where we watched the units go into cabinets and saw them put on a conveyor belt that stretched 150 feet, and so on along the line until the finished product was packed and ready for shipment.

Praised at the experimental room, where several products are improved and refined by a large staff of skilled research men, and observed considerable in the way of new things are narrowed down to minute details to achieve mechanical perfection in the Multi-Selector and pinball games.

Stopped in Al Silverman's office while at the plant and had an interesting discussion of parking meters. Al, who was on the eve of departure for Minneapolis to talk to city officials there on installing these devices, recounted a number of things in connection with the new meters that I think are worth passing on.

One instance was that of a group of women in Miami Beach, Fla., who dropped a nickel in the parking meter and in lieu of driving an auto into the place allotted for parking set up a bridge table and obligingly began dealing the cards. The traffic officer, Al reported, was a bit startled to find his feminine contingent at a bridge session but averred that as long as they had put their nickel in the slot there was nothing to keep them out of the playing space.

Had luncheon with Sam Kresslerg, of the Chicago Star, and also reveals that he had a tour of inspection of the Rock-Ola plant and marching along with the other afternoon.

Added to the fun was the fact that he is going to make another trip to Texas in a few weeks.
Wurlitzer in Game Field; Buy National Skee-Ball Co.

Inaugurates new division headed by Paul Bennett—launching new line of devices to meet present needs of industry—coin-operated Skee-Ball redesigned

NORTH TONAWANDA, N. Y., July 11.—The Rudolph Wurlitzer Manufacturing Company has entered the amusement-game field by creating a new division, headed by Paul Bennett, formerly of Rockola, whose reputation for sound and successful merchandising of coin-operated devices is well known. As the first step in a comprehensive program, the firm has purchased the National Skee-Ball Company of Cincinnati, Ohio, and will manufacture in the home of the Wurlitzer plant here the game covered by patents and sold under both registered. According to Homer E. Capehart, Wurlitzer vice-president, National Skee-Ball was the pioneer manufacturer of Skee-Ball, starting its business in 1908. “Up until 1933,” he said, “they confined their efforts to the amusement park field, where these games have been big money makers. Then, realizing the possibilities in taverns, restaurants and other locations, they perfected a coin-operated Skee-Ball and began pioneering it last fall. Alto production was limited, the profits were so big in locations where it was installed that we recognized it as a device that fit our ideas for the kind of merchandise that we felt could be manufactured by our new Games Division. Then in the process of organization, because the tremendous possibilities for Skee-Ball games in the coin machine industry required the manufacturing facilities and financial resources of an organization such as Wurlitzer, we were able to acquire the company.

“The machine has been redesigned by Paul Fuller, of Chicago, who designs all the Wurlitzer-simplies cabinets and, from the standpoint of eye appeal, is one of the most beautiful devices ever offered the operators of America. Because of the skilled work required in making it, it marks a new era in coin-operated Skee-Ball, one in which the power required for playing is constant play without need for other equipment. In the Skee-Ball we are offering the operator a big paying device that he can put in any city or location-regardless of location restrictions."

New Ideas at Intervals

In discussing plans for the Games Division, Paul Bennett, its manager, made a pertinent point about the necessity of having something new, something that is so basically new that they will challenge the interest and win the patronage of the public. Operators have had tough sledding in many parts of the United States, due to the lack of new ideas, limited territory and restrictions of one kind or another. It will be the aim of the new Games Division to help change these conditions. Wurlitzer’s research organization, manufacturing facilities, financial resources are solidly behind the new department, and there is a means that no stone will be left unturned to bring to operators devices that will make real money.

“All this—The Wurlitzer-Simplex Automatic Phonograph is setting new sales records every month, the manufacturing facilities of Wurlitzer are so tremendous that by disconting the manufacture of radio cabinets for radio manufacturers and moving the Tonawanda piano manufacturing division to De Kalb, Ill., where an addition is being built to take care of the entire piano business, it was possible to devote all the space required for the Games Division and to hold plenty more in reserve, both for the growing Simplex Phonograph business, for the expansion of the Games Division. Both divisions will have the benefit of the research and engineering organization, the advertising department and a wide trade-reputation for creating the right kind of merchandise with something new, something for the operator a big paying device."

License Fees Vary

In Arkansas Cities

JOT SPRINGS, July 11.—A yearly license fee of $2.50 or $3.00 is assessed the operator in most places in this State on pinball machines. A yearly license fee of $1.50 or $2.00 is charged in other places, and depending from $1 to $5 is assessed the operator.

WANTED

For Cash

Mills Blue Fronts and Extraordinary Mysteries, War Eagles, 20 Step Reels and Jennings Chiefs in 1c, 10c and 15c play, Also Mills Late Model Q. Ts in 1c and 5c play.
When writing give full particulars such as serial numbers, type of machines and rock bottom prices.

BAUM NOVELTY CO.
3012 Ann Ave., St. Louis, Mo.

PONY DICE; NORSE RACE BAG
One Dose Tells Winning Number. Special Dose Tells Whether Horse Comes First or Last.
Any Number of Persons May Play. One Roll of Dice Gets For All Players.
A LIGHTNING FAST TRADE STIMULATOR.

L. GARVEY, 38 Franklin Street, Boston, Mass.

PAYOUT PETER—(Continued from page 68)

has been using. If food costs get much higher, he says, "a potato or apple will be a major prize award."

The boys around here are all taking their hats off to the Bally Manufacturing Company for smart publicity work in having put out that novel about Bally-Ball. (B.S. Note—Payout Peter eventually referred to on the Beem of Bally-Ball.)

A fellow from the town tried to sell Cy Higginbotham at Clem Lallenger a strip photo outfit, but Cy says he always had respectable machines and he isn’t going to stoop to making money out of nutty pictures.

Operator Lucius Murphtroyd has been elected president of the county operators’ association. There was some objection because he gets his operator's classification by virtue of owning four penny vendor devices, but insistently as a majority of the members backed him for the job.

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Credit Going Big With Ops

Rock-Ola's newest 1-shot pay table said to be receiving exception reaction.

CHICAGO, July 11.—Rock-Ola officials state that it has been a long time since any one machine had received such an immediate response as seen in the reaction given their new one-shot pay table Credit. The coin-machine industry, they say, has given the game a nation-wide stamp of approval.

Rock-Ola's snappy slogan, "Give Yourself Credit," has taken hold of the fancy of operators all over the country, and distributors report that the operators are coming in and "taking Credit" in large numbers.

The attractive simplicity of the game is said to be so enticing to players on hot days like these that they keep playing Credit over and over again. The lively, teasing movement of the big 1-3/4-inch rotating ball over the huge colorful playing field, operators report, has a lot to do with the success of the Credit. Also the game's special credit feature, a game ticketing machine, ingeniously credits the player with 5 cents for every but ball that is hurled, a feat that few players can resist. For with this clever system players automatically receive 50 cents when they lose 10 balls straight. If on the 10th losing shot they make the big Credit double-score pocket they collect: $1 just for losing! Besides the big beautiful 50-inch cabinet, or "Acorn," perfectly trimmed in the most appropriate colors, has a lot to do with the wonderful reputation Credit has made for itself in such a short length of time.

As evidenced by the several announcements in this issue of The Billboard, jobbers and distributors are all getting ready for the annual show which are always pleasant experiences in this area of the huge factory and expressed appreciation for the big Credit double-score pocket which they make the big Credit double-score pocket they collect: $1 just for losing! Besides the big beautiful 50-inch cabinet, or "Acorn," perfectly trimmed in the most appropriate colors, has a lot to do with the wonderful reputation Credit has made for itself in such a short length of time.

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Rock-Ola Visitors

CHICAGO, July 11.—Among prominent Visitors to the Rock-Ola plant during the last few days was B. (Bam) Cohen, president of the Atlanta Coin Machine Exchange, well-known Rock-Ola distributor in Atlanta.

During the week the plant was also visited by that Kentucky humorist, Carl A. Hooper, Rock-Ola distributor in Louisville, Earl Montgomery, Rock-Ola Multi-detector representative in the Mid- west, made a rush trip to the factory to check on deliveries for his many Rock-Ola Multi-detector operators. R. W. Warken and W. J. Bachtel, representing the Re- tone Coin Machine Company, of San Antonio, and the Carolina Automatic Sales Company, of Asheville, N. C., also were visitors this week at the plant. They took an escorted tour thru the entire area of the huge factory and expressed great admiration for the marvelous facilities and the efficient high-speed production they witnessed.

Another visitor was German Roll, one of the biggest coin machine men in Wisconsin. One of the best machines carried in the country, in fact, as the rolls are all getting 10-gallon cowboy hats to carry home their collections."

N. MARSHALL SEEBURG, president of the J. P. Seeburg Corporation, who was re-elected chairman of the connection committee at the recent committee meeting. This is the third year that Mr. Seeburg has been elected by members of the NACOMM to this important office. Rock year under his steady and aggressive leadership various new features have been introduced at the annual show which are always pleasant revelations to the entire trade.

The Newest and Most Interesting Publication in Coin Machine History!

The Vending Machine Co.

BLACK DEATHS

* Write for your Free Copy Today.

FAYETTEVILLE

NORTH CAROLINA

- We will take your Used Automatics or Slots as part payment on any orders for CREDIT.

STANCO UNIVERSES IN ALL YOUR GAMES!

They're Best by Test

BESSER NOVELTY CO.

3000 OLIVE STREET

ST. LOUIS, MO.

AMUSEMENT MACHINES

The Billboard 69

$25 Award Bally Roundup Feature

Chicago, July 11.—Celebrating the anniversary of Prospector and Jumbo, which were released just last year by Bally Manufacturing Company, Bally officials are offering a full production on a new one-shot pay-out game, Roundup, which Bally officials claim will duplicate the popularity of last summer's Bally hits. Describing the new Roundup, Jim Buckley, Bally sales manager, stated that the machine was carefully calculated to appeal to the same players who were attracted to Bally's past successes. "Roundup," Jim pointed out, has 1,40000 -size and has the same slow and easy Jumbo action and the same $1.250 and $2 winners right smack in the middle of the board. Bally has also a double payout feature which has kept Prospector on location 12 long months. Only this time it's not a $5 mystery award, but a big, big $25 to $50 payoff that no player can resist. Two fiery red lights flash every time a coin is deposited, and if the player remains inactive the mystery pocket pays out a prize which may be valued at anywhere from $100 to $300 free games. If the player does not fill this pocket, he loses two free games, but those flickering lights dramatize the possibility of big winnings and anyone who wins $500 per cent on a nickel investment with such attractive repeat business doesn't understand pin-game psychology. Operators and jobbers report that the machine has been round-up call if the most secure machine of all. Four years, Jim explained, is enough to give Jumbo a back seat, but the pay orders are already coming in over Round-up. "It's a good machine, like Jumbo, that's why we're all getting 10-gallon cowboy hats to carry home their collections."

BESSER NOVELTY CO.,

302) The Newest and Most Interesting Publication in Coin Machine History!

The VENDING MACHINE CO.

18 East 17th St., NEW YORK, N. Y.

IN INSISTANCE

BEEPER NOVELTY CO.

3000 OLIVE STREET

ST. LOUIS, MO.

AMUSEMENT MACHINES

The Billboard 69

ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the fact 3 coins, the best protection against slugs.

Built in 3 Models,

Bell, Front Vender and Gold Award

Built for 1c-3c-10c-25c Play

Made Only By

WATLING MFG. CO.

4640-4650 W. FULTON ST.

CHICAGO, ILL.

Est. 1889 - Ill. & Canada 1912

Gas Petro "WATLINGIDE" Chicago

Big BARGAINS

ASSORTMENT OF 300 PIN GAMES

$3.00 to $10.00

900 Mutoscopes

$ 8.00

1000 Mutoscopes

$ 9.00

Glass Cocks

$ 7.50

Assorted Zebral, Wicker, Mutoscopes

$ 8.00

Assorted Metal Figurine Cocks

$ 8.00

Glass Thimblerooms

$ 7.50

Assorted Thimblerooms

$ 9.00

Assorted Thimblerooms

$ 10.00

Excess Table Lighthouses

$.25

Round Lighthouses

$.25

Liquor Cuts

$.25

Keystone Toys. Also Full Line of Toys.

Give a Qon/mlc Line of Merchandise at Low Prices. 25% Discount. Bul. C. O. D.

1. F. TRADING CO.

18 East 17th St. NEW YORK, N. Y.

TOLLE LICES LICENSES

TOLEDO, OH. July 11.—City council by a vote of 7 to 0 has adopted an ordinance requiring a $10 license for all pinball games. A proposal to boost the fee from $10 to $20 was defeated by a vote of 8 to 1.

The ordinance provides that all devices be approved by the police department and a license obtained from the city treasurer. No machines that even extend the limits of any required license can be licensed, and the penalty for violation is a maximum jail sentence of 90 days and a fine of not more than $50. Mayor J. T. Mahaffey, in a statement, said that the jail sentence may complicate prosecution because it will enable persons charged with violations to demand jury trials in Police Court. The ordinance covers manufacturers of the devices, objected strenuously to the ordinance, saying licensing of the machines would not bring in the anticipated revenue but would tend to eliminate use of the machines for amusement.

...
Arkansas Phonio Biz Is Hitting Popularity Peak

HOT SPRINGS, Ark., July 11.—With the State reported to be “full of them,” the coin-operated phonograph business in Arkansas is experiencing the greatest popularity in years. Operators declare the demand is constantly increasing and that practically every town of any size has one or more machines.

Phil Marks, manager of the National Park Company, the largest operator of automatic phonographs in the State, reports that “the phonograph business in Arkansas is good.” The company, which covers the northern half of the State, has more than 300 machines in operation and is achieving marked success.

“The locations have been practically all taken up and there is plenty of competition,” says Marks. The National Park Company, with headquarters in Hot Springs, operates Wurlitzer automatic phonographs exclusively. The Wurlitzer is very popular in Arkansas, Marks declared, but there also are a number of other manufacturers in operation over the State.

The phonograph business, reports Marks, began to take on life with the beginning of 1935 and the automatic, coin-operated machines have been constantly growing in popularity and demand. They are still going strong, he said. The repeal of prohibition laws in 1933 and the automatic, coin-operated machines are greatly in demand in taverns and other places of amusement. Many pleasure resorts have installed automatic phonographs, which are taking the place of orchestras, with outdoor pavilions using them almost exclusively and the idea making a great hit with dancers.

Change of programs weekly and cater-
### Ten Best Records for Week Ended July 13

#### BLUES

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<td>8</td>
<td>B.B. King</td>
<td>&quot;You're Not the Kind&quot;</td>
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<td>B.B. King</td>
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#### CLASSIC ROCK

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<tbody>
<tr>
<td>1</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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<tr>
<td>7</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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<tr>
<td>10</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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#### POP

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<tbody>
<tr>
<td>9</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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<tr>
<td>5</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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<td>3</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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#### R&B

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<td>12</td>
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<tr>
<td>11</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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<td>10</td>
<td>Bruce Springsteen</td>
<td>&quot;Born to Run&quot;</td>
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#### JAZZ

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<tr>
<td>1</td>
<td>Louis Armstrong</td>
<td>&quot;What a Wonderful World&quot;</td>
</tr>
<tr>
<td>4</td>
<td>Louis Armstrong</td>
<td>&quot;What a Wonderful World&quot;</td>
</tr>
<tr>
<td>10</td>
<td>Louis Armstrong</td>
<td>&quot;What a Wonderful World&quot;</td>
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### AMUSEMENT MACHINES (MUSIC SECTION)

#### THE BILLBOARD

- **Ready for Immediate Delivery**
  - Stone's ($137.50)
  - Novelty Pin Game ($95.00)

#### SPECIAL SALE

- **Coin-Operated Phonographs**

#### MILLS TROUBADOUR—$75.00

#### OTHER BARGAINS

- **Mills Model No. 509-Boy $60.00**
  - **Dance Master $60.00**
  - **Seeburg Audiphone, With Wurlitzer $190.00**
  - **Seeburg Telephones**
  - **Cassette Phonograph $90.00**
  - **Cassette Phonograph $90.00**

#### AMUSEMENT MACHINES (MUSIC SECTION)

- **Capehart Non-Selective Seeburg, Model "E"**
- **Seeburg Audiphone, With RCA Manufacturing Co., Inc. Camden, N.J.**
- **Wardenship Records**
- **Whispering Pines, Inc.**
- **Aurora, Ohio**
- **Feature Biggest Money Making Artists**
- **RCA Manufacturing Co., Inc.**
- **Camden, N.J.**
- **Feature Biggest Money Making Artists**
- **RCA Manufacturing Co., Inc.**
- **Camden, N.J.**

### French Firm Bankrupt

- **PARIS, July 8—The Société d'Appareils de Distribution, distributor and operator of all types of coin-operated merchandise venders, was recently declared bankrupt by the Paris tribunal. The firm was capitalized at $20,000,000 ($1,066,666) and had offices at 56 Rue Armand-Gide, in Courbevoie, suburb of Paris.**

### Demand

- **Perm-O-Point Phono Needles for Your Automatics**
- **200 Perfect Plays**
- **Mills Troubadour—$75.00**
- **Other Bargains**
- **Mills Model No. 509-Boy $60.00**
- **Dance Master $60.00**
- **Seeburg Audiphone, With Wurlitzer $190.00**
- **Seeburg Telephones**
- **Cassette Phonograph $90.00**
- **Cassette Phonograph $90.00**

### Vocalion

- **3256—"Sweet Violets No. 2" and "Down by the Old Mill Stream."**
  - **The Sweet Violet Boys.**
- **3258—"If I Had My Way" and "Nearly Let Love Go Tapping Through My Fingers."**
  - **Benny Berigan and Boys.**
- **3257—"All My Life" and "It's a Sin To Tell a Lie."**
  - **Putney Dandridge and orchestra.**
- **3259—"I'm With You" and "But Definitely."**
  - **Benny Berigan and Boys.**
- **3255—"Mass-a-Stomp" and "Blue Clarinet Stomp."**
  - **Andy Kirk and 12 Clouds.**
- **3248—"You" and "Would You."**
  - **Henry Allen and orchestra.**
- **3260—"I'm a-Muggin'" and "I'm an Old Cow Hand."**
  - **Smith Smith and Onyx Club Boys.**
- **3279—"She Came Rolling Down the Mountain" and "Puthin' Time in Happy Valley."**
  - **The Sweet Violet Boys.**
- **3265—"Stompin' at the Savoy" and "On the Sunny Side of the Street."**
  - **Chuck Webb and orchestra.**
Ops’ Sharp Suggestions Aid Daval’s Reel 21 To Be Hit

CHICAGO, July 11—A. S. Dough, of Daval Manufacturing Company, reports that since Reel 21 has been accepted by the industry as “a hit game” he feels free to divulge the fact that leading operators had much to do with its construction.

According to Mr. Dough, Reel 21 was built on the suggestion of certain leading coin-machine operators who wanted a popular-priced counter game that “would really play Black Jack or the old army game according to Hoyles.” He claims that these men approached him when the firm was hard put to make deliveries on its sensational Penny Pack machine and that he accepted the suggestion but was forced to put it aside until the rush for Penny Pack somewhat slackened.

The engineers of Daval Manufacturing Company went to work on this game immediately, Mr. Dough, reports, and the firm produced its first model some weeks ago. These same leading operators who suggested the game were then called in and were asked to criticize the first hand-made model.

“They certainly tore that game to pieces,” Mr. Dough stated. “They did nothing to it but throw it out of the window. After they were finished with their blast of criticism they pointed out to us where we hadn’t made our point. We then replaced the different game from some of the ‘21’ games which had already appeared on the market and asked us to start all over again.”

From then on some of these men were at our factory every week. They worked right with the engineers explaining the action, the way it worked and the new game. They then put us through more difficulties than we had ever experienced before, and the resulting new labor laws voted by the legislature, and the added leisure time resulting from the 40-hour week labor law should prove a boon to all forms of amusement.

The operators in the country should know this fact, we believe, and therefore we are telling the industry in general that Reel 21 was built by operators for operators, and certainly the operators who instantly made it a great counter-game hit realize this today.”

Paris Show Brings Orders
For Many American Machines

PARIS, July 6—As a sequence to the recent automatic machine exhibition in Paris, the Novely Automatic firm reports that its showrooms on the Boulevard Maheshelles, in Paris, and Boulevard des Dames, in Marseilles, have been cleared out of practically all new machines and most of their rebuilt and second-hand stock.

Since the close of the exhibition Oscar Yeni and Marcel Chaitier, directors of the Novely Automatic firm, have ordered 450 new machines from American manufacturers but are still behind in deliveries. Biggest demand is for pay-out machines of various types. There is a boom on in the payout machine field.

The Novely Automatic stand at the exhibition displayed a fine lot of American pay-off machines, as well as a few new pin games and other coin machines, and the firm was awarded an honor prize for its fine display.

The recent strikes in Paris and throughout France did not directly affect the distributors or operators of coin machines, but the recent new labor laws and the salary increases granted to practically all classes of labor will undoubtedly increase considerably the production costs of French manufacturers of automatic machines. Increased wages and the added leisure time resulting from the 40-hour week labor law should prove a boon to all forms of amusement.

Babe Kaufman Flying to Chi

NEW YORK, July 11—With the new Chicago, Babe Kaufman, Inc., at 250 West 56th street completed, Babe Kaufman and his associates, Sam Rabinowitz, are flying to Chicago. They are to arrive Thursday morning, July 18.

Babe intends to visit the leading manufacturers to complete arrangements for shipment of new equipment to be displayed at her gala opening, which has been definitely set for July 25. Babe will personally invite all her friends in Chicago and mail invitations to those around the country who cannot visit to come up and have some fun at her new beautifully furnished offices. Babe says that not only will her visitors enjoy the usual Babe Kaufman hospitality but the new games she will have on display will be a surprise to everyone in the industry.
Western's New Thorobreds Are Announced by

CHICAGO, July 11.— Appropriately launched by one of the nation's foremost designers of fine furniture, the cabinet is 16 in. x 60 in. x 18 in. in width and height. The chromium and black stripes, the vividly colored background, and the living room fittings combine to emphasize one of the finest $250 machines ever built. Western offers Thorobred in a pearl-gray livery, now ready for immediate delivery. The story of Thorobred is very interesting. It is a newcomer to pin game machines, but it has already captured the hearts of its operators. Thorobred is a true beauty, and its elegance is conclusively proved. Mr. Johnson, owner of Western Equipment rooms at the convention, has his orders on file, and he knows that he could offer them a far superior machine, if he had his orders on file. However, Western expects deliveries in regularity, and everyone will be taken care of, he says.

Unusually Attractive

Thorobred is unusually attractive. Designed by one of the nation's foremost furniture designers, fine furniture, the cabinet is 16 in. x 60 in. x 18 in. in width and height. The chromium and black stripes, the vividly colored background, and the living room fittings combine to emphasize one of the finest $250 machines ever built. Western offers Thorobred in a pearl-gray livery, now ready for immediate delivery. The story of Thorobred is very interesting. It is a newcomer to pin game machines, but it has already captured the hearts of its operators. Thorobred is a true beauty, and its elegance is conclusively proved. Mr. Johnson, owner of Western Equipment rooms at the convention, has his orders on file, and he knows that he could offer them a far superior machine, if he had his orders on file. However, Western expects deliveries in regularity, and everyone will be taken care of, he says.

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$60,000 Addition To Werts Plant

MUNCIE, Ind., July 11.—The Werts Novelty Company, Inc., is enlarging its plant here due, Fred W. Werts, president of the company states, to increasing sales of the firm's line. Among the additions to be made to the plant are a new brick building 250 by 200 feet. The new building will be erected about one mile from the company's present plant. The cost of the new addition is estimated at $60,000.

Phineas Tick, Eu-Wo-Lo and Jumbo Jr. Dimensions of the new three-story building are 75 by 40 feet. This will about double the size of the main building. Total cost including fixtures, will be $60,000. Building is being constructed of brick and steel with concrete floors. Present buildings have been air conditioned and unit heating units and the same system will be used in the new building.

Because of increased sales and improved working conditions the Werts people have been unable to fill orders as promptly as desired, but this situation will now be remedied. They have several new orders to introduce as soon as they are able to take care of present orders. They are also increasing their list of jobbers and distributors in the United States, Canada, Mexico and South America.

They have been granted trade marks and patents on their various deals, which they say are going fast in Indiana and Ohio and are fast becoming popular in other States. According to Mr. Werts, the deals are kept hot to stay.

When the new building is completed it is intended to entertain all customers and employees with a banquet.

Gerber & Glass Offer Seven-Day Trial on Reel 21

CHICAGO, July 11.—Gerber & Glass, who are direct factory representatives of Daval Manufacturing Company for the Reel 21 counter game, announce a seven-day trial for the game. As explanation for this most unusual offer for a counter game, Gerber & Glass reveal the following facts. 25 Reel 21 counter machines had been located in 25 locations in a two-week test. Some of the machines took in up to $460 daily. The greatest average for the 25 games was $18. Each machine had a 52 per cent pay-out.

Gerber & Glass have been factory distributors for Daval on all of their counter games, including Penny Pack, The Tat Toe and Clearing House. However, Gerber & Glass say the response the operators are giving to Reel 21 is far beyond that of any of Daval’s previous games.

Also the factory is about eight days behind on the delivery of Reel 21 counter games. Gerber & Glass have enough of the new Daval counter devices stocked up in their warehouses to guarantee operators almost immediate delivery.

Roll-a-Ball Ups Production

NEWARK, N. J., July 11.—George Powell, of the Roll-a-Ball Sales Company here, has leased new factory space in order to facilitate the production of Roll-a-Ball, the new bowling alley game. He states this new factory occupies 22,000 square feet.

"We shall continue to build and assemble our cabinets at the old factory, after which they shall be sent over by truck to our new factory, where the mechanism will be installed," says Mr. Powell. "With these added facilities I shall be able to turn out Roll-a-Balls to keep up with my orders. The orders have been coming in so fast up to date that the greatest difficulty has been to satisfy everyone. However, with the added factory, I cannot keep pace with the orders I have another 20,000 feet available in the new building."

Powell intends to do quite a bit of personal solicitation by traveling about the country. "I have letters and telegrams and have been receiving phone calls," he says, "and am ready to go on the road. I am planning to travel about the entire country within a short time."

Boston Goes Electric Eye

BOSTON, July 11.—This city has gone for the Electric Eye game of the Exhibit Supply Company, Inc. Ben D. Palastrani, president of Supreme Vending Company of New England, Inc., reports. He claims that since his arrival from Chicago with the first Electric Eye games there has been a daily rush at his offices for these games, which was climaxed last week with a wired order to the Exhibit factory for two carloads.

Last week, too, one of the leading operators of this city, Louis Jacobs, who purchased a sample machine, returned to Ben’s offices with his check for immediate delivery of 25 more.

"The Electric Eye is one of the greatest games since Ballyhoo in this city," Ben reports. "I believe that the demand for the Electric Eye is over most worthwhile locations throughout New England where we have been using this game. The territory has gone over head over heels for the Electric Eye and it is busier than we have been in the past six months just trying to complete all of our orders. If the rush continues as it has at this time I’m going to be able to fill every order for the Electric Eye in the city and in the entire country within a short time."

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Ster-L-Way Expands

DETROIT, July 11.—Expansion program was announced this week by Ster-L-Way Products, Inc., to take over the business of Ster-L-Way, Inc. The company has as its chairman Joseph Edwards, president and general manager; W. G. Gerrard, vice-president and treasurer; and Frederick G. Beattie, secretary. The company, which is planned as a division of a new building on Grand Boulevard to house the factory. This will be a four-story structure, about 30 by 110 feet. It will include many new features in modern dental factory construction, including specially adapted lighting.

The company produces a toothbrush and is now being equipped to make a complete line of dental devices. In the past this product has been requisitioned largely to stock, but is now to be distributed on a wider basis. A number of machines will be placed, particularly in railroad stations. The Ster-L-Way Company operates its own machines nationally.

A radio advertising campaign is also planned, which will be devoted to educational work in the use of the toothbrush and other dental devices manufactured by this company. Hitherto the advertising has been directed solely to the dental profession and direct educational work with children.

$40 a Throw!

WICHITA, Kan., July 11—Tavern owners who paid $40 a throw for this infomercial have been absolutely captivated.

Recently a salesman sold roadside places who paid $40 a throw for this infomercial. They paid $40 a throw for a one-minute infomercial in a rubber cup taping a spring spindle when a man wiped up a counter with a vacuum cup. The rubber cup had a handle. The man’s face was stuck on a rubber cup to the handle. The handle and the cup were moved by the handle of the cup. The man’s head was stuck on, and the cup was moved by a handle. The man’s head was stuck on the rubber cup. The handle and the cup were moved by the handle of the cup. The man’s head was stuck on, and the cup was moved by the handle. The man’s head was stuck on the rubber cup. The handle and the cup were moved by the handle of the cup. The man’s head was stuck on, and the cup was moved by the handle. The man’s head was stuck on the rubber cup. The handle and the cup were moved by the handle of the cup. The man’s head was stuck on, and the cup was moved by the handle. The man’s head was stuck on the rubber cup. 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Grotechen Launches New Silent Bell Payout Machine

CHICAGO, July 11—Grotechen, a new silent bell payout machine, manufactured by the Grotechen Tool Company, made its bow to the coin-machine fraternity last week. A number of prominent operators had known about this machine for some time and had watched its development with keen interest and co-operated in making the local location tests.

Grotechen, according to its makers, creates a favorable impression immediately. It has a medium size, built into a smartly streamlined cabinet, it exemplifies present-day style trend toward economic efficiency. The complete silence under which Grotechen operates is said to be a distinct advantage. The bell character is spun rapidly and noiselessly, stops perfectly and payouts are quickly made. Particular credit is due for this smooth action, for whose effortless operation appeals particularly to the fair sex. Grotechen has a gearshift type handle of unbreakable temporary allure, with, black composition ball. A clever safety clutch protects it against rough play.

Grotechen is said to have a marvellous new precision mechanism. The customary coin and slugs have been discarded in favor of a new horizontal wheel-type mechanism. Richard Grotechen, head and chief engineer of the firm, states: "It took vision and money to build Grotechen. When we decided to go into the manufacture of bell machines we saw a need for a brand-new type of mechanism which would enable us to build a machine especially suited for today's changing operating conditions. We reasoned why not give the operator a new machine which he can operate as a penny or a nickel machine, or change to a dime or quarter machine. This would provide him with a machine of any size, any occasion, for prosperity or depression.

We gave our engineering staff a free hand and we believe the results have amply justified the wisdom of our decision. Grotechen is engineered right, its cam movements are the last word in monetary reliability, superior performance, efficiency and design. The cam movements have been worked out under conditions as nearly perfect as could be obtained. We believe they offer an excellent value to the coin machine operator."

To combat the slug evil the payout on Grotechen is so arranged that it pays out only the coins which have been played last.

An extra new floor with 10,000 square feet of space has been added to the Grotechen plant for building Columbus and the plant is humming with activity to supply the demand for this new machine.

CALGARY CROSS

(Continued from page 3)

visited the fairgrounds tonight. Columbia, has announced a very week. Exhibition officials said the midway has expanded the number of rides to 160 in 1899. Weather has been perfect except for a slight shower on Saturday. Extreme winds clouded the ground in dust that drove a throng of visitors to temporary shelter.

Final reports from Brandon, Walter Devereaux, showed nearly 12 per cent advance ahead of last year.

GREENLAND SHOWS

Will book or hire Berry-Go- round and Ferris Wheel. Shows that don't conflict. Book Concessions, shows, etc., for Christmas and all winter. Will be in Canada in September and October. Write to Pleet, Station "F," H.M. Scott, Winnipeg, Man.

END your correspondence to advertisers by mentioning The Billboard.
TERRMS 1/3 from date or Order. No C. O. D. State Whether to C. or F. for Recorder of Address.

NEW ROCKOLA PHONOGRAPH

MODEL No. 2. $20.00 MODEL No. 1. $21.00

IDEAL NOVELTY COMPANY
1518 Market Street Phone, Garfield 0072 ST. LOUIS, MO.

ORIOLE CORP. ON THE AIR

Baltimore, July 11—Probably for the first time in the history of the machine business, a coin controlled equipment firm is using the radio. This innovation was launched by Edie Bous, the live-wire head of Oriole Corp., Machine Corporation, which handles all kinds of coin-controlled equip- ment. The firm has a program station WCBM every Wednesday from 1:30 to 3:00 p.m.

ROUTES

(Continued from page 57)

DECTIO, Harry, Magician: Constantine, Michigan, 13-14.
Dunny, Bruce: Geneseo, Ill., 13-14.
Kaslo, Magician: Geneseo, Ill., 13-14.
Mel-Boy, Magician: Worland, Wyo., 16; Col- lette 16-17; St. Louis 17; Joliet 18; Chicago 18-20; Des Moines, 21.

Van Arman's, John B., Show: Van Buren, Iowa, 16; Van Buren 16-17; Des Moines 17-18; Davenport 18-19; Chicago 19-20; Des Moines 20-21.

DAMNATIONAL AND MUSICAL

Brook, Benny: Players: Center Little, N. Y., 13-14.
Gale, Male: Comedy Show: Robards, Pa., 13-14.

CIRCUS AND WILD WEST

Barret, Al. O.: Hopi, Neb., 14; Hopkins, Minn., 15; Minneapolis, Minn., 15; Des Moines, 16; Menomonie, Wisc., 17; Peoria, Ill., 18; Council Bluffs, Iowa, 18; St. Joseph, Mo., 18; Atchison, Kan., 19; Idaho Falls, Idaho, 19; Cheyenne, Wyo., 20; Pocatello, Idaho, 21; Great Falls, Mont., 21; Rapid City, S. D., 22; Rapid City, S. D., 23; Missoula, Mont., 24; Bozeman, Mont., 25; Helena, Mont., 25; Missoula, Mont., 25; Butte, Mont., 26; Great Falls, Mont., 26; Bozeman, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mont., 26; Great Falls, Mont., 26; Missoula, Mont., 26; Helena, Mont., 26; Butte, Mon
Give Yourself a Credit

And you're giving yourself the best pay table on the market—and the best pay table profits of today!

Advance Automatic Sales Company is ready to give you CREDIT—Rock-Ola's great new 1-shot pay table at any of our offices! We are working close with the factory and promise quick, immediate service.

Take CREDIT now—from ADVANCE!

OPERATORS—WORK-UP BIG PROFITS WHILE YOUR LOCATIONS

PLAY the DOGGIES

A perfect Run-Up stunt for a limited time! Give each of your locations a Poser, Bulldog or Full Action and you're on your way to sensational pay table profits! Don't miss out! Find out today what you've been missing!

A RED HOT DOG STEP-UP DEAL

1000 Steakes Take In...$50.00
50 Trade and Cigarette Awards...$2.75
Your Share on a 50/50 Basis

WRITE FOR QUANTITY PRICE.

LINCOLN NOVELTY CO.,
4337 W. RAVENSWOOD AVE., CHICAGO, ILL.

ONE-HALF DEPOSIT ON ALL ORDERS

1000 STEAKS PER CASE—$5.00 EACH
50 TRADE AND CIGARETTE AWARDS—$1.00 EACH

SOLICITOR AND CIRCUS AGENTS

SOLICITOR AND CIRCUS AGENTS

L. W. Milne, Manager, Chicago, Ill., Phone, "Mississippi", 2728

NOTICE

CONTEST HANDS!

Bored at Pilots, Minn., July 25 to August 2. Invites late-uptimers and details. See触及 issue.

MIDWAY—James, 38, former motion picture actor, who starred in The Crowd in 1928, drowned in North River, New York, July 10.

W. S. Malarky


EXHIBITION

The Billboard

July 18, 1936

AMUSEMENT MACHINES

GET ON THE BANDWAGON

FOR AMAZING INCOME and BIG PROFITS with ROLL-A-BALL

AMERICA'S NEW BOILING GAME SENSATION

Co-places with ROLL-A-BALL in 1936—and years to come! Plays 5 wood balls for $1.50. The FIRST to sell only completely automatic, 100% electrically operated bowling game. Needs no attendant. Its many patented features put it in a class by itself. Comes in two sizes: 12 ft. and 14 ft. long by 29 inches wide. ROLL-A-BALL attracts a magnet and invites action...lines 'em up for game after game.

It's a fact—ROLL-A-BALL is creating a sensation on every location! Players are talking about it—operators are wanting it—and our factory is swamped with orders. DON'T WAIT—get your order in—and start coming profits. IMMEDIATE DELIVERY.

WANTED

NOT A PIN = GAME

LEGAL EVERYWHERE

ACT AT ONCE! RUSH REQUESTS for Photos and Details

ROLL-A-BALL SALES CO., Inc.

GEORGE PONZER, Pres.

11-15 EAST RUNYON ST.,

NEWARK, N. J.

LAST CALL

BICENTENNIAL-SERVING CELEBRATIONS, July 18-26. By Garnetted Youth-Film Exhibition. Write TODAY to receive complete information and spectacular press releases and features. All operators get a share. The FIRST喜entertainment for every community in every age group. A Pinch and a Pinch. Immediate Delivery.

FOUR-LEGS AND FLYING TOGETHER

THREE ARMS AND A LEG FORLEG UP

VETERINARY SERVICES

ZEBRA BARN

8203 W. 9th St.

SOLICITOR AND CIRCUS AGENTS

WANTED

WILL GROOM

Exhibited with Dogs, Ponies also Young Man with Monkeys. Excellent combination that can present Animal Acts. State experience, age. Address: J. F. DAVIES, General Delivery, Reading, Pa., July 18 to 21.
The best game that your money can buy.

OPERATORS EVERYWHERE
ARE GETTING ON VELVET

Keeney's
1 BALL PAYOUT WITH
THE "CASH IN" OR "REPLAY" FEATURE

On June 27th, Velvet was introduced by select jobbers and distributors everywhere. Operators were quick to visualize the outstanding advantages offered in Velvet and immediately responded with orders for plenty. We have already received earning reports from those operators, and you can believe us when we say that they are exceeding our own estimates by far!

"CASH IN" OR "REPLAY" FEATURE

PAINT STORE AGENTS
Ready for Shipment!

We have a large stock—Ready for Shipment! You can't beat this newest of pay tables for big net profits. CREDIT gets the play with its new appeal and holds it! PRoOFED $127.50.

PAN-AMERICAN SHOWS:
the price is low. We handle all the tests to bring a high return. Held and songs of birds.

"CASH IN" OR "REPLAY" FEATURE

DON'T FORGET-
KEENEY'S
GRAND SLAM—7 nickel multiple dot,
RAINBOW—7 play dot, $105.00,
ROOSTER—600 points for $99.00.
The above 3 payout games also available in ticket models at a small additional cost. They're Doing a Real Job for Operators!

RIALTO Assortment
Extension Edge Box, Assorted with 1 Layer of Multi-colored Americana, 12 macros to Carton. DOZEN, $1.25 CARTON, $4.80

MARVEL CANDY CO., Inc.
101-103 Wooster St.
New York City

SPECIAL 39c A Case
Want a box of "Three Days or more with other Concessions, Your Vents or Cutlass Corn, Pop Corn or Nail Jim Assents. Milne, Ill., with Snack."

BUD HAWKINS' CIRCUS
Wants one box of "Three Days or more with other Concessions, Your Vents or Cutlass Corn, Pop Corn or Nail Jim Assents. Milne, Ill., with Snack."

Speroni Shows Want
Wheel Pressey, home in on some Second Manner, Concessions, Fun Vents or Cutlass Corn, Pop Corn or Nail Jim Assents. Milne, Ill., with Snack."

Bud Hawkins' Circus
Wants one box of "Three Days or more with other Concessions, Your Vents or Cutlass Corn, Pop Corn or Nail Jim Assents. Milne, Ill., with Snack."

CONTINENTAL PREMIUM MART
SIO & WELLS STS. MILWAUKEE, WIS.

PAN-AMERICAN SHOWS WANT SHOWS
TURF CHAMPS
Is the Best Paying Game You've Ever Put on a Location
Pick your horses! Place your bets!
. . . and they're OFF! What a Game!
TURF CHAMPS takes in up to 35c on Every Race! One to seven players can play at once, or one player can "bet" on any number of "horses", up to seven. Odds change automatically with every race. Winner pays out up to 40 to one.

$137.50
TIFFET MODEL
ELECTROPAK EQUIPPED
LIFT OUT
playing field affords easy servicing

THE CABINET
is a work of art
ELECTRICALLY
and mechanically simplified

BROWN NOVELTY SHOWS
WANT—Legitimate Concessions working stock only. Can use 5-in-1, Snake and Illusion Show or small grind shows. Can use Kiddie Rides. This week Dayton, O.; July 20, Loveland, Ohio; Firemen's Celebration; Chevrolet car given away. Dee Fleck, Decorator, write relative to 14 weeks' work on Fair circuit. Address inquiries to F. Z. VASCHE, Manager Brown Novelty Shows, 1006 Central Ave., Cincinnati, O.

BROWN NOVELTY SHOWS
FOR SALE
12-Car Dodgem, perfect condition. Can be seen in Racine in action. Reason for selling, we have new 20-Car Skooter. Opens in Milwaukee.
Can place a sober Ride-o Foreman. Have opening for two worthwhile Shows of merit.
Address
BECKMANN & GERETY
Racine, Wis., week July 13; Milwaukee, Wis., week July 20; Sheboygan, Wis., week July 27.

COREY GREATER SHOWS
WANTED—Plantation, Fat Girl, Half-and-Half, Ten-in-One, or any Shows not conflicting. League-Plane, Cook House, Glee, Juke, Stock Wheels, Ball Games and legitimate Grind Shows of all kinds. Playing all Celebrations and Fairs now. Address E. S. COREY, as per route. 9-5.—We hold contract for Cambria County Firemen's Convention at Cresson, Pa., week August 3-5, which will be the first Carnival in sixteen years.
AUTO-PUNCH IS THE FIRST AUTOMATIC PAYOUT, CHANGING ODDS, LIGHT-UP, LIFE-TIME SALES BOARD MACHINE

EARN MORE MONEY Than a BELL and SALESBOARD COMBINED

Odds as high as 5:1 for $5.00 for 25c. The greatest payout Jackpot plus GOLD AWARD of $2.00 or $1.00. $2.00 or 3 Red Lights entitles player to $7.00 for 5c! The greatest payout Jackpot plus GOLD AWARD of $2.00 or $1.00. $2.00 or 3 Red Lights entitles player to.

GET BUSY—RUSH YOUR ORDER NOW!

REEL "21" IS REALLY "BLACK JACK" OR THE POPULAR OLD ARMY GAME "STRICTLY ACCORDING TO HOYLE"

In Reel "21" you don't play against a FIXED AWARD GAME! You actually DRAW CARDS against the DEALER or house. The House Lead and Bottom CHANGE with EACH PLAY, the same as in real Black Jack! 4-5 Ways—$6.00 Play—$10.00 Deposit

IT'S A HIT! $23.75 TAX PAID

RUSH YOUR ORDER NOW!

Bond Boosts Keeney's Newest Game, Velvet

CHICAGO, July 11.—Jack Keeney's man Becker received an enthusiastic letter from David S. Bond, of the Tri-mount Coin Machine Company, of Boston, attesting to the marvelous operation of Velvet in the New England territory. Mr. Bond stated that he and his organization are enthusiastically recommending Keeney's Velvet to the operators because it has proved its dependability and money-making ability. He further states that the "cash-in" or "replay" feature has clicked with this operator's players, who appreciate the opportunity of the possibility of a $50 award for a nickel play.

Becker says that this letter from Bond is just one of the marvelous testimonials the Keeney firm has received from prominent distributors regarding Velvet. All heartily endorse this new Keeney game and are recommending it without hesitation to operators throughout the country.

Mr. Becker goes on to say that the production of Velvets has been stepped up to meet the increasing demand for the game, which will not reach its full sales peak for quite some time to come, as operators everywhere are fully appreciating its outstanding advantages.

ROUTES

(Continued from page 78)

RUSH YOUR ORDER NOW!

AUTO-PUNCH $69.50 Tax Paid

and Reel "21" $23.75 Tax Paid

EXCLUSIVE NEW JERSEY DISTRIBUTORS

ROYAL DISTRIBUTORS, Inc.

1152 Broad Street, Newark, N. J.

Tel: Bickling 3-3508
N. Y. Distributors
Form Association

NEW YORK, July 11.—Metropolitan distributors have formed an association called the Metropolitan Distributors, Inc., with the intention of controlling the distribution of all coin-operated machines in this territory and also to concentrate the power of the industry in one group. The new group is expected to prove of distinct benefit to the industry. First meeting was held Wednesday night.

The following officers have been elected: John A. Pittigbigha, of Fitzgibbons Distributors, president; Babe Kaufman, of Babe Kaufman, Inc., vice-president; Bob Robbins, of Robbins & Company, secretary; William Blatt, of Supreme Vending Company, treasurer.

Smallest Counter Game Gave
Bally Engineers Huge Task

CHICAGO, July 11.—When the Bally Manufacturing Company developed Bally Baby, which it claims to be the world's smallest counter game, it presented a real engineering problem to its printers.

Bally Baby is a three games in one machine, change from one game to another being made by simply changing reels and coin chute cases. One set of reels is for penny cigarette play and reproduces in full color the six most popular cigarette brands is only about 1-64 of an inch wide, less than half the width of the smallest joint on your little finger. The artists, photo engravers and printers scratched their heads. Then they went into a huddle. The ink and paper people were called into it. For days and weeks they experimented. Finally they were able to offer the finished product—a masterpiece of the printer's art and everything that Bally had demanded.

Because of this workmanship Bally was able to present the coin-machine industry with what it describes as the world's smallest counter game (only 8 inches by 5 inches and 7 inches high)—one that could be fitted into any location, no matter how crowded, yet lacking none of the necessary attraction elements needed in building steady profits month after month.

Says Jim Buckley, Bally's sales manager: "Bally Baby is also equipped with spell-award reels for 5-10-25-cent trade-stimulator play and numbered reels for the Treasury Balance numbers game. Production on Bally Baby has been going at full tilt ever since the Baby's announcement."
**Extra PROFITS for Summer!**

A few Bally MULTIPLE COIN-CHUTE Games on your route, taking in 4 to 10 NICKELS PER GAME, will keep your earning average UP regardless of weather. Try it and see for yourself.

**CHALLENGER**
1-shot Payout—Changing Odds—Multiple Coin Chute—Mystery Pockets—$6.00 Top. CHALLENGER has "that certain something" that gets constant REPEAT PLAY.

**NATURAL**
1-shot Payout—Changing Odds—Multiple Coin Chute—Light-up Totallizer, Plays REGULATION DICE GAMES—win on 7 or 11 or by "making your point. Earnings as high as $3.00 daily reported.

**RELIANCE**
Sensational Payout Dice Counter Game—going stronger than ever in typical summer spots.

**BALLY BABY**
Now 3 Great Games for Price of One! Requires only 6-in. by 8-in. space. But how it takes in the cash!

**BALLY MFG. CO.**
2640 BELMONT AVE. CHICAGO, ILL.

**PUT 'N TAKE**
400 Hole Form 3875
Takes in $15.00
Average Payout 7.54
Price with Easel 1.10

**CHAS A. BREWER & SONS**
LARGEST BOARD and CARD HOUSE in the WORLD
620 Harvard Ave., Chicago, U.S.A.

**GORGEOUS GIRLS ON GORGEOUS HARLICH CIGARETTE BOARDs**
1000 Holes
(Takes in $10.00)
Available with Payouts of from 30 to 50 Packages.

Get our latest circular describing these and other New Harlich Profit Makers! Write, stating your line or business, to

**HARLICH MFG. CO.**
1497 W. JACKSON, CHICAGO, ILLINOIS

**HIT No. 1**
**MONOPOLEE**
Here it is! The hot new Novelty Game of the Year! Get on the Bandwagon for Big Earnings. The End of the era of the 5 and 10-Ball Payout Game. Nearly 1,000 machines installed. Only $115.00 each. You get the first when you deposit the $49.50. Only $49.50 each. Order now! The Hit of the Year. BE THE FIRST IN YOUR TERRITORY! Monopoly. The Kind of Profit you've been waiting for. Last machines only $25.00 each! McCall NOVELTY Co., 2230 Pine St. Phone ST. LOUIS, MO. Wire Thank You for Mentioning The Billboard.
TAKES ONE TO THREE NICKELS — AND EACH NICKEL CREATES NEW AND NOVEL EXCITEMENT

Talk about personality or "come-on," Scotty has everything it takes to attract more nickels per minute than a street car conductor. Looks so easy to spell "P-U-P" in any of the six possible ways—with six balls to do it. It even looks easier to land a double-award.

First the player deposits one nickel—the six balls are released—and a number on the double-award panel lights up. If, for example, Number 6 lights up, the player can double his award by spelling "P-U-P" six or more times. If he is not satisfied with the number he gets, he deposits another nickel, the first number flashes off and a new number appears. At the same time this second nickel has purchased one "Pup." A third nickel buys another "Pup," and the lights on the double-award panel change again, possibly to Number 4. The player has invested fifteen cents and now has two Pups to begin the game, making it easier for him to get his award, since four Pups start the pay-off.

A Pup is made and lights up a little Scotty on the light-rack each time the word "Pup" is spelled either vertically, horizontally or diagonally. However, if you make either top or bottom skill-hole, all "Ps" register automatically, therefore play for "Us" only, as each "U" made will light a Pup.

ORDER NOW FOR IMMEDIATE DELIVERY

2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

TANGENT, Inc. fascinating new "BUY-A-LIGHT" feature is the "MONEY-MAKING MAGNET" that draws the crowds

ORDER NOW FOR IMMEDIATE DELIVERY

2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

GENCO, Inc.

2621 N. ASHLAND AVE. CHICAGO, ILLINOIS

GENCO, Inc.

TAKES ONE TO THREE NICKELS — AND EACH NICKEL CREATES NEW AND NOVEL EXCITEMENT

TANGENT, Inc. fascinating new "BUY-A-LIGHT" feature is the "MONEY-MAKING MAGNET" that draws the crowds.
It took one and a half years to design

BOLO

A TWO BALL GAME

with ten ball fascination

and - HERE IT IS

and better than

one ball receipts.

LEGAL EVERYWHERE--YET IT PACKS REAL ACTION

PLAYED JUST LIKE REGULAR BOWLING

Skillful play of the first ball enables the player to make a STRIKE just like on a regular bowling alley. Hitting all ten pins with two balls will score a SPARE. Scoring is based on the number of pins hit.

FAST ACTION BALL

There are no holes on the board, and the ball bounces from pin to pin, making a score of the back board every time it hits. The flashing of the lights on the back board and the fast action of the ball all add to the thrill that holds the players in suspense and means more profits to you.

SCORE PADS FURNISHED

Regular bowling score pads are furnished with each game and additional pads may be had at cost. These pads induce competitive play and swell the receipts. At two balls for a nickel this game takes in 50c per frame, while a full-sized bowling alley that costs $1,200 only takes in 20c. Just think—four players each playing a full game will play Two Dollars, and the game is played faster than a One Ball. The gutters on the side represent the biggest outs ever placed on any game, yet the players like them because they add to the thrill of the game.

MAY BE PLAYED WITH FIVE BALLS

For territories where five balls are required, this game has been arranged so that the change of score cards and the insertion of three balls will make it ready for action. No alteration of the game required.

PACENT NOVELTY MANUFACTURING CO.

"A NEW COMPANY WITH NEW IDEAS"

1410 LINCOLN AVE. • • • UTICA, NEW YORK

FEDERAL EXCISE TAX PAID

WIRE

WRITE

PHONE

SOME DISTRIBUTOR TERRITORY STILL OPEN

$49.50

SOME DISTRIBUTOR TERRITORY STILL OPEN
703.7x1003.2 [Image 0x0 to 704x1003]

An extract from the Billboard magazine on July 18, 1936, discussing amusement machines.

**AMUSEMENT MACHINES**

The Billboard

85

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**AMUSEMENT MACHINES**

The Billboard

85

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**PALOOKA "JUNIOR"**

GOING BETTER THAN EVER—

Repeat Orders Tell the Story of Pamco "CHASE". Out in the field just a few weeks—Operators report collections steadily INCREASING! Now is the time to invest in Pamco "CHASE"—for this game of MOVING LITES is a LONG DISTANCE 'runner'. Nothing can catch it!

PAYOUT MODEL $139

TICKET MODEL $149

Electropak & Check Separator Equipped

Bowl Type—with Single Unlimited Capacity Coin Chute—Automatic Changing Odds—has PROVED EARNING POWER of Bell Machines. It's a staple article and a REAL INVESTMENT in either PAYOUT or TICKET MODEL.

**PAMCO "CHASE"**

...and

**PALOOKA "JUNIOR"**

**PACIFIC AMUSEMENT MFG., CO.**

4223 West Lake St.

Chicago, Ill.

1320 South Hope St.

Los Angeles, Calif.

**BARGAIN SPOT**

$60.00

**ONE BALL AUTOMATIC PAYOUT TABLES**

THOROUGHLY RECONDITIONED BY FACTORY MECHANICS

PEERLESS

$50.00

From the South's Leading Distributor. CREDITS in stock, ready to ship! A Rock-Ola product — it must be good. CREDIT represents the newest in pay tables—order yours today and watch them make a hit. We have a large stock of all machines new and used. Write, wire or phone.

**National Coin Machine Exchange, 1407 Disney Blvd.**

**REEL "21"**

Is BLACK JACK of the Old Popular Army Game "Strictly According to Hoyle!" In Reel "21" you DON'T play against a FIXED AWARD CARD. You ACTUALLY DRAW CARDS against the DEALER or house. The House hand and Awards CHANGE with EACH PLAY the same as in real Black Jack! 4-way Play offers the player odds ranging from 2 to 1 to 100 to 1.

Reel "21" is the LONG LIFE counter game YOU NEED for bigger, better and steadier PROFITS.

**ALL TYPES OF Mills Bells & Venders**

AT FACTORY PRICES Write for Complete Catalog

**SICKING MFG. CO., Inc., 1922 Freeman Ave., Cincinnati, Ohio**

**BOX SCORE!**

Made in four beautiful colors with a $10.00 top. Average payout, 600 Holes.

Takes in .................. $30.00
Average Payout ......... 14.04
Average Profit ......... $15.96

Price with cash, $1.64 plus 10% tax. Write for 1936 Catalog!

**GLOBE PRINTING COMPANY**

1027-29 Rice Street, PHILADELPHIA, PA

PHILADELPHIA, PA

237 S. Press Street, SAN ANTONIO, TEX.

292 West 39th Street, NEW YORK, N. Y.

22 West 23rd Street, ATLANTA, GA.

227 S. Presa Street, SAN ANTONIO, TEX.
With the inauguration of a Games Division, Wurlitzer brings to the amusement games field a fresh viewpoint, unfettered by past practices, products, or tradition, plus the same leadership that has made "Wurlitzer-Simplex" the outstanding success in automatic phonographs. A success that witnesses an ever-increasing operator demand for these instruments month after month.

It will be the aim of this new Department to provide new products designed to win widespread and lasting public acceptance. Back of the new division is the long experience, the vast designing, engineering and manufacturing facilities, the unlimited financial resources, and sound merchandising policies of The Rudolph Wurlitzer Manufacturing Company. Factors responsible for its pre-eminent position in the music field—advantages that likewise meet every requirement for leadership in coin-operated games.

The initial product to be offered by Wurlitzer's Games Division will be "Skee Ball," redesigned from the original coin-operated "Skee Ball"—introduced last fall by the National Skee Ball Company of Coney Island, N. Y.—recently acquired by Wurlitzer. "National" were the creators and original "Skee Ball" manufacturers. Their product, which, until its recent perfection as a coin-operated device, required supervision by attendants, has been a big money-maker in the amusement park field since 1906.

As successors of National Skee Ball Company, Wurlitzer can assure its customers not only complete security and protection on patents but, based on the twenty-eight year success of the "Skee Ball" idea in the amusement park field, a permanently profitable investment as well.

Next month, through the pages of this and other coin machine journals, Wurlitzer will make a complete announcement of its new "Skee Ball"—redesigned by Paul Fuller, whose creation of the beautiful cabinets and lighting effects of the Wurlitzer-Simplex has played no small part in its tremendous and ever-growing popularity. Combining striking eye appeal, intriguing play appeal and a record for permanent, sizeable profits, Wurlitzer's "Skee Ball" should prove to be one of the biggest money-makers that has ever been brought to the coin machine industry!
Already hundreds of Bell Machine Operators have inspected COLUMBIA, and acclaimed it as the most important step forward in 30 years of Bell Machine History. Here at last, is a Bell specifically designed for today’s changing operating conditions. Small enough in size for closed territories, light in weight, yet alive with sparkle and zest, full of player appeal to command immediate attention in every location.

Columbia is a new machine from the ground up

★ Its surprising, ingenious simplicity of construction, achieved by full utilization of Cam action movements, is admired and praised by leading mechanical authorities, as well as experienced operators (including our competitors).

Cam movements throughout assure positive action at all times; result in completely silent operation.

Columbia has none of the customary coin tubes or slides

★ Instead, coins are stored and carried in a horizontal Wheel Type Magazine with 80 partitions, coins standing on edge within individual compartments. NO COIN TOUCHES THE NEXT ONE, worn coins work equally well as coins fresh from the Mint. Positively correct number of coins paid every time.

Each Columbia machine plays pennies, nickels, dimes and quarters

Change from One Kind of Coin to Another Can Be Made Right on Location Within Less Than Five Minutes

★ Think of it: Every Columbia machine which you buy gives you the service of four individual machines. Only two parts are needed to make the change; no experience required. These extra change parts furnished free of charge with every Columbia.

Columbia Gives Positive Protection Against Slugs

★ Columbia pays out first the coins which have been inserted last, after they have passed through Escalator. This means that any Player who plays tokens in Columbia and hits a winner, is paid in his own tokens. Just like paying "from the top of the Tube" in other machines.

Figure the Extra Profits from Slug Elimination Alone!

Turret type Escalator

★ Shows last six coins played. Coins visible from three sides, especially from behind of counter or Bar, most important of all. Mirror is used when machine is placed in safe or against wall.

Columbia’s smartly designed cabinet commands immediate attention

★ Beautifully lacquered Cabinets for your ultra-smart Night Clubs, or Natural Oak for your Taverns. Columbia is at home in every type of Location. Built strong enough to withstand the grip of a prize fighter, yet delightfully attractive especially to Ladies, who like the easy action of the gearshift type handle, the non-tiring, swift play, the magnificent money display of its Double Jack Pots.

Double Jack Pots pay alternatingly

★ Columbia has two flashy Jack Pots side by side. Jack Pots pay alternatingly left and right. Always sufficient coins on display to attract player.

Jackpot Capacity adjustable

Because Jackpots on Columbia may be loaded with dimes or Quarters, Nickels or Pennies, they are adjustable in capacity, simply turn hexagon Nut in rear. Top capacity 40 Quarters each.

Contents of Jack Pot paid in addition to 20 Payout from Magazine.

Columbia sold under money back guarantee

★ Order Columbia with the understanding that you can try it under your own conditions for 15 days; if not completely satisfied, return it prepaid within that time for full refund of your purchase price.

Features

★ COLUMBIA is a fully automatic Payout Bell, with double Jack Pots.
★ Reels have ten stops, but 20 Symbols each.
★ Available in either Standard or Mystery type Payout.
★ Double Jack Pots pay alternatingly, in addition to 20 Payout on Three Bar Combination. Capacity of Jack Pots easily adjusted.
★ Size: 12½" wide, 11" deep, 16" high.
★ Weight: 38 lbs.
★ Heavy Steel Doors, Illinois Superduo Locks.
★ Cash Box Capacity $80.00 in Nickels.
★ Columbia’s Mechanism is protected against rough play by safety ratchets on handle and specially constructed slipclutch on handle. It protects itself.

Attention Foreign Buyers: Columbia can be furnished to work with any Coin up to 26mm in Diameter, send sample coins with your inquiry.
ALL AMERICA'S HEADIN' FOR BALLY'S

Roundup

1-Shot
PAYOUT

WITH $5.00 TO
$25.00
GOLD AWARD

Licensed by Consolidated Pat. Corp. (Pat. No. 1,902,521)
and Ace Pat. Corp. (Pat. No. 2,010,966).

EXTRA PAYOUT! EXTRA THRILLS! EXTRA PROFIT!

What a game! Jumbo-size, Jumbo-action! Big eye-smack-
ing $1.00, $1.50, $2.00 WINNERS down the middle! Bril-
liant SCENIC PANEL! DOUBLE PAYOUT feature that
kept Prospector on location 12 long months—plus $5.00
TO $25.00 MYSTERY AWARD!

Two fiery red LIGHTS FLASH for every-coin—and if
either light remains lit, Mystery Pocket pays out Special
Token good for 100 to 500 Free Games. Can be adjusted
to pay $10.00 top or $5.00 top—but any way you operate

ROUNDUP the big juicy Jack Pot gets REPEAT PLAY
BY THE HOUR. You'll need a cowboy's ten-gallon hat
to carry home your collections! And your collections are
protected by the 12-Coin Escalator and NEW A.B.T. 400
COIN-CHUTE, which defeats "Test" Slugs, Cellophane,
Shims and all other slugs in common use.

For bigger, steadier profits—profits that will surpass even
Jumbo's record—order ROUNDUP today!

For IMMEDIATE DELIVERY order by WIRE TODAY!

BALLY MFG. CO.
2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.
DAILY FENCE RACES BUSTER
WITH MOTOR DRIVEN PAYOUT UNIT

Either Game $125

Ghost Separator, no extra cost; 2-ball play, $2.50 extra; Ticket Game, $10 extra; Electrapak equipped (Batteries optional), D. G. Adap- 
tion, $9 extra.

MYSTERY SINGLE COIN SLOT
Taking The Country By Storm

Available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

PLAYER CONTROLLED CHANGING ODDS
SUNSHINE BASEBALL
WITH MOTOR DRIVEN PAYOUT UNIT

SUNSHINE BASEBALL is a one ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hit- 
ting "Change Odds" pocket. Leading Major and Minor League teams are represent- ed. Pays 2-1 for Cellar position and up to 40-1 for League Champion- ship, Pennant Winner and Series Winner. Mystery Payout Holes pro- vide additional thrills. Order now!

LOW PRICED $99.50

Get behind a real game pitched over Western right into Big money with Sunshine Baseball!

FENCE BUSTER
Something new in basketball! Play- er acts as man-ager of one or more baseball teams out to win the championship. Pays for Cham- pionship, Runner-Up and Third Place. Odds up to 40-1. Multiple or Mystery Coin Slot optional. Just see what this remarkable base- 
ball game does for you when you put it to bat in your toughest spots!

A true engineering achievement! Proven and tested on locations, 
this unit has been acclaimed a remarkable success. It is precision 
built, all steel and die cast construction, with case hardened stamp- 
ings. Absolutely clog proof and jam proof, the Gottlieb unit has a 
smooth, positive action. Equipped with a sure-action, accurate 
step-up switch.

TICKET UNIT
is identical in construction to that of the payout unit, but has a 
more powerful motor. The simplest, most positive ticket unit on 
the market today. Gottlieb Motor Driven Payout and Ticket Unit 
now standard equipment on Daily Races, Fence Buster, Sunshine 
Baseball and Brokers Tip.

LIFETIME SERVICE WITH GOTTLIEB
MOTOR DRIVEN PAYOUT UNIT

D. GOTTLIEB & CO.,
2736-42 N. PAULINA ST.
CHICAGO, ILL.
EXCLUSIVE Bally Features Open
Countless BIG PROFIT Locations!

Strictly Legal! Location Tested!

Now you can really cash in on the NATION-WIDE CRAZE that piles up BIGGEST PROFITS in history!POSITIVELY NOISELESS OPERATION sets BALLY-ROLL in thousands of NEW LOCATIONS! And BALLY-ROLL is REALLY PORTABLE—rigid, rugged, yet LIGHTWEIGHT machine of its kind—with SECTIONAL CONSTRUCTION insuring quick, easy INSTALLATION through average store-door. Above all, BALLY QUALITY guarantees YEARS of service-free BIG PROFIT PERFORMANCE!

9 BALL VISIBILITY: all balls released in front, entirely visible to player and within easy reach. This convenience alone creates player prejudice in favor of BALLY-ROLL.

FULL-AUTOMATIC-ELECTRIC: no handles or knobs to slow up play! Merely deposit coin and 9 balls are instantly released. Scoring device 100 per cent electric—silent, simple, scientific. NOISELESS: scientific acoustic insulation eliminates ball-banging and ball-return-rumble. Quiet operation enables you to place BALLY-ROLL in spots where noisy machines are not allowed.

FREE-PLAY: balls released to score SILENTLY return to player. TARGET: no sticking in at end of alley. Target FULL WIDTH of alley provides MORE ACTION, MORE SKILL APPEAL—another reason why the public prefers BALLY-ROLL!

PORTABLE: as easy to install as average payout pinball, due to light weight, sectional construction and removable parts. SMART, MODERN DESIGN: streamlined but not "extreme-lined"—richly grained walnut with vivid color accents.

TROUBLE-PROOF: engineered and built by organization responsible for world famous Bally Payout Pinball Games, BALLY-ROLL is GUARANTEED 100 PER CENT MECHANICALLY PERFECT—and has already gained endorsement of leading operators of this type of equipment.

LOCATION TESTS PROVE amazing EARNING POWER of BALLY-ROLL. And it's ALL PROFIT, as BALLY-ROLL GETS CONSTANT PLAY WITHOUT AWARDS. 100 per cent SKILL APPEAL stimulates COMPETITIVE PLAY—and the crowds keep on playing to beat the other fellow's score! Get in on the ground floor for a fortune in fast-flowing nickels. TERRITORIES GOING FAST, so act at once!

WIRE or write for price and details of EXCLUSIVE FRANCHISE!
ROCK-OLA'S GREAT NEW ONE-SHOT PAY TABLE SCORING SWEEPING NATION-WIDE TRIUMPH!

* CREDIT no more than hit the market when—BANG!—it was an instant success! It immediately received the stamp of approval from the most experienced coin machine men in the country. And today CREDIT is the leading 1-shot on the market in popularity, appeal, big play and profits!

And no wonder! CREDIT simply couldn't miss. It's perfect. Look at the appeal of the big wide-open double score pocket that returns the ball for another play—and then doubles the value of every pocket—making a top award of $5.00! And look at CREDIT'S ingenious system of crediting the player with 5c for every lost ball—so that, when he loses 10 straight, he collects 50c—and $1.00 if he gets the double score! You can't beat that for the kind of appeal that means big profits to you! Then there is CREDIT'S exceptionally low price—a price that means a clean savings of $50.00 on every CREDIT you buy. At only $99.50, CREDIT is undoubtedly the greatest pay table value on the market today! Give Yourself CREDIT—NOW!

IMPORTANT! CREDIT'S low price of only $99.50 cannot be guaranteed except on orders placed immediately!
The supreme achievement of the automatic field... multiple visible slug-proof coin chutes, seven coins... a press of the lever sends the THOROBREDS racing away... real race track thrills because winner is not determined until finish... mutuels change with every race... odds from two to thirty automatically paid out on winner... a masterpiece of design and mechanical perfection...

all electrical... no tapes or refills... no sequences or charting... additional information upon request... write or wire... immediate delivery.