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KY. TAX JOLTS AMUSEMENTS

Local 802 Passes Rules Designed To Spread Work

Many objectors to 50 per cent stand-by law, which is figured as limiting incomes in effect to \$75—other rule prevents doubling without stand-by charge

NEW YORK, May 16.—Membership of Local 802, American Federation of Musicians, has adopted two resolutions designed to spread work, approval being given to the resolutions at a meeting this week. One of the new laws is interpreted as setting up, to a great measure, an income limit for many of the local's members. This is the "50 per cent stand-by" charge, a ruling to the effect that all musicians earning \$75 or more weekly when called on additional jobs which would pay them more must get 50 per cent above scale for the additional jobs, this 50 per cent to be paid to the local's unemployment fund. Belief is that rather than pay the extra half of scale employers will use men not subject to the excess charge. All permanent units, such as the name orchestras, are exempt, except if one of the men in such a group be called for a special date or dates by another leader or contractor.

Not since the elections of a year and a half ago has the membership of the musicians' union been so stirred by any legislation or problem. It was practical.

(See LOCAL 802 on page 10)

Pitt Theater Games \$8,000

High total reached in territory—INFRINGEMENT SUITS ARE CANCELED

PITTSBURGH, May 16.—Over \$8,000 in cash alone is being distributed weekly in theaters in this territory, a checkup reveals. The leading feature is Bank Night, which enriches theatergoers with \$3,500 weekly, Art England, local representative of the Bank-Night owners, estimates. The remaining cash is being distributed under other titles, such as "Cash Night"; "Balloon Night," during which balloons when blown up reveal the winning sum of money, and "Lucky Night," a regular coupon affair.

Most of the free cash is available in neighborhood theaters where the competition is unusually keen. An exhibitor usually plugs his giveaway feature on days when his competitor has an unusually attractive screen bill on hand. Included in this example is the Harris Amusement Company, which ushered in Bank Night into its local chain of six theaters. The name of the lucky patron is being broadcast from the downtown Alvin Theater into all the other participating houses, connected with loudspeakers. A prize of \$250 in cash is offered weekly and is allowed to grow

(See PITT THEATER on page 10)

Young Revue at Dallas Expo

CHICAGO, May 16.—A deal for a 50-people revue, to be staged in the Streets of All Nations, village attraction at Texas Centennial Exposition, Dallas, has been closed by Ernie Young, of the Young Production and Management Company, here. Revue will be especially pretentious, with beautiful girls, name principals and elaborate wardrobe, Mr. Young said.

\$2,130,000 State Aid for N. Y. Fair

NEW YORK, May 16.—Three bills throwing full support to New York's 1939 World's Fair were signed by Governor Herbert H. Lehman in Albany yesterday. One measure provides an appropriation of \$1,880,000 from State bonds for construction of roads, boulevards and bridges. Second bill provides a grant of \$250,000 for building a boat basin in Flushing Bay. Third empowers the city to lease park lands to fair corporation.

City's title to land needed for the plant reached a happy conclusion yesterday when board of estimate acted to acquire ownership to unvested area. Supreme Court, sitting in Jamaica, Queens, signed an order vesting in the city title to more than 1,000 acres in Flushing Meadows. Corporation counsel was given power to open condemnation proceedings for acquisition of property.

Rogers Drive Opens May 22

NEW YORK, May 16.—The drive for money for the Will Rogers Memorial Hospital, Saranac Lake, begins Friday for one week.

The Rogers group has lined up a long list of public officials and prominent business men as sponsors of the drive. It announces, "Already 2,184 theaters are enrolled under the collection plan and 10,608 under the membership classification."

Eastwood Park Is Hit by Fatal Fire

DETROIT, May 18.—Fire in Eastwood Amusement Park Saturday night took lives of three patrons, one unidentified, with three others slightly burned, in the most fatal Detroit show disaster in five years.

Harry Stahl's Jungle Show trapped the victims, despite efforts of rescuers led by Bob Forrey, manager Skee-Ball Alleys, and Ted Lipsitz, manager Coconut Palms. The fire probably started from a match or cigaret.

George H. Brown's Shirley Temple store, Herbert A. Pence's grocery store and the Jungle Show were destroyed. Damage is \$12,000, Manager M. B. Turner

(See EASTWOOD PARK on page 79)

Peter Pan Enters Equity War As Juniors Kick at New Rule

NEW YORK, May 16.—Under the guise of founding a social club, a pose necessary in order to circumvent an Equity ruling which forbids organized political activity, about 100 junior members of Equity gathered at Sardi's Restaurant yesterday to found a "Peter Pan" club of Equityites who, under the present 50-week clause amendment to the senior two-year membership ruling, feel they will never come of age and become entitled to the \$40 minimum weekly wage enjoyed by the full-fledged oldies in the organization.

Thru the veil of official positions

such as Chief Peter, Chief Wendy, etc. (all characters from the James M. Barrie play). It was discerned the malcontents want to do something, or have some of the senior members do something, toward alleviating a condition which threatens to keep them in the diaper class long after their proper period of weaning should be concluded. After vetoing a suggestion that a speaker represent them at the Equity membership meeting on May 25 at the Astor, the neophytes, at the behest of older members present, decided to do no more

(See PETER PAN on page 15)

Higher Priced Shows Are Prey

Only tickets under 11 cents escape admissions tax measure—effective June 1

FRANKFORT, Ky., May 16.—Despite vigorous opposition by motion picture and allied interests over the State, the administration-sponsored amusement tax bill has been passed by House and Senate and signed by the governor, to become effective June 1. Imposing one of the highest taxes ever on the amusement industry, the law calls for levies of from 5 per cent upward.

Embracing within its provisions theaters, dance halls, night clubs, rinks, pools and other places of amusement, the law levies a tax on admissions as follows: From 11 to 18 cents, inclusive, one cent; from 19 to 28 cents, two cents; from 29 to 38 cents, three cents; in excess of 38 cents, three cents plus one cent additional for each five cents or fractional part thereof over 38 cents. Tickets under 11 cents are exempt.

In the case of places of amusement such as night clubs where professional entertainers are employed, the charge for

(See ONLY TICKETS on page 61)

Playland Bow Best in Years

Per capita spending increase is indicated in big Westchester, N. Y., spot

NEW YORK, May 18.—Playland, Rye, opened its ninth season on Saturday as a Westchester County Park System project, third under regime of Herbert F. O'Malley, director, who announced that the day's receipts exceeded last year's opening, which brought more attendance. He stated that increase in per capita spending is a certain sign of a boom summer swing. Saturday's grosses soared high, giving the spot the best week-end bow in years.

There was tremendous interest in floral displays on approaches and both sections of the Mall leading to the magnificent music tower, job being the work of chief gardener Tiffany Lind, who has a dozen floral experts under his wing. Among new attractions are a Hillbilly Farm, a walk-thru concession by Fred Fansher and managed by Walter De Luna, replacing Fansher's Witches' Forest on the same site; Paddle Abouts; Water Bikes, booked thru Custer Specialty Company, with 12 devices to start with;

(See PLAYLAND BOW on page 75)

Maynard at San Diego Expo

SAN DIEGO, Calif., May 18.—Sold to California Pacific International Exposition here for three days in June, contracts were signed on Saturday by representatives of the exposition and by Ken Maynard for his Ken Maynard's Diamond K Ranch, Wild West, Circus and Indian Congress. Dates for showing are June 5-7. This booking is in accordance with the policy of presenting major attractions at the exposition during the season of 1936.

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Scab Film Writers Hold Organization Gathering

Screen Writers' Guild meanwhile pushes amalgamation with Authors' League—producers issue another edict—Guild talks of AFL affiliation—Hughes talks

HOLLYWOOD, May 16.—Discord in the motion picture industry over the Guild movement of screen writers increased early this week in the wake of developments on three fronts. (1) Seventy-five scenarists and other film authors who bolted from the Screen Writers' Guild met at the Beverly Wilshire Hotel Monday night under the leadership of Rupert Hughes and formed an independent organization. (2) A group of leading producers issued a new "declaration of independence," aimed at possible attempts of writers to increase their control over the treatment of their creative efforts. (3) The revolt-ridden Screen Writers' Guild pushed its move to amalgamate with the Authors' League of America.

In a brief, snappy meeting at the Beverly Wilshire 73 writers heard Hughes describe the revolt from the Guild as "a stroke for American liberty and writer liberty, besides loyalty for the motion picture industry." He branded the amalgamation move as "close to Ozarism" and a proposal which would "set up a group of Stalins" in the Authors' League.

All attending the organization meeting of the new group, to be known as the Screen Writers of Hollywood, were members who had resigned from the Guild in the controversy over affiliation.

(See SCAB FILM on page 9)

Another Film Suit Starts in Lincoln

LINCOLN, Neb., May 18.—The Independent Theaters' legal tangle in Federal Court here, the biggest thing out this way since the famous St. Louis trial, comes to a head some time late this month. ITC is attempting to show collusion and conspiracy among defendants J. H. Cooper, of New York; his circuit here, Lincoln Theaters Corporation; Bob Livingston, local exhibitor; Fox, Paramount, RKO, MGM, Universal, Vitagraph and United Artists. Amount of damages sought totals \$1,353,000.

The trial will come off as soon as the criminal case docket is exhausted. Jury is called for today. Charge made by ITC, owned principally by Cal Bard, local well-known independent, and G. L. Hooper, theater operator of Topeka, Kan., that 90 per cent of the feature film was owned by the defendants while they had but half the theaters.

Tremendous independent exhibitor interest has been shown nation wide in this trial, a great many organizers and head men having written in for particulars and expressed intention at the same time to be in attendance. The State Theaters' sister suit for \$444,000 was dismissed without prejudice recently in favor of this trial.

Chorus Equity Notes

The annual meeting of the Chorus Equity Association will be held on Friday, May 29, 1936, at 2 o'clock in the afternoon at the Chorus Equity headquarters, 117 West 48th street, New York City. All members who can possibly attend should do so. Membership

(See CHORUS EQUITY on page 15)

Screen Actors' Guild Nominates Slate

HOLLYWOOD, May 16.—The Screen Actors' Guild nominated this week Robert Montgomery president and James Cagney first vice-president to head the slate at the annual election May 24. Other officers nominated are Claudette Colbert, second vice-president, to succeed Ann Harding; Chester Morris, third vice-president; Kenneth Thompson, secretary; Noel Madison for Warren William's treasurer post, and Murray Kinell, assistant treasurer, succeeding Madison.

Directors nominated are Montgomery, Cagney, Miss Colbert, Pat O'Brien, Humphrey Bogart, Joan Crawford, Dudley Digges, Frank Morgan, Morris and Edward G. Robinson for three years and Walter Connelly for two years.

The Guild announces 80 new members joining the organization during the past month.

Actors' Fund Coast Show

HOLLYWOOD, May 16.—Fifty-fifth annual benefit show for the Actors' Fund of America was set in motion here last week with the laying of plans among more than 300 interested actors. Show will be held at Pan-Pacific Auditorium here July 1 and will be presented by Daniel Frohman, president of the Fund. More than 150 actors have pledged their services, according to Alexander Leftwich, chairman of the show.

Heat Dents Stem Grosses as Night Spots Lead the Field

NEW YORK, May 16.—A dull week was experienced in all categories of Broadway show business with the exception of night clubs, which, by virtue of top-notch attractions, are doing heavy business, particularly the key spots such as the Hollywood and Paradise restaurants. Legit is staggering along, with the week's only opening, *A Private Affair*, offering no excuse for even a momentary existence at the Masque, but the two fleeting bright spots of the summer season, Chartock's Gilbert and Sullivan Company and Walter Hampden's revival of *Cyrano*, are bravely carrying on despite the hanging shadow

Jurisdiction Settlements

LOS ANGELES, May 16.—All former members of the IATSE returning from the IBEW and carpenters' union in the new studio basic agreement settlements which went into effect this week are being admitted without fee, William Bloff, personal representative of George Browne, IA president, stated. Nonmembers who come under the IA in the future will be charged a uniform \$10 initiation.

Bloff, here with Harland Holmden, IATSE vice-president, worked out last week amicable adjustment of all important borderline problems on the new union jurisdictional arrangements with the special studio managers' committee. All studios stated they were satisfied with the new labor setup and expressed the unanimous opinion that it is the most mutually satisfactory arrangement reached in studio history.

Brennan Again Head Of Stagehands' Local 1

NEW YORK, May 16.—Stagehands' Local 1 here re-elected James J. Brennan president for the sixth time. Brennan defeated Robert Anstee 794 to 560. Joseph L. Meke defeated Albert Ryback and Arthur Digman for vice-president. John C. McDowell was re-elected secretary. John J. Garvey beat Frank Kaiser for treasurer.

Vincent Jacobi and Frank Powderly defeated Charles Carpenter, Louis Yaeger and John F. Casey for business agent; William F. Hall was elected chairman of the board of trustees and Morris Fox and Joseph Gehlman to the board. Gehlman replaced Joseph Hughes. Charles S. Murphy was elected sergeant at arms. Of the local's 1,600 members, 1,414 voted.

Bowes-Showboat Deal Is Pending

NEW YORK, May 16.—A deal is pending between the Major Bowes office and George Alabama Florida to spot a group of the Bowes amateurs on the showboat Golden Rod out of Pittsburgh. Florida and Earle Scott, a legit producer, whose show *Some Do—Some Don't* Florida is to handle, will be partners if the deal goes thru.

Bowes office admits that such a venture is pending and that a trip was made to look over the boat. It's also said, tho, that consummation is still a question of time.

Cross-Pickets Are in Again

Allied, 306 back to the sidewalks as merger negotiations fall thru

NEW YORK, May 16.—A repetition of last summer's terrific cross-picketing by rival picture operators' unions looms again. With the merger deal off, Local 306 and Allied are intensifying their picketing of theaters employing rival operators.

First mass arrest was made Tuesday when cops pinched 17 members of the Socialist Party picketing the Star, Art and Ritz theaters, Bronx. Melvin Albert, attorney for the theaters, denounced the picketing when the picketers were arraigned in Night Court. Albert said: "It is outrageous for a political party to picket our theaters. There is no strike on. There is no labor dispute. We obtained an injunction in Supreme Court to restrain picketing at our theaters and the injunction was upheld by the higher court." The 17 picketers were paroled in custody of their attorney, Hyman Marcus.

Several arrests of 306 members were (See CROSS-PICKETS on page 9)

First Scores in Pix Ball League

NEW YORK, May 16.—Scores of the first five games of the Motion Picture Baseball League, with dates played, are: Consolidated 11, Paramount 8, May 2; Columbia 12, United Artists 2, May 8; Music Hall 19, Consolidated 7, May 9; Paramount 2, United Artists 1, May 11; NBC 8, Skouras 0, May 12. Games rained out were Music Hall versus Skouras and MGM versus Columbia. MGM and RKO tied and will replay.

At a recent meeting the league elected the following officers for the season: Jack White, president; G. H. Woodward, vice-president, and J. Shellman, secretary and treasurer. New teams admitted this season are Music Hall, Paramount Pictures, Skouras Theaters and Consolidated Pictures.

Summer Hits Pitt Biz

PITTSBURGH, May 16.—The early arrival of summer weather is troubling the recently flood-stricken downtown theaters. While completely redecorated and fit to operate again, their cooling systems are in woeful shape and require dismantling and examining before they will be in a position to render proper service.

The temperature has been well in the 80s since May 1, and on many occasions managers have received complaints of discomfort from customers. Emergency crews are now working on the air-conditioning apparatus, hoping to set them in operation within a week or so. The theaters caught unaware by the high temperature included Loew's Penn, Warner's Stanley and the Harris-Alvin, the three ace houses here.

ROY GOBEY (This Week's Cover Subject)

ROY GOBEY is one of the few major artists now in New York radio work whose career has been practically entirely in that medium. While the bulk of air talent has had a thoro stage groundwork, Gobey's experience before theater audiences has been with one act and is a field to which he has not had time to return. Working with Mitchell and Durant, Gobey has played the Loew Time and has also played night clubs. Soon after breaking in with the vaude team Gobey went with Vincent Lopez and did his first radio work with this leader, and in 1933 landed his first radio commercial, singing for the Five Boro Taxi Company. Later he worked with Abe Lyman and his orchestra, again singing on the air. When Donald Flamm, head of WMCA, heard him sing Gobey was signed for several programs on this New York station. Ten months ago he went on the Sally fur program and he is now featured on that broadcast.

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Federal Theater Project Opens Four Shows in Week

Living Newspaper Unit, Experimental Theater, Popular Price Theater and Managers' Tryout Theater present shows—no hits to follow up previous WPA successes

NEW YORK, May 16.—Four new Federal Theater Project shows opened this week. First was the Living Newspaper Unit's 1935 at the Biltmore Theater Wednesday. Then came the one-act Experimental Theater's bill of three one-acters at Daly's Theater Thursday; the Popular Price Theater's *Class of '29* at the Manhattan Theater last night, and the Managers' Tryout Theater's *Washout* tonight at the Symphony Theater, Brooklyn. Of the first three, already reviewed, *Class of '29* is the best, although even that is not as good as the standards established by the hits which preceded them: *Triple A Plowed Under*, *Chalkdust* and *Murder in the Cathedral*.

The Newspaper Unit's 1935, its second production, is good, but it could be much better. It is a resume of the year's events, as reported by the country's newspapers. Still using the technique established by the first show, it presents a fast, sharp and critical review of such 1935 events as the Hauptmann trial, the Olympic games, Huey Long's dictatorship, industrial unionism, gangsterism and the China Clipper's flight. Expressionistic sets, clipped dialog and quick changes help provide speed necessary to covering so much ground in an hour and a half. There is more humor in this show than in the previous one. A new device, a jury of 12 as the "great American public," is used for comedy relief and also to accentuate the show's editorial angle. Every item holds up the American public to ridicule, except for the China Clipper flight, and the jury device serves to play up this conclusion: (See *FEDERAL THEATER* on page 15)

So-Called "School" Head Is Pinched

NEW YORK, May 16.—Dance teachers expressed delight this week over the police department's sudden campaign against alleged dance studios offering "intimate entertainment" to male patrons and also "private dance instruction." It all started when Policemen Stille and Keohan were asked by Mrs. Margaret Rand to eject two young women from a one-room apartment at 104 West 74th street Thursday.

When the cops tried to make an arrest the two girls accused Mrs. Rand of unjustly firing them as dance "instructresses." They revealed Mrs. Rand sent them male "students" who paid \$1 for a 10-minute period, \$3 for 30 minutes and \$5 for an hour. The girls claimed Mrs. Rand took 60 per cent of their earnings and gave them board and lodgings.

This led to a probe revealing Mrs. Rand allegedly operated a chain of nine apartments. She is being held in \$2,000 bail for further exam Tuesday and is charged with maintaining a house for indecent and lewd acts.

For a long time dance-teacher associations have complained against dance halls and private dance studios that never taught dancing. This is the first police action against such "schools" in some time.

Castronovo Heads New England Musicians

PROVIDENCE, May 16.—Vincent Castronovo, of this city, was elected president of the New England conference American Federation of Musicians at the recent annual meeting at the Providence-Biltmore Hotel. Frank Field, of South Norwalk, Conn., was elected vice-president; William Smith, Boston, secretary-treasurer; George Gibbs, Boston, and Charles Hicks, Portland, Me., executive officers.

Resolutions favoring continuance of WPA music projects employing musicians, but opposing WPA musical units competing with other musical organizations, and opposing high-school bands, orchestras and similar musical groups when used in competition with professional musicians were adopted at the meeting.

Portland was selected as the meeting place for the next conference, to be held October 25.

Bar Bill Voted Down in Senate

ALBANY, N. Y., May 16.—During the closing hours of the 1936 Legislative session, shortly after midnight, the Senate decisively defeated the bill sponsored by Assemblyman Herbert Brownell Jr., Republican, of New York City, which was designed to permit bars in New York City theaters. The bill was passed by the Assembly, but when it reached the Senate for concurrence it came in for a vigorous attack. In fact, it failed to receive a single vote in its support. The Republican minority leader, Senator George R. Fearon, of Syracuse, declared that the bill was improperly drafted and that under the provisions of the measure "you could sell highballs up and down the aisles of the theaters."

Senator Joseph R. Hanley, Republican, of Wyoming County, stated that the bill was so worded that it would permit the sale of liquor in the motion picture theaters. Several other senators took a wallop at the bill, for the most part on the ground of its wording, and on this basis every member of the Senate present at the time the roll was called recorded votes against the bill.

Seek To Reopen F-WC Case

HOLLYWOOD, May 16.—Another attempt to reopen the Fox-West Coast Theaters bankruptcy case was made last week when attorneys for T. A. Tally and the Corbar Corporation filed notice of a motion to be made before Federal Judge George Cosgrave May 11. The notice seeks to amend the petition to reopen proceedings and to comply with the jurisdictional ruling of Federal Judge James A. Fee in denying the previous petition to reopen on allegations of conspiracy and fraud.

Tally-Corbar attorneys assert new facts have been discovered since the filing of the original petition.

Vaude and Dance Units Get Attention in Project Setup

NEW YORK, May 16.—With the drama units well under way, the Federal Theater Project is now giving attention to the vaudeville and dance units. Frank Merlin, new vaude director here, has been studying the vaude and minstrel units already out with a view toward possibly strengthening them. It is reported Mrs. Hallie Flanagan, Federal Theater director, feels the vaude units should be strong enough to play theaters instead of auditoriums and halls, as they are now.

Charles Mosconi is definitely out of the project, resigning when Merlin's appointment came thru. However, project workers are circulating petitions asking for Mosconi's return. Walter Diggs remains as circus project head.

The Dance Unit, meanwhile, announces the following productions as coming: *Candide*, *Marche*, *Prelude*, *Gigue*, *Prodigal Son*, *Promenade*, *Salut Au Monde*, *Tempo*, *Tyl Eulenspiegel* and *Young Tramps*. In existence since January, the unit has yet to offer a dance production to a theater audience. Don Oscar Becque is director, and Gluck-Sandor, Felicia Sorel, Tamiris, Charles Weldman and Doris Humphrey choreographers.

The provisional committee to protest

Dance Teachers' Meetings

NEW YORK, May 16.—Annual convention of the American Society of Teachers of Dancing will be held at the Hotel Astor here August 24 to August 29. The Philadelphia Dancing Association will hold its last meeting of the season June 7 in the studio of Philip S. Nutt, Vineland, N. J. Nutt is president of the American Society of Teachers of Dancing.

Detroit Legit Big

DETROIT, May 16.—The Wilson Theater has been opened for the first time this year for a summer's run of *Three Men on a Horse*. At the same time Cass Theater will present *Winterset* for one week's engagement, which will be followed by the Hollywood satire, *Boy Meets Girl*.

Gaige Co-Producer Of "Eternal Road"

NEW YORK, May 16.—Max Reinhardt's production of *The Eternal Road*, by Franz Werfel and Kurt Weill, originally scheduled for the boards last season but postponed because of financial difficulties, will have its New York premiere under the combined management of Meyer W. Welsgal and Crosby Gaige, according to an agreement recently reached wherein Gaige stipulates to act as co-producer. Opening date has not been set, but discussions concerning this will take place as soon as Reinhardt returns to New York, probably within the next few weeks, to confer with Welsgal and Gaige.

The cast assembled by Reinhardt for *Road* last season will, it is understood, remain practically intact. It includes Helene Thimig, Sam Jaffe, Tom Chalmers, Jacob Ben-Ami, Rosamund Pinchot, Dan Gridley, Lotte Lonja, Florence Meyer, Joseph McCauley, Earl Weatherford and Mark Schweid. Isaac Van Grove, conductor of the Chicago Civic Opera, and Benjamin Zomach, choreographer, will also be retained.

Mills To Operate Palisades Ballroom

NEW YORK, May 16.—Irving Mills has closed a deal with the Rosenthal Brothers, operators of Palisades Park, whereby he will have the concession on the ballroom within the park. Mills is changing the policy of the room and will install floor shows in addition to the bands he manages. Opening band will probably be the Frank and Milt Britton combo, which Mills has just taken over. The Rosenthals recently bought some of the appurtenances of the Central Park Casino, since razed.

Opening date is May 29. Mills will sail for Europe the day before to book his attractions over there and possibly sign some English leaders for dates here.

"Serious" Composers Form Organization

NEW YORK, May 16.—"Serious" music composers, as apart from pop tune writers, have organized the American Grand Rights Association, aiming to protect rights of authors and artists in this classification. Milton Diamond, active in the organization of the Columbia Concerts Bureau, was a principal in forming the new group and calls for Europe shortly to effect reciprocal contracts with similar organizations abroad. AGRA corresponds to ASCAP in the pop field.

Association hopes to help American composers not only by collecting royalties and policing their properties, but by making their compositions more easily available. Offices have been opened in Steinway Hall.

Charter members include 44 composers, two authors, six artists. Performers (musicians) may take non-voting memberships. Names include Joseph Achron, John J. Becker, Frederick Jacobi, Elliott Griffis, Werner Josten, Edward Kurtz, Richard Crooks, Lawrence Tibbetts, Albert Spaulding, Alexander Smallens and others. Board of directors includes Diamond, Aaron Copland, Roger Sessions (Copland-Sessions Concerts), John Powell and Edgar Varese.

Diamond figured in clarification of patent rights when sound pictures were developed. Also active in the organization of the new group was Jessie Stillman-Kelley.

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Stock Tickets Shipped Same Day Order Is Received and \$12.00 CASH WILL BUY 100,000 OF THEM.

That's Another "Toledo Ticket" Process
The TOLEDO TICKET CO.
Toledo, Ohio, U. S. A.
Nothing Too Big

Important Announcement

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

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

NBC SET ON BAND BUSINESS

Agreement Reached With Greene Who Takes Over All Orchestras

Assignment by NBC to Greene's Consolidated Radio Artists, Inc., for five years plus options, will set him up in tremendously important spot—Weber's okeh

NEW YORK, May 16.—Having received appropriate assurance from President Joseph N. Weber of the American Federation of Musicians that everything meets with his approval, the National Broadcasting Company has assigned a possible million dollars in orchestra equities to Charles E. Greene, who resumed active operation of his Consolidated Radio Artists, Inc., under an agreement somewhat along the lines entered into by Music Corporation of America and the Columbia Broadcasting System. In return for the assignment of the orchestra contracts with the exclusive booking privileges that go with the contracts, Greene guarantees NBC a certain amount of money annually under a five-year contract plus two five-year options. NBC will own no stock whatsoever in Consolidated Radio Artists. Greene gets 20 half-hour periods on the NBC chains for his orchestras, two five-year options. NBC will own no monopoly and open to orchestras not signed by CRA. Consolidated actually agrees to buy the 20 half-hour periods of sustaining time from NBC.

Greene will take offices on the 14th floor of the RCA Building at 30 Rockefeller Plaza and these are now under construction. There will be a suite of 12 offices with full facilities for every type of booking, including commercial radio programs as well as other orchestra work. New quarters will be ready about June 1.

Staff will be built up to include 12 to 15 band salesmen. Harry Moss has been installed in charge of the one-night bookings and Ed Kirkeby, until recently in charge of recordings for RCA Victor, will run the phonograph record bookings for the Consolidated. Charles Ryan and Frank Whalen are also on the staff at present as bookers. For commercial radio program bookings an executive of high caliber will be selected, as well as heads for theater and picture booking department.

Bands in Tow

Orchestra contracts turned over to Consolidated by NBC are: Paul Whiteman, Frank Black, Richard Himber, Don Redman, William Wirges, Riley and Farley, Reggie Childs, Francis Craig, Morgan Eastman, Robert Goodrich, Ranny Weeks, Earl Hines, Harold Nagel, Ruby Newman, Joe Rines, Eddie South, Harold Stern, Don Rodolpho, Arthur Revel, Joe Venuti, Russ Morgan, Jolly Coburn, George Hesseberger, Joe Gallichio, Lou Breese and Andy Sannella. Orchestras that already belong to Consolidated include Irving Aaronson, Red McKenzie, Harry Reser, Emil Velasco, Stuff Smith and Frank and Milt Britton. Frank and Milt Britton Band is reported as going with Mills Artists' Bureau, altho not released officially by Greene or NBC. This may provoke a court action.

Greene was with NBC for about a month when the AFM revoked all network licenses. He still had his own franchise given to his Consolidated Radio Artists, Inc., which was about to be liquidated. Negotiations between Greene, NBC and Weber took exactly four weeks. In the meantime some of the NBC orchestras took it on the chin, since NBC refused to book without a written okeh from Weber. Current setup, however, is said to be a healthy proposition all around and broke up what might have eventually been termed an out and out monopoly on certain types of booking entailing sustaining wires.

Until Consolidated new offices are ready, Greene will have the use of his quarters in the NBC Artists' Service.

Roy Wilson on Own

NEW YORK, May 16.—Roy Wilson, for the past six years with Columbia Broadcasting System and Assistant Director of its Artists' Bureau, has resigned, effective May 22. He will open his own talent offices and will have under exclusive management a number of radio personalities, including Frank Parker, Red Nichols and others. Associates and quarters will be announced within the coming week.

Best April for NBC; CBS Total Up 20%

NEW YORK, May 18.—National Broadcasting Company gross revenue for the month of April totaled \$2,739,376, an increase over the same month in 1935 of 2.1 per cent. This makes it the highest April revenue in NBC history. Breakdown by webs gives the Blue \$977,175 and the Red \$1,762,201. April, 1935, gave NBC \$2,682,143, and same month in 1934, \$2,373,890.

Gross billing for Columbia Broadcasting System in April was \$1,951,397, an increase over same month last year of 20.8 per cent. Seasonal drop from March for CBS appears to be slightly more than that of NBC, comparatively. Also April, 1935, gave CBS somewhat more of a seasonal drop than this year, accounting to some extent for the comparatively high increase. CBS, however, again points out that it has beaten the NBC Red as a single network.

David Sarnoff Sees Business Improving

CHICAGO, May 16.—Business conditions are steadily improving, with prospects becoming more favorable than this year's volume will exceed that of 1935, David Sarnoff, president of the Radio Corporation of America, said here this week, where he attended the two-day convention of over 600 of his company's distributors and salesmen at the Edgewater Beach Hotel.

He declared that prospects for the radio business are particularly promising, with the national election assuring a substantial gain in radio buying. Altho declining to make any statements concerning the commercial prospects of television. Mr. Sarnoff was optimistic on the future of short-wave radio, saying that some day without doubt we will be able to converse from moving

Networks Turn Out Good Job On Summer Time Literature

NEW YORK, May 18.—If there is any open time unsold this summer the networks will not be to blame insofar as not having tried is concerned, the annual rush of literature being on in a more definite and fact-finding manner than ever. Columbia Broadcasting System has brought out two brochures, one entitled *Radio Listening in Automobiles: An Analysis* and the other *A Summary of Summer 1936 Radio Facts*. National Broadcasting Company has released its *The Good New Summer Time* and is working on its auto radio figures.

Samples by NBC statistic department and from Anderson, Nichols, Associates, research bureau, reveal a discrepancy between NBC and CBS auto radio figures. However, CBS claims that the average listening time on Sunday by those in cars is 3.2 hours, as against 2.6 hours on a weekday. NBC finds that the average is one hour a day during the

Gift Bearing Greeks?

NEW YORK, May 18.—Management of the Texas Centennial Exposition plans on originating many network programs this summer and announces that all of the performing rights societies, such as ASCAP, SESAC and others, have given carte blanche on the respective catalogs.

Warner Brothers have also thrown in their okeh, which now makes it too much of a good thing.

Two New Measures Progress in Wash.

WASHINGTON, May 16.—Representative Samuel Rayburn, of Texas, chairman of the House Committee on Interstate and Foreign Commerce, has introduced a bill amending Section 318 of the Communications Act of 1934, and relating to authority for the actual operation of all transmitting apparatus in any radio station for which a station license is required under the Act. The bill says this shall be carried on only by a person holding an operator's license regularly issued, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the commission. Provision is made, however, for the waiving or modifying of such provisions of this section, by the commission, as to operation of any station except as to (1) stations for which licensed operators are required by international agreement; (2) stations for which licensed operators are required for safety purposes; (3) stations engaged in broadcasting and (4) stations operated as common carriers on frequencies below 30,000 kilocycles.

The House committee has favorably reported on Senate Bill 2243 by Senator Wheeler, of Montana, which has already passed the Senate and which relates to allocation of radio facilities as to States and communities. The objective of this bill is stated to be the providing of a fair, efficient and equitable distribution of radio service to each of these.

trains and automobiles to our homes.

E. T. Cunningham, president of the RCA-Victor Company, stated that their business had improved 68 per cent in the first four months of this year over the same period of 1935 and said that their production would be doubled the last six months of this year. Thomas T. Joyce, advertising and sales manager, declared that there would be a 35 per cent increase in advertising appropriations for the next four months and that the advertising on records would be increased 50 per cent. The meeting wound up with a banquet in the Marine Dining Room Friday night, with entertainment furnished by local NBC artists.

Texas Expo Set With NBC Shows

DALLAS, Tex., May 16.—Plans for the National Broadcasting Company's participation in the Texas Centennial Exposition were discussed this week when Phil Carlin, NBC program director, conferred with Radio Director C. M. Vandenburg and Exposition officials.

Installation of technical equipment on the Gulf Exposition radio and public-address system was completed this week and the first tests made. By coincidence the first studio speaker tests caught the Gulf Oil Phil Baker broadcast of Sunday night, received from a local station and rebroadcast over the studio amplifiers. C. C. Langevin Company, of San Francisco, handled the installation and will maintain the system during the Exposition.

Four major musical control organizations have released their copyrighted compositions during the Texas Centennial Exposition period. ASCAP took the initial step when E. C. Mills paid Dallas a pre-Exposition visit last week. Warner Brothers, SESAC and the Associated Music Publishers followed in quick succession. Two SESAC tunes have been approved for Centennial use. They are *Ride, Ranger, Ride*, chosen by Governor James V. Allred as the official Texas Ranger song, and *Blue Bonnet Girl*. Vern and Glenn Spencer, native Texans, are the composers.

A studio building, erected exclusively for rehearsals, was announced by Vandenburg Monday. The structure with its single large hall will adjoin the Federal Building.

For the first time, publicly, the new Fletcher-type speaker will be used at the Exposition. This \$30,000 speaker, capable of reproducing an ordinary phonograph record to the quality and volume of a 400-piece orchestra, will be installed in the band shell thru the courtesy of Langevin and Western Electric. It will be used in the broadcast of daily symphony concerts and other classical features during the Expo period.

Mutual Web Grabs Off Racing Meets

NEW YORK, May 16.—After a lively tussle among the three networks, Mutual Broadcasting System came out winner in a battle to get the exclusive rights to racing broadcasts on the five New York tracks of the Westchester Association. Both NBC and CBS, the latter having previously turned down the rights, started to fight for the horse meets, when Mutual started lining them up. Bryan Field, sports writer of *The New York Times*, who had the rights, will handle the broadcasts. Field had previously made the offer for the coverage to Columbia. Tracks are to get \$1,000 per broadcast when the races are sold commercially to an advertiser, meanwhile playing gratis while on the sustaining schedule.

Five tracks are Empire State, Jamaica, Saratoga Springs, Aqueduct and Belmont Park. Races to be broadcast include the Withers, Saratoga Cup, Futurity and Belmont. Only stake races will be broadcast, with three shows scheduled so far per week. Two afternoon quarter hours and one evening commentary period, with Field at the mike, will be broadcast. Field has previously done all the public-address speaking for the park.

Battle over the rights is said to have started when Field saw it was no deal at Columbia. Previously the network, it is said, felt that the proposed series didn't rate, but changed when the interest was proven. Field, by this time, had proffered the series to MBS, and the final decision rested with Joseph Widener, of the race track group, since Mutual wanted the rights. It is reported that executives of both NBC and CBS had lunch with Widener a few days ago and had tried to dissuade him from going over to Mutual, but that Widener felt that Mutual deserved the deal by this time. Herbert Bayard Swope, of the NBC advisory board and the State Racing Commission, is also said to have come into the picture.

Pabst Beer is a possible sponsor on Mutual for the broadcasts.

Web Auditions Show Activity

Far above the average for this time of year—many summer fillers

NEW YORK, May 16.—More auditions are being held now in network studios than for some weeks in the past, with the number of shows being shown advertisers, present and prospective, far exceeding the average for this time of the year. Some of the programs are to go on for advertisers now on the air, with others to start soon and the balance as possibilities for the fall. Usually, around this time, there are shows being built but which do not reach the audition stage until the end of August. Further accentuating the exception to the rule is that practically all of the proposed programs are in the big time class.

Joe Penner, Bob Crosby and his orchestra, with Lynn Martin, vocalist, were shown to Cocomalt (Ruthrauff & Ryan) yesterday. Account has been looking for a kid show some time and heard *Bill and Ginger* earlier in the week. Earlier, Jack Oakie, Milton Berle and others put on a test for Gillette razors, thru the same agency, with the report coming thru that the reception wasn't so hot. Harry Conn wrote the material for the Penner broadcast and Joe Cunningham for Oakie's program. Conn, who may yet resume writing for Jack Benny, is said to have refused to put himself on the audition basis for Gillette, with the Penner material said to have been bought outright.

Sears Roebuck listened to a combination musical and dramatic show titled *Golden Jubilee*, with CBS submitting the show direct to the advertiser. Palmolive has been auditioning new talent also and may put on a show to succeed the *Follies*. General Foods is planning a new summer series for *Showboat* and also auditioned a minstrel show for Certo, a summer product. *Showboat* plans are still sky-high, with the band idea, for a straight dance session, now out and the advertiser preferring a program with a story connected. Al Goodman, who will most likely go on whatever General Foods does use for *Showboat*, was also the mainstay of the Certo minstrel audition. Palmolive and GF handled by Benton & Bowles.

Jello, another General Foods account, handled by Young & Rubicam, is in the market for a summer show to fill in for Jack Benny and will audition a musical setup Tuesday (19). Kellogg food products has bought several acts and is trying out for additional talent on its spot campaign. Pebeco is also in the market again and General Motors auditioned Phil Cook, also this past week.

With one of the Fred Waring programs slated to leave for the summer at least, Ford Motors may buy other talent and is said to be looking around. Socony may change some of its talent on the Friday night CBS program.

Talent agents are tickled with the summer activity. Usually it's just a season of sunburn and waiting, with the current excitement a windfall to the 10 percenters.

More Bids Filed For Hot Springs

LITTLE ROCK, Ark., May 16.—Two newly incorporated concerns filed permits to operate two radio stations at Hot Springs with the Federal Communications Commission at Washington this week. The Associated Arkansas Newspapers, Inc., Hot Springs, asked for unlimited time and permit for a 100-watt. C. E. Palmer, publisher of several Arkansas dailies, is listed as president of this firm.

The other permit was filed by Radio Enterprises, Inc., of El Dorado, Ark., which requested a permit for daytime operation at Hot Springs. T. H. Barton, El Dorado, was listed as president, he and other officers of the firm all being officers or directors of the Lion Oil Refining Company, of El Dorado, which a week ago was announced as the purchaser of the NBC link at Hot Springs, KTHS, at present owned by the Hot Springs Chamber of Commerce.

No date has been set for either hearing as yet.

Ed Reynolds To Handle CBS Stations Promotion

NEW YORK, May 16.—Edward Reynolds, of the Columbia Broadcasting System, has been promoted to new duties and succeeds William Phillips in handling all sales promotion and advertising for the CBS owned and operated stations outside of New York. Phillips is resigning because of ill health and expects to rest all summer.

Reynolds, who moves his office to the 20th floor in the CBS Building here, on which are the executive offices, will travel to the out-of-town stations and act in an advisory capacity in these matters. Policy was started at the start of this year.

Reynolds joined CBS in January, coming from WOR.

CBS Basic Toledo May Quit for NBC

TOLEDO, O., May 18.—WSPD, for eight years a basic CBS unit, some time this month is expected to switch to the NBC Blue network, tho no official confirmation of the tieup has been made, either locally or by NBC. Since January 1 the station has been one of five on an optional basic network, with WSPD bearing the brunt of spurned programs as WJR, virtually smothered Toledo.

No NBC unit satisfactorily serves the Northwestern Ohio area, and the new arrangement will be more than attractive to both parties. It is understood that terms alone are holding up the transaction. George Storer, president of the Toledo Broadcasting Company, conferred with NBC officials early this month, but he made no announcement. The CBS contract expires some time this month.

Cobina Wright Loses Suit Against Agency

NEW YORK, May 16.—Suit, brought by Cobina Wright, society matron and erstwhile radio singer, against the Cecil Warwick & Cecil advertising agency in New York Supreme Court has been dismissed.

Mrs. Wright sued for 2½ per cent of the revenue accruing the agency from handling the Elizabeth Arden cosmetic account, alleging that she was instrumental in bringing the account to the agency and that such payment was to be made to her if her activities helped the agency get the account.

Justice Peter Schmuck presided.

Connolly Radio Head Of Branham N. Y. Office

CHICAGO, May 16.—The Branham Company, representative of newspapers and radio stations, has appointed James H. Connolly head of the radio division of its New York office. Joseph F. Timlin is now in charge of the radio department of the home office.

Connolly was formerly in the radio department of N. W. Ayer & Son's New York office, and Timlin was associated with the Chicago office of J. Walter Thompson, in the radio department.

Texas Labor Org Asks That FCC Investigate Houston's Outlets

HOUSTON, Tex., May 16.—A resolution asking that the Federal Communications Commission investigate the three Houston radio stations to determine if they are operating in violation of the federal anti-monopoly laws was adopted Wednesday by the Texas State Federation of Labor in annual convention here. The resolution also asked cancellation of radio station KXYZ's license for allegedly "ousting" Dr. William States Jacobs, Houston's labor pastor, from his weekly program recently.

The resolution follows in full: "Whereas, Dr. William States Jacobs, 'The Lamenting Man's Friend,' has been arbitrarily thrown off the air and prevented from making further broadcasts in Houston by the management of KXYZ, and

"Whereas, all reasonable efforts to have Dr. Jacobs' broadcasting time restored to him have met with absolute refusal on the part of the management of said station;

Coast Realignment Remains Unsettled for CBS Network

Situation revolving around KNX purchases hinges on FCC clearance, while the Don Lee break leaves plenty of spots that need replacement—Lee and MBS talk

NEW YORK, May 16.—Radio's West Coast setup, insofar as the Columbia Broadcasting System and the possible—and very likely—extension of Mutual to Coast-to-Coast proportions, are in a highly unsettled state. CBS does not yet know what its Pacific lineup this fall will be, when the sale of KNX will be approved by the Federal Communications Commission and when, if the sale is approved, Columbia operation of the 50,000-watt Hollywood station will begin. Nor is the time of the break between CBS and Don Lee network settled, since it may occur before the contract expires at the end of this year. Accordingly, the Don Lee-Mutual get-together is still in the air.

Hearst Columns Back; P. A.'s Hit

NEW YORK, May 16.—Reversal on the part of Hearst papers towards outside radio publicity, and a tightening up on press hokey on the part of some of the other local ether writers, has acted to crimp the style of wholesale radio press agents. As a result, the space grabbers working on the mass turnout, many-client basis, have been given a jolt which has them worrying. The p. a.'s are finding it tougher than ever to land space. At the same time the other press agents, who have maintained the attitude of just working for a few accounts, have been helped, since it has given them the idea of concentrating on non-radio outlets.

Wholesale press spots aren't as numerous any more. Clients insist on space which the press agents previously could assure them on the law of averages. But handling so many accounts meant that the copy that went out was strictly boiler plate and with little contact, except on pay day, maybe between these p. a.'s and their customers, the hokey was pretty bad and the editors stopped using it.

Direct radio outlets in the New York dailies are down to a minimum now. Hearst papers won't touch outside stuff; *The News* is "tightening up" and *The World-Telegram* has never given much shrift to the indie agents. *Sun* and *Times* only have once-a-week columns.

Ramona for Bond Bread; Rejoins P. W. Next Fall

NEW YORK, May 16.—Ramona, singer and pianist, will be heard with Jack Shilkret's Orchestra and the Three Jesters in a summer series for Bond Bread on CBS beginning Sunday, May 24. Same time for the same sponsor now filled by Crumit and Sanderson will be used while this team goes on Gulf Oil program temporarily.

Ramona has been released by Paul Whiteman and the Lennen & Mitchell agency with the understanding that she returns to the Woodbury program in the fall as an exclusive artist.

CBS hopes, according to New York officials, to have most of its knots as to the Coast unraveled within a fortnight or so. Only exception to this may be the actual takeover of KNX, which is solely up to the commission. Herbert Akerberg, of the CBS stations' relations department, returns from the Coast Monday (18), where he has been active in digging into the Coast setup. Akerberg is not making any deals for CBS, it is said, but is coming back with the information as to the various possibilities and ways in which Columbia can move out west. Akerberg may also have a definite lineup on the Don Lee setup with regard to the offer made to Lee by CBS for Lee to split his chain and give CBS certain of the stations.

Meanwhile, regardless of the Lee-CBS breaking date, a deal between Lee and Mutual Broadcasting appears to be getting hotter. There have been numerous conversations between the officials of the two networks and Fred Weber, stations' boss for Mutual, left for the Coast this week, arriving there Friday (15). It is known that advertisers have queried MBS on the Coast-to-Coast possibilities, and the network has felt that there is plenty of business to make such a setup worth while. Mutual officials said that even if no stations were lined up between Chicago and the Coast, permanent lines, costing about \$200,000 annually, could be hooked up. MBS execs feel, it was explained, that the network need only do \$1,000,000 annually to write off these line charges and earn a profit, with the chain already exceeding that total on its present setup. With the addition of the Western coverage of the Coast market, it is believed MBS feels there is no doubt of taking a profit, with filling in with other stations a none too difficult problem. One station, however, once felt as a possible MBS link, KWK, St. Louis, is now definitely out and sticks to NBC.

CBS has also to make a deal for San Francisco coverage, with KSFO mentioned as a possibility.

Don Gilman, NBC West Coast head, is now in New York, with the NBC acquisition of the McClatchy newspaper group one of the matters he will discuss with the home office.

CBS sales department is plenty anxious for settlement of the Coast problem, so as to advise clients what the fall setup will be.

Bill and Ginger Signed For Lever Bros. Program

NEW YORK, May 16.—Bill and Ginger (Lynn Murray and Virginia Baker) have been sold for a five-time-weekly series by Columbia Broadcasting System to Lever Bros. Product is Spry brand of shortening.

First show is Wednesday, May 20, 9:45-10 a.m., on WABC, and may eventually go network. Duo have been heard for some time from Philadelphia for Mueller's spaghetti. Ruthrauff & Ryan is the agency.

A COMEDIAN IS ONLY AS GOOD AS HIS MATERIAL

And so is any other artist on the air or off. Years of experience writing top-notch radio shows and material for leading artists is our guarantee that we will do a good writing job for you. New Low Rates make this your big chance to get the kind of material you need NOW! Write today!

FREEMAN WRITING SERVICE
113 W. 57th St., Circle 7-5489, New York

Station Notes

Address All Communications to the New York Office

LEITH STEVENS
Conductor
exclusive management
COLUMBIA BROADCASTING CO.

JAYSNOFF SISTERS

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

the Harlem Express! Himself

JIMMIE LUNCEFORD
AND HIS ORCHESTRA

the new King of Syncopation
Now Telling Kansas City, St. Louis, Chicago, Richmond, Cincinnati, Detroit.
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

DONALD BAIN
(IMITATOR-COMEDIAN)
UNUSUALLY LIFE-LIKE IMITATIONS OF BIRDS, ANIMALS, WILD BEASTS, ETC.
Room 902, 723 Seventh Ave., New York City.
BRyant 9-5107.

ED WEEMS
AMERICA'S MOST VERSATILE ENTERTAINING ORCHESTRA
Now Playing
EMPIRE ROOM
OF THE PALMER HOUSE
CHICAGO.

WINGY MANNONE
(The New Orleans Swing King and His Swing Band) Now Playing at the Hickory House, New York. Doubling at the STORK CLUB. Recording for RCA Victor.

PHIL HARRIS
AND HIS ORCHESTRA,
With LEAH RAY,
Atædia International House,
Philadelphia, Pa.

Alexander GRAY
"Performance by Chrysler"
A CBS Super Air Show
Every Thursday 8 P.M. EST,
Coast to Coast
Pers. Mgt. CBS Artists Bureau

HUGH CROSS AND HIS RADIO GANG
Courtesy GEORGIE PORGIE cereal
10 A.M.—WWVA—4 P.M.
ERNIE BRODERICK, Personal Representative.

TED JENNINGS AND HIS ORCHESTRA
The Crown Prince of Rhythm
The Choice of the Southland.
FAST BECOMING A NATIONAL FAVORITE.
One of America's Most Entertaining Dance Bands.
Care The Billboard, Cincinnati, O.

KJZZ, Fort Worth, Tex., has started broadcasting on its new high fidelity transmitter. Station operates on the 1370 kilocycle band. . . . WDNC, Durham, N. C., has inaugurated a publicity department under the management of LEE VICKERS, program manager, and a music clearance department headed by AL HARDING, one of the station's announcers. . . . WIBM, Jackson, Mich., has just completed erection of a new 218-foot steel tubular tower. Field tests indicate an increase of 104 per cent in signal strength. . . . Reliance Manufacturing Company and Gardner Nurseries are sponsoring PAT McCORMICK on his early-morning show on WLW, Cincinnati. . . . DUKE LIDYARD has returned from New York to Cleveland and is on the WHK announcing staff again. Worked for CBS while in New York.

IT IS REPORTED that with the expiration of its present lease WAPL, Birmingham's big 50,000-watter, will go into the hands of a Magic City real estate operator at a substantial decrease in rental return. Lease will be for 15 years. . . . A. S. FOSTER, commercial manager for WWL, New Orleans, has just returned from an 8,000-mile drive west to Mexico, thence up north and east as far as Canada. He visited more than a score of the biggest air stations in this country en route. . . . Plans to move WBNO, purchased by a Georgian recently, are under way. New Orleans 100-watter will have a new transmitter 10 miles north of town and new studios installed in the St. Charles Hotel. . . . The three Prince Edward Island stations, two at Charlottetown and one at Summerside, have widened their advertising appeal to include the mainland of New Brunswick and Nova Scotia, as well as the island, and are specializing in grouping sponsors from mainland cities and towns.

THE WATTAGE of CJCB, Sydney, N. S., is likely to be increased soon. . . . CJLS, Yarmouth, N. S., is making a determined attempt to get a place on the CRC network and is being supported by community effort at Yarmouth, including the sending of delegates to Ottawa to interview the CRC heads and to Halifax to seek support of the provincial government. . . . The Iowa Poets' Corner, a weekly program on KSO, Des Moines, will celebrate its third year on the air on May 29. The program has been conducted during that time by MRS. LEWIS WORTHINGTON SMITH and in that time practically every Iowa poet to have verse published has been aired. . . . CLAIR WEIDNER, who has been conducting his "Scrapbook of the Air" on the Iowa networks, went to WGL and WOWO, Fort Wayne, Ind., to be an announcer and found himself made assistant program director there.

WGST, Atlanta, under contract with Coca-Cola Company to broadcast Atlanta baseball team games away from home, was only going to broadcast daytime games. First night game of season, not put on air, caused a deluge of inquiries, so now every night game away from home will be broadcast, starting at 10:30 o'clock. . . . WRR, the radio broadcasting station on the \$25,000,000 Texas Centennial Exposition grounds, is owned by the city of Dallas and is the world's oldest municipal station. . . . KDKA, Pittsburgh, will erect a 710-foot tower antenna at its Saxonburg transmitter.

RAY LLOYD has again drawn the assignment to handle all aircasts from Wildwood this summer for WIP, Philadelphia. . . . LESLIE FREDERICKS, former announcer at WIP, Philadelphia, assumes a similar post at WTPF, Raleigh, N. C. . . . PAT STANTON, station manager at WDAS, Philadelphia, entrains for a six-week trip to Ireland to make travel pix. . . . DON HEY-WORTH is the newest addition to the KYW, Philadelphia, announcing staff, coming in from WNEW, New York.

DON E. GILMAN, NBC Western division vice-president, is in New York for a series of conferences with network officials. H. J. MAXWELL, his assistant in San Francisco, is holding down the West Coast job while GILMAN is east, which will be for several weeks.

DAVE STRECH, arranger of orchestration at KFRC, San Francisco, goes to Chicago this month to become affiliated with Blackett-Sample-Hummert, Inc., national advertising agency. . . . STRECH has been with KFRC three years. . . . MARION T. WOODLING, for the past year producer-announcer at KQW, San Jose, Calif., has been transferred to KJBS, San Francisco, as traffic manager for the Northern California Broadcasting System, which has as affiliates KROW, Oakland, and KGDM, Stockton.

New Biz, Renewals

NEW YORK, May 16.—New accounts on the National Broadcasting Company: PROCTER & GAMBLE CO., thru the Blackman Co., starts May 25 on WJZ and 11 stations, Monday to Friday, 10:15-10:30 a.m. *Home, Sweet Home*. B. T. BABBITT CO., thru Blackett-Sample-Hummert, New York, starts June 1 on WJZ and 18 stations, Monday to Friday, 11-11:15 a.m. *David Harum*. — *New York Area* HEARN'S DEPARTMENT STORE, direct, starts May 18, Monday, Wednesday, Friday, 7:30-7:45 p.m. *Voices Out of the Sky*. WHN.

Chicago Station WGN reports the following business: ARMIN VARADY, INC. (cosmetics), thru Sellers Service, Inc., Ted Weems' Orchestra, an MBS commercial, has been renewed for an additional 26 weeks' period, beginning October 11, 1936, to and including April 4, 1937. Program uses Sunday from 12:30 to 1 p.m. GOLF BALL, INC., *Golf Forum of the Air*, thru Auspitz & Lee, a local commercial, taking Tuesday and Thursday from 6:30 to 6:45 p.m. for 13 weeks, beginning May 18, 1936.

Dayton CITIZENS' FEDERAL SAVINGS & LOAN ASSN., started April 17, spot announcements. WHIO. TRANSPORTATION TWINS, announcements. WHIO. GENERAL MILLS, thru Knox Reeves Agency, announcements. WHIO. NEAL'S FARM DAIRY PRODUCTS CO., announcements. WHIO.

Newark FISCHER BAKING CO., thru Neff-Rogow, starts June 1, Monday, Wednesday, Friday, 6:30-6:45 p.m. *Junior G Men*. WOR. MODERN INDUSTRIAL BANK, thru Marchalk & Pratt, starts June 9, Monday to Saturday, 9-9:15 p.m. *Gabriel Heater*. WOR. SKOL PRODUCTS CO., thru Kimbal, Hubbard & Powell, starts June 28, Sunday, 11-11:15 p.m. *Transtadio news*. WOR. DR. MILES, thru Wade Adv. Agency, renews, effective May 24, Tuesday and Thursday, 7:45-8 p.m. *Sketch*. WOR. PLAINFIELD LUMBER & SUPPLY CO., thru Bess & Schillin, announcements. WNEW. CAPATONE PRODUCTS CO., direct, 15 minutes weekly. WNEW. PRINCIPAL PICTURES CO., thru Blackstone Co., announcements. WNEW. A. SANTINI & SONS, direct, three 15-minute periods weekly. WNEW.

Philadelphia TAPPIN'S (credit jewelry store) placed direct; started May 15 for 13 weeks, two 15-minute periods daily. *Dance recordings*. WFIL. B. K. DAVIS & BROTHER (employment service) placed direct; starts May 20 for one week, five spot announcements. WIP. REV. PERCY CRAWFORD (religious) placed direct; renewal starting May 31, ending May 23, 1937, Sunday, 30 minutes. *Young People's Church of the Air*. WIP. BORMAN-PETRIE (beauty salon), thru Philip Klein Agency; started May 11 for indefinite period, three five-minute periods weekly. *Beauty talk*. WIP. KENT'S RESTAURANT AND BAKING CO. placed direct; starts May 29 for 15 weeks, one spot announcement weekly. WIP. COMMUNIST PARTY OF PHILADELPHIA placed direct; starts May 23, end-

... they all swing with
Tommy DORSEY
THURSDAYS, SUNDAYS, 11:30 P. M., WABC
CBS NETWORK AND HIS ORCHESTRA
The Blue Room
★ HOTEL LINCOLN
New York

Every Tuesday 10 to 10:30 P.M., EDST. Chicago
NBC
EDDIE DOWLING
presents his ELGIN REVUE with
RAY DOOLEY

E... fumadiddles!
EDDIE GREEN
Four times on the FLEISCHMANN Hour.
THANKS to RUDY VALLEE
Currently GONNIE'S INN, New York, indefinitely.
Direction
NBC ARTISTS SERVICE

ROY ★ ★ ★ ★
Dramatic Baritone
SALLY'S MOVIELAND REVIEW
WMCA
GOBEY
Sundays, 2 p.m. and 8 p.m. Now 10th Month.
Mon. to Sat., 5:30 to 6 p.m. EDST.

COAST to COAST
★ WALTER ★
TETLEY
Radio's Outstanding Boy Actor
FRED ALLEN 9:00 p.m. Wed. NBC
SHOW BOAT 9:00 p.m. Thur. NBC
PAUL WHITEMAN 9:30 p.m. Sun. NBC
BOBBY BENSON 6:15 p.m. Mon. Wed. CBS
BUCK ROGERS 6:00 p.m. Fri. Mon. Wed. CBS
Fri.

FRANK ANITA JOE
ROSS • PIERRE • SCHUSTER
THE BIG BROADCAST OF 1936
NOW ON TOUR
JACK KALCHEIM, Western Rep., Chicago.
ROGER MURRELL, RKO Rep.

ing November 4, 1936, two 15-minute periods weekly. *Political talk*. WIP. CRAWFORD'S (furrier) placed direct; started May 11 for indefinite period, six 15-minute periods weekly. *Musical*. WIP. GEORGE M. LEWIS (religious) placed direct; starts May 19 for 13 weeks, three 15-minute periods weekly. *Religious talk*. WIP. *Grand Rapids* WOOD-WASH reports the following business: WAYNE PRODUCTS AND BREWING CO., thru Abe Brasch Agency, announce- (See NEW BIZ on opposite page)

Program Reviews

EDST Unless Otherwise Indicated

"Dramas of Everyday Life"

Reviewed Tuesday, 8:15-8:30 p.m. Style—Dramatic sketch. Sponsor—Idemnity Insurance Company of North America and Insurance Company of North America. Station—WIP (Philadelphia).

Dramatizing an auto accident, a fire, a busted plate-glass window, an industrial mishap and the dozen and one other forms of policy coverage marks the first attempt of a casualty insurance company to preach the gospel over a local ether wave. When caught this bi-weekly shot gave the awe-inspiring spectacle of a florist experiencing a broken show window at the outset of his winter flower sale. Recounting his financial plight, he had told the agent it would be impossible to renew his policy. But just like the Hairbreadth Harry comic strip ending, his current policy comes to the rescue and saves the flowers. And you can bet he'll never let his policy lapse.

Radio script is penned and prepared by Margaret (Mike) Schaeffer. The accident and sound effects are different, but the policy is always there for the "and lived happily ever after" ending. Company doesn't plug itself, but has an exec coming in for the last three minutes to give the Boy Scout talk.

It all fits well with the "be prepared and keep a policy up your sleeve" idea, but from the radio entertainment angle it's strictly ten-twenty of the cliff-hanger variety. A cast comprising Sam Serota, Al Woods, Alma Mackenzie and Miss Schaeffer for the bits makes it listenable altho hard to swallow. The performers getting as much as possible out of the lines thruout keeps it out of the mock-melodramatist class. ORO

"Camera and Sound"

Reviewed Tuesday, 11:30-12 noon. Style—Organogue and chatter. Sustaining on WWSW (Pittsburgh).

This is a new program that promises to prove a popular feature with radio listeners. The feature originates in Warner's Enright Theater, where Johnny Mitchell, veteran theater organist, pipes some popular tunes, and Walter Framer, popular free-lancing air broadcaster, talks theater matter and plugs the movie attractions playing in Warner theaters. It is considered a sustaining program, however, Warners being supposed to pay the wire charges and furnishing talent for the free plugs.

An outstanding talent feature is the guest-artist angle, each day a different performer coming over from Warner's Stanley, a combination house, to do his bit. At this hearing Jerry Adler, versatile harmonica player, offered a couple of knockout selections. This program will benefit from the many "names" always heading the Stanley attractions.

With little straight advertising on hand, the feature is highly entertaining. Framer's lightning-speed chatter and Mitchell's pleasing organ solos make it an inviting program in any home. S. H.

Roger Wolfe Kahn

Reviewed Tuesday, 10-10:30 p.m. Style—Orchestra and vocal soloists. Sponsor—William P. Goldman Bros. Station—WMCA (New York).

Lively, tuneful orchestra plus a couple of excellent singers gives this "Intercity Presentation" much more class than the average program of its type on this station or hookup. Kahn has a strong aggregation under his baton; there's plenty of "bottom" along with the volume and of course dance rhythm was never a weak spot with this particular maestro. Usually listeners expect to hear a band of this quality hereabouts on electrical transcription rather than in the flesh when it comes to the commercials.

On the vocal end is Charles Carlile, melodious tenor with a network background, who turns in his usual fine job, faultless as to quality of voice and handling of his lyrics. Marjorie Harris contributes the femme solos and Bob Carter emcees the program, which maintains a peppy tempo and atmosphere. Kahn also talks on occasion and a feature of the show is a new tune contest. New tune composed by Kahn is

played and prizes offered for a suitable title. Credits are divided among retail outlets for the G. G. G. brand of clothes, at least two local stores getting the benefit of the copy on this program, one taking the first quarter-hour period and the other the latter. Skillful workmanship is stressed and at one point simile was made between the care going into the making Three-G clothes, just as a surgeon would in course of his performance.

Show is on twice weekly, Tuesday and Friday, the latter program frequently being moved back an hour or so to make way for special booking commercials, such as the recent McLarnin-Canzoneri bout. Presumably local announcements are heard in the cities on the Intercity web taking the program. M. H. S.

"WHN Bookshop"

Reviewed Thursday, 9:30-9:45 p.m. Style—Book comments. Sustaining, on WHN (New York).

Pleasant enough quarter hour going over the latest books on the market and presented in a way which should interest the customers towards whom it is directed. If some of that chatter between Sophie Cleugh and Mitchell Benson, who handle the program, seems stilted and affected, it can probably be traced to the writing. The talk definitely fails to live up as natural conversation. This held true especially the evening caught, when a new travel book was under discussion and both Miss Cleugh and Benson recited passages therefrom and had the golden sun setting in the West over the crimson, etc. That's as much the fault of the book, of course, altho the ether reviewers seemed to like it.

Various guest stars, in the way of publishers, are presented weekly. This should help in the commercial possibilities of the program, especially if a publisher is being solicited. It could be used to present subtle plugs for the publisher's latest books if the commercials, even if delivered by the publisher himself, weren't hammered home. J. F.

"Community Sing"

Reviewed Sunday, 10:30-11 p.m. Style—Group singing. Sustaining, on WABC (CBS network).

In show business it has long been considered that the ideal act was probably the one that could make the audience entertain itself. In the theater it can be worked out, and apparently CBS has worked it out pretty well with its guests at the CBS Playhouse. It remains now for the program to induce the listeners to join in the chorus and they will be entertaining themselves just as tho they were at the theater-studio. However, it is not a hard half hour to take even if a listener does not feel inclined to join in.

John Barclay, known to radio audiences mostly thru the Palmolive operetta series, directs this program and does all the selling. The fundamental singers are a trained group planted in the audience. Whether the guests know they are plants or not should make no difference if they should wish to join in. Rather it would seem easier to become part of the fun. Songs included *My Old Kentucky Home*, with Margy

right on its heels in the number two spot; parody on *Glory, Glory, Halleluiah*, and *Three Blind Mice*. Closing was *My Country 'Tis of Thee*. With the aid of kazoo distributed to the audience variations were derived and the accents placed in certain spots for the comedy effect. The John Brown parody anent his baby having a cold upon its chest substituted coughs and sneezes for some of the words. This song might be placed in the doubtful class for more reasons than one. Division of the audience and certain groups coming in only on parts of the song further added to the novelty. Intimate style was always present, such as giving the audience its choice between singing *Three o'Clock in the Morning* or *Moonlight and Roses*. Listeners are invited to come, with the out-of-towners asked to write in if they planned to visit.

Portable mike was used by Paul Douglas to give the folks a chance to speak their piece and it seems a good time was had by all, as the saying goes. More old favorites are on tap for succeeding programs and a free course in glee singing is practically free for the asking. Barclay could help a little more by realizing he is not working for the Shuberts right now, that the listeners on the outside count most; that they don't go for too much of the "darnce" vs. dance pronunciations—in fact, to cut it short and if we're excused in advance—may we say, Barclay shouldn't be quite so "hammy." But the program has great possibilities nevertheless. M. H. S.

NEW BIZ

(Continued from opposite page) started three days a week; started May 8.

SEVEN-UP BOTTLING CO. OF WESTERN MICHIGAN, direct; 35-word and 100-word announcements three days a week; started May 5.

KALAMAZOO STOVE CO., direct; 100-word announcements three times a week; started May 7.

BREEN & HALLIDAY FUEL CO., direct; 182 100-word announcements and weather report six days a week.

WURZBURG DRY GOODS CO., direct; 78 half-hour programs six days a week; started May 11.

ROSKAM BAKING CO., direct; 65 five-minute programs three days a week.

FIRESTONE AUTO SUPPLY AND SERVICE CO., direct; 52 announcements six days a week.

KENT DISTRIBUTING CO., direct; 22 100-word announcements six days a week.

HARLEY SMITH FURNITURE CO., direct; 100-word announcements three days a week.

CHAMBERLAIN LABORATORIES, thru Coolidge Adv. Co., 151 one-minute transcriptions; starting November 1.

Mutual Accounts

THE CRUSADERS, thru Marschalk & Pratt, renew effective May 14, on WOR, WLW, WAAB, WPRO, WGAR, Thursday, 9:45-10 p.m. Talks.

West Coast

BULOVA WATCH CO., thru Blow Co.; started May 3, daily for one month. Spot announcements, 6:15, 7:15 and 8:30 p.m. KNX, Hollywood.

NU-ENAMEL PAINT CORP., thru Paul Winens Agency, participating in Housewives Protective League program six times weekly. KNX, Hollywood.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, Inc., floating spot announcements for one month, beginning May 27. KNX, Hollywood.

GRAHAM-PAIGE MOTORS CORP., thru United States Adv. Corp., daily floating spot announcements for one month, beginning May 5. KNX, Hollywood.

DR. J. W. ROSS CO. (dog food), participating in Housewives Protective League program for five weeks, twice daily, beginning May 27. KNX, Hollywood.

SERVEL, INC. (Electrolux Refrigerators), thru Batten, Barton, Durstine & Osborne; started April 28 for three months, Tuesday and Thursday. Program listing: Carson Robinson and his Buckaroos. (trans.) KNX, Hollywood.

UNION PACIFIC STAGES, thru Beaumont, Hohman, Inc., news periods. KNX, Hollywood.

PACIFIC STEAMSHIP LINES, thru H. J. Ryan & Associates, announcements. KNX, Hollywood.

MCALBER MFG. CO., thru Holden, Graham & Clark, announcements. KNX, Hollywood.

BULOVA WATCH CO., thru Blow Co., time signals. KNX, Hollywood.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, announcements. KNX, Hollywood.

SCAB FILM

(Continued from page 4)

with the League and over the attempts to limit writers' contracts with studios for a two-year period. Hughes, as chairman, declared that Hollywood writers would never consent to dictates of a New York organization, which he said would be the direct result of a writing talent merger.

A committee of seven was appointed to work out the details of a constitution and code of fair practices to be submitted to film producers. The committee is composed of William Slavens McNutt, Frank Butler, Waldemar Young, Bill Counselman, Tom Reed, Kubec Glasmon and Bess Meredyth.

Regarded as an ultimatum against any efforts of the Authors' League or affiliates to dictate to film producers, a committee of studio executives, headed by Irving Thalberg, issued the following statement:

"No play will be bought, or any manuscript purchased, now or in the future, that carries with it any restrictions as to who shall prepare it for use as screen matter."

A session of the Screen Writers' Guild executive board discussed the proposed union of the Guild with the Authors' League. It was reported that the plan was to rush thru amalgamation arrangements with the League, which would in effect dissolve the Guild, set up the League as a governing body for writers, and nullify resignations of more than 100 members associated with the national group.

Several studios were reported feeling the results of the "civil war" as writing outputs were said to be retarded on several lots and production schedules held up while writers wrangled.

Looking for some form of support from the Actors' Guild, screen writers were disappointed with the Thespians' latest decision to take no sides in the writing talent split for the time being.

Meanwhile, it is reported, a strong sentiment is being developed in SWG ranks for formal affiliation with the American Federation of Labor.

Talk is also being heard of a serious move in the new writing group to engage Jimmy Walker, former New York mayor, as front and parley man for their body. Idea is to set Walker up as the Will Hays of film playwrights.

CROSS PICKETS

(Continued from page 4)

made last week also. There is no immediate chance of a truce, it appears. Local 306 is planning to extend its picketing activities thruout the city and is already picketing 46 theaters. Meanwhile Harry Brandt, head of the Independent Theater Owners' Association, has appealed to Mayor La Guardia to intervene again and establish a wage scale, consolidate the unions and forbid cross-picketing.

Local 306 has elected 11 delegates to the International Alliance convention, June 8. Delegates are Joseph D. Basson, Bert Popkin, Charles Beckman, Herman Gelber, Frank Ruddock, Jack Winnick, Alex Polin, Wally Byrnes, Morris Kravitz, Jack Kieley and Dick Cancellaire. The delegation will cast 19 votes at the convention.

The local is holding a benefit show for its sick fund at the Roxy Theater May 22 midnight.

Network Song Census

Selections listed below represent The Billboard's accurate check on three networks, via WJZ, WEA and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, May 8, to Thursday, May 14, both dates inclusive.

You	35	Is It True What They Say About	20
Robins and Roses	33	Dixie?	20
Lost	26	Would You?	19
You Started Me Dreaming	25	Let Yourself Go	19
Melody From the Sky	24	I Don't Want To Make History	18
Touch of Your Lips	23	I'll Bet You Tell That to All the Girls	15
Goody, Goody	22	I'll Stand By	14
Love Is Like a Cigaret	22	You Can't Pull the Wool Over My Eyes	7

SHEET MUSIC best sellers will be found on page 13.

West Coast Notes; ARTA Bears Fruit

LOS ANGELES, May 16.—Demands of American Radio Telegraphists' Association upon local station managements for recognition, institution of wage scale and working-hours agreement are beginning to bear fruit. KPAC-KFVD has given its 11 technicians salary boosts, but management refuses to go thru formality of subscribing to union's code of practice. Having accomplished its main purpose, ARTA will not press its demands but will start similar action against other independents.

Situation on the ARTA-Don Lee-KHJ difficulty is still unchanged, with both sides waiting and marking time.

Another radio program to exploit film names is set for KFI, beginning this week, under the listing *Hollywood Hostess*. Ann Arthur will preside, with guest stars, entertainers and film news for weekly fare.

Further publicity tieup between Warner picture studio and Warner-operated KFVB results next week in *The Film Parade* program. Show is slated weekly under the guiding hand of George Fisher, station press agent, who will interview Warner stars each week. First to be interviewed are Glenda Farrell and Warren Hull.

Willis Cooper, NBC writer, got into town over last week-end with several film studio deals on the fire. Cooper, author of the *Flying Time* period from Chicago, is one of the few network scribes to get announcement credit. He's about the fifth radio writer to entertain film offers in past several weeks.

Finals of KFVB amateur series, running for past three months, will be held this week. Prizes are drama scholarship, music and voice lessons as well as shot at films. Owen Crump has been producing.

Bob Sherwood, NBC announcer, this week filed bankruptcy petition in Federal Court. Under his real name, Robert Sherwood Walgamott, announcer places liabilities at \$4,211 with no assets. . . . Donna Damerel, "Marge" of the air team of Myrt and Marge, in town for an extended vacation. Planning to build a home in the near-by San Jacinto Mountains.

San Francisco

SAN FRANCISCO, May 16.—Harrison Holliday, who has held down the managership of KFRC, the CBS-Don Lee network outlet here, since it started 12 years ago, has resigned to become general manager of the Earl C. Anthony stations, KFI and KECA, in Los Angeles, affiliations of NBC. Holliday, a veteran in radio, assumes his new duties June 15. Only 35 years old, he has written important chapters in radio history. He discovered much talent that has since scaled the heights. Among those are Meredith Willson, NBC Western division musical director; Edna Fisher, Tommy Harris, Frank Watanabe, Al Pearce, Don Thompson and Don Willson.

Erno Rapee will conduct the San Francisco Symphony Orchestra here May 31, when it will be the second General Motors concert to originate on this Coast over NBC. Rapee conducts the Los Angeles orchestra May 24, when Rosa Ponselle will be soloist.

Galla-Rini, on KJBS Wednesday afternoon with his accordion and guest artists, is the same who was such a vaudeville sensation a few years ago.

KFRC has been auditioning a new show for a Pacific Coast beer company. It's a variety type of broadcast, but who the sponsor might be is a secret. If accepted by the sponsor it will be the most ambitious program to emanate from the local Don Lee network outlet in many moons.

Commander A. W. Scott, noted traveler, has a quarter-hour spot Thursdays at 4:30 p.m. on KFRC, titled *Romance of the Highways*. Sponsored by the Pacific Greyhound Lines, he takes dialers to historical spots in California.

Wilbur Hall authors the *John and Molly Farmer* serial heard during NBC's Western Farm and Home Hour over the Pacific Blue network Monday at 11:30 a.m.

NBC's Charlie Marshall and his Mavericks, who are Johnny O'Brien, harmonica wizard; Johnny Toffoli, accordionist, and Ace Wright, fiddler, are back in town after several months in Chicago as guests on the National Barn Dance broadcasts. Nona Greer, hillbilly singer, with the Mavericks before they

Air Briefs

By JERRY FRANKEN

JACK HYLTON is slated to leave the Realsilk Sunday show at the end of June, with the last few broadcasts of his series to come to New York. While the account will stay on the air over the summer, Hylton plans to sail for Europe when his term on the show is over, most likely returning in the fall. . . . Reported that Young & Rubicam may open a Coast office, what with the Fred Astaire-Packard broadcast and others to come from there this coming fall. . . . *New York Evening Sun* is again listing the WMCA programs. For some time now the daily had not been carrying these shows due to a mixup over broadcasting last year's election returns. Sun management thought that the station was to carry its election results when the station already was set for the figures from *The Journal*.

Whether Annette Hanshaw returns to Showboat is still in the air, swinging this way and that way almost every day. Decision rests with the singer. . . . Hearn's department store has started a series on WHN, with the audience to guess the voices of picture stars going over the mike. Recordings and sound tracks on film will be used, cash prizes going to the winners! . . . Gilbert Selde or John B. Kennedy will handle the main part in a newspaper audition slated for this week. . . . Bob Hope show shifts to Thursday nights, starts June 4. . . . Edith Meiser, radio

script author, is in Hollywood to write for pictures. . . . Rea Nathanson has left the WHN department, heading to the Coast, where she will live.

Ed Byron, formerly radio head of William Esty, arrived in New York last week after a vacation trip to Mexico. . . . Lorraine Barrett, WMCA singer, is now vocalist with the Julian Woodworth Orchestra. . . . Charles (Ezra) Hetherington, of Pappy, Zeb, Ezra and Elton, writes from Philadelphia, where the act works on WCAU, that he is "definitely not with the Zeke Manners gang." "Ezra" says that "Zeb" has replaced "Zeke" in P., Z., E. and E. and that "Zeke's" "Ezra" is a 'phony' or something." We're just quoting. . . . Cliff Corbett is back actively as New York studio manager for WNEW, Newark. He was away for an operation. . . . WHN will have Nat Fleischer broadcasting from the Joe Louis-Max Schmeling training camps until the eve of the fight. . . . WOR will have the exclusive on the Stadium concerts this summer, starting June 24. . . . G. E. Hollihan has been added to the program department of World Broadcasting, and also has formed a copyright department headed by John Hanna. . . . Sam Herman and Frank Banta have started a new a.m. series three times a week for G. Washington coffee on NBC. . . . Ted Royal back on the air at CBS for Pompeian cosmetics.

Bank Night. Last night the pot was \$750.

PITTSBURGH, May 16.—Successful in settling differences amicably out of court, Art England, local representative for Bank Night Enterprises, is withdrawing two suits he filed against exhibitors, in which he charged them with the violation of the copyright law.

England states that speedier results on a more friendly basis are reached out of court and hence the action of his firm's attorneys to stop the legal entanglements. The two suits being withdrawn are those filed against M. Akselrad, operator of the Regent Theater in McKees Rock, Pa., and the Oil City Theater Company, operator of the Drake Theater in Oil City, Pa. England charged that the defendants had been using the Bank-Night feature in their theaters under a different title.

ATLANTA, May 16.—The Knox Theater, Thompson, Ga., discontinued the use of Cash Nights when informed it was infringing the rights of Affiliated Enterprises, operators of Bank Night, according to Dan Roberts, in charge of Atlanta territory for the Affiliated. Roberts stated they have agreed to discontinue any similar money giveaway.

LOCAL 802

(Continued from page 3)

tically the sole topic of talk this week among musicians, and opposition has proved already strong enough to have had 500 members sign a petition for a special meeting where attempts will be made to rescind the law. Presented to the executive board of the local Thursday (14), petition was granted and the meeting will be held June 3.

There was considerable confusion about the provisions of the stand-by law, most regarding it as now impossible to earn over \$75 weekly. This is not so. Resolution reads, "No member playing a steady engagement paying \$75 or over, or playing five single engagements (radio or vitaphone) during the week may be employed on additional engagements unless a 50 per cent stand-by is paid to the union for the extra engagement (single engagement includes double session recordings) in addition to the minimum union scale to the member himself." Leaders are not restricted, but contractors are. Executive board may exempt permanent units, existing contracts are unaffected and no member may hold two steady jobs unless the pay totals no more than \$75. On steady dates paying less than \$75, for each \$15 below this level one single date may be played.

Passage of the resolution was against the report of the majority of the local's executive board, but two membership meetings adopted the minority report favoring passage. One distinct group of musicians will be affected primarily by the rule, this being the men playing the majority of radio dates in the various local studios. It is an acknowledged fact that practically all of this work is done by a comparatively few members whose earnings range up to the \$500 mark weekly, if not more. It has been claimed that these men are indispensable. Those favoring the law say that if they are indispensable they will continue to make big money, otherwise the work will be given to other men now on the local's relief lists.

The other "spread work" resolution prohibits men doubling on all kinds of dates except in dance orchestras, including non-commercial broadcasts from remotes, where the \$3 remote fee is being paid. Hereafter no doubling is allowed on commercial radio dates, theaters, symphony, opera, comic opera, recordings, either for home or broadcast use, or recordings for motion pictures. Doubling is permitted on these dates only when a stand-by instrumentalist is engaged and paid. This law, it is thought, will affect primarily radio, recording and picture dates, where the practice is quite common to use one musician on as many as four or five instruments.

An additional provision of the doubling law is that in orchestras using saxophones and woodwind instruments on which the sax players double no stand-by is needed. However, if the sax men double onto woodwinds not represented in the orchestra one woodwind instrumentalist shall be engaged (or stand-by) for each double. Playing of related instruments, such as piano and celeste, oboe and English horn, banjo and guitar, etc., is not regarded as doubling.

Payment to all stand-bys in such cases is to be made thru the union.

Chi Air Notes

By NAT GREEN

Three years of consecutive broadcasting with WJJD was celebrated by Fred Beck, organist, on May 13. . . . Horace Heidt and his orchestra returned to the Drake Hotel May 15 and are heard over WGN. . . . Austin Mack's Orchestra, absent from the airlines for two months, returned to WBBM May 11, broadcasting nightly from Harry's New York CaBaret. . . . Professor Gable's Wonder Why Club made its debut over ABC May 14 with Dr. Luther S. H. Gable, popular lecturer on scientific subjects, telling in popular language some of the wonders of science. . . . Nat Green's *Radio Previews* on WCFL switched to 8:30 p.m. Tuesday for the summer months.

Horace Heidt and his Brigadiers opened their summer engagement at the Drake Hotel here May 15 and are broadcasting nightly over the Mutual network. . . . Heidt is just back from a four months' road tour of the major cities east of the Mississippi, during which he established some new records for dance and theater attendances. . . . All of Heidt's soloists return with the Brigadiers, including Lysbeth Hughes, Bob McCoy, the Campbell Sisters, Jerry Bowne, Art Thorsen and the Radio Ramblers. . . . A new glee club will be heard with the band. . . . Vivian della Chiesa, young lyric soprano, recently lured away from Columbia by NBC, began her new network broadcasts May 14 and will be heard on four programs a week. . . . She will appear with the Roy Shield Revue each Thursday, with Edward Davies, baritone, and Charles Sears, tenor, and on Tuesday she will be heard with an orchestra directed by Harry Kogen. . . . A new series of daily programs to be known as the *Midday Roundup* will be broadcast from Monday thru Friday over WJJD from 1 to 2 p.m. . . . Included on this feature will be complete weather reports, board of trade reports, live-stock markets from the Union Stock Yards with Jim Clark, and variety music.

Adele Starr, song stylist; Bob Gately, baritone; Lois Still, rhythm songstress; Freddie and Eddie, singing comedy duo, and Pat Flanagan, sportscaster, headed a parade of radio well-knowns who presented a program of entertainment be-

went east, who appeared at the Kit Kat Club here during their absence, is also back on the job.

fore the American Red Cross convention here last week, with Truman Bradley as emcee and Lucille Ambrose as accompanist. . . . After a serious illness which nearly cost his life, Russ Hodges, WIND's ace sportscaster, has returned to the air to resume his daily baseball broadcasts of the Chicago teams and his nightly sports reviews. . . . Lum and Abner, having been named honorary timekeepers of the annual Memorial Day race at the Indianapolis motor speedway, will take their honorary stop watches to the Hoosier capital May 30 and watch the speed demons go round.

Their appointment came from Eddie Rickenbacker, president of the Indianapolis Motor Speedway Corp. . . . H. Leslie Atlas, CBS vice-president, has added another horse to his show stable, which already includes Radio Rhythm, Miss Columbia and other radio names. . . . Joan Blaine and Elinor Harriot can be seen most any morning enjoying a brisk canter along the lake shore. . . . Eddie Duchin's Band at the Plaza, New York, and Jimmie Greer's Orchestra from the Biltmore in Los Angeles joined the NBC to welcome Xavier Cugat in grand style when Cugat's orchestra switched to NBC May 14. . . . When Truman Bradley stepped from an American Airlines plane Saturday to act as emcee at the opening of the new Ford Rotunda at the River Rouge plant he completed his 50,000th mile of commuting between Chicago and the Motor City.

Nanao Ueno, chief engineer of the Nagayo Central Broadcasting Company, of Japan, spent several days in Chicago, visiting Howard Lutgens and other members of the NBC engineering staff. . . . He has gone on to New York in search of new radio ideas. . . . Report says Irene Wicker's *Singing Lady* program will move to New York July 1. . . . *Today's Children*, five-a-week serial, moves from the Blue to the Red network June 1. . . . *Welcome Valley* show, on which Eddie Guest is featured, is adopting the city-salute idea, starting June 2. . . . Cities chosen will be those in which the program is broadcast and each week an act or artist from the salute city will appear on the program. . . . Detroit is first salute city.

PITT THEATER

(Continued from page 3)

up to the sum of \$1,500 in case the lucky person is not in the theater on

Songwriters Bother Mayor

Atlantic City song contest attracts big shots and too many amateurs

ATLANTIC CITY, May 16.—Mayor White of this city is wondering if he has been "done right by" in reference to the \$1,000 song contest now in progress. (See *The Billboard*, May 9.) The mayor thought it a good idea at the time and suggested raising a fund. This wasn't so hard—it was the aftermath.

Not only did the contest attract many of the big shots in the song-writing business, but also an unlimited number of amateurs. The former are following rules and regulations in customary manner—but to the latter, it is every man for himself. The mayor is going around with a bodyguard to warn off would-be songwriters, who are swarming outside his office in city hall, waiting for him by the official car, calling him on the phone, jumping out from behind buildings and even waiting until he is seated in his favorite barber chair, to warble their ditties.

The mayor at present is engaged in campaigning for re-election, but finds the going difficult because every time he shakes hands he finds himself with another song in his fist. Meanwhile, Lou Cunningham, the mayor's secretary at press headquarters, is swamped with songs from every State in the Union, and threatens to give up the ship at any moment as the songsters make the lobby of his office sound like a rehearsal hall.

The mayor recently stated; "I'm more than anxious to encourage songwriting. It is a great thing, but it would be physically impossible to listen to all the songs that are being urged upon me personally. I'll leave that to the judges whom I'll announce next week."

Frisco Night Club Fire Kills 4; Fire Traps Hit

SAN FRANCISCO, May 16.—Fire which swept the Shamrock Club, 560 Geary street, early Wednesday (13) morning, killing four persons and injuring 17, has resulted in a drive against night-spot fire traps and in the booking of Betty Blossom, specialty dancer, who unwittingly started the blaze, at the city prison on a charge of violating a city ordinance which requires a permit for the use of torches or flames. She was immediately released on \$25 bail.

Miss Blossom was performing her specialty number when the torches she was using caught the silk ceiling drapes, transforming the club into an inferno, resulting in panic, death and injury. Because of lack of exits patrons were unable to escape, according to police.

Dead are Jo Dickerson, hat check girl; Mrs. Elsie Forest Marler, Robert Pattison and John Manson, patrons. Among those injured were Henry Buckman, owner of the club; Dan Cochrane, manager; Betty Blossom, Geraldine Hartley and Viola LaMonte, dancers; Dan Woolery and Peter Haus, bartenders.

Operators' Association Folds

DETROIT, May 16.—Michigan Cabaret Owners' Protective Association, organized in this city several months ago by local night-club operators to promote the compulsory use of cover charges, dissolved this week when it became apparent that the association's efforts were in vain.

Most operators adhered to a cover-charge policy only temporarily, and at present practically all clubs except the class spots have abandoned attempts to maintain minimum fees.

Ballroom Agents Lose

NEW YORK, May 16.—McCormick and Barry, ballroom operators of Bridgeport, Conn., have lost their American Federation of Musicians' license after being ruled ineligible. The AFM says it will press its campaign to revoke the license of any agent found to be an employer in the ballroom field.

Another Press Agent Stunt

DETROIT, May 16.—Dorothy Walters and Thelma Osborne, whose combined weight hovers around 500 pounds, members of a beef trust line that has been working local night clubs, were arrested last week by officers of the State Athletic Board of Control for failure to obtain a wrestling license. Gals evidently overdid their pushing and shoving at the Oasis Grill.

Harry Russell, who produced and booked the show, stated later that he considers the arrest "good publicity," pointing out that the story appeared on the front pages of two of Detroit's three newspapers. He expects the act to be booked for a local theater as a result. Russell was also pleased with the fact that it took three hefty officers to arrest the quarter ton of his act. He said anybody could see they were not wrestlers because one girl, because of her weight, could not even walk let alone wrestle.

6 Bands for the Queen Mary

NEW YORK, May 16.—Six American bands are set to play at the receptions aboard the new British steamship Queen Mary when it will remain in New York June 3 and 4. Bands are Hal Kemp, Johnny Johnson, Pancho, Shep Fields, Orville Knapp and Henry Scharf. Set by Nat Abramson.

British Broadcasting Corporation set Henry Hall and his orchestra to play aboard the ship on its maiden voyage from Europe. Hall is one of the most popular leaders abroad.

Detroit Ork Agency Folds

DETROIT, May 16.—Universal Music Bureau, orchestra booker and producer, operated by Anthony Prokopowicz in the Broadway Central Building, has been closed.

Pennsylvania Resumes Drive On Child Labor Violations

Department of Labor checking on night club working conditions for women as well as minors—concentrate clean-up efforts on Philadelphia and Pittsburgh

HARRISBURG, Pa., May 16.—The drive against the exploitation of women and children working in night clubs thruout Pennsylvania has been resumed by the State Department of Labor and Industry. Two squads of inspectors have organized to augment the regular corps to make a detailed checkup. Nearly a score of actions against violations of the women's and children labor laws in liquor-dispensing places in the Pittsburgh district already have been ordered. In view of the coming Democratic Convention, added efforts will be directed against violations in the Philadelphia night club zones. In connection with the liquor laws, Ralph Bashore, secretary of the Department of Labor, says violators have been found who were employing persons under 18 years in establishments and also allowing minors to serve or handle liquor.

Cherniavsky Comes Back

CHICAGO, May 16.—Josef Cherniavsky, Russian musical maestro, former conductor of the Chicago Theater Orchestra and leader of dance bands at the Congress Hotel and Coconut Grove Cafe here last year, returns to local night-club life on May 24 when he opens with his 12-piece band at the Tally-Ho Room of the Medinah Club here. CBS will pick up the band several times weekly.

Reno Country Club Burns

RENO, Nev., May 16.—The Reno Country Club, elaborate night club built at a cost of several hundred thousand dollars a year ago, was totally destroyed by fire Friday night. James E. Merrill, manager, estimated the loss at \$225,000. Members of Eddie Oliver's ork, music attraction at the time of the fire, lost all their instruments.

The investigators also have revealed that some alleged violators have permitted women under 21 to begin work before 6 a.m. or after 9 p.m., and employing them more than 10 hours a day. "We have found," Bashore said, "a number of complaints about violations of the law regulating the working hours of women in taprooms, cafes and beer parlors. We have been informed that some places employ minors to serve liquor, a clear violation of the child labor law. Instances have been found where children have been exploited for the amusement of patrons."

"The owners of such places have received plenty of warning. If they employ a woman at all they must post a copy of the women's law which specifies the hours of work permitted. The new child labor law received wide publicity and thousands of copies have been distributed to employers. No further warning is necessary. My instructions are to prosecute all violators."

PITTSBURGH, May 16.—The drive on child labor law violators in this city, interrupted by the recent flood catastrophe, got under way again this week under the direction of George McDonough, head of the local Department of Labor office. According to McDonough, 20 convictions have been obtained since the drive was inaugurated, 13 cases are before Aldermen and labor department has evidence on approximately 30 other violations.

Department of Labor reports that with the aid of the local office of the American Federation of Actors, co-operation has been received from many Pittsburgh booking agents and club operators by their refusal to book or accept kid acts from local dancing schools. This practice, at one time a serious factor in Pittsburgh night club business from the professional entertainers' standpoint, has been practically wiped out.

bringing spontaneous outbursts of admiration from the customers. They are on for four numbers during the evening, with their routines pleasingly varied and commanding rapt attention each time out.

Walsh is next out for a quick turn, gags a bit and brings on Edith Griffith, who mikes *Shootin' High*, *Lost* and several novelty numbers, doing her own accompaniment on the midget piano. Left to good hand.

Act spot of the evening is occupied by Nina Olivette, with Murray and King. Act is different for clubs in this section and their insane comedy acrobatic dancing and patter brings out many a real belly laugh from the appreciative onlookers. Act was on several times during the evening and left each time to heavy applause.

Emsee Sammy Walsh has a pleasing style of working, a good voice, and does a series of bits thru the show, including some trick stepping, impersonations, etc. Well liked.

Les Erlenbach and his orchestra are on the stand, beginning their fourth successive season at the spot. Two one-hour shows nightly, with complete changes thruout.

All in all the show may well be rated one of the best to appear in Cincinnati in recent years. Shows are set on a two-week policy thru Mike Speciale, Cleveland. King.

Night Club Reviews

Hollywood Restaurant, N. Y.

Show here has been changed quite a bit since last caught. Benny Fields is winding up his sensational run and is opening a vaude tour soon. Nick Lucas and ork, in their sixth week, have six more to go, with Arthur Warren and band handling the relief assignment. Lucas had followed Abe Lyman's outfit. And, of course, Jack Waldron, emcee, is still here and still doing fine, too.

Main interest, of course, is Fields, whose excellent baritone and showmanship are still knocking them out in the aisles. Did three numbers here (*Life Is a Song, Is It True?*, *Lullaby of Old Broadway*) and encored with *Thanks a Million* and *Shooting High*.

The Lucas band is a pleasant surprise. Lucas is proving he can be a first-rate band leader as well as a star singer. He has organized a strong combo of 13 men which avoids the extremes of swing styles and of superdignity. Band instead dishes out sweet and lively rhythms—but can get hot when the customers seem to like it that way. Lucas himself leads, crooning an occasional number (including his famous *Tiptoe Thru the Tulips*) and strumming an electric guitar. Vic Merlin leads the boys during the show, in which Lucas is spotted as a solo vocalist. Lucas did *When April Comes Again*, socking that number over in his usual masterly style.

The Warren band of six men (bass, drums, piano, sax, accordion and violin) is not visually attractive, being sprawled over a large band stand, but it does a neat job with dance music. Jack Mead, bass, doubles as tenor vocalist and also as a soloist in the show, while Warren does occasional numbers on the violin.

Recent additions to the floor show, which is spectacular in the usual Hollywood manner, are Collette and Barry and Mimi Rollins. Collette and Barry make a nice-looking dance pair. Open with a charming waltz, followed by a livelier musical comedy number, the girl being especially attractive in a flowing Grecian gown. They return for an Astaire-Rogers style dance to the tune of *Let Yourself Go*. Have the appearance, grace and necessary showmanship. Mimi Rollins, blond hotcha singer, made

the customers sit up and take notice with her warbling of *I've Got To Get Hot and Topic of the Tropics*, which is built up into a big girl number.

Waldron, the marathon emcee here, is unusually effective considering the vastness of the place and the noisy audience. His delivery is crisp and rapid and his material is surprisingly fresh.

Lettie Kemple, blonde, does a sweet tap and kick dance; Cackles O'Neal offers a thoroly pleasing acrobatic waltz; Iris Adrian, chief beauty, handles her lines well in addition to heading the beauty parades; deaf and dumb Charlotte Lambertson, a lovely redhead, contributes an attractive Oriental dance; Miltz Haynes does a slick comedy song number with Waldron, while the girl chorus provides its sex appeal in various posing and prancing routines.

Costumes, staging effects and lighting are more than okeh. And business is still heavy, despite warm weather. Denis.

Arrowhead Inn, Cincinnati

Arrowhead Inn, located some 15 miles from downtown Cincinnati, ushered in its spring and summer season May 14 to the largest opening crowd in its history. Smartly done in cherry and white motif, it is one of the most attractive clubs in the Middle West. Location is ideal for this type club and draw is from the upper brackets.

Credit is due Director of Entertainment Noah Schechter for bringing on one of the best floor shows ever seen in these parts for the opening. Cuisine is the best and the \$1.50 steak dinners are unsurpassed.

Sammy Walsh, emcee, opens the festivities, bringing on the Eight Arroettes, smartly dressed and much better looking than the average night club line. Terese Rudolph, dainty and beautiful ballerina, works with the line in a series of excellent numbers—perhaps a shade on the up side for the average night club but hitting the mark here.

Miles and Kover are next on for some ballroom work that proves they are near the tops in grace and precision, some of their acrobatic work, especially,

N. Y. Roadhouse Season Under Way as Four Big Spots Open

NEW YORK, May 16.—Four big summer spots open next week. First is the Claremont Inn, opening Wednesday, with Jolly Coburn's Band and Frances Stevens entertaining. Ben Marden's Riviera opens the following night, with Dolly Kay, Al Bernie, Robbins Family, Edith Roark, a girl line and Enric Madriguera's Band comprising the show. The Glen Island Casino, Westchester, opens the same evening, with Charlie Barnett's Band and Laura Deane heading the show.

The Beau Rivage in Sheepshead Bay opens Saturday, with Jerry Baker, Kay Mayfield, Buddy Claire Green, Peggy Alexander and Eddie Copeland's Orchestra composing the show. Villepigue's, also in Sheepshead Bay, has a show, with Three Fisherman featured.

John Perona will operate the Westchester Country Club, Mamaroneck, N. Y., this summer.

Gus's Cabaret, Broad Channel, N. Y.,

opened Friday under management of Sherman and Sidney Edwards. Summit Hotel, Uniontown, Pa., has reopened, with Adra Cooper featured in Baron Karl Dulany's floor show. Alfredo and Rosita, Billy Bugley and Roger Doyle also in the show.

Cohen Active in Syracuse

SYRACUSE, N. Y., May 16.—Izzy Cohen's Central Theatrical Bureau in this city reports an active winter season and prospects for big warm-month business. George McNaughton is field man for the agency and Jackie Harrison is handling the band bookings.

Current placements of the office include the Chick and Bonnie Revue at the Rex Grill; Gamble Brothers and Jean and Don Costello and Nina Shepard at Elm Lodge; Alton and LaRue, Whirling Aces, Dot Adams, Al Fast and Marge Stewart at the Club Candee; Tommy Ryan, Mary Mullin, Margie Boyle and the Variety Trio at the Blue Gate Inn.

NEW YORK, May 16.—Will Green Agency is booking his Truckin' Contest Winners from Hoboken, N. J., into Leon and Eddie's night club here Wednesday afternoons. Green is also spotting his 'Truckin' winners, along with his radio contest winners, in the big Madison Square Garden benefit Saturday.

Kelly-Sharp Agenting

NEW YORK, May 16.—Gene Kelly and Billy Sharp, vaude agents, are now concentrating on booking floor shows. Also doing picture and radio work.

Club Chatter

BETTY REAL and her Rhythm Band doing one-night jobs in and around New York. Played for Manhattan College Friday. . . . Sadie Banks is completing her second year at the Old Roumanian cabaret, New York. . . . Dell Renay, singer, has just returned to New York after night-club dates in Philadelphia. . . . Perzade and Jetan, dancers, have jumped from Rochester back to Indianapolis for a return engagement at the Red Gables Casino.

BELLE BAKER goes into the Versailles Club, New York, Friday, succeeding Lou Holtz. . . . Frank Hennessy, Scotch piper, has recovered from an illness and has returned to his home in New York ready for work. . . . LaNova and De Masl, dancers, recently back from a European tour, are preparing for night-club work in this country. . . . Pierre and Temple, dancers, opened last week at the Brown Hotel, Louisville, for a run.

JEAN AND JANE FARRAR, song and dancers, in their second week in a four-week engagement at the Bradford Hotel, Boston, are doubling at club dates. . . . Jeanne McCully, dancer, is being held indefinitely at the Plaza Cafe, Pittsburgh. . . . Harriet Hutchins, singer, and her accompanist, Ramon Ringo, arrived in New York Thursday after a successful European tour. . . . The Yacht Club Boys and Paul Draper go into the Chez Paree, Chicago, May 29 for a six-week run. . . . Ed Lowry, Faith Bacon and John Steel opened last week at the Paradise Restaurant, New York.

WALLY ROSS and Frances Gordon opened a new club in Fargo, N. D., early in May and reports bear out the fact that the 300-patron dine and dancerie is constantly turning 'em away. Initial show was headed by the pretty Frances herself, with Wally handling the emcee spot, Holly Sisters, Lloyd Rosenberg and the Six Black Knight Adorables. . . . D'Loris and Howard, formerly known as Dot and Dash, are working for the Curt Galloway office, of Columbus, O. Act is at the Paradise Grill in Findlay, O., this week. . . . Jack Reynolds, now in his third year at the same spot, heads the current show at Kansas City's Club Chesterfield. Lineup has Bart Cahill, Lea Nelson, Jeannette Harlow and Peggy Harry. The club is still under the direction of Mike Manzella, Skinny Gargotta and Joe LeMar.

CORDAY AND LAMONTE, dance team, last week closed an 18-week engagement at the Jungle Inn, Youngstown, O., and moved to the Silver Dollar Club in Cleveland. . . . Cook and King, novel dance duo, opened a two-week engagement at the Club Petroleum in Hobbs, N. M., May 18. . . . The entertainment

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ACTS PLEASE TAKE NOTICE. **JIMMY DALEY ATTRACTIONS** Are opening a SYRACUSE, N. Y., Office, Wednesday, May 20. 601 Keith Theatre Bldg., Syracuse, N. Y. Albany, N. Y., Office: 11 North Pearl Street.

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Bands and Orchestras

HAL KEMP and Richard Himber will follow Rudy Vallee into the Astor Hotel, New York, Himber going in first, either June 23 or June 30. Kemp

will go in after Himber plays his six weeks. While Radio Orchestra Corporation has the booking on the Astor and Kemp is managed by MCA, deal went thru when the hotel asked for Kemp. Bands going in after Vallee must first have his approval. . . . Dick Stabile and his orchestra started at the Hotel Pennsylvania, New York, May 15 for two weeks, with Joe Reichman opening June 1 for the summer. . . . Red Norvo and a new orchestra, a straight band, not swing, opened at the Hotel Commodore, New York, May 15, succeeding Johnny Johnson, who tours for a while and then goes to the Monmouth Club, Monmouth, N. J.



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announces that the picture star's unit is planning a band of seven pieces to play while riding motorcycles. . . . Stanley E. Hotelling, drummer, is now connected with Al Hamilton's Band, which is currently playing thru the Midwest. Stan left the McDonald Music Mixers combo to fill his new position. . . . Jimmy Wilkins recently left Norm Beck's Orchestra to join Kerry King and band in St. Joseph, Mo.

Britton Bros. to Mills Artists
NEW YORK, May 16.—Frank and Milt Britton have broken with the National Broadcasting Company, which had been booking the attraction, and signed with Mills Artists, Inc. Reason is said to have been that because of NBC's license difficulties with the musicians' union the Brittons had been forced to lay off for several weeks.
First date for Mills will be York, Pa., May 23. Brittons will also open, most likely, the ballroom at Pallsades Park, which Mills is operating this summer.

Music News
For the first time in five years Herbert Marks, of E. B. Marks, will desert his desk. On this occasion it will be in the nature of business coupled with a vacation. He will sail for Europe May 22, with the trip including visits to England, France and Belgium. According to present schedule, Herbert will be gone for about six weeks. However, it may take longer than that to clinch what he has in mind.
Leo Feist, Inc., is taking advantage of copyrights of standard works in the

arrived in the East from California. Yoell is renewing association with Billy Hill, a former collaborator. As a consequence the two have finished several songs which will be published by Shapiro, Bernstein & Company.

Louis J. Silberling, of the Famous Music Corporation, is the proud possessor of a \$100 prize offered by the Short Subjects Producing Department for a new title for the series heretofore known as *Paramount Varieties*. He contributed *Paramount Paragraphics* as a new and better caption and, altho another contestant submitted the same name, he was declared the winner.

Joe Sherman, following three years of continuous service as contact man, has resigned from the Clarence Williams publishing house. Thus far Joe has not made any new connection.

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Oh! Boy! They Are Knockouts! Newest Orchestra Designs, Four Flashy Colors: 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 8 1/2x22-in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples, New Date Book and Price List.

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600 capacity at select Atlantic Coast Resort. Due to many other interests will consider partner. Must be experienced. S. LIVINGSTON, 1305 E St., N. W., Washington, D. C.

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Popular new Song Number, from
ASTRID LARSON, Gonvick, Minn.

LOOP MCGOWAN opened a six months' engagement May 9 at Billie Carrington's New York Exchange Club in Tampa, Fla. Loop is using 11 pieces for dance music at the beautiful new spot. . . . Harry Hylan and band continue to meet with unusual success on their series of one-nighters thru the East and Midwest. Charles Fowler is managing the band. . . . Louis Pryor and 10-piece band are holding down the stand at the Rustic Tavern in Jasper, Ind. Stout Agency, of Vincennes, Ind., is booking the Pryor ork. . . . Don Ricardo has been busily reorganizing his band in Chicago for an Eastern tour this summer. Plans to remain more than six months in New York, New England and Canada. . . . R. Aguilar and his Gulf Coast Orchestra began a season's engagement last week at the Palms Club in San Bernardino, Calif.

Sheet-Music Leaders
(Week Ending May 16)
Based on reports from leading jobbers and retail music outlets from Coast to Coast, the songs listed below are a consensus of music actually moving off the shelves from week to week. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations.
Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to the exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Melody From the Sky	8. You
2. Lost	9. Love Is Like a Cigaret
3. Is It True What They Say About Dixie?	10. It's a Sin To Tell a Lie
4. Robins and Roses	11. Would You?
5. All My Life	12. She Shall Have Music
6. You Started Me Dreaming	13. Touch of Your Lips
7. Tormented	14. Welcome, Stranger
	15. It's Been So Long

Melody From the Sky was inadvertently omitted from last issue and should have headed that list too.
PHONOGRAPH RECORD best sellers will be found on page 71.

RAY BAUDUC, drummer with Bob Crosby, is being plugged in the ads of the Hotel Lexington, one of the few if not the only drummer given advertising billing. . . . Little Jack Little starts broadcasting June 2 from Catalina Island Casino, going over CBS. . . . Fred Yankee and his orchestra are at the Showboat, Baltimore. . . . WHN, New York, has signed Stuff Smith and his orchestra at the Onyx Club, New York, for a broadcast series. . . . Harry Coleman, son of Emil Coleman and who plays four instruments, plans to organize a band when he is graduated from college next month. . . . Don Bestor goes into the Paramount, New York, some time in July. . . . Mal Hallett opens at the Aragon, Chicago, June 2.

CHARLIE FULCHER has completed a Western tour and is now doing radio work over WRDW, Augusta, Ga., until June 15, when he begins a summer engagement at the Greystone Hotel in Carolina Beach, N. C. . . . Hap Ruggles, formerly drummer with Don Warner's Orchestra, the White Californian unit and other bands, writes that he is now connected with Victor McLaglan's motorcycle troupe on the West Coast. Hap

swing series now popular thruout the country. As a result the firm is getting cut such former favorites as *Jada*, *I'm a Ding Dong Daddy* and other successes of a decade ago. Further announcement is made that Ruby Bloom, well known as a composer of ability, has just completed a folio of waltzes and fox trots published by Feist during the past 10 years. These include *My Blue Heaven*, *Sundown* and *Siboney*.

Isham Jones is to the fore with another new song bearing the title *Let Me Be the One in Your Heart*. The style is by Harold Lawrence. With Mr. Jones also publishing the number is in for some No. 1 plugging.

Larry Yoell, lyric writer, whose latest number, *Please Believe Me*, is still finding many new converts over the air, has

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Costly Flops Have Circuits Look to Percentage Deals

All except Paramount seek percentage attractions—Paramount beefs about high cost of acts—percentage takers few and far between—"names" flopping

NEW YORK, May 16.—The flop of costly "names" in the last couple of weeks for the various circuits has resulted in the circuits having a change of heart about bookings. With the exception of the Paramount office, the other circuits are seeking to do all their attraction buying during the summer months on percentage deals, while on the other hand Paramount and Warner are limiting their expensive buys to only "names" that definitely have box-office draw and are steering clear of headline acts of semi "name" value who are in the \$1,000 and up salary class. However, the acceptance of percentage dates by "names" and unit attractions are few and far between, while Loew and RKO are the outlet for the headline acts.

The Paramount office has been the biggest beeper about the high cost of acts, not meaning the "names" but referring to the standard headliners, whose salaries range anywhere from \$750 to \$1,750. At a result, the booking office is now combing the night club field for its talent, figuring on cheaper buys this way, and also buying up a lot of new talent. The office, tho, is continuing to splurge on its "names," meeting the prices of the other circuits and at the same time offering more work. The Warner office is of the same attitude as Paramount, tho its available playing time is considerably less.

RKO, with only two and a half weeks of consistent playing time and several other spasmodic weeks, has started the percentage booking angle, following its deal with Eddie Cantor's unit in Detroit and Chicago for a 50-50 split with the house from the first dollar. Circuit is seeking a lot of percentage shows for its houses which only play shows occasionally. Warner is on the hunt for percentage deals for smaller houses which occasionally play shows, while Loew is expected to pick up this booking trend in view of its recent costly flops.

Loew and RKO, however, which have but a few weeks between them, continue to buy up the standard acts, paying the salaries asked, despite Paramount's attitude in the matter.

Lieberman's Philly Office

PHILADELPHIA, May 16.—Eddie Lieberman has opened an office here and is exclusively handling colored acts and bands. He is at present booking all the acts into the Royal Theater, Baltimore, and booking such night spots as The Rafter, Rendezvous Grille and Holland in Trenton. He is arranging a one-night tour thru Delaware, Maryland, Virginia and the Carolinas for the Parisian Tailors Colored Kiddie Hour.

Detroit Agency Folds

DETROIT, May 16.—The Metro-Poly-Ton Bureau of Entertainment, booking and producing office in Highland Park, operated by Evangeline B. Rodda and Robert B. Gordon, has folded.

Majestic, Paterson, Folds

NEW YORK, May 16.—The Majestic Theater, Paterson, N. J., will fold tomorrow night. House has been a split-week vaude stand booked by the Dows.

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SCHOOLS
DEPARTMENT

In Next Week's Issue.

News of Summer Courses, New Schools, Dance Teacher Conventions, School Promotion Angles, etc.

Cushman Circuit Establishes Chicago as Operation Center

LINCOLN, Neb., May 18.—Building up his Chicago offices, Wilbur Cushman, in a communication here this week, states it will be the center of operations when the new season opens in September for his circuit. Service will extend from Coast to Coast and several new branch offices set thru the East.

Due to inability of the \$150 units to cope with entertainment needs of some of the larger spots, Cushman says he'll have two prices of units. The small ones will be operated as always and form the backbone of the time, but under a separate division a number of big shows will be handled.

Vince Markee will be general representative for the time. Cushman says he'll leave Dallas, probably late in the summer, for a trip around the circuit.

F&M Film "Names" Booked; Office Booking Marionettes

NEW YORK, May 16.—Two F. & M. film "name" acts have been set for personals. Paramount has booked Stuart Erwin and June Collyer for the week of June 26 at the Michigan, Detroit, and Warner has bought Edgar Kennedy for the week of June 19 at the Earle, Washington, D. C.

F. & M. has secured exclusive authorization on Russell Patterson, artist, for the booking of his marionettes. Patterson has two groups now working, one at the Hotel New York and the other at the French Casino.

Palace, Cleveland, Shows

CLEVELAND, May 16.—The Palace Theater here, RKO house, has lined up three attractions for its vaude bookings. Jimmy Savo and Rene Villon come into the house this Friday, to be followed consecutively by Block and Sully and then NTG and his *Radio Revue*.

Rudow's New Offices

PHILADELPHIA, May 16.—Jan Rudow, indie booker here, no longer associated with the now dissolved Godfrey & Linder office in New York, has moved his local office to the Real Estate Trust Building and in New York has established a new office on West 46th street. Associates in his office are Walter Grigaitis, Virginia Cramp and Claire Brooks.

Club Bookers Reported as Blacklisting AFA Members

NEW YORK, May 16.—The disagreement between private entertainment contractors and the American Federation of Actors reached its second stage this week when the contractors began asking acts if they were AFA members or not. Actors claim this is the beginning of a blacklist and have reported the situation to the AFA. Several acts claim the bookers told them outright that they wouldn't get bookings if they were AFA.

The Entertainment Managers' Association, meanwhile, which recently pro-

Material Protection Bureau

Attention is directed to The Billboard's Material Protection Bureau embracing all branches of the show business, but designed particularly to serve Vaudeville and Radio fields.

Those wishing to establish material or idea priority are asked to inclose same in a sealed envelope, bearing their name, permanent address and other information deemed necessary. Upon receipt, the inner packet will be dated, attested to, and filed away under the name of the claimant.

Send packets accompanied by letter requesting registration and return postage to The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Coast Opens Up Four-Week Tour

LOS ANGELES, May 16.—Kent Thompson, operating the Metropolitan, Seattle, and William B. McCurdy, representing Parker interests in Portland, are in town for several days on a talent prowl. Pair are negotiating road shows for Pacific Northwest as well as picture "names" for personals. Territory north of San Francisco has been opened for four weeks of consecutive booking for traveling attractions, first time in six years.

Houses are Mayfair, Portland; Metropolitan, Seattle; Vancouver, Victoria; Yakima, Walla Walla and Spokane, Wash. Pair also associated with Famous Players of Canada, whereby attractions can be routed east thru Canada.

Heat Causes Early Midwest Closings

CHICAGO, May 16.—The premature closing of several vaude houses in this territory, due to the early heat wave, has put a crimp in local bookings.

Warren Jones, of the RKO office, is losing three houses. The Palace Theater, Fort Wayne, a split week, closed Wednesday. The only stage shows the town will have during the summer months will be spot bookings at the Emboyd Theater, where a Major Bowes unit opens May 30 for four days. The Colonial, Dayton, closes May 21, and the Shubert, Cincinnati, will call it a season May 28. Both spots have been full weeks. Stage shows are expected to be resumed in the fall.

The National Theater, Louisville, booked by Dick Hoffman out of the Billy Diamond office here, is discontinuing stage shows for the summer May 18. This has been a Friday to Monday stand.

Cincinnati Dropping Shows

CINCINNATI, May 16.—The Shubert Theater here will definitely drop its stage shows after the show that goes in next week. Last showing of stage shows for the summer will be May 28. As was written in last week's issue, the house's switch to a stage-band policy proved to be a flop.

Gerber Unit for Mexico City

NEW YORK, May 16.—Alex Gerber's *Radio City Follies*, recently changed in name to *Music Hall Follies*, may go to the Teatro Lirico in Mexico City for an engagement next month, following in the A. B. Marcus show. Negotiations are now on between Gerber and A. Castro, booking the house.

New Angle on Rep Licensing

Moss unable to get legislation—intends going thru with court action

NEW YORK, May 16.—Failing in attempts to secure legislation which would provide for licensing of artists' representatives, License Commissioner Paul Moss intends going after the representatives individually, according to a conference between Moss and I. Robert Broder, theatrical attorney, Thursday afternoon. This change in the situation is the result of the State legislation being killed in committee and because city legislation was ruled impossible in a decision from the Corporation Counsel's office.

The bill for employment agency licensing would have obviated the necessity for a local ordinance inasmuch as it contained provisions embracing the representatives. However, this bill was killed in committee. As for the local ordinance taking care of representatives, the Corporation Counsel's office advised Moss that according to the provisions of the city charter the ordinance proposed could not be affected without amending the city charter, which could not be done at this time.

In view of all this, Moss intends going thru with his court case on Bill Schilling, which comes up in Special Sessions June 12. He is not regarding this as a test case, and intends looking upon each case against a representative as a case by itself. However, he will await the outcome of the Schilling case before he does anything further.

Moss is desirous of having the agents take out the present licenses on the basis of a code of trade practices and ethics which will be enforced by him. It is more than likely that immediately following the Schilling case, whether he secures a favorable verdict or not, that Moss will again send out his inspectors to serve summonses on all unlicensed artists' representatives.

N. Y. Capitol May Switch to Flesh

NEW YORK, May 16.—The Capitol Theater here may take on stage shows again, according to the many reports making the rounds. A checkup with the Loew operating department reveals that there is some such plan afoot but that nothing definite has been done about it as yet. There is a possibility that it might be done in the fall.

The Capitol has been in a bad way in a straight picture policy, the product not strong enough to meet the Broadway competition. However, Loew is wary of stage shows there inasmuch as it might cut in on the combo policy of the State Theater.

Krivot's "Femme Follies"; Casino's "Folies de Femmes"

NEW YORK, May 16.—Harry Krivot is again producing a unit to carry the name of *Femme Follies*, the title of his all-girl show of five years ago. He is building the show now and intends sending it out in a couple of weeks.

The French Casino's *Folies de Femmes* is angling for theater dates, with Eddie Sherman having a deal on for the show to go to the Steel Pier in Atlantic City July 1 for a month.

Simon's Loew Privilege Okeh With Morris Office

NEW YORK, May 16.—While Ferde Simon has been given the privilege of the Loew booking floor, doubling from his RKO agenting, the interchange of acts between him and the Morris Agency will continue, tho not on the large scale that it has in the past. Simon's agreement with the Loew office was that any of his acts handled by the Morris Agency will continue to be handled by it.

The Morris Agency sells many of its attractions direct with RKO now, altho much of its smaller material is handled by Simon for RKO representation.

New Acts

Enrica and Novella

—AND—

The Elida Ballet

Reviewed at Loew's State, New York. Style—Dance flash. Setting—In one, two and full stage (specials). Time—Twenty-four minutes.

One of the few brand-new acts around, partnering Enrica and Novella, standard dance team, and the Elida Ballet, Betty Friedman's group of girls from the Metropolitan, Boston. An outstanding act, tops in class as far as vaude is concerned, complete in entertainment, and generally a great flash for any bill. All dancing, except for the unbilled boy singer, who gets a solo spot and also production warbles. Turn uses two full-stage special sets, really beautiful, a special drop "in two," and the house traveler.

The Elida Ballet (12) is a perfect line, the girls all the same height and nice lookers, and their precision and dance talent are the real things. They open with a novel tap routine. Followed by the dance couple, who first offer a semi-classic number to cleverly arranged music and then do another in faster tempo. Really swell numbers and register accordingly. The singer fills the next spot for a change of set by doing a medley of tunes, singing them very well, and then goes into the production number, *She Shall Have Music*. This number is beautiful, with the ballet toeing their way about in beautiful style, leading into a gorgeous waltz routine by the couple. A bridal scene finish tops it off perfectly.

Closed the show here and registered big. S. H.

Modern Revels

Reviewed at Grand Opera House, New York. Style—Singing and dancing flash. Setting—Full stage (special). Time—Eleven minutes.

A passable flash. Has nothing outstanding, but neither is it dull. Comprises a hoofing trio (two girls and a boy) and two girl specialists.

Trio is the backbone of the turn, opening and closing the act, with the other two specialty girls sandwiched in. Trio uncorks some snappy tap and acro dancing and, during the finale, go in for competitive dancing, which livens up its work considerably. One of the girl soloists is a pretty brunet toe dancer who offers an interesting variety of toe stands, whirls, kicks and fluttering about. The other specialty girl is a tall

brunet blues singer who displayed a good voice and capable delivery.

Single drape set is used. Except for the opening, routing is conventional and there is no attempt to try new angles. P. D.

Pittsburgh's Bowes Park

PITTSBURGH, May 16.—A park named after Major Edward Bowes was dedicated by Mayor William N. McNair here on Monday. The mayor promised the major such an honor while a guest on his Sunday amateur hour four weeks ago. The playground is located at Hazelwood and Second avenue and its official name is the Major Edward Bowes Recreation Park.

Ramon Novarro for Chicago

CHICAGO, May 16.—Ramon Novarro, film "name," and his sister, Carmen, have been booked by Paramount for the Chicago Theater here. Date set is May 29, but the booking may be switched on Monday to this Friday.

CHORUS EQUITY

(Continued from page 4)
cards must be presented at the door. If you have not yet voted you should do so at once. If you are in good standing and have not received a ballot notify the office, as your failure to get your ballot means that we have no address for you.

We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan, Marion Hylan, Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

Under the constitution all dues are due and payable on May 1 and November 1. A member in good standing is one who on May 1 or November 1 of any year is paid 6 months in advance. In mailing your dues to the office do not send cash, send a check or money order made payable to the Chorus Equity.

Remember to inclose no communication in the ballot envelope other than your ballots. These envelopes are not opened until the tellers' meeting, which will be held at 11 Thursday morning, May 28.

Remember that each member is asked to call in the office and sign in the

rehearsal book on the day he starts rehearsal. This is for the protection of the members both in the arrangement for bonds and in establishing the date on which rehearsal expense money is due each chorus person in any production.

We hope to have several new productions shortly, as well as a great deal of work in the summer hotels. If you are out of employment you should call at Chorus Equity's employment bureau frequently. If you are in bad standing and unable to pay your dues you may get an extension of time, which gives you the use of the employment bureau.

Members working in clubs and presentation units are reminded of the Council concession which allows them to place themselves in good standing by paying current dues, providing this payment is made while they are working in those fields. Nonmembers in presentations and cabarets may join by paying a \$5 initiation fee rather than the \$15 charged in the legitimate theater.

DOROTHY BRYANT,
Executive Secretary.

PETER PAN

(Continued from page 3)
than adopt an attitude ridiculing the 50-week amendment with the slogan, We Never Grow Up.

The amendment was recently passed by Equity's council because it felt that under present production conditions an actor would not, after merely two years of junior membership, be sufficiently conversant with theater problems to warrant his taking a place in the austere deliberations of the oldsters.

Dorothy Brackett was chairman of the meeting, and an executive committee was chosen, composed of Samson Gordon, chairman; Isabel Keightly, secretary-treasurer, and Dave Sands, Connie Lent, Lucille Strudwick, William Greer, Harry Lessen and Ben Ross.

FEDERAL THEATER

(Continued from page 5)
that the public is dumb, ultra-conservative, vicious and pathetic.

1935 shows greater imagination and more flashes of good dialog and staging than its predecessor. It is an important development in the progress of the stage newsreel idea.

As for the One-Act Experiment Theater's show, it comprises Mollere's *The Miser*, Emjo Bache's *Snickering Horses* and George Bernard Shaw's *The Great Catherine*. It's really a stopgap show, filling in until the Experimental Thea-

ter's new play, *Battle Hymn*, opens next Friday.

The three one-acters were capably acted and the sets by Samuel Leve were economically realized. Muni Diamond did fine work in the new anti-war play, *Snickering Horses*, which was skillfully staged. Eda Reis was more than adequate as Catherine in Shaw's play.

And now, getting on to Orrie Lashin and Milo Hastings' new play, *Class of '29*, it turns out to be a fairly exciting portrayal of the tragedy of college grads trying to get a job in these depression days. Its timeliness of theme and the earnest acting of its young players do much to cover the crudities of playwrighting. Preceded by plenty of newspaper publicity over its alleged Soviet theme, the play reveals it is nothing more than a plea to give our young ones jobs, or else they'll begin learning Russian and plan to take the next boat for the Promised Land.

It presents the unemployment problem not in terms of a mass problem but in terms of personal tragedy. The young architect, the young cultured boy who knows about nothing but rare books and the young Communist illustrator are some of the youngsters of '29 who just can't find jobs. With the years their spirit is broken, their faith in old values, in the economic system and in the church is smashed. They listen more attentively to their young Communist friend. Ken, the architect, gets a job, but is crushed when he learns months later that his father was really paying his salary. Ted, the most sensitive, the seller of rare books, finally commits suicide when his pride has been hurt beyond repair.

To this reporter the play is the best yet on the unemployment problem, because it portrays vividly the personal consequences and, naturally, makes us feel so much more keenly the fate of the various characters. The play lacks unity, however, and at times it flounders. Perhaps the too-large apartment set prevents building up dramatic tension. Perhaps the comedy interferes too often with cumulative dramatic effect.

Lucius Moore Cook directed it, with Edward Goodman supervising and Tom Adrian Cracraft doing the two sets. Jan Ullrich is grand, especially in the drunk scene, while Ben Starkie, Allen Nourse, Helen Morrow, Marjorie Dalton and Marjorie Brown also turn in substantial performances. Harry Irvine, now famous as the archbishop in *Murder in the Cathedral*, is a bishop in this play and, as you might suspect, creates a warm, sympathetic role.

E. Harvey Blum's *Backwash* opens tonight at the Symphony. PAUL DENIS.

U. S. Turns To Return To Europe for Repeats

LONDON, May 11.—Several American acts returned to New York this week following successful seasons in Europe. The Diamond Brothers and George Beatty left on the first 1936 sailing of the Normandie. Both acts are scheduled to return to England early in the summer, with Beatty going into the Palladium here July 13 and the Diamond Brothers playing a repeat tour of the GTO theaters commencing in August.

The Gaylene Sisters, who concluded a 10-week stay in *All Afloat at Oxford Circus*, sailed for home on the Manhattan. They, too, contemplate returning to Europe early in the fall. Harriet Hutchins, American comedienne and impressionist, who has been a big hit here for the last 12 months, left on the Georgic. She will return to Europe in September.

Brussels House Into Vaude After Being Skating Rink

BRUSSELS, Belgium, May 11.—Resuming its former name and policy, the Palais d'Ete has reopened as a high-class vaude house. On the opening program are the Two Pierrotys, Pills and Tabet, the Zemanos, Odette Moulin, Kay-stone's Vagabonds, Three Neirhings, Ritche and Festerat and the 18 Tamara Beck Girls.

The Palais d'Ete, which has been used as an ice-skating rink, has been re-decorated and equipped with a revolving stage. Paris agents have lined up several American acts for the new house.

BENNY FIELDS will definitely go into Loew's State, New York, May 29 for a two-week run, getting \$2,500 per. . . Mrs. Harold Kemp (Bobby Folsom) leaves New York this week by auto to join her hubby on the Coast. . . Ed Sullivan, columnist, is going out to Chicago again, opening at the head of his revue May 29 at the Palace. . . Alex Gerber will move the first of next month from his Bond Building, New York, office to a Fifth avenue address. . . Larry Adler will leave Europe on the first voyage of the Queen Mary, arriving in New York June 2. . . Johnny Dugan, of the Simon Agency, is booking the Beau Rivage in Sheepshead Bay, opening Saturday with Jerry Baker, Kay Mayfield, Peggy Alexander and Buddy and Claire Green. . . Dave Apollon and Benny Burke intend taking a pleasure jaunt to Europe June 16.

JESSE KAYE, F. & M. booker, and Lillian Shade left New York Thursday on the Siboney for an eight-day honeymoon cruise to Havana. . . Pulled a surprise marriage a week ago Saturday, following an eight-year courtship. . . Dave Bines has contracted as producer and social director for Schroon Manor in the Adirondacks, starting June 20. . . One of his lines of girls and boys, 16 Sophisticates, made a short for Mentone last week. . . Olsen and Johnson will guest artist Saturday on the Shell Chateau air program on the Coast. . . Arthur and Florence Lake, of the films, open Saturday at the Denham, Denver. . . Gracie Barrie, booked for a repeat at the Paramount, New York, in a couple of weeks, has secured additional dates from the circuit, going into Boston, Chicago and Detroit.

TED LEWIS has been booked by Paramount for the Metropolitan, Boston, week of June 5. . . Warner will probably put him into the Earle, Washington, D. C., the week following. . . Cliff Edwards' Metropolitan, Boston, date has been moved back to May 29 to allow him to air audition. . . Vira Niva gets her first vaude date, coming out of the night club field, from Paramount the week of May 29 at the Metropolitan, Boston. . . Wini Shaw, of the films, has picked up two weeks from Para, going into the Michigan, Detroit, June 12, and the Chicago, Chicago, June 19.

LOS ANGELES BRIEFS: Playing the Paramount since Christmas week, Al Lyons and band move into the opposition Orpheum May 20 for one week. . . This will be Lyons' first straight vaude booking hereabouts. . . Buddy Doyle, who did the Cantor bit in *The Great Ziegfeld*, has been spotted for Paramount show May 28. . . San Diego Exposition is buying 25 European sight acts thru Fanchon & Marco. . . Idea is to spot free attractions around grounds to get crowds circulating to unfrequented points. . . Pinky Tomlin spending four days at Long Beach State polishing up unit of band and vaude acts for Paramount opening May 21. . . Al Pearce and Gang follow Tomlin unit into house. . . Leo Morrison is angling for London stint for Three Stooges after four weeks of personals in East this summer. . . Meiklejohn Brothers moved their vaude agency from Spreckles Building into RKO-Hillstreet edifice. . . George Jessel returns to Orpheum Theater, Los Angeles, for another week's engagement June 3. . . Following this he goes to Honolulu.

Vaudeville Notes

Princess
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—SAUL—
GRAUMAN
AND HIS
"MUSICAL STAIR-A-TONE"

Greatest Novelty of the Age Always Working. Personal Rep., JACK KALCHEIM, Chicago

AL PEARCE

and his Gang

NOW MAKING PERSONAL APPEARANCES

Loew's State, New York*(Reviewed Friday Evening, May 15)*

The State has an all-round vaude show, with "name" value in Mitchell and Durant and Jackie Heller, which aligned with the *Desire* film should make good box office for the week. Show is a little longer than the average here, running 71 minutes, but the few minutes overboard is the result of the customers asking for more. Bill actually socks from the opening to the closing, with nary a miss. Except for overdoses of singing the bill is flawless. Good house at this supper show opening day.

Capt. Willie Mauss is always a swell opener, his bike riding in a rapidly revolving lighted drome providing an absolute thrill. A quickie of an act, but complete in entertainment. A blonde gives an opening spiel nicely enough, with a male propelling the huge wheel. Got away big.

Jean Carroll and Buddy Howe, here before, step up that deuce spot in grand style with their same act, which stamps Miss Carroll as an A-1 comedienne and shows off an act that is grand vaude. Nice material and team, with Howe a good straight and an energetic dancer. They sing, too. Audience liked it a lot, bringing them back for an encore and an introduction of the next act.

Jackie Heller, another repeater, had no trouble in mopping up. Aided by Dave Rose at the piano in the pit, Jackie wades thru a group of pop tunes in perfect style. He has sweet pipes, calling on them for punchy top-note finishes, and his delivery is boyishly outstanding. Earned his show-stop.

Frank Mitchell and Jack Durant took over the next-to-shut position hands down. They make their turn as informal as could be, starting off with much chatter, imitations, singing and light tomfoolery, a warmup for their closing knockabouts which brought down the house. A swell pair of performers, and the folks couldn't get enough of them. Brought out Harry Pollock for the finish, a lad who can outshout most of the Harlem shouters. Reception was terrific. Enrica and Novella and the Elida Bal-

let, latter house line from the Metropolitan, Boston, brings class personified to the closing spot. A turn that's staged and dressed most artistically and talented equally as arty. Really a first-rate act, with the dance team doing beautiful ballroom routines and the ballet lining up for outstanding numbers ranging from clever taps to tasteful ballet. A boy singer, unbilled, rounds out the turn in effective style.

Show played well as usual by Ruby Zwerling and pit boys.

SIDNEY HARRIS.

State-Lake, Chicago*(Reviewed Saturday Afternoon, May 16)***"LAUGH, TOWN, LAUGH"**

This is the indoor circus musical revue which originally was produced as *Jombo* and has since been changed to the above name. It is an elaborately mounted revue combining circus and vaudeville acts and the 16 Carla Torney Girls, who have several nifty routines. It is a fast-moving show mounted with attractive scenery and costumes and should be a box-office attraction anywhere.

The show opened before a big show entrance drop with typical circus music. Going to full stage, representing the inside of the tent, the Torney line did a clown routine and were followed by the Lytle Twins with acrobatic challenge stuff. Then came the Wheeler Sisters in double trapeze and iron-jaw work; Senorita Conchita with a 100-foot slide from the balcony; Toto Ivy on the silver hoop; Larimer and Hudson, standard comedy cycling act; the Torney line in a hurdle routine; Marjorie Wheeler working a pony and four dogs; Virginia Young with clever aerial work; the Three Olympia Boys in feats on the horizontal bars; the Torney Girls in a clever hoop routine; Papes and Conchita doing perch work and the Wheeler Sisters on the webs; Emanuel, Mexican wire artist, with antics on the tight and swaying wire; Novak and Fay, who made a hit with their comedy acrobatics and legitimate hand balancing, and Violetta Rooks (Violet Hauser), with her regular

circus routine of balancing on her head on the trapeze.

The finale had the Carla Torney Girls doing a Spanish dance before a beautiful Spanish fan drop which preceded the slide of Felix Morales down a wire from the balcony on his head.

This is a show with great exploitation possibilities for any spot that can afford to play it, and it is colorful and different than any other unit on the boards this season.

F. LANGDON MORGAN.

Stanley, Pittsburgh*(Reviewed Friday Afternoon, May 15)*

Lack of proper building fails to make the current Stanley bill the top-notch show it deserves to be. For there's plenty of talent on hand which stands out only individually. House switched this week to straight vaude, with Jackie Coogan, of film note, emceeding the affair.

A silent trailer reviving notable scenes from Coogan's old pictures is given a good sendoff by Walt Framer, local air commentator, who is equipped with some fitting dialog. Jackle enters to a good hand and following a brief speech introduces the Biltmorettes, three blond acrobats, who perform some amazing tricks. The girls (Doris Johnson, Rose Cattoir and Edna May Isenburg) excel in tumbling feats which netted them plenty of applause.

Jackle's partner, Betty Grable, is on next for the first of her three appearances. Betty is a real highlight in the show, young, attractive and a talented singer and dancer. Works both alone and with Jackie. After some chatter with her boy friend, touching on the romantic angle, she sings *The Touch of Your Lips* in a pleasing manner and follows with the equally appealing *It Was So Long*. She makes her second entrance in ice-blue pajamas, tapping to the tune of *You*. A neat routine. She comes back later in a white angel-like outfit for a soft-shoe tap strut with Jackie to the music of *Melody From the Sky*. Jackie was an able assistant. Josephine Dix has a plant bit in the act.

Another "name" on the bill is the alluring Wini Shaw, who has been in the Warner shops working in musicals. Her act consists of three songs which she delivers in her inimitable tear-stained style. Judging from the amount of applause she received at this viewing the customers liked her a lot. Her song selections, just the same, are not too good. Delivered *Dangerous Rhythm*, *Why?* and closed with the long-winding Harlem hodgepodge labeled *Save Me, Sister*. An exit number such as *Lullaby of Broadway* or *The Lady in Red* should prove more effective.

The comedy honors are divided between Raymond Wilbert, the expert hoop juggler, who mixes novelty with laughs, and Lou Parker and Company. Wilbert has a great 12-minute act that dares imitation. Parker's fun is clean and entertaining and himself should prove a great radio bet. He is assisted by Marion Bailor, excellent straight woman; Paul Murdock, George Hope, Bill Burdee and Thomas Paxton.

Bill runs about 60 minutes. The screen features Freddie Bartholomew in *Little Lord Fauntleroy* (U. A.), and house was fair at the second show.

SAM HONIGBERG.

Fox, Philadelphia*(Reviewed Friday Afternoon, May 15)*
(First Show)

Headlining "The Voice of Experience," the Fox stage program goes in for novelty this week and won a good hand from the fair crowd which turned out for the opening.

The overture is *Naila*, a lively brief musical interlude which permits Jess Altmiller, drummer, a local favorite, to do his stuff with the percussions, the bells and window shades—the latter ripped for musical effect. Band this week cuts down to 13 men in the pit, Karl Bonowitz, organist, and Jeno Donath, leader. It is the basic minimum which will be used during the summer.

Opening act is the Five Rileys, three boys and two girls, a fast dance offering that features a whirlwind of eccentric tap solos, duets, trios and ensembles. Gay and spirited and won heavy applause.

Paul Remos and his two acrobatic Wonder Midgets follow with a varied routine which has the audience both sympathetic and enthusiastic. The

midgets—men—open with a tap dance. One then does a hand stand on Remos' head, a split and downs a wine glass of water from the top of Remos' head to climax a back bend. Both little men are agile contortionists. In the climax Remos supports both on a long pole, one playing a xylophone on the top of the perch and the other balancing and rope spinning. For an encore the midgets mix taps with acrobatics.

"The Voice of Experience" is revealed as a bald-headed pleasant-voiced speaker who makes no attempt to "stunt" any material, but talks in an unaffected manner of his radio work and the problems brought to him. He worried about his appearance to the point of repetition, but the audience didn't seem to mind. Told some amusing stories of his billing in various theatrical appearances and explained the charitable work conducted by the "Voice of Experience."

At the conclusion he displayed one of his "Voice of Experience" film shorts (Columbia), which had been announced today as the winner in its class in the Short Subjects pool conducted by Emanuel Publications. The reel was devoted to the strange romance between a blind boy and a deaf and dumb girl.

The photoplay is *Gentle Julia*.

H. MURDOCK.

Radio City Music Hall, N. Y.*(Reviewed Thursday Evening, May 14)*

Show Boat steams into the ace of houses this week, definitely a two-week booking, and at this last show opening day there was a capacity house, with standees waiting for the break of the fourth showing of the film. The stage show wisely is trimmed to but 23-minute length, considering the film's 112-minute running time, yet it's a thoroughly enjoyable show. Cherry and June Preisser provide probably the one show-stop in the history of this house. Prior to the show W. G. Van Schmus introduced Irene Dunne, who gave a short talk.

Stage show is preceded by Dick Leibert's clever work at the grand organ, a Walt Disney cartoon and the symphony orchestra wading thru a medley of Southern tunes, all under the billing of *Fosteriana*.

Trocadero is the title of the show, an atmospheric prelude to the picture, drawing on the film's night club sequence. Robert Weede acts as m. c. (the Music Hall's version of an m. c.), opening the show with *Wings of Love*, a repeat number featuring Niriska and her outstanding butterfly dance. Also employs the ballet corps, with Nicholas Dake and Hilda Eckler contributing nice individual work in the number.

Next is a brief interlude of song engaged in by Robert Weede and Beatrice Joyce, who do an oldtimer, *Then You'll Remember Me*. Weede does most of it, with Miss Joyce joining him at the finish.

Sailor's Flirtation is the spot for Cherry and June Preisser, just out of the *Follies*, whose all-too-brief number stopped the show cold—a first time for this house. And the work of these youngsters, especially that amazing acrobatic June, is worthy of such distinction.

Finale is of the big finish variety, *The Can Can*, with the Rockettes and ballet combined, some 60-odd girls, doing that risqué number of the old days. It's very effective on full stage and in the gorgeous setting.

Atmospheric layout is helped by the cabaret setting on the sides of the house.

SIDNEY HARRIS.

Paramount, New York*(Reviewed Wednesday Evening, May 13)*

Haul out the superlatives, the flags and sing hallelujah, for the Paramount stage this week has a musical show headed by Ray Noble that is the best of the series the house has had yet. None of the English leader's predecessors at the house has equaled, musically, Noble's offering. Nor has any exceeded it from the standpoint of entertainment. And those following him in the bookings have a high mark to shoot for. Noble's show is a 100 per cent success. It packs plenty of everything to satisfy both the public and musicians and demonstrates why Noble is rated tops by the musickers themselves. His half hour breezes past in seemingly a few seconds that whet the appetite for more and he doesn't miss a trick. Pace, quality, excellent selection of tunes, arrangements par excellence and showmanship galore.

Noble's arrangements are a lesson to the overarrangers. No song is played

HARRIET HUTCHINS

says "HELLO"

JUST BACK AFTER 10 MONTHS, IN EUROPE

ORIGINALLY BOOKED FOR FOUR WEEKS

RETURNING TO ENGLAND SEPTEMBER

DAVE APOLLON

Takes This Opportunity of Thanking

Loew's, Fox, Paramount and Independent Managers
FOR THE MOST SUCCESSFUL YEAR OF HIS CAREER!Closing the Season at the Century Theater, Baltimore, June 12.
(Third Return Engagement This Season)Sailing on the Normandie for Europe June 17 on a Combination Business
and Pleasure TripOpening Early in the Fall With New Talent Never Before
Seen in America!!!!**R K O
THEATRES**

1270 Sixth Ave.

Radio City, New York

PLAY WAR TRUCE COMES

Managers and Dramatists Settle Compromise Contract for Scripts

Both sides satisfied—must still be ratified by Dramatist Guild membership—Guild recognizes League as bargaining factor—film split stands at 60-40

NEW YORK, May 16.—With both sides practically saying, "You first, Alfonso," the dramatists and managers amicably settled their differences May 12 with a five-year contract distinguishing between plays independently produced and those backed by Hollywood money, providing that the sale of film rights in the latter case be governed by a committee of five dramatists and five managers, three of the latter of whom must be independent, with film rights for indie productions to be disposed of by bidding in the open market. The percentage split realized from plays sold to Hollywood is to be 60 per cent for the author and 40 for the producer. At a meeting to be held May 25, the Guild membership will probably ratify the arrangement, thus bringing to an end the ill feeling engendered when the last contract expired March 1.

Figuring prominently in the newly reached accord is Joseph P. Bickerton, who will act as arbiter for the sale of independently produced plays, and who will also have in his keeping the stipulations drawn up by the committee of 10 relative to the sale of productions financed with the aid of film money. Should the committee fail to agree regarding these rules Bickerton will have power to cast a deciding vote. It has been so arranged that the drafted rules will vest control of the sale in the hands of the author, but will nevertheless not neglect the rights of the backer and producer. Little more than petty quarreling is expected when the committee is named and the rules announced.

Outside of the question of the sale of plays and the disposal of the money therefrom, there will be another committee representing both factions for the purpose of adjusting disputes. Difficulties involving legal entanglements will be placed at the disposal of 30 arbitrators chosen by both dramatists and managers.

In addition to the above-mentioned factors in the agreement, these points have been definitely settled: (1) Managers participate in sale of film rights when the production has had 21 performances, of which no more than five may be matinees. (2) Authors do not have to give a cut of film rights in the event that such rights had not been bought 10 years following production. (3) Producer and author will set the day on which the film adaptation of a play is to be released. (4) The author has power to approve the director of a play. (5) On the title page of the contract there will be a statement to the effect that this is a "basic agreement negotiated by the Dramatists' Guild, the League of New York Theaters and other producers." (6) Managers are authorized to make arrangements for the London production of a play during a six-month period; but a payment of \$100 is to be made for the seventh month, finally reaching \$400 for the 10th, and totaling \$1,000. Managers get a free option for the final two months of the second period. (7) Regarding foreign plays, they can be bought outside the basic contract, but a proviso rules that the adapters and translators be members of the Guild. And a producer can present one English play per year, this play to be outside the government of the contract. (8) If managers do not of themselves post a bond, the Guild can insist that they do. Some League members will not be required to post bonds. (9) In the event that the Guild has the manager's power of attorney, it may sign contracts for the manager; but contracts involving the League and the Guild are to be separate as far as each manager is concerned.

The settlement of the struggle marks the first time that the League of New York Theaters has been officially recognized by the Guild as a body representing producers.

"Tess" for the Coast

PASADENA, May 16.—Premiere of *Tess of the D'Urbervilles*, taken from the novel by the same name, will be held May 19 at Pasadena Community Playhouse. Gwen Mannering, English actress, will play title role.

Foundation. Has to do with the birth of a girl into the royal family when a boy is desired. Gal is reared as a male and finally takes the throne. Bit of a mixup at the trial of a princess accused of impending motherhood without marriage, and gal is exiled. "Prince" takes unto herself the father, who, for a time, impersonates a dame.

With exception of several minor points piece is said to be faithful reproduction of how it would be performed in China. Actors work on full stage with only plush drop background, and in full view thru-out performance is prop man, who walks about stage at will. On other side of stage is oriental orchestra which cues the sequences. Piece just isn't occidental theater fare, and probably won't survive subscription period. Only attraction is the method of production and the ever-present dead-pan props, Frank Wayne.

Peiser.

their positions in the social world, their love turns to hatred and results in tearing away their happiness when it might be so near. Catherine marries a nobleman, but is unhappy because of her true love to Heathcliff. Heathcliff wins the love of Edgar's sister, Isabel, and marries her in spite. The peasant is also unhappy because of his love for Catherine. In the closing act when both are reunited and happy love is near, Heathcliff's hatred for Edgar results in a tete-a-tete which brings death by shock to Catherine. Heathcliff, who has released Edgar, is heartbroken and left to his woe by all, even his and Catherine's dearest friend, Ellen.

Miss Hone in the role of Catherine was well cast. She carried the audience with her excellent acting and was given fine support by others in the cast, including Ellen Love, Charles Furcolowe, Charles Atkin, George Petrie and Ellen Day. Mr. Carter received fine help in his dramatization thru the efforts of Joseph Marra and J. Herbert Callister, whose sets and costumes were very good. A 20-piece WPA orchestra played in between the acts.

Colavolpe.

OUT-OF-TOWN OPENINGS

"Her Majesty the Prince"

(Hollywood)

Author, Raymond Cannon. Producer, L. A. Artists' Foundation. Director, Paul Fung. Incidental music by Arthur Kay. Opened May 10 at Hollywood Music Box.

CAST: Barbara Barondess, John T. Murray, Donald Gallaher, Carla Laemmle, Louise Glover, Grand Richards, Channon Weller, Gene Crotty, Barton Bosworth, Darryl Hampton, Minta Durfee, Donald Shaipr, Martin Glover, Jean Euer.

Done in the manner of the Chinese Theater, this piece is advertised as the *Oriental Well of Loneliness*, and is the first offering of the Los Angeles Artists'

"Wuthering Heights"

(New Haven)

A new play written and directed by Randolph Carter, of local WPA staff, from Emily Bronte's novel of same name. Settings: Joseph Marra and J. Herbert Callister. Costumes: J. Herbert Callister. Produced by the Federal Theater Project. Reviewed May 15, to close May 23.

Cast: Ellen Love, George Petrie, Charles Furcolowe, Mary Hone, Charles Atkin, Ellen Day.

The story, as portrayed in the play, involves the unsuccessful, happy love of a noblewoman, played by Miss Hone, and a peasant, played by Mr. Furcolowe. Because of their misunderstandings, due to

From Out Front

By EUGENE BURR

While everyone else is rushing around and figuratively slapping the Pulitzer Prize committee on the shoulders, this corner sticks its head out of its dusty recess and gives vent to a noise not very dissimilar to a rich Bronx cheer. Usually the spectacle is quite different. Pulitzer-Prize-baiting has for years reigned as one of the leading critical sports—and, strangely enough, this corner has as often as not defended the embattled judges from Morningside Heights. Last year, for example, there were squawks that rent the blue spring heavens when the award went to *The Old Maid*; yet, except for a bit of bewilderment that the prize could be given to a dramatization of a story, this corner was well enough satisfied.

This year, suddenly, the boys have become soft, patting the judges benignly upon their quivering heads and even dishing out the sweetmeats of praise—sparingly perhaps, but still dishing them out. There are probably a number of reasons. For one thing, there are not quite so many columns to be filled this year, various of the boys being now on vacation. For another thing, the Critics' Circle has been formed to award its own prize, and the lads have the double deterrents of a safety valve to let off their steam and the tenancy of a pretty glass house. There is also the fact that, tho *Winterset* rightly received the critics' prize, *Idiot's Delight*, the Pulitzer Prize recipient, was generally considered the runnerup.

Thus, contrary to tradition, an aura of peace shines all the way from 42d street to Morningside Heights—except in this non-conformist corner. The facts that *Idiot's Delight* was well considered by the Critics' Circle and even better considered by the Pulitzer Prize committee give rise in this precinct only to discontent and to a sort of hurt, dumb bewilderment. For *Idiot's Delight*, despite the most fitting title of the decade, is regarded here simply as a cheap and over-pretentious mental burlesque show for pseudo-sophisticates, a formless and witless and self-conscious discussion of a tremendously important problem, an inept setting for a song-and-dance session from Mr. Alfred Lunt.

How anyone can conceivably consider it, even for the dubious honor of a dramatic prize seems here both disconcerting and inexplicable. For just what is *Idiot's Delight*? It is a long, rambling, disconnected, ineffective and generally pointless discussion of the terrible problem of war. It consistently pats itself on the back for missing the most important points; it constantly takes self-conscious delight in smart-aleck quips that are so cheap that they very nearly cheapen even the subject under discussion. And into this somewhat unsavory melange is dumped what this reporter, borne down by weight of numbers, must consider the excruciatingly funny anecdote of a fourth-rate vaudevillian who is attracted by the paramour of a munitions magnate and who later finds that she is a dancer who once slept with him in a certain room of a certain hotel in Omaha. Or, maybe, Kansas City.

That is all. True, it is enlivened by a viciously wistful, a tenderly satirical portrayal by Mr. Alfred Lunt as the vaudevillian. It is made occasionally bearable by Miss Lynn Fontanne's nondescript but uproarious burlesque of the paramour-dancer. It is brought to its peak, somewhere near the middle of its formless second act, when Mr. Lunt indulges in a knock-down-and-drag-out song-and-dance, aided and abetted by six inimitable coryphees.

This reporter, with what must now be considered unfortunate naivete, thought when he saw the play that it had all been written out simply as a vehicle for the acting talents, for the grand rough-and-tumble of the Lunts. He thought that a contemporary and vital subject had been selected simply as a peg upon which to hang the zany acting chances which Mr. Robert Sherwood, the author, had afforded to the two leading citizens of Genesee Depot, Wis. But it seems that this reporter was wrong. It seems that *Idiot's Delight* is a fine play, a great play, using courage and thought and dramatic effect to deal with a tremendous contemporary problem. At least so say the reviewers who voted for it in preference to the magnificence of Maxwell Anderson's *Winterset*. So say the Pulitzer Prize judges. So say even some of the reviewers who voted for *Winterset*, with *Idiot's Delight* as their second choice.

But how anyone could possibly vote for *Winterset* and still consider *Idiot's Delight* the runnerup is still a poser to this reporter.

New Play on Broadway

MASQUE

Beginning Thursday Evening, May 14, 1936

A PRIVATE AFFAIR

A comedy by Gaston Valcourt, starring Oscar Shaw and featuring Helen Raymond and Betty Linley. Staged by Albert Bannister. Scenery by United Studios. Song by Billy Hill. Presented by Albert Bannister.

Nautica Bartlett Florence Britton
Madge Forrester Helen Raymond
Mrs. Simon Bartlett Nelly Malcolm
Laura Hamilton Betty Linley
Bertha Andree Corday
A Young Man Oscar Shaw
Jimmy Mansard Charles Campbell
Col. Rufus Rhinebeck George Graham
Leo Hamilton A. J. Herbert
Agent De Police Paul Lamonte

The entire action of the play takes place in the living room of the Duchesse De Tarascon's Chalet in the Swiss Alps. Time—The Present.

ACT I—An Afternoon in May. ACT II—Morning—Three Days Later. ACT III—Evening—The Same Day.

The sewer drama hit a new low last Thursday night when Albert Bannister presented *A Private Affair*, described in the program as a comedy and attributed to Gaston Valcourt. Those of us who scraped our vocabularies for imprecations with which to crown the odoriferous head of *Pre-Honeymoon* may now feel properly abashed; compared with *A Private Affair*, *Pre-Honeymoon* is practically a perfume.

The plot of the production with which Mr. Bannister has seen fit to afflict the two or three audiences which may conceivably attend concerns four women restlessly vacationing in a Swiss chalet, who are overjoyed at the arrival of a wandering male. They are not so overjoyed when they think they discover that he is a crook—a polished rascal who, despite the advent of their various husbands and lovers, manages to make off with their jewels. Later on it is discovered that he is really the son of the countess who owns the chalet, whereupon the curtain descends, just two hours and four minutes too late.

A bare outline, of course, can give no idea of the overtones and undertones which clash and simmer about the comedy—which is a fortunate thing for the readers of this review.

A harried and harassed cast performs in a manner perfectly calculated to bring out all the idiocies, inanities and unsavory banalities of the plot, with Betty Linley being flamingly cute (in the ultra-English fashion) as a young matron, Helen Raymond playing with all the finesse of a burlesque blackout as a not-so-young matron, and Florence Britton, as the love interest, scoring with her looks rather than her acting. It would be pleasant to say that Oscar Shaw, who is starred, proves in the current play his fitness for musical comedy, but in view of his rendition of the single song, even that meager joy must be denied. The ineptitude of Mr. Bannister's staging can only be described as inspired.

The general devastation extends even to the press agent's program notes.

EUGENE BURR.

Nazimova Returns, Triumphs in 'Ghosts'

NEW YORK, May 16.—With Beatrice de Neergaard replacing Ona Munson and Horace Sinclair in place of Raymond O'Brien, Nazimova's revival of Ibsen's *Ghosts* came back to Broadway following a cross-country winter tour, to take up where it left off and round out its season of tramping with a limited engagement at the Golden Theater. Nazimova, McKay Morris and Harry Ellerbe remain as principals and continue to do magnificent jobs in the leading roles.

Opening-night business, with top prices at \$1.65, was heavy and the audience's response was enthusiastic. Last winter the company gave 44 performances at the Empire and Morosco theaters before starting on tour.

New Orleans Civic Theater Planned

NEW ORLEANS, May 16.—Working upon the instructions of members of the commission council of the city, architects last week began to draft plans for the erection of an open-air theater at West End Park in suburban New Orleans. The proposed theater would be for opera, concerts, legitimate plays and other entertainment and would accommodate between 3,500 and 5,000 persons. A WPA project is sought, with between \$50,000 and \$75,000 needed for the theater's erection, according to Mayor Walmsley. Prices to be charged would range from 10 cents up to \$2, with all profit going back into the enterprise for enlargement.

City Commissioner Earhart stated that he favored the project following a study of the complete setup of the St. Louis theater movement from its beginning "when benches were used to seat its first patronage" and believed that New Orleans could succeed in the same manner if necessary. WPA Administrator Crutcher says that he is "very willing" to co-operate with the proposed project.

Pitt Playhouse Goes Pro

PITTSBURGH, May 16.—The Pittsburgh Playhouse here, guided by Herbert V. Gellendre, will join Equity next season. Gellendre reports that he will select several featured performers on Broadway this summer to head next season's productions, which will be staged in the group's own theater here. The Playhouse is concluding its current season next week with *Springtime for Henry*.

"Road's" Bridgeport Click

BRIDGEPORT, Conn., May 16.—*Tobacco Road*, the first legitimate attraction to play this city in over five years, scored a tremendous success at the Loew Lyric Theater. The theater, which is a movie house, closed for the season last week, which allowed the quick booking in of *Tobacco Road*. Charles (Slim) Timblin played the part of Jeeter Lester. Because of the success of the presentation it is a possibility that *Three Men on a Horse* may receive a booking here soon.

"Paradise" for Detroit

DETROIT, May 16.—Clifford Odets' play, *Paradise Lost*, is to be presented at the Institute of Arts in Detroit May 22, 23 and 24 by the New Theater Union. The play will be directed by Gordon Slade. The cast includes Paula Weiman, Hal Phillips, Allan Naylor, Ellmore Lee, George Parker, Mernard Gould, Paul Olan, Dan Miller, Mario Trafelli, Loula Martin, Roger Bacon, Letitia Leybourn and Roy Simms.

BROADWAY RUNS

Performances to May 16, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep)	Mar.	30... 56
Boy Meets Girl (Court)	Nov.	27... 202
Bury the Dead (Fulton)	Apr.	18... 33
Call It a Day (Morosco)	Jan.	28... 131
Children's Hour, The (Elliott)	Nov.	20... 633
Co-Respondent Unknown (Ritz)	Feb.	11... 111
Cyrano de Bergerac (New Amsterdam)	Apr.	27... 24
Dead End (Belasco)	Oct.	28... 234
Elizabeth Sleeps Out (Comedy)	Apr.	20... 32
End of Summer (Guild)	Feb.	17... 104
First Lady (Music Box)	Nov.	26... 203
Ghosts (return eng.) (Golden)	May	11... 8
Idiot's Delight (Shubert)	Mar.	24... 63
Love on the Dole (Longacre)	Feb.	24... 96
Moon Over Mulberry Street (second engage.) (44th St.)	Jan.	13... 144
Mulatto (Vanderbilt)	Oct.	24... 237
One Good Year (Fulton)	Nov.	27... 199
Parnell (2d engage.) (48th St.)	May	4... 16
Pre-Honeymoon (Lyceum)	Apr.	30... 20
Private Affair, A (Masque)	May	14... 4
Saint Joan (Beck)	Mar.	9... 80
Three Men on a Horse (Playhouse)	Jan.	30... 553
Tobacco Road (Forrest)	Dec.	4... 1053
Victoria Regina (Broadhurst)	Dec.	26... 165
Musical Comedy		
Gilbert and Sullivan Rep.		43
The Mikado (Majestic)	Apr.	10... 19
Iolanthe	May	4... 8
Pinafore and Trial by Jury	Apr.	27... 8
Pirates of Penzance, The	Apr.	20... 8
May Wine (St. James)	Dec.	5... 188
On Your Toes (Imperial)	Apr.	11... 41

"Chalk Dust" Held Over

CHICAGO, May 16.—*Chalk Dust*, current play of the WPA Theater No. 1 occupying the Great Northern Theater, is being held over until May 23, with a possibility of it staying another week after that. No decision has yet been reached on the play to follow, but the group, under the direction of Theodore Viehman, is reading five plays, among which is *Model Tenement*, by Meyer Levin, local playwright, and *Hamlet*. The American Repertoire Company, directed by Harry Minturn at the Blackstone Theater, is presenting *Broken Dishes*, beginning May 18, with Oscar O'Shea, character comedian, featured in the cast.

Worcester Goes for Legit

WORCESTER, Mass., May 16.—That the "road" is coming back to Worcester is indicated by the recent showings of *Three Men on a Horse* and *Tobacco Road* at the Worcester Theater and the booking of *Personal Appearance* and *Dead End* for later this month. Bookings are being arranged by Aaron Richmond, Boston impresario. It has also been reported that a flock of legit productions will play here next season. *Three Men on a Horse* did excellent box-office business in its two-day stand. *Tobacco Road* likewise drew very well.

Summer Theaters Get Going as Play Truce Releases Scripts

long drawn out and recently settled managers-dramatists war, summer theater managers who were unable to avail themselves of new plays while the battle was on will embark on their annual season of legit rather late. With plays in circulation, however, the arty folks are getting ready for their rustic doses of legit with all possible speed. Walter Hartwig, at Ogunquit, Me., has scheduled the opening of his 10th season for June 29. *Personal Appearance*, with Dorothy Mackall in the title role, will open at West Falmouth and Nantucket under the direction of Luther Greene. And the Group Theater will try out its next season's Broadway offerings at Nichols, Conn.

The Coney Island Theater will be operated under the banner of G. H. Zachary, while up in Peterborough, N. H., Maria Ouspenskaya will attend to production activities. What goes on at Mt. Kisco and White Plains may be blamed on the Messrs. Tuttle and Skinner, whose plans thus far include *The Taming of the Shrew*, with Rollo Peters and Peggy Wood; *They Knew What They Wanted*, with June Walker, and *Liliom*, with Burgess Meredith and Margaret Perry. At the Urban Playhouse, Yonkers, John Simon Rodell's *Deny the Heart* will be given under the management of Elizabeth Miele, whose activities will

Pros and Cons Fly While Equity Prepares for Vote

Peggy Wood attacks independents in Equity Magazine article, as independents ask for individual consideration from voters—kicks at voting procedure made

NEW YORK, May 16.—With the meeting for election of members to Equity's council slated for May 25, adherents of both the regular and the independent tickets are getting primed for what looks like the bitterest battle within the ranks in years. Following George Abbot's letter, printed in last week's issue of *The Billboard*, in which he scored the administration's tactics and referred to its alleged back-stage electioneering strategy as "close to coercion," *Equity Magazine* published arguments for both the regular and independent candidates, written by representatives of both factions.

Peggy Wood, writing for the administration, in remarking upon the fact that a series of signed petitions appeared nominating independent candidates shortly after the slate selected by the regular nominating committee appeared, says, while admitting the legality of the procedure, "Is not this extraordinary? How does it happen that such a thing has never occurred before? The constitutional prerogative has been operative a long time and yet never before have exactly the same number of nominees been presented along with the ticket decided upon by the nominating committee."

Probing for a reason for this unprecedented use of a procedure which is, nevertheless, constitutionally authorized, Miss Wood forestalls some of the answers by saying, "But the Council has not been a closed shop exactly in years gone by; there is fresh blood in it at all times," further stating, "Last year we had a Forum which fathered an independent ticket. But while the Forum itself is not operative any more that does not mean that the former members of that group have ceased to plan or to consider ways and means."

Miss Wood closes her article with, "Think when you make your choice. And while you are thinking do not be put off by allegations that a 'small committee' nominates all those for the regular ticket. That word 'small' is a clever insertion designed to make you think of it as a cabal. You elected the nominating committee. You are included in the implication of conspiracy."

Objections of the independents are clearly stated in *Equity Magazine* by a committee on their behalf. A quotation of salient points follows:

"We regret that you have received separate ballots, since it leads you to the assumption that we are running for election is an 'opposition ticket.' Each of us is soliciting your support purely as an individual. A formal request was made that all names of nominees, whether nominated by committee or by petition, should be placed in alphabetical

order upon a single ballot. This request was denied.

"We feel that precedent rather than a specific constitutional provision actuated this denial. The precedent has been that a small committee should nominate all new candidates for Council vacancies, and that their nomination, since unopposed, should be tantamount to election. Doesn't it seem to you, as a qualified Equity voter, that it is more desirable that you choose your Council representatives from a wider field than from an automatically elected slate? Certainly the method established by precedent tends to make the important matter of your vote a rather routine gesture.

"We do not mean to disparage the ability or sincerity of our fellow-members who were nominated by the committee instead of the equally constitutional method of petition. All we ask is that you give unbiased scrutiny to the full list of candidates on both ballots, and use your own good judgment as to the names you may select."

Opinions have also been heard objecting to the complicated voting procedure as outlined in *Equity Magazine*. Some of the items called confusing are those provisions regarding voting by mail, and are said to be particularly a hindrance to those not voting a straight ticket. For instance:

"If you do not approve of the nominations on the Regular Ticket it is your privilege—(1) to erase one or all of them and write in the blank space provided the name or names of Senior Resident Members in good standing for whom you wish to vote. (2) If you prefer to vote for nominations listed as Independent Candidates you may use the ballot designated Independent Candidates, being careful not to vote for more candidates, if such there be, than there are members of the Council to be voted for. (3) If you prefer to vote for a number of those nominated on the Regular Ticket and also those on the ticket marked Independent Candidates this may be done by scratching the names of those on either ticket for whom you do not wish to vote, being careful that you do not vote in total for more than 14 candidates and to indicate those for whom you are voting for a full term and those you are voting for replacements, and stating which replacement. The Council has passed a rule that members not indicating that they are voting for a nominee who is to be a replacement will be considered as voting for nominees for a full term. Please note also that Article 3, Section 7, of the Constitution permits Senior Resident Members to vote for any person not nominated."

Objectors claim that the procedure could have been considerably simplified had the independent candidates been listed independently instead of as a ticket.

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News of the Week

The last threads of the federal government's anti-trust proceedings against Paramount, RKO and Warners were disposed of recently when State's Attorney Roy McKittrick of Missouri was granted his application for dismissal of both the Jefferson City and the St. Louis cases. According to McKittrick's application papers, the out-of-court settlement has accomplished everything that might have been gained by a successful prosecution. If, however, anti-trust abuses are carried on in the future the government, by dismissing the suit without prejudice, has reserved the right to prosecute again.

Governor Lehman has recently signed a bill extending the New York City sales tax until July, 1937. This measure, which accounts for about \$60,000,000 a year for unemployment relief, has been fought a long time by distributors.

C. U. Yaeger, of Denver, thru a recent partnership deal with Charles Klein, of Deadwood, S. D., has an interest in nine additional theaters in addition to his original nine, two of which are owned in partnership with A. P. Archer and Joe Dekker. Excepting Fox Intermountain, Yaeger now controls the largest group in the territory.

E. A. Schiller, recently arrived in New York from the MGM sales conference at the Palmer House in Chicago, will resume his supervision of theater operations of Loew's out-of-town localities now that his health is improved. Tho never actually divorced from the Loew organization, Schiller was replaced by his assistant, Joseph R. Vogel, a few years ago. Just how heavy Schiller's duties will be will depend upon his continued health.

ITOA claims credit for obtaining the co-operation of Mayor La Guardia regarding the passage of the Joseph Bill at Albany providing for the admittance of children between the ages of 8 and 16 to theaters under certain conditions. Passage of local law is required in various communities to put the finishing touches on the measure. Chief requirements will be that children be admitted only during non-school hours, that a portion of the house be segregated for their use and that a matron be in charge. Governor Lehman's signing of the bill on Saturday is the culmination of 25 years of effort to put thru a bill of this nature.

According to Henri Ellman, chief of the Capitol exchange in Chicago, about 20 new theaters are slated for construction in Chicago and the near vicinity. It is understood that independent exhibitors will be responsible for the financing.

Because of troubles arising when pictures labeled as B product prove superior to those labeled as A, Paramount will drop that method of classification, according to William Le Baron. As in the past, however, the money put into a film will be determined by the quality of the story, cast and director, the only difference being that pictures will not start off under a handicap by virtue of the B classification.

On May 12 Paramount settled its troubles with the Trail Company over rights to the *Trail of the Lonesome Pine* by a payment of \$10,000 to the latter organization. The agreement was reached out of court. Trail Company's injunction action claimed that certain dramatic rights in its possession were not legally obtained by Paramount.

RKO's new deal for the distribution of Van Beuren product for the next year is understood to call for 32 or 36 subjects instead of 48, as was originally understood. The drop results from RKO's deal for Walt Disney product, and be-

(See News of the Week on 4th Col.)

THEATRE EQUIPMENT NEW & USED

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"SHOW BOAT"

(UNIVERSAL)

TIME—112 minutes.

RELEASE DATE—May 17.

PRODUCER—Carl Laemmle Jr.

PLOT—A beautiful story of wide renown concerning the showboat company and its life, with the leading man and lady soon displaced because of intermarriage, the daughter of Cap'n Andy and a waterfront gambler taking their parts and falling in love. They soon marry, have a child and leave, with hubby's gambling making them rich and more often poverty-stricken. Poverty soon makes him leave her and she struggles to the heights in the theater, her daughter following in her footsteps. The happy finish, with hubby returning.

CAST—Irene Dunne, Allan Jones, Charles Winninger, Paul Robeson, Helen Morgan, Helen Westley, Donald Cook, Hattie McDaniels, Sammy White, Queenie Smith, Francis X. Mahoney, Marilyn Knowlden, Sunnie O'Dea and others. Good casting, with Dunne, Winninger, Robeson, Morgan, Westley, White outstanding. Jones' voice beautiful, but acting mild.

DIRECTOR—James Whale. His good work overshadowed by draggy lengths to which pix is permitted to go.

AUTHORS—Novel by Edna Ferber, stage play by Oscar Hammerstein II and Jerome Kern, screen play by Hammerstein, music and lyrics by Kern and Hammerstein. Story treatment good, but dulled by slow action handling.

COMMENT—A shame that so beautiful a story must be hindered by a draggy tempo, caused by overdoses of singing and slow tempo of romance. Not enough attention to colorful background. Rates high in programmers, tho.

APPEAL—Wide. Should carry on strength of Ziegfeld and fame of story. **EXPLOITATION**—Considerable opportunity, the music, fame of story, showboat tieups, anti-gambling societies and cast possibilities.

"THE MOON'S OUR HOME"

TIME—90 minutes.

(PARAMOUNT)

RELEASE DATE—April 10.

PRODUCER—Walter Wanger.

PLOT—Involved story on the boy meets girl basis. Cherry Chester, film star, nee Sarah Brown, meets Anthony Amberton, explorer-author, nee John Smith. Known to the other only under their true names, they fall in love, marry, but she leaves on their wedding night. Under the real names they can't find one another, but come together at a party given by Horace Van Steedan, forced upon Cherry as a husband by her dictatorial grandmother. They reunite, then battle again. He finally nails her down when she is on the verge of flying back to Hollywood and her career.

CAST—Margaret Sullavan, Henry Fonda, Charles Butterworth, Beulah Bondi, Margaret Hamilton, Henrietta Crossman, Dorothy Stickney, Lucian Littlefield, Walter Brennan, Brandon Hurst, Spencer Charters, John G. Spacey, Margaret Fielding. Lead parts are difficult to make true, but the players do fairly well. Butterworth and Hamilton really steal the picture, the odds toward Hamilton. Brennan good as the deaf justice of the peace and hackman and Spencer Charters has the funniest line in the picture, delivered with a sock. Crossman excellent as always.

DIRECTOR—William A. Seiter. Pretty good job, but the picture is too long and anti-climactic. Scenes showing the pix star's temperament not well handled.

AUTHORS—Original by Faith Baldwin. Adapted by Isabel Dawn and Boyce De Gaw. Additional dialog by Alan Campbell and Dorothy Parker. Dialog is better than average, with plenty of bright spots for good laughs.

COMMENT—Moderately entertaining comedy. Can stand solo most everywhere.

APPEAL—Adolescents and family trade. N. G. for kids.

EXPLOITATION—The two leads, their ex-marital relationship if you want to. Clash between film star and writing star.

Film Consensus

Below are listed the films reviewed in last week's issue of *The Billboard*, together with a tabulation of the critical vote. Papers used in the tabulation include *The Times*, *Herald-Tribune*, *News*, *American*, *Mirror*, *Post*, *Sun*, *World-Telegram* and *Journal* among New York dailies, and *Film Daily*, *Motion Picture Daily*, *Motion Picture Herald*, *Hollywood Reporter*, *Picture Business*, *Box Office*, *Harrison's Reports*, *Daily Variety*, *New York State Exhibitor*, *Film Curb*, *Showman's Round Table*, *Variety* and *The Billboard* among trade papers. Not all of the papers are used in each tabulation, because of early trade showings, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
The Golden Arrow (Warner)	8	4	5	"Lightweight."—Hollywood Reporter. "Refreshing."—Herald-Tribune.
The Passing of the Third Floor Back (Caumont-British)	9	2	4	"Limited appeal."—Harrison's Reports. "Singularly likable."—Times.
Champagne Charlie (20th-Fox)	2	6	7	"Almost plausible."—Sun. "Program attraction."—American.
Times Square Playboy (Warner)	7	1	8	"Swell family comedy."—Showman's Trade Review. "Entertaining comedy."—Film Curb.
Till We Meet Again (Paramount)	10	1	9	"Pretty good."—Harrison's Reports. "Interesting."—N. Y. Exhibitor.
Absolute Quiet (MGM)	3	6	6	"Lively program number."—Film Daily. "Fair."—Harrison's Reports.
F Man (Paramount)	3	4	9	"For twin bills."—N. Y. Exhibitor. "Fair."—Film Daily.
Roaming Lady (Columbia)	2	6	3	"Fairly satisfying."—Film Daily. "Program."—N. Y. Exhibitor.
The Harvester (Rep)	4	3	2	"Old-fashioned."—Film Curb. "Fair."—N. Y. Exhibitor.
Three on the Trail (Paramount)	12	1	5	"Sure of good returns."—Hollywood Reporter. "Far above the average."—Film Curb.

Exhibitors' Organizations

Universal's scorecard charges will be abolished for next season, as well as restrictions pertaining to cancellation privileges, according to the MPTOA committee on trade practices. James R. Grainger, sales manager for Universal, apprised the MPTOA men of these new moves, further adding, in effect, that Universal was not averse to the setting up of boards in important cities for the purpose of settling various trade-practice disputes, such as forcing exhibitors to take shorts along with features, cut-rate competition, overbuying, etc.

These measures are the result of the second of a series of meetings to be held between the trade-practice committee and major distributor. Ed Kuykendall, MPTOA president, has stated that Universal has neither forced shorts nor has designated excessive playdates and therefore the conciliatory attitude is to be regarded as the utmost good will at present.

The meeting of the MPTOA committee with Paramount on May 12 was also fruitful regarding concessions, in that Nell F. Agnew, Paramount general manager, stated his organization would support both conciliatory boards and cancellation privileges, altho complete plans as affecting the latter point were not forthcoming.

At a meeting in New York recently ITOA, thru its board, criticized MPTOA for not allowing it to be represented on the trade-practice committee.

According to Edward G. Levy, of the MPTO of Connecticut and counsel for MPTOA, 20 per cent, and possibly more, of the theater houses in Connecticut are doing business on a double-feature basis, but the trend among circuit theaters has been toward single-features their own pictures.

Abram F. Myers and Nathan Yamins, of Allied, were authorized at a meeting of Independent MPTO of Connecticut May 12 to be representatives of local exhibs in making efforts to effect the passage of the Pettingill Bill.

Independent Exhibitors, Inc., a Boston organization representing Allied States Association in New England, has practically consummated its plan for group insurance, according to Business Manager Arthur K. Howard. Main detail of the scheme calls for the collective insurance of 50 or more theaters at reduced rates. The final okeh will be the return of the certified policy, a matter of business being attended to in Boston by Nathan Yamins, local and National Allied prexy.

At its meeting on May 12 Independent Exhibitors, Inc., discussed State legislation, national block-booking activities and the Cleveland convention.

L. F. Wolcott, president of Iowa and Nebraska Allied, is planning a number of district meetings to discuss trade practices and legislation affecting the industry. Chairmen have already been appointed to supervise the meetings and interested exhibitors are invited to attend.

NEWS OF THE WEEK

(Continued from 1st Col.)

cause of the Disney negotiations Van Beuren will drop its color cartoons.

Lulise Rainer, for her performance in *The Great Ziegfeld*, has been awarded first place for the month of April by the Screen Actors' Guild. Honorable mention went to William C. Powell, also in *Ziegfeld*, and to C. Aubrey Smith for his portrayal in *Little Lord Fauntleroy*. This is the first time this position has resulted in a tie.

Screen Writers' Guild awarded first place to William Anthony McGuire for *The Great Ziegfeld*, with honorable mention going to Hugh Walpole for *Little Lord Fauntleroy*. Second mention went to Herbert Fields, Gertrude Purcell and Nunnally Johnson, the latter two of whom did work on *Love Before Breakfast* and the *Prisoner of Shark Island*.

BAA Meeting Revolves Into Talk of Important Issues

Discuss indie show decision—United Union's Supreme Court appeal—working hours—EBMA activity—booking field monopoly—transportation—midnight shows

NEW YORK, May 16.—Last Sunday's general meeting of the Burlesque Artists' Association at the Edison Hall here made several hundred members of the organization aware of various happenings in the field, a general outline being given them as well as the BAA's stand in most of the matters. While the meeting was generally believed to have been called for the purpose of rallying the support of the membership to the organization's dance and entertainment June 14 at the Manhattan Opera House for the establishment of a benevolent fund, it revolved into an important meeting covering many outstanding matters.

The membership was made aware as to the reason of the BAA's decision as to the Indie Circuit show, which folded prematurely, the case involving the one-nighters and Pittsburgh. The matter of the United Burlesque Artists' Union appealing to the Supreme Court in the case of its being refused a State charter was also relayed to the membership, and it was explained how easy it would be now for a company union to be formed. It was also explained why the working hours in theaters were granted in the local situation and not in the out-of-town theaters.

A general outline of activities with the Eastern Burlesque Managers' Association was also given, with Tom Phillips, head of the BAA, giving a report of his meeting last Saturday with Sam Scribner. He revealed that this meeting did not take place inasmuch as the managers wanted to talk about next season, whereas the meeting was originally called to go over existing complaints. Also, that H. K. Minsky was invited to the meeting without the BAA's knowledge and that Phillips felt a BAA committee should have been invited also. As to next season's contract, it has not been discussed as yet because it has not been discussed by the BAA membership.

A discussion of monopoly in the booking field came up, with various talks getting around to the fact that this condition was injurious to the performer. It was asked if the organization would be permitted to have anything to say about agents or perhaps even operate its own booking office. The problem of transportation also came up, the organization revealing that it is an age-old custom in the theater to provide transportation to and from the point of origination, and that this has been disregarded for the most part.

The matter of midnight shows in six-day towns was also discussed. It was agreed that if there was no pay for midnight shows in these towns that performers would not be called to the theaters on Sunday, and it was cited where some theaters lived up to the agreement and others did not.

THANKS! For a highly successful and pleasant season I wish to acknowledge my appreciation to Mr. I. Hirst and his associate house owners and managers of the Independent Burlesque Association: Mr. Dewey Michaels, Buffalo; Mr. Harry Hirsch, Minneapolis; Mr. George Young, Cleveland; Mr. Fred Hurley, Louisville; Mr. Phil Rosenberg, New York. Vacationing in "the wilds of Minnesota."

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"VIRGINIA" WOODS

The Golden Girl With the Golden Voice.
Burbank Theatre, Los Angeles, Calif.

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Burbank Theatre, Los Angeles, Calif.

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THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

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Stripping, Singing, Talking, on the Indie Circuit—Dir. PHIL ROSENBERG.

NEW—NEW—NEW

DYNA (MITE) DELL

The Hill-Billy Grooving Stripper.

NEW IN THE EAST.

TOMMY RAFT

ECCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR

The Million-Dollar Personality Stripper.

Detroit's Mayor Acts In License Squabble

DETROIT, May 16.—Mayor Frank Couzens has taken up the matter of revocation of the Empress Theater license, and on account of evidence produced at the hearing has ordered an investigation of the performances being given at the National Theater.

Joseph Ellul, manager of the Empress, enlivened the hearing before the mayor by producing stenographic reports of gags he claimed had been used at the National Theater, and suggested that Lester Potter, censor, was concentrating his activity too much upon one house.

BILLIE BERNARD, costumer for the Minsky stocks, set upon and punched by a hold-up man May 6 on her way home to Brooklyn. Her screams, however, foiled the robber's attempts and he got away in a car.

Burlesque Reviews

Republic, New York

(Reviewed Tuesday Afternoon, May 12)

Town Tattles is the Independent Circuit show here this week, and for an hour and a half, supplemented by a couple of house principals, the audience is afforded an all-round good burly show, overboard at times on spice, but generally good on a variety of entertainment. Business at this first show, a warm day, found almost a full lower floor, with the upstairs seats pretty well occupied also.

Steve Mills and Joan Carroll are the house principals, and they do much to round out the entertainment. Mills always has been an A-1 comic and he manages to corral a lot of laughs, not resorting to much spice this time. Miss Carroll is a lovely of the loveliest, a platinum blonde sporting gorgeous gowns. She does an expert strip and what's more does much handy work in bits.

Now for the unit. The comics are Billy Hagan and Bert Marks, a couple of in-the-know boys on dishing burly

DINA MITE DELL, at the People's, New York, fell down early last week near the theater, sustaining a head injury that necessitated a couple of stitches. . . . She was back at work the next day. . . . She earned some side money recently posing for a lingerie house. . . . Jess Mack's brother, Joe Bob Mack, is about to undergo a sinus operation in Mercy Hospital, Baltimore. . . . Boob McManus was hospitalized last week, with Artie Lloyd jumping into his spot for the one day a week ago Sunday at the Gotham, New York, and Cress Hillary finishing out the balance of the week. . . . Phil Silvers will open there this Sunday. . . . Annette entered a diving contest Monday at the Venetian Pool, Miami, the contest being limited

United Union Goes Into Supreme Court

NEW YORK, May 16.—The United Burlesque Artists' Union, last year's contender to the Burlesque Artists' Association, recognized American Federation of Labor organization, is carrying its State charter battle to the Supreme Court. Papers have been filed in the Appellate Division for a hearing on the charter refusal by the Industrial Board of the Department of Labor.

Three new names are listed in the papers of this organization, and they are Fred Keller, Alice Haggerty and Lawrence Rappaport. The names of Jeannette Held and Betty Schwartz remain as holdovers from last year.

Oxford, Brooklyn, Closes

NEW YORK, May 16.—The Oxford Theater, Brooklyn burly house, folded last night for the summer, with its reopening scheduled for late in August. Charles Schwartz, operator of the theater, plans to make a trip to the Coast soon to visit his folks.

Gayety, Detroit, Folds

DETROIT, May 16.—The Gayety Theater, operated by Arthur Clamage and Charles Rothstein, is scheduled to close today for the summer. The Avenue, the other Clamage-Rothstein house, reopens today with a new cast.

Peluso Leaving Gaiety

NEW YORK, May 16.—In two weeks another set of musicians will move into the Gaiety Theater here, with Tommy Peluso and his pit ork exiting. Murray Friedman, pianist and contractor of the pit crew at Minsky's Gotham, is scheduled to come into the Gaiety at the head of another ork.

comedy, with Hagan the biggest provider of the spice. They are ably assisted and fed by such able straight men as Jess Mack and Joe Devlin, who do a whole lot towards building up the laugh score.

The strippers are four in numbers and a very effective crew, comprising Louise Phelps, Gladys McCormack, Jean Lee and Jean Caton. They are all lovely dressers and individual hits in the art of disrobing. Fast work on the numbers, very little milking of encores and showing just enough to satisfy and not cause undue excitement.

Show's production, in addition to a nice array of settings and wardrobe, is enhanced by Mildred Adair, lovely blond prim, who hits nice high notes; Paul Miller, who dances, plays the harmonica and wields rhythmic spoons, and Joyce Breazelle, a cute little brunet, whose dancing is talented and diversified. She's tops in burly specialty acts. Besides, there are the 20 girls who are seen a lot, yet the more they're seen the more noticeable is their listlessness. SIDNEY HARRIS.

Burly Briefs

to natives, but no report as yet as to results. . . . Nat Mortan is scouting for talent on assignment for the Feenamint National Amateur Night program. . . . He's also doubling on lining up people for Walter Johnson to book into Australia.

A REPORT making the Broadway rounds last week was that Jimmy Lake's Gayety, Washington, D. C., may be taken over by a movie firm, the firm operating the Strand in that city. . . . Billy Fields turned down three New York offers to join the Bijou, Philadelphia, stock company Monday. . . . Others going into the Philly stock are Jess Mack, Jean Lee and Billy Hagan. (See BURLY BRIEFS on opposite page)

U-Notes

By UNO

EVELINE DAILEY, of the Dalley Twins, to principal it alone after June 28, when sister Eugenie middle-aisles with Eugene Huber, a brewery magnate, in Holy Cross Church, New York, and retires from the stage.

HARRY GARLAND, former straight and associated with Eddie Cantor and other celebs during his stage career, now the proprietor of a newspaper and candy store in Paterson, N. J.

GROVER FRANKE, number pro at the Irving, New York, played host last week to an old friend, Harry Poole, musical director at Colosimo's, Chicago, passing thru on a vacash trip.

PAUL KANE (Pasquale Cacace), producer, and Dottie Vaughn, chorine end at the Star, Brooklyn, were rewed May 9, this time in a Lutheran church in Jersey City by the Rev. Charles K. Fegley. Best couple were Leonard Raymond and Jerrie (sister of Dottie) Golding. Col. John Vaughn, Dottie's pa, gave the bride away. Also at the church were Henry (Baby Face) Dallo, sergeant at arms of the Star staff, who emceed; Mrs. Leonard Raymond, Frank Golding, the Charles Judges, Great-Grandma Henrietta Eisenblatter, Gus Shilling Sr., James (Lefty) Fabiano, Paddy Garrow, Bobby Golding and others. Following the ceremony was much whoopee at the Kane home in New York City. Entertainers during the reception were Romeo Romolo, Judge and his instrumental saw, Ma Eisenblatter in dances and Shilling. Among those who attended the festivities were the entire Star troupe and attaches; Charles Bella, of *Il Progresso* daily, and a large delegation of Dottie's friends from Jamaica, L. I. Other features were 400 sandwiches, a ton of salads, six kegs of beer and 20 gallons of mint julep punch prepared by the Colonel.

HELEN McMANUS, of the Gaiety, New York, celebrated a birthday backstage May 11. A cake gifted by Ray Syracuse, stagehand, was cut and passed around to the entire company.

BOWER SISTERS, who closed at the Eltinge, New York, May 7, opened May 11 for a week's engagement at Chin Lee's further uptown.

JEAN CATON, with an Indie show, gifted and happy with a new car that arrived May 12 to take the place of her old one.

GUS SHILLING JR., stage director and comic aid at the Star, Brooklyn, just finished lyrics and music of a new song, *You're as Pretty as a Picture*.

JERRIE MITCHELL and Janice Day, two former burlesque chorines, now doing a sister dancing act at the Garden Grille, L. I., in Helen Storey's revue of girls called *Club Royalettes*.

FRANK NALDI and Irene Cassini, former burlesquers, visited New York from Miami the first time in three years on their way to Havana.

VIRGINIA LEE, who did strips at the Gayety, Louisville, and in other houses south and west, now in the front line at the Eltinge, New York. Claims she was the one who induced Laura Wade to change her name to Jeanne.

INA THOMAS and Lew Petel, of the Eltinge, New York, stock, are daily commuters between West 42d street and their summer home in Lake Hiawatha, N. J.

CHARLES (KID) KOSTER, who advanced *Dodsworth* up to April 4 when (See U-NOTES on opposite page)

PRETTY PATTIE LEE

BURLESK'S NEWEST TEASE SENSATION.

EVELINE DAILEY

Formerly of the Dalley Twins.
Five Feet of Dainty Aero Strip-Tease.

BOWER SISTERS

HARMONIZING STRIPTEES.
Week of May 11, CHIN LEE'S, New York City.

Tab Tattles

COL. CHES DAVIS *Chicago Follies*, a Cushman unit, is enjoying a successful jaunt thru Mississippi and Louisiana after completing a tour of the Western States. . . . Charles (Kid) Koster, well known in tabdom and until recently ahead of *Dodsworth*, starring Walter Huston, has connected in an executive capacity with *Boy Meets Girl*, which is set for an extended run at the Cass Theater, Detroit. . . . Tabloid editor holds important message for Melba (Cessna) Bailey and Dorothy Brown. Please send in your routes. . . . Hap Moore, tab and burly funny man, has just wound up a 22-week season at the Mutual Theater, Indianapolis, to rejoin the Majestic Showboat for the summer. Hap says there'll be no \$27 fines this season, as he has purchased a fishing license. . . . The Steiner Sisters, song-and-dance team, have retired from the game and are now residing in New Kensington, Pa. . . . Featured with Dan Fitch's *Dicianna Revue*, currently touring the Southland, are the Three Arnolds, acrobats; Turk McBee, comedy any xylophone; Trevor Lewis, tenor; Ruth Ritzel, songs; the Brady Sisters, dancers; Miss Ardelle, dancer; Bob Fisher, magic, and a line of girls. . . . Opening of the Bert Smith company at the Ramona Park Theater, Grand Rapids, Mich., is set for May 30. Troupe is carded to remain there all season.

Frisco's Chinese Fanner

SAN FRANCISCO, May 16.—Taya Jahn, native Chinese fan dancer, is at the Liberty Theater here, burlesque house, for a limited engagement. In current show she appears in an Oriental spectacle staged and directed by Garrett Price. Zorima is the Liberty's new "queen of burlesque." New specialty dancers include Dot Shannon and Nancy (Fuzzy) Trau. Grace Carlos is back in a return engagement. Jimmie (Hot Dog) Rose, comedian, after three seasons at the Garrick, St. Louis, has joined the cast.

U-NOTES

(Continued from opposite page)
that play closed in Cincinnati and who is now ahead of *Boy Meets Girl* that opens May 24 at the Cass Theater, Detroit, for a short summer run, writes that Arthur Clamage opened the reconditioned Avenue on May 12 with stock burlesque to a packed house.

PATSY JOHNSON, before she left Minsky's Gotham, New York, recently purchased Mickey, a bulldog pup, to guard her valuables and Ann Valentine in the same dressing room.

VIRGINIA HELM is the current feature attraction at the Princess Theater, Youngstown, O. Others in the cast there are Curly Burns, Jimmy Walters, Joe Kilch, Viola Spaeth, Ann Lee and Ailene Walker.

BURLY BRIEFS

(Continued from opposite page)
Steve Mills and Joan Carroll are laying off this week but go into the Republic, New York, stock company next week. . . . Margie Bartell and Louise Stewart will go into the Republic also, as will Mike Sachs and Alice Kennedy. . . . George Katz is reported as being out of the People's, New York, after a short stay. . . . Artie Lloyd replaced Harry Stratton at that house Friday.

FRANK SCANNELL, Joe DeRita and Phyllis Vaughn left New York by auto Thursday for an engagement at the Roxy, Toronto. . . . Bobby Burns and John Head left the Gaiety, New York, Thursday night, with Phil Stone and Gordon Clark going in as replacements. . . . Roxanne opened at the Apollo, New York, Friday on a two-week book-

ing, with Jo Ann Dare also going into the house, moving down from Minsky's Gotham. . . . Louise Phelps replaced Jo Ann at the latter house. . . . Ed Ryan was in New York last week for talent and Eva Collins' wardrobe for the Howard, Boston, stock. . . . Eddie Nuts Kaplan and Georgia Sothern went into the Star, Brooklyn, Friday, and exiting were Lillian Murray, Shorty McAllister and Stinky Fields.

NAT MORTAN'S recent placements were Louise Stewart, Werba's, Brooklyn; Ina Thomas, Lou Petell, Charles Kane, Arthur Rodgers and Margie Bartell, Eltinge, New York; Phil Silvers and Louise Phelps, Gotham, New York, and Sunny Lovett, Gaiety, New York. . . . Sunya (Smiles) Slane, who closes on the Indie wheel this week and has two weeks' booking with Minsky in New York, will head for Hollywood the middle of June. . . . Sid Fields, now gag man for Eddie Cantor, paid a visit to the Gaiety, Baltimore, while sojourning at his home town there last week. . . . Dave Hamill, manager of the Variety Theater, Pittsburgh, now closed for the season, left for Atlantic City for a six weeks' vacation.

MARION MORGAN and June St. Claire were the recipients of high newspaper praise in the Chicago dailies for their work in the new Colosimo's Cafe show. . . . Several Midwest burly houses have been shuttered for the summer. . . . The Capitol, Toledo, managed by Don Cameron, closed May 10. . . . The Grand, Canton, O., closed its season May 14; the Empress, Cincinnati, closed May 17, and the Gaiety, Milwaukee, former burly house which has been running sex pictures for the last 10 weeks, closed May 10. . . . Joan Barlow and Countess Vanya opened at the Rialto, Chicago, May 15, booked by Milton Schuster. . . . Kay Lopez opened at the Avenue, Detroit, May 16. . . . Palmer Cote and Billy Lee are opening there May 25, succeeding Russell Trent and Freddy Walker. . . . Bobby Taylor and Honeybee Kellar opened at the Avenue, Detroit, May 16. . . . Nora Ford is being held over for two more weeks at the Roxy, Cleveland.

POPKIN & RINGER have added Jean Evol, male toe dancer, to their New Capitol Theater burly show in San Francisco. . . . The Woods Sisters, Virginia and Mary, dance team, are also booked.

RALPH CANTON and Hazell Chamberlain have returned to the latter's home in Franklin, O., sadder but wiser, after several weeks with a carnival company. . . . Joe and Billie Franklin, who spent the winter at their home in Morgantown, Ind., expect to hit the road again around the middle of July. Billie has fully recovered from a lengthy illness and is anxious to get back into harness. . . . Cotton Watts' No. 1 show, currently playing the Bonita Theater, Chattanooga, will close May 30 to make room for a new tab for the summer. According to Art Almond, who has been with Watts for a long stretch, several people have been hanging bad paper recently to the effect that the Watts shows, both in Knoxville and Chattanooga, are workhouses. Art wants everyone to know that the companies do only four 30-minute shows a day, with a 40-minute midnight show on Saturdays, which seems to be in line with about everything else in the country. . . . Johnny (Jack) Delmar, former boxer, who spent quite some time in the tabloid field, is now engaged in the advertising promotional business. Johnny wants his many tab friends to know that he's doing okeh, altho he narrowly missed being fetched by the Grim Reaper the other day when his new Olds coupe was struck by a truck on the Cleveland-Elyria road, badly spraining Jack's left wrist and arm and reducing the car to the junk heap. He is laying over in Elyria, O., until insurance adjustment can be made.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Carroll-Bernstein Are Dallas Winners

DALLAS, May 16. — The George W. Pughe Derbyshow ended May 11 with Ruth Carroll and George Bernstein taking first prize; Billy Willis and Billie Curtis, second, and Tom Day and Cloris

Wears, third. The Victory Ball the following night was a sellout and closed one of the most successful of Texas shows.

PA AND MA HARRIS write from Los Angeles to send felicitations to the contestants on the Hugh Talbot Springfield, Ill., floor, also to Talbot and Tony Lewis. Pa and Ma still remember the old one at Gary, Ind., where they pounded out 2,240 hours to finish second. Also would like to read news of Richard S. Kaplan and Pat O'Day, and wonder if Eddy (Stub) Moore is still on the map.

OSCAR DAVIS, Philadelphia, is anxious to locate Joe Palooka, who worked the Worcester, Mass., show with him, and will keep an eye on the Letter List.

JACK REYNOLDS, King Brady and Jerry Martone have been requested to communicate to the Column on how they're doing, etc. Yes, boys, the letter came from Lansing, Mich.

BEN (SCHNOZZLE) ROTH cards from Los Angeles: "Have been out of the field since reporting for the Denver show that never opened. Have been working here for two weeks. Would like to see communications from Doc Foster, (See *ENDURANCE SHOWS* on page 27)



GEORGE W. PUGHE and wife, Eddie, taken recently in Dallas, where the Pughe organization proved that good, clean walkathon entertainment can still be combined with enterprising promotion in the production of a show to the satisfaction of customers, city officials and all concerned.

Tidbits

By RICHARD S. KAPLAN
NEAA General Counsel

Several letters have been received asking for information regarding the status of Michigan. Here it is in a nutshell: (See *TIDBITS* on page 27)

CONTESTANTS NOTICE

Opening May 27

The Ideal Summer Show on Minnesota's

MOST POPULAR LAKE

The spot and type of show you have been waiting for.

PRIZE MONEY GUARANTEED

CONTESTANTS

who have wardrobe and who can stand a real show, contact

MOON MULLINS

Majestic Hotel, Minneapolis, Minn.

No collect wires or phone calls. (Pop Morrison, wire)

CONTESTANTS

And Complete Operating Crew Wanted for New York State's First

MARATHON DANCE TOURNAMENT

A Short and Snappy Show at Beautiful Oceanside.

Opens Wed. May 27

Prospects for Floor Money and Sponsors good. Address all correspondence to

METRO ENTERPRISES

Ernie Mesle, Manager

Box C, Oceanside, Long Beach, N. Y.

Don't come unless advised to do so, and don't send collect wires, as we won't accept them.

WINDOW CARDS

We specialize in them: in fact nothing but! Quick Service, Low Prices. Write for **BIG FREE CATALOG**, showing several hundred stock designs in color.

BOWER SHOW PRINT 1246 STREET FOWLER, IND.

WANTED FOR STOCK

Producing Comedian and two Singing or Dancing Straight Men. Also six young Chorus Girls that can lead numbers. Salary, \$18 a week. Otto and His Holland, Curley Burns get in touch with me. Pleasant engagement, eight weeks or longer. Pay your wires; I pay mine. Must be here for rehearsal May 20. Open on Sunday, May 31. Address **COTTON WATTS**, Bonita Theater, Chattanooga, Tenn.

WANTED—Agent and Sock Novelty Act. Agent must know New England and Canadian territory. Be able to get lucrative dates for nice Presentation of 20 people. Commission only. Sock Novelty Act, prefer youthful team or comedy acrobatic that is a show stopper. Salary in keeping with times. **OWEN BENNETT'S JOLLY JESTERS CO.**, Arcade Theatre, Salisbury, Md.

WANTED FOR SUMMER MUSICAL STOCK

People in all lines. Featured Ingenue Leading Woman for Script Bills, Prima Donna, Sourette, Stock Acts breaking jumps. Ten performances weekly. State **LOWEST**, age, height, weight, recent engagements.

HARVEY ARLINGTON, Manager
Ramona Park Theatre, GRAND RAPIDS, MICH.

Thru Sugar's Domino



WHEN the Federal Theater Project was launched there was much rejoicing. The show business (so reasoned the welkin ringers) had at last received recognition from the government relief machine. There weren't many steps to go (they further reasoned) before the theater would be operated on a government subsidy; monopolistic practices of the film tycoons would be abolished and everything would be sweet and rosy under the protecting wing of a federal theater.

* * *

We are as far from a government-supported theater as ever we were. There is still a deplorable plentitude of unemployment in the actors' ranks—and the Federal Theater Project (with apologies to the poor vision of the idealists who predicted great things for it) is nothing more and somewhat less than a proposition of giving dole recipients blocks with which to play in order to take their minds off their real and imaginary troubles. In other words, despite the visions described by the dreamers and incurable optimists and despite administration propaganda the Federal Theater Project is no exception to the rules that guide human conduct in human institutions.

So constituted are Americans that whenever Washington puts its fingers into a pie (regardless of whether the fingers belong to a Republican or a Democrat) that pie is no longer edible for discriminating diners. The easiest way to kill something that's going great guns is to give it a kick in the pantaloons with the boot of government ownership or control. Private enterprise has its faults and they are legion, but the government quartered in Washington has excelled by far in the art of bungling—thanks to politics of the brand fabricated in these United States.

* * *

Despite generalizations we do not indict seriously either the intentions or acts of the overseers of the Federal Theater Project. More to blame are most of the actors and alleged actors receiving its doubtful benefits.

Favoritism has entered from the beginning into the selection of workers from the relief rolls and from the ranks of the unemployed not yet taken into the relief fold. The various projects are punctuated by officiousness, stupidity and ethical weakness on the part of regional heads. In one situation into which we inquired a woman reigns over the destinies of a project who has been dismissed from casting directories as a dead issue these past 20 years. Not because of favoritism and not because of any reason other than the general agreement on the part of all men who cast and produce shows that she is no longer of any use to the profession. This woman pulls wires, we assume, and she is placed in authority—casting discredit on the project, instilling in the minds of all mature actors with whom she comes in contact a disrespect for the project and all connected with it.

There are, indeed, many enthusiastic and sincere workers connected with the various projects. But these are outnumbered by the professional panhandlers, who haven't had a decent job in years simply because of incompetence. These are the ones who concentrated on pulling wires to get on the projects instead of trying to get a job in a private enterprise. These are the ones who yell loudest when they are threatened with a cessation of work relief; who engage in whispering propaganda to create unrest in the project so as to make a political issue of work relief. These, too, are the ones who are active in the movement to obtain two-week vacation periods for relief workers. This last is the payoff. Of all the unmitigated gall in creation this is the worst. Anybody who knows how the various projects operate will have to agree that the workers suffer less from overwork than from an unreasonable stretching out of their duties to fill a week required by WPA regulations. When one considers that most of the Federal Theater Project workers grasped at an assignment in a project with the eagerness of a drowning man for a lifebuoy it is sad indeed to contemplate their considerably changed attitude now.

* * *

As much as we would welcome the day when a government theater removed entirely from politics becomes a reality we must face facts and admit that the time is far off when this will be possible. And when a government theater is formed it will not draft for its personnel the flotsam and jetsam of the acting profession. It will draw the best talent and it will provide for that talent an incentive that will make competition from what is left of the commercial theater insignificant.

There are about 10,000 workers connected with the Federal Theater Project. This is an enormous body, capable of wielding much influence in communities where votes are as necessary to politicians as gas to the running of a motor car. With politics entering into and becoming an integral part of work relief in the amusement field, it is understandable how the original purposes of the project sponsors have gone astray.

Before the WPA was launched the thousands of workers now connected with it were mostly on the outer fringe of the business, requiring but a gentle shove to remove them entirely from its ranks. Their absorption by the WPA makes them an issue again, rekindling in the breasts of many a fire that should long ago have been extinguished—for their good as well as the welfare of their profession. Besides, the plumbers, carpenters, tailors, grocery clerks, etc., who have been grafted to the Federal Theater Project structure by reclassification geniuses, will spend most of their lives trying either to remain on some form of relief or break into the show business.

* * *

The outlook is not at all encouraging. Thru no fault of her own but because Washington made her the patsy, Hallie Flanagan has started something that it is going to be difficult to finish. Show business—that part of it still strictly commercial—is vitally concerned with the route taken by the Federal Theater Project as well as its effect on the various branches it involves. The show business no longer fears the Federal Theater Project as opposition (thanks to the inefficiency and bungling of lesser lights in the project setup) but it does look with alarm at the consequences of thousands of castoffs being brought back into the running and adding further to confusion and unemployment.

The Broadway Beat

By GEORGE SPELVIN

THE recent rescue of the three men trapped in a gold mine for 11 days up in the Moose River section of Nova Scotia has brought out practically all of the miners involved in the rescue for personal appearances. . . . The Morris Agency has about 15 of them already—or about enough to tie up the gold-mining industry. . . . John Pollock, RKO's former photo and press department boss, has returned to town after a long stretch, during which he handled the tours of *The Great Waltz* and the Chicago Civic Opera Company. . . . He'll be taking out *Waltz* again for another 30-or-so week tour. . . . In the new show of the Living Newspaper Unit of the Federal Theater Project, 1935, Eleanor Barrie plays the role of Ruth McKenny, who's a reporter. . . . There's a real Ruth McKenny on *The New York Post*. . . . The AFA has made a publicity tieup with the New York chapter of the American Newspaper Guild, centering around the latter's benefit show May 29 at the Manhattan Ballroom. . . . To grow gruesome for the moment, members of the stagehands' union, Local No. 1, die off at the average rate of about 40 a year. . . . The union does nothing to replace them, due to unemployment, so the ranks of the local have been steadily dwindling. . . . Sylvester Sullivan is in a dither because he can't get a script of *Rejuvenation*, a play which has been around a spell. . . . Which is interesting chiefly because Mr. Sullivan himself wrote it. . . . Mr. Spelvin, always eager to be helpful, suggests that he contact Meredith L. Kramer, formerly with the Shubert org. who has a copy, if our espionage department is operating with its customary perfection. . . . Audrey Wood has started her own play brokerage, opening offices at 730 Fifth avenue. . . . Doris Frankel is associated with her.

MM. Derval and Armit, of Paris' original *Folies Bergeres*, are in town, planning to bring the show over as a fall legit production. . . . Last week Joey Jacobson, of Chicago's *Chez Paree*, and the Yacht Club Boys spent quite a bit of time in the Morris office drawing up a contract which was to embrace numerous clauses. . . . Soooooo, after it was all drawn up and there was a bit more talk, both sides decided to tear up the legal abracadabra, the boys going into the *Chez Paree* without a contract. . . . It's not often that you find such mutually trusting souls in show biz. . . . Jackie Terris, former agent, is now assistant manager of the New United Theater over in Brooklyn. . . . The campaign to put a statue of Father Duffy in Longacre Square has brought forth plenty of squawks from dissenters, with Longacre tenants now flooded with petitions arguing pro and con. . . . The latest rage along the Stem is the chain of nickel malted milk stands, which were started by a former burly candy butcher. . . . Tex Sherman, of rodeos, is around town in his two-pint hat. . . . He says he wears his 10-gallon only when going after business, which makes his local visit practically a vacation. . . . The old pastime of flipping playing cards into a hat is getting a whole-hearted local revival these days. . . . A title-claimant was soundly trounced recently by one of Mr. Spelvin's scouts. . . . Milton Rubin, in association with Pearl Winick, has opened a publicity office at 1775 Broadway. . . . Bob Broder, who recently bought an estate down in Pennsylvania, is driving seven or eight Stem stalwarts down there Saturday afternoon. . . . But, taking no chances, he's driving them right back again Saturday night. . . . Have you played Lexicon, the English letter game? . . . It combines the best features of anagrams and a few others. . . . They're brigatening up the eating-house electric signs for the summer, which is the season when the family goes away and papa eats out. . . . Mr. Spelvin said "eats."

Chicago Chat

By NAT GREEN

SINCE the terrific brody taken by the Major Bowes unit on the Cole Bros.—Clyde Beatty Circus a lot of us who thought we knew a thing or two have had to revise our opinion. . . . Most plausible explanation of the flop of the amateurs is given by a circus man who says the unit failed because fundamentally it appealed to grownups and not children. . . . The Wild West, said this circus man, has a strong appeal to children and the kids are the ones who induce the grownups to stay for the concert—otherwise there would be no concert audience, for the average concert is a terrible show. . . . With no kid appeal, the Bowes unit failed to cause the kids to pester their elders into buying tickets and consequently there were few tickets sold. . . . Now with the Wild West back the kids are happy, their elders are at least resigned, and the circus management smiles at the count-up.

Death of Elizabeth Cherry, member of the Cherry Sisters' vaude act that flourished some 30 or more years ago, recalls the attempted comeback of two of the sisters, Effie and Addie, during the past two years. . . . Whether it was their idea or that of a promoter who saw possibilities in the veteran team I don't know, but the duo and their manager haunted Chicago booking offices and obtained a few scattered bookings in minor cafes around town. . . . Their act was designed to be comedy, but it was pathetic to watch these two aged women vainly trying to put their ancient and mediocre material across. . . . They hadn't a chance, and finally apparently realized it, for they went back to their Iowa farm, where doubtless they will spend the balance of their days reliving their vaudeville career.

We're in full accord with that newly organized A. P. T. O. H. E., which made its debut on NBC Saturday night. . . . In case you don't know what the initials stand for, it is the Association for Prevention of Taking Off Hats in Elevators, and the theme song is *Keep on Your Old Gray Bonnet*. . . . Maybe the association can dispel the idea that removing one's hat when there is a lady in the elevator is chivalrous and will give the hat-removers courage to keep their lids on. . . . Even Maury Maverick, picturesque son of Texas, is in favor of the move.

The management of the Hotel Sherman is pointing with pride but not viewing with alarm the record hung up by the College Inn's ice carnival, which has rounded out 50 weeks of top-notch popularity and shows no sign of abatement. . . . Gale Page has gone athletic with her four-year-old son—says he has a natural golf swing and handles a tennis racket like a Tilden. . . . Joyce Henry, young California contralto, who has just joined Xavier Cugat's Band, is coached in her singing by Gene James, who used to be musical director at the Palace Hotel, San Francisco, and who organized Cugat's first American band. . . . Rumor has it they are to be married in New York next fall. . . . Bob Griffin says the sudden jump from winter to summer has taken all the spring out of him. . . . Gardner F. Wilson closed with Dave Apollon and is vacationing in Mississippi. . . . Howard Hughes, pausing here at the Blackstone between planes, says that Chicago-New York record flight is off for the present.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

RAJAH RABOID cracked *The Pittsburgh Sun-Telegraph*, May 10, with a story headed "Rajah Claims Thurston's Throne," wherein the well-known mentalist proclaimed himself the logical successor to the late Howard Thurston and stated that he will bill himself as such in the mystery show which he will launch next fall. Raboid bases his right to bill himself as Thurston's successor upon a contract made between him and Thurston March 13, which provided that Thurston and Raboid combine their shows, with Rajah in charge and Thurston appearing only briefly to conserve his failing health. While the contract expressly reserved the Thurston show and name to Thurston, Raboid claims it inferentially names him as the chosen successor of Thurston. In the article, which also carried a two-column cut of Raboid, the latter is quoted as saying: "I'll defend my right to be his successor in court, if necessary. I'm sure Mrs. Thurston wants me to succeed him. Thurston selected me as his successor because he knew I could handle his show. I intend to carry out his wishes. I don't think Jane Thurston will like it." Raboid jumped into Pittsburgh from the South.

LES HUNT, billed as "Hollywood's favorite master of magic," who joined the floor show in the Walnut Room of the Bismarck Hotel, Chicago, May 1, has been held over at that spot. He is presenting a fast pantomimic routine, featuring lighted cigarettes, rainbow billiard balls, silks and sundry items. His recent engagements include an extended run at the 885 Club in the Windy City and a four weeks' stay in the Mayfair Room of the Book-Cadillac Hotel, Detroit.

PARENT ASSEMBLY, SAM, New York, will hold its annual meeting May 23, at which time a number of important problems will be discussed. Chief among the discussions will be the matter of changing the regular meeting night from Saturday, which has been in effect for 33 years, to some other night in the week; the proposal to place in good standing for life, without further payment of dues, all members who have been in good standing for 20 years, and the suggestion that all candidates for office represent a clean slate. Another important item will be the election of officers.

ANNUAL CONFERENCE of the National Council of the Society of American Magicians, which will be held in Springfield, Mass., May 28, 29 and 30, promises to be an interesting meeting and, in attendance, one of the largest ever held by the organization. Listed as possible 1937 convention cities are Cleveland, Cincinnati; Paterson, N. J., and Baltimore.

PRINCESS YVONNE, well-known mentalist and a familiar figure to Pittsburgh theatergoers, played the Granada Theater, that city, May 5, 6 and 7 and despite unusually warm weather attracted good business.

AMEDEO left New York recently for a return tour of New England, opening in Lewiston, Me. Tour includes two full-week vaude stands, Montreal and Lynn, Mass. Booked solid until June 5 thru Nick Feldman.

THE GREAT LELLEAR, illusionist, is now working club and cafe dates around New York.

IN ORDER TO INTEREST the public in feats of magic, a form of entertainment which has grown prodigiously popular within the last few years, Royal Vilas Chapter No. 20, Society of American Magicians, of Bridgeport, Conn., held a free exhibition of magic at Holden Hall, Bridgeport, last week, and which

was demonstrated by members of the organization. Among those taking part in the entertainment were Dr. William McLaughlin, Dr. Harold G. Schwartz, Harry Brock, Bernard Trager, Ted Seamon, Mark Twain, Harold Seltenrich, Dr. Joseph Watts and Bob Sherman.

BUNKER, of Charlotte, N. C., has a tieup with RCA and the Magic Eye radio.

LESTER LAKE (Marvel) will be inside lecturer with Leo J. Zolg's Temple of Mystery, which opens for the season at Coney Island, Cincinnati, May 23.

PROF. EUGENE SONDA, mentalist, is now working northward thru Indiana. "Still plenty business for mentalists working on the square," Sonda pens.

KARL ROETTING is doing card and cigaret manipulations, in addition to playing drums in his own orchestra in and around Baltimore.

TOMMY MARTIN has opened at Leon & Eddie's, New York, where he will remain until he sails for Europe on the Ile de France June 12. He played a successful week at the Roxy before moving into his present spot.

MCDONALD BIRCH and wife, Mabel Sperry, are spending a brief vacation at Mack's home in McConnelville, O., after an enjoyable week in Chicago. During their stay in the Windy City Birch attended the annual stag party at Jim Sherman's home and met up with a lot of the magic boys. En route to McConnelville the Birches caught Karston's act at Fort Wayne, Ind., and El-Wyn's spook party at Bucyrus, O. They report both of them as "very entertaining."

"**WE HAVE WEATHERED** the winter nicely under the leadership of Old Faithful Henry Hudson Davis," Mel-Roy writes from Fulda, Minn., under date of May 11. "Started the spring tour with a bang, adding to our outfit a new V-8 panel truck, equipped with a 20-watt public-address system, which necessitated the adding of an operator, making six people in the company, with four cars and a house trailer. Opened last fall in Colorado. Since that time have worked more than 300 performances and traveled approximately 25,000 miles, covering only nine States. Only layoff we had was a 10-day stretch in Texas over the Christmas holidays. Due to the inclement weather in Louisiana, business there was not so good, but, generally speaking, the season has been very good, with the last month exceptionally lucrative. It seems to be getting better the farther north we get. Have added another agent to contract July and August, while Mr. Davis starts with schools for the opening in September. The new agent is A. C. Gibson, who was formerly with me for three years."

MAGICIANS' DAY, May 10, at the California Pacific International Exposition, San Diego, was a success. The program was held in the Palace of Entertainment, with Mrs. Harry Houdini and Caryl G. Fleming, president of the Pacific Coast Association of Magicians, as guests of honor. Other guests included Superior Judge Charles W. Fricke, of Los Angeles, vice-president of the Society of American Magicians; Edward Saint, and Caro G. Miller, father of the late Marilyn Miller, and long-time showman, who had charge of production of the show. San Diegoans on the program were Sidney Fleischman, Eddie Reese, Franklin Shields, Alfred Henning, Thomas Bannon, Lyle Laughlin, Lanson Andrus and C. W. Fatt. L. O. Gunn and Dr. U. L. Di Ghilini, of Los Angeles, also presented effects. Mrs. Houdini, Fleming and Saint were awarded honorary memberships in the San Diego-Los Angeles Conjurers Club.

W. C. DORNFIELD, magical emcee, continues at the Hi-Hat Club, Chicago, where his clever patter is going over big.

CLIFF HARD was re-elected president of the Rhode Island Assembly No. 26, SAM, at the annual meeting held May 11 at the Biltmore Hotel, Providence. Harry



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

The "possibilities" grouped below are contributed weekly by members of the staff thru their contacts with various entertainment forms. The field is not limited to theaters and other amusement spots covered in line with review assignments.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For VAUDE

PAUL HOWARD — young dancer caught recently at an AFA party. Does really remarkable contortionistic acrobatics, back kicks, bends and other eccentric dance steps. A show-stopping specialty for a vaude act or a night-club floor show.

JOYCE BREAZELLE — cute brunet dancer caught last week at the Republic Theater, New York, burlesque house. She'd be a welcome addition to any flash, doing all sorts of dancing, and doing them expertly. She includes taps, kicks, acrobatics and a general variety of routines, from an Indian dance to an assortment of snakehips.

of the Hotel New Yorker. Marionets are put thru a complete little skit, including slightly risqué material, songs and imitations. A delightful novelty that should easily be able to hold down a spot in a revue.

EDNA JANIS — young tap dancer who recently appeared at the Paramount Theater, New York. Has good looks and is a topnotch hooper. It would be easy to spot her effectively in a Broadway revue, and she has the ability to score there excellently.

DRAMATIC

MONA CONRAD — recent graduate of the American Academy of Dramatic Arts, who appeared to excellent advantage in several of the student performances. Not an ingenue type, she seems fitted for young character roles, but in them should appear to great advantage. Displayed a wealth of emotional power and a clear insight and interpretation, turning in student performances that were easily of professional caliber.

For LEGIT MUSICAL

RUSSELL PATERSON MARIONETS — troupe of little figures which are now being seen at the Terrace Room,

Minstrelsy

By BOB EMMET
(Cincinnati Office)

TOMMY COLLINS has returned to his home in Rochester, N. Y., after closing with Stan Stanley's *Varieties* unit. Writing under date of May 7, Tom says: "I have been reading Al Tint's sayings and those of some of the other boys and get a kick out of some of the gags. It will be 34 years in July since my old partner, Jimmy Castle, and I (Castle and Collins) joined Quinlin & Walls Minstrels and the following season Ted E. Faust's Minstrels, of whom quite a number have passed on. What has happened to Pete Detzel? Have not heard of him in a long

A. Scheer was also re-elected to the office of vice-president and appointed national delegate to the SAM. Waldo D. Rouviere again was elected secretary-treasurer. Harry Bellville was chosen sergeant at arms and Charles A. RossKam was appointed to take charge of entertainment arrangements at meetings during the coming year. Two new members were added to the assembly's rolls during the meeting. The assembly is now busy with plans for its second annual Ladies' Night banquet, to be held June 8.

DR. PEN PARDO (Great Lorenzo) is in his seventh season with Pete Kort's Side Show, now connected with the Beckman & Gerety World's Best Shows.

BECKER THE MAGICIAN, who opened his season in Indianapolis, April 27, is now in Wisconsin, where he says he is finding business a bit better for magicians. He has augmented his attraction and has placed an order for a ton truck to carry his equipment. Becker has just finished a swing thru Indiana and Illinois.

ART BURRIS, the "merry trixster," and Herbert Waters, who for a time operated the Waters Spook Party, have combined their acts and are playing independent theaters in the Carolinas.

AL CAROSELLI will open at the Commodore Club, one of Detroit's swankiest night spots, May 18 for an indefinite engagement. He will confine his act to sleight-of-hand.

time. What has become of Georgie Faust, 'Crip' Rogers, Glen DeBruin, Emile Subers, Virg Downard, Cliff Saum? Let's hear from the boys." Collins formerly trouped with Arthur Hauk's revues for 17 seasons.

JAMES D. WINNE, drummer with the old Faust Minstrels, is now located in Marion, Va.

WILLIAM PATTIE, formerly tenor singer with the Faust show, is in the picture business at La Grange, Miss.

"**WHEN I WAS IN** Salt Lake City a few weeks ago," Prof. Walter Brown Leonard writes from Glens Falls, N. Y., "I met George D. Pyper, who managed the Salt Lake City Theater there for 45 years. Up to the time the house was razed about two years ago I had access to many of the old house programs from about the opening, which was under the patronage of the late Brigham Young, who was a constant patron of the theater. Mr. Pyper informed me that J. H. (Jack) Haverly died in that city. He became ill while there, his family was sent for and, as this popular minstrel manager was insolvent, Mr. Pyper wired Charles Frohman, of New York, who was instrumental in raising a purse of \$1,000, which he sent Mr. Pyper to satisfy burial and other expenses. Mr. Pyper is author of the entertaining book *The Story of an Old Playhouse*. I found him to be a genial gentleman of the old school, with a vast knowledge of things theatrical."

JOLLY BERT STEVENS and Eddie Ackers visited the Kay Bros.' Circus at Corning, N. Y., recently and enjoyed a pleasant visit with Buck Leahy and Benny Kenner. The quartet had a great time mulling over by-gones. Kenner is in the Kay Bros.' band and Leahy is working in clown alley.

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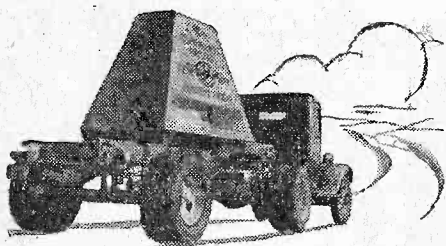
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CHEVROLET TRUCKS prove stamina and record-breaking economy in amazing coast-to-coast run



Look at this great record

Location of Test . . .	Los Angeles to New York
Distance Traveled	3511.5 miles
Running Time	129 hours, 24 minutes
Average Speed	27.14 miles per hour
Gasoline Used	308.6 gallons
Gasoline, miles per gallon	11.378
Oil Consumption	2 quarts
Cost of Fuel	\$57.59
Cost of Oil	\$.67
Fuel and Oil (cost per mile)	\$.016
Average cost per ton mile	\$.00328
Water Consumption	1 gallon

No mechanical failures

Entire test conducted under supervision of A. A. Contest Board—Sanction No. 3300.



FOR ECONOMICAL TRANSPORTATION

THE CHARLES E. HIRES CO., nationally prominent manufacturers of famous Hires Root Beer, provides another example of how fleet users have recognized the outstanding economy and the great and dependable power of Chevrolet trucks and delivery units. Quoting from a statement made by this company:

"We selected the Chevrolet Sedan Delivery because it was economical in operating cost, provided ample room for carrying dealer display advertising and samples of our products, and afforded a desirable source of advertising."

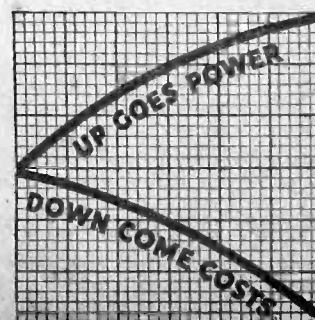
"In addition to the Sedan Delivery cars (59), we have ten half-ton Panel trucks and six 1½-ton trucks for delivery work—a total of 75 Chevrolet units in our fleet."

"Our average cost ran a trifle in excess of 3.6c per mile, including depreciation on a 3½-year basis, licenses, insurance, storage, washing and the ordinary operating expenses."

Chevrolet trucks are the world's thriftiest high-powered trucks—as fleet owners the country over are discovering! So, if you haven't already done so, get the facts on how powerful, dependable and economical 1936 Chevrolet trucks can reduce your haulage and delivery costs. Your Chevrolet dealer will co-operate with a demonstration—on your jobs!

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MONTHLY PAYMENTS TO SUIT YOUR PURSE



CHEVROLET TRUCKS

Ringling Show Hits the Road

Breaks in new Brooklyn lot to fair biz—layout marvel of white-topism

BROOKLYN, May 16.—Fresh from a triumphant week in Boston, where turn-aways were the order of the day (and night), Ringling-Barnum inaugurated its road tour here on Monday, playing the entire week, as per custom. Show broke in a new lot in a new and clean-looking residential section at Albany avenue and Avenue D, between Utica and Nostrand avenues, an out-of-the-way location necessitating a nickel bus fare from the subway stations. This fact probably accounted for a decrease over last year, which was played on the perennial lot a station away, where the city is building a school. Current area superior to the one at Flatbush and Nostrand, the less populous, and in a year or two should be sufficiently established to bring heavy returns. Good weather except on Wednesday, which brought spasmodic storms but no letup in show routines.

Show caught Thursday afternoon, with a fine-looking sun but bursts of winds, causing performers to shiver under wraps in tents and the backyard. Perfect azure sky furnished a suitable overhead scenery for a white city which this year spreads more canvas than ever before and offers a resplendent picture of the Greatest Show on Earth at its greatest.

Except for the customary addition of two stages on the ends not much change registered as compared to the performance shown at the Garden opening with its three rings and two stages. Change is in the physical part, which is (See RINGLING SHOW on page 37)

Ida White Falls; In Serious Condition

LANCASTER, Pa., May 16.—Ida White is in a serious condition at St. Joseph's Hospital with a possible fracture of the back when she fell 25 feet during a performance of Downie Bros.' Circus here Wednesday. She and her husband, Ernie, were doing perch pole balancing act.

White, according to co-troupers, probably saved his wife's life by manipulation of the pole to break her fall, which occurred when her husband, walking backward with the balance pole, stepped in a hole and threw the act out of balance. The Whites are old troupers, altho this is their first season with Downie Bros.

Barney Doing Well

ST. LOUIS, May 16.—According to reports received here, the Barney Bros.' Circus is enjoying nice business at most of its stands thru the Dakotas.

Executive staff includes Tom Atkinson, general manager; John Foss, general agent; Charles (Butch) Cohn, legal adjuster; Harry Bray, equestrian director; Capt. John Hoffman, wild animal trainer; Lee Hinckley, band leader; Art Powell, lot superintendent; George Adams, charge of motor transportation; Elmer Voris, steward; Bob Leeds, mail and *The Billboard* agent; Barney Unrath, banners and 24-hour man; Billy Dick, Side Show manager.

Washingtonians Attend Downie Show at Annapolis

WASHINGTON, May 16.—The nation's capital turned out to witness the performance of Downie Bros.' Circus at Annapolis, Md., May 9. About five bus loads represented guests of Dr. Sterling Meade, nationally known dentist, active Circus Fan and formerly one of the American Belfords. Special features of the performance for the guests of Doctor Meade were introduced in the spec and in clown numbers. The guests were welcomed by Charles Sparks, Charles Katz and Harry Mack.

Dr. William Mann, director of the United States National Zoo, also had several guests at evening performance, and other Washingtonians included Mr. and Mrs. Melvin D. Hildreth, Col. Jack Beck, Harry A. Allen, Rex M. Ingham, Mr. and Mrs. Charles Mander, William Wetmore; Edward Hilleary, of Baltimore; Mr. and Mrs. Walter Jennier, Dr. Richard Paine.

Performance was highly commended by those attending. A unique feature is the resurrection of the old-time minstrel parade in the opening spec. George Hanneford, Picard's seals, and the Larkins, in their furniture balancing act, long a Sparks feature, received much applause.

Show has new canvas and with the extensive menagerie makes a beautiful appearance on the lot.

Major Bowes Unit Closes With Cole

MUNCIE, Ind., May 16.—Major Bowes' Amateurs on Tour, a unit with the Cole Bros.-Clyde Beatty Circus appearing in the concert, closed here. The circus management was loud in its praise of the excellent entertainers, but the unit did not seem to draw enough business to warrant continuance with the show and it was mutually agreed upon by Sam Goldberg, manager for Major Bowes, and Adkins and Terrell, the owners, to discontinue it.

Everything was harmonious and pleasant, but the people just didn't seem to relish that sort of entertainment under canvas, but preferred the Wild West, which was withdrawn from the big show performance and placed back in the concert.

Three for Bridgeport

BRIDGEPORT, Conn., May 16.—Barnum's old home town will again have a number of circuses. Thus far bookings include Gorman Brothers, May 20; Downie Bros., May 26, and Ringling-Barnum, June 13.

Canton, O., Mayor Seeking Lower License Charge for Truck Shows

CANTON, O., May 16.—Mayor James Secombe has openly declared himself in favor of a lower license charge for motorized circuses here. He told a representative of *The Billboard* this week that he would request license ordinances from Youngstown, Akron and Dayton, and after a study of these would recommend that the existing license ordinance be repealed and new legislation passed in its stead. He admitted the charge was excessive for a motorized show and said the existing ordinance was drafted years ago before the advent of the truck show and applied at that time to the railroad circuses.

He said he would demand immediate

Webb Clicking In Middle West

Concert is holding large percentage of crowds — building trailers, cages

BRIDGEPORT, Neb., May 16.—Business with the Joe B. Webb Circus has been very good thru Western Kansas and Nebraska. Schools are being dismissed nearly every afternoon and matinee have been packed. The concert is holding a large percentage of the crowds. Program consists of singing, dancing, comedy and Wild West numbers. Ralph Noble, who has added some new acts, is doing well with the Side Show.

Roy and Dorothy Hillbert recently joined and are working in big show. Hillbert is training Mr. and Mrs. Webb's six English collies, which are eight months old. Some trailers and cages are being built for the show.

The program, with Fred Crandell as equestrian director and presented in three rings, follows in order:

The Program

Spec., Valencia, Spanish tango, Betty Webb. Pony drills, Miss Woodcock, Jimmy Hamiter. Roman rings, Betty Webb and Gene Rogers; Kester Duo; the Hillberts. Clowns. Riding dogs and monks in all rings. Clown baseball number. Rolling globe, Tetu Moromoto; barrel kicking, Charles Dryden. Swinging ladders, Grace Orton, Betty Webb, featuring Janey Taylor with swivel, center (See WEBB CLICKING on page 37)

New Lexington Lot for R-B

LEXINGTON, Ky., May 16.—When Ringling-Barnum Circus appears here July 11 it will use a new lot, at Euclid avenue and Tates road, instead of the fairgrounds, where a race meet is set for the afternoon of show day. Lot, about 10 blocks from the heart of town, was contracted this week by Al Butler, who had been after it for some years.

LANCASTER, Pa.—William Cunningham, trainer for the Walter L. Main Circus, was arrested here recently on a charge of cruelty to animals and fined \$10 and costs before a Justice of the Peace. It was alleged he beat a camel while loading it on a car until the animal collapsed and suffered a broken front leg.

National Amateur Unit Scoring With Eddy Show

GREAT NECK, N. Y., May 16.—Manager Charles T. Hunt, of Eddy Bros.' Circus, has an amateur unit for the after-show. Early last winter he closed a deal with the National Amateur Unit, which is composed exclusively of first prize winners from Major Bowes', Fred Allen's, Ray Perkins' and other leading broadcasting amateur contests, to present the concert with the new Eddy show.

This has proved a pleasing innovation and the concert business has averaged big in all stands.

Maynard Biz Increases

LOS ANGELES, May 16.—The Ken Maynard Show is now in its third week at the ranch at Van Nuys. Last week-end business increased considerably over opening week-end. The menagerie is a fine setup, with 11 cages, lead stock and thru center is an Indian Village. Bert Myers has done a good job of painting the equipment. Nate Alpert has joined and is on tickets. Anna Veldt was laid up for several days with dislocated shoulder, injury suffered while working elephant act. Oscar Gahan received a foot injury.

Conroy Has Good Opening

BLUE SPRINGS, Mo., May 16.—Conroy Bros.' Circus opened here May 2 to good matinee and night crowds. Show is sponsored in each spot by local merchants. Pop Lawless and Jim Pennington are in advance. Show is managed by Small Burdette. Others with show include Mrs. LeRoy Easter, Karnava Duo, Todd Woods, Dorothy Kelly, A. Bowman, Charles Gordon, Roy Kelly, Walt Carner, R. C. Burdette and George Howard.

Remarkable Biz For Cole-Beatty

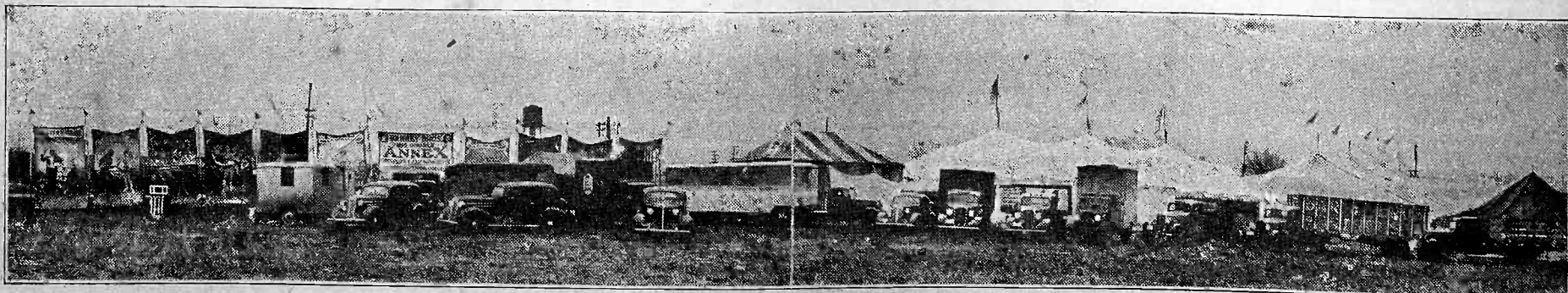
LOUISVILLE, Ky., May 16.—The "pep" talk that Jess Adkins and Zack Terrell gave before the assembled bosses on opening day at Rochester, Ind., has produced results for the Cole Bros.-Clyde Beatty Circus. Now in its second week under canvas, show has been moving on schedule. Nine parades have been staged and not one has been over 20 minutes late in leaving the grounds at advertised time of 11 a.m.

South Bend, Kokomo, Muncie, Anderson, Terre Haute, Evansville and Owensboro produced sensational business at front door. Indianapolis stands were pre-eminent, as over 34,000 people attended the four performances there. The cooperative spirit of the various bosses is responsible for the on-time schedule. Henry Brown, boss hostler; John P. McGrath, trainmaster; Charley Young, superintendent of canvas, and Orville Wilbur, boss property man, are entitled to take (See REMARKABLE BIZ on page 37)

Locals To Take Action

PITTSBURGH, May 16.—Leo Abernathy, national president of the International Alliance of Billposters and Billers, states that all locals are being instructed to take action against circuses which have not signed a contract with the union.

Mr. Abernathy, who just returned from Cleveland, revealed that the local there signed a two-year contract with the Central Outdoor Advertising Company, calling for increased rates and better working conditions.



SOME OF THE CHEVROLET equipment used by Barney Bros.' Circus. The trucks were sold to the show by Charles Goss, of the Standard Chevrolet Company, E. St. Louis, Ill.



With the Circus Fans

By THE RINGMASTER

CFA,
President, Secretary,
FRANK H. HARTLESS, W. M. BUCKINGHAM,
2930 West Lake Street, Thames Bank
Chicago, Ill. Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing Com-
pany, Rochelle, Ill.)

John R. Shepard, former editor of *White Tops*, and Mrs. Lois Simm, of Chicago, were visitors at office of *White Tops* May 8.

Bugs Raymond and Walter Buckingham, *Circus Fans* of Norwich, Conn., were guests of Frank Wirth at Grotto Circus in Waterbury May 9. The Grotto officers and performers of show presented Wirth with a wrist watch. Many of the performers of the Grotto show joined Gorman Bros.' Circus.

Ed M. Hilleary, charter member of the CFA, of Baltimore, Md., accompanied by his son, John R. Hilleary, and

Bill Reed Jr., made Downie Bros.' Circus at Annapolis May 9. Hilleary states that in addition to seeing a fine performance they were treated royally by management. Show had a fair matinee and good crowd at night. On May 21 and 22 Ringling-Barnum will show Baltimore and the Hilleary family is anticipating spending two days on the lot renewing acquaintances.

W. L. Montague, Circus Fan of Hartford, attended evening performance of Bockus & Kilonis Circus at Rockville, Conn., May 1. Reports they have a well-balanced and interesting show, running about one and one-half hours. One of outstanding acts is Captain Schultz and his trained animals, featuring Marlon Knowlton, former Middletown, Conn., stenographer. On the lot he met CFA Charles Davis, also of Hartford, who was getting dope on a bull named "Lindy" for his elephant biography. Circus Fan John H. Yost, of Rockville, who is just getting around after an illness of several months, also attended performance.

Mr. and Mrs. Sverre O. Braathen and Dr. and Mrs. Tormey, Circus Fans of Madison, Wis., made Atterbury Bros.' Circus in Richland Center May 16. Seils-Sterling Circus has contracted Madison for May 25, and as it will be there Sunday Wisconsin Fans are planning a party for members of show on Sunday night.

Bill Kasiska, Circus Fan of Baraboo, Wis., writes that Atterbury Bros.' Circus will play the former circus city under auspices of Veterans of Foreign Wars May 18 and is looking forward to spending day on lot. Bill writes that Harry Lakola, 11 Spruce street, Mansfield, O., is an old-time juggler, who is now unable to walk without the aid of crutches, due to an auto accident four years ago. He is 75 and would like reading material.

Barnes Coast Business Continues To Be Good

PORTLAND, Ore., May 16.—Leaving Sacramento, Calif., the Al G. Barnes Circus stopped off in Chico for an afternoon show only. This town had not been visited for three years. There was a well-filled tent. The run out of Chico was to Medford, Ore. An accident occurred at Talent, near Medford, where the circus train struck an auto, killing two men, Al and Roy Dobbins. This delayed arrival at Medford until shortly after 11 a.m. Doors opened at 1:30 and splendid trade at both performances. At Roseburg 24-hour man Peterson found the original lot location soft from recent rains. Tract of land used here is a large one and by moving two blocks was able to find much firmer ground without making new contract. Good business. At Eugene rain had preceded the circus, making grounds a bad one. Not taking any chance, wagons were lined along the paved street and everything was "gillied" on the lot. Business here, very big, is something that the circus folks are still talking about.

With an early arrival at Portland Sunday, May 10, and a supply of Oregon spruce for a complete set of poles for big top delivered on the lot, Cap Curtis was busy with his crew getting them ready for use later in the week. Portland has always given the show big business, but Monday proved to be the biggest in its history. At night the first turnaway of the season, Portland is the home of old-time trouper, "Portland," who joined a circus here June 3, 1899. Very few know "Portland's" real name, which is Charlie Lehman.

A recent visitor was Wally Ware, chairman of the California Railroad Commission. He is an old friend of Manager S. L. Cronin and spent a day with him on circus lot, accompanied by his two daughters. Attorney-General Moody, of Oregon, and wife were guests at Salem and Portland. Arthur Hopper, general agent, was with show in Portland and left Tuesday night for points east. Lee McDonald left recently for his

Waterbury Circus Leads 1935 Take

NEW YORK, May 16.—Frank Wirth's Grotto Circus in Waterbury, Conn., which closed May 9 in the armory, drew a 25 per cent increase over last year at the gate when it opened on Monday, and there were several turnaways during the week, Wirth reported to *The Billboard*.

Total attendance was 47,000. Three shows were given May 9. Wirth announced signing contract with the same auspices to produce next year's show. Sponsors rewarded Wirth's efforts with a beautiful engraved wrist watch, Hartford Shrine giving him a silver ringmaster's whistle suitably inscribed.

It was his third straight time in there. Layout was three-ring for the first time under Grotto here. Publicity, handled by Dick Slater, of *The Republican American*, included a 12-page supplement, with stories and art daily.

Lieutenant Governor Frank Hayes opened the show and commented about it over the air. The program.

Poodles Hanneford, Five Jansleys, Will Hill's Elephants, Demnat Arabs, Eugene Randow, Brengk's Golden Horse and Posing Girls, Minerva, Miss Ora, Ray Goody, Jim Wong Chinese Troupe, Christiansen's Great Danes, boxing, mechanical riding, Hip Raymond, Billy Rice, Tony Leland, Three Wilsons, Hill's Ponies and Joe Basile's Band.

Wirth said his Shrine Show in Hartford, week of April 20, went over big, with a decrease of only 10 per cent over last year, despite flood conditions. Afternoon biz lighter because school children were not permitted to get away early, having lost time when institutions were closed during flood. Night grosses ahead however.

Van Ormans Entertain Members of Cole Show

EVANSVILLE, Ind., May 16.—Following the night performance of the Cole-Beatty Circus here May 12, Mr. and Mrs. Harold Van Orman entertained at a dinner at their McCurdy Hotel for 125 guests, all performers of both dressing rooms having been invited and many executives. Some, of course, could not attend. In addition, Evansville members of the Circus Fans' Association and their wives attended. Col. William Soaper Sneed, chairman of the Chicago CFA, was here and was a special guest. The banquet hall, decorations, menu and ices bore out the circus motif in a clever manner.

Mrs. Van Orman, who until her marriage last fall was Harriet Hodgini, feature equestrienne on this circus last season, enjoyed her visit with her former associates, as did Colonel Van Orman, who in courting Harriet last season learned to know everyone on the lot.

A short run that night to Owensboro, Ky., permitted the party to continue until around 2 o'clock. The hotel orchestra and some added acts entertained and the host, who is well known as a toastmaster, presided.

Sunday Permit Refused

YOUNGSTOWN, O., May 16.—Mayor Lionel Evans refused a permit to the Cole-Beatty Circus to show here on a Sunday late this month.

William J. Lester, contracting agent, is understood to be seeking a suitable lot outside the corporate limits. Show is slated to play here May 24.

home in Venice. His last position was 24-hour agent. Karl Knudson replaced him. Howard Y. Bary, circus advertising salesman, flew from the East to Oakland to look over the show and then went to Detroit by plane. He is scheduled to return with an automobile exhibit at Tacoma. George Reader, for last eight seasons connected with privilege car, returned to Hot Springs, Ark., where he has interests.

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1000 - 11.75	To Order	100 - 9.75
	ORCAJO PHOTO ART SERVICE	
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End your correspondence to advertisers by mentioning *The Billboard*.

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BALTIMORE, MD., May 20-21.
WILMINGTON, DEL., May 22.
ATLANTIC CITY, N. J., May 23.
PHILADELPHIA, PA., May 25-30.
THE GREATEST SHOW ON EARTH

FLASHY PATRIOTIC DESIGNS
IN
Posters, Cards Banners, Etc.
FOR
4th of July Celebrations
ALSO FOR
Special Features
SUCH AS RODEO, CIRCUS, AUTO RACES
THE DONALDSON LITHO. CO.
NEWPORT, KY.
(Opposite Cincinnati, O.)

EXPERT SEA LION and ANIMAL TRAINER
★
JUST ARRIVED FROM EUROPE.
Worked With Leading European Circuses.
IMMEDIATE ENGAGEMENT DESIRED.
BOX 711, Billboard, 1564 Broadway, N. Y.

BARNETT BROS. CIRCUS WANTS
Side-Show Ticket Seller, must make good second openings, reserve and concert ticket seller, sober circus cook. Route: Dravosburg, Wednesday; Duquesne, Thursday; Homestead, Friday; Coraopolis, Saturday. All Pennsylvania.

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

Important Announcement
Effective with June 6 issue the minimum single column display space sold will be 10 lines, costing \$5; minimum double column space, 14 lines (1 inch) in depth, costing \$14.
The advertising rate of 50c an agate line remains unchanged.

ADD RISK PLAN REP

Griswold, Chi, Joins Campbell; Territorial Agreement in Effect

Windy City brokers will co-operate with national association on liability insurance setup—last-minute applications swamping carrier, says Secretary Hodge

CHICAGO, May 16.—Secretary's office of the National Association of Amusement Parks, Pools and Beaches announced appointment by John Logan Campbell, Baltimore, of Jack Griswold, of Fred S. James & Company, 175 West Jackson boulevard, Chicago, as special representative on the NAAPB public liability risk plan. "The Fred S. James office," said Secretary A. R. Hodge, "is one of the outstanding insurance brokerage offices of the country, well qualified and equipped to give Mr. Campbell exceptional co-operation and service in connection with all insurance matters pertaining to the industry. Mr. Griswold is vice-president of Fred S. James & Company, which has recently consolidated with the Jens-Murray Company, also of Chicago, which latter company submitted to the special public liability insurance committee of the NAAPB a plan for public liability insurance last August at the special meeting in New York City."

Local Agents Named

The territorial agreement between Mr. Campbell and the James office gives the latter the territory lying west of Ohio and south of West Virginia and the Carolinas, generally, with privilege on the part of both parties to handle certain accounts in each other's territory. In addition, special local agents have been appointed in Indianapolis, Memphis and Denver to service certain accounts. It is believed by officers that the new tie-up will give members of the NAAPB the strongest insurance service ever enjoyed by the industry.

"Just as was anticipated, far too many (See ADD RISK on page 41)

Sun Finds Demand in Parks

SPRINGFIELD, O., May 16.—That demand for sensational acts in parks has increased heavily is word from Gus Sun Booking Agency here, which has taken over booking of acts in Forest Park, Dayton, O.; Moxahala Park, Zanesville, O., and parks in Michigan, Pennsylvania and other spots. General Manager Bob Shaw finds that park operators are demanding the best in free acts. More than a dozen parks and numerous celebrations will have attractions on Decoration Day, booked by the Gus Sun Agency.

Beano in Whalom to Legion

FITCHBURG, Mass., May 16.—A modern bowling alley, to replace one which burned several years ago, is being erected in Whalom Park, which General Manager Louis Cushing, Fitchburg & Leominster Street Railway Company, said will open on May 29. Beano privilege has again been leased to Lunenburg Post, American Legion, which also has taken Whalom Spa.

Fairyland Has Aerialists

KANSAS CITY, Mo., May 16.—Five Flying La Mars were presented at opening of Fairyland Park here today. General Manager Harry Duncan has made many improvements, and he announced there will be a free gate after the Parent-Teachers series of picnics. With George McMinn again in charge, Crystal pool opened yesterday. Opener in the ballroom has Andy Kirk and his Thirteen Clouds of Joy.

Frankle Improves Riverview

DES MOINES, Ia., May 16.—Riverview Park, opening on May 26, according to Manager Abe Frankle, has improvements costing \$15,000 under way, including doubling size of ballroom and outdoor restaurant, and installation of new mirrors and lighting. Al Morey, New York, former Des Moines orchestra leader, has signed for the ballroom opening. Contracts have been let for sodding and landscaping.

ROANOKE, Va.—Lakeside Swimming Club, Inc., has been chartered to operate swimming pools and amusement parks, with H. L. Roberts as president.

Black Has Kleeb Post in Conneaut

PITTSBURGH, May 16.—John A. Lucas, Peoples-Pittsburgh Trust Company, operator of Conneaut Lake (Pa.) Park, appointed Kenneth Black general supervisor of the resort, succeeding William A. Kleeb, deceased. Mr. Black, former vice-president and cashier of Wilkesburg First National Bank, will reopen the spot for the season today.

Mr. Lucas said Maurice Bigelow will be manager of Conneaut Lake Hotel, night club and beer garden. Work is progressing on new park rides, to be ready for operation late this month.

Prospect Good in Calgary

CALGARY, Alta., May 16.—Bowness Park, which opened on May 2, has concessioners Harry Kettley and Ed Clancy prepared for biggest season since 1929. Opening came much earlier than in former years after a short warm spell in April. Extensive changes have been made in Woodland Dance Gardens and Sportland. Housey-housey was added to Sportland equipment by Operator Clancy. Addition of a lunch counter adjoining Sportland has met approval of patrons. Concessions under Johnny MacDonald, park superintendent, have been freshened, rides renovated, boats painted and grounds improved. Harry Kettley Jr. will be emcee in Woodland Gardens, with Jerry Fuller's Orchestra.

May Bring Test on Bingo

MILFORD, Conn., May 16.—Beach concessioners are confident their Bingo games will not be interfered with unless complaints are made, and they declare that if such action is taken they will bring a test case to determine whether many fraternal and church organizations, said to be profiting thru operation of Bingo, are entitled to do so. A movement is on foot among business men and property owners at all beach and amusement parks here to seek a single bus fare to and from Bridgeport.

Fred A. Church, Superintendent Of Playland, Rye, Dies Testifying

NEW YORK, May 16.—Frederick A. Church, one of the country's foremost show and device creators, who had served as superintendent of Playland, Rye, since 1928, died in the witness chair of the Supreme Court in White Plains, Westchester County seat, Monday afternoon while testifying in a negligence suit brought against the County Park Commission, operator of the park.

He collapsed while being cross-examined in connection with the safety of the Grotto, which he built, suit having been entered in behalf of Anna Smith, 11, who asked \$60,000 damages for injury suffered in the ride, allegedly from a prop ghost, which caused fright and permanent harm, it was charged. Child rode in the Grotto on August 12, 1933.

After Mr. Church had refused to answer certain questions put to him by the attorney for the plaintiff, pronouncing



J. EUGENE PEARCE, manager of Walled Lake (Mich.) Park, who has had wide experience in the amusement park field on the staff of Fred W. Pearce Enterprises. Walled Lake's 1936 opening indicated improved conditions, reflected in better attendance and concession receipts. Bid is being made for major outing business.

Denver Is Scene of Much Beautification for Season

DENVER, May 16.—With opening of Elitch Gardens today, Manager Arnold B. Gurtler is preparing for biggest crowds in the garden's history. The park, started in 1890, has been thoroughly spruced up and thousands of dollars have been spent. Roller Coaster has been rebuilt. One of the beauty spots of the nation, Elitch's is expected to look even more enticing than ever. Theater is scheduled to open on June 13. Bernie Cummins Orchestra is in Trocadero Dance Pavilion.

Herbie Kay will open El Patio Ballroom in Lakeside Park on May 23. Crews are putting finishing touches to the 160 acres. Every building has been painted in bright colors, new lawns and flower beds have been added and a modernistic lighting system has been installed along the midway.

The Derby ride has been overhauled to make it faster and safer than ever. This is the third engagement of Kay in Denver. Entertainers with him include Shirley Lloyd and the rhythm trio, the Three Kays.

Zolg Is in at Cincy Coney

CINCINNATI, May 16.—Leo J. Zolg, Dayton, O., will present a new illusion show at Coney Island here when it opens on May 23, housed in the former Merry-Go-Round building. Frank Dailey and his Meadowbrook Ork will hold forth for the opening in Moonlite Gardens. The Coney steamer, Island Queen, has been in excursion dance service several weeks.

Aerial Gate Crashers

ATLANTIC CITY, May 16.—Captain John L. Young, 84, who hasn't missed a fish-net haul since Young's Million-Dollar Pier was built, is vet showman enough to know how to handle tent creeper-unders, but was stumped this week by an aerial attack on his net hauls. Two baby blimps from U. S. Naval Station, Lakehurst, anchored over the pier as the first nets were hauled up, getting a ringside view. "Well, there isn't much that can be done about that kind of gate crashing," remarked the captain, "but as the blimps gave me an extra attraction, I suppose things are evened up."

Walled Lake Opener Is Up

Pearce-operated Michigan spot has some reconstruction—Sport Shop is added

DETROIT, May 16.—Walled Lake (Mich.) Park, 30 miles northwest of Detroit, opened with business that has every prospect of a big season. Last week-end brought out the biggest early-season crowd seen in recent years. Promotional work is being concentrated upon picnics and the spot will have a large number of industrial and fraternal outings from Detroit, Pontiac and other towns. Concessioners report business much better than at this time a year ago.

Considerable reconstruction work was done. A Whip was installed, Manager J. Eugene Pearce said. Work included enlargement of parking lot. In the restaurant C. A. Shepard doubled its size. Addition of a beer garden tripled seating capacity. New equipment was placed in all refreshment stands by Mr. Shepard. Excavation work on the restaurant unearthed skeletons of three Indians. The find drew attention of archaeologists of the University of Michigan and received

(See WALLED LAKE on page 41)

Casino's Opening Clicks Big

FORT WORTH, Tex., May 16.—Opening business, beginning May 1 in Casino Park on Lake Worth, was better than in any week in 1935, Manager George Smith said. Gus Arnheim's Orchestra was in Casino Ballroom. Night of May 26 a local girl will be selected to compete with State-wide winners for title of Texas Sweetheart No. 1 on May 30. Winner gets a job in Fort Worth Frontier Centennial Show, opening in July. John Murray Anderson, New York stage director, aiding on the Frontier Centennial, will be one of the Casino judges.

Bayley Will Build in '37

NORWALK, Conn., May 16.—Neville Bayley, proprietor of Roton Point Park, plans extensive alterations after the 1936 season, main change to be replacement of the bathing pavilion with a modern building. Park will open on Decoration Day with a special program. Mr. Bayley said \$15,000 is being spent readying for the opening and repainting, repairing and redecorating the dance pavilion.

Plum Outings to Clementon

CLEMENTON, N. J., May 16.—With the George Hamid office assuring a season of acts, Clementon Lake Park grabbed off two of the largest outings in the Philadelphia area, RCA-Victor Athletic Association, with expected attendance exceeding 10,000, and WIP-Homemakers Women's Club, with 6,000. In addition to free acts, Theodore W. Gibbs, park manager, has provided for championship swim meets, speedboat and canoe races and fireworks.

YOUNGSTOWN, O.—Jack Malloy and Company, after a winter of indoor circus and night club dates, launched the summer season in Idora Park here on May 16. Nancy Darnell, flying trapeze, is featured daily. The Malloys were recently in Rochester, N. Y., and in Merrill Wood's Club Circus, Mansfield, O.

American Recreational Equipment Association

By R. S. UZZELL

All Sundays in April and the first one in May have been unfavorable for operation of amusement devices at parks and beaches. But May 8 was the warmest May 8 in 60 years, almost 90 degrees in New York.

Does this presage a hot summer? Shall we be wearing straw hats before Decoration Day? One year we did not wear them until the last of June, and we wore overcoats on July 4. When straw hats are worn before the last of May it usually means two for the season instead of the one if bought the last of June. The same is somewhat true of summer clothes.

A warm spring means activity in many lines. This puts money into circulation. Building trades are more active. It all means better business. Proof: Ringling-Barnum Circus in Madison Square Garden had the best month of any opening since 1929, better than last year, which was a five-year record. Baseball has hardly had a chance because of weather. It also is a business barometer for us. We shall soon have their starting records.

Expo Never in Doubt

New York City Exposition is now a certainty. It has been from the first announcement in the press. It seemed doomed when appropriations were not forthcoming from city, Legislature and Congress. Large bodies move slowly, especially when so many relief measures and tax bills are shouting for attention. New York Legislature has come thru with its first appropriation of more than \$2,000,000 and has promised a second contribution of equal amount.

This sets a lot of wheels in motion. Contracts for filling, grading and landscaping are being made. Dirt will be on the move now until the site is complete and ready for buildings. Administration buildings will soon be under way. Exposition site is now no place for doubting Thomases. The talk of postponement of the opening until 1940 is premature. We have two and a half years in which to complete the job for a 1939 opening. It can be done. We are not going to be balked in putting on the world's greatest exposition.

Playland Colorful Riot

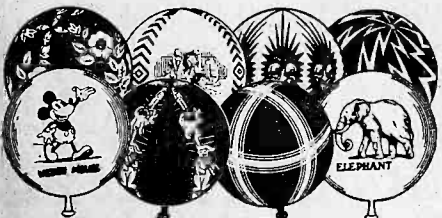
Playland, Rye, N. Y., formally opened the season on May 16 in a riot of color,

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PARK SPECIAL ASSORTMENT

Includes 8 flashy numbers—Mickey Mouse, Floral, Tri-Picture, Comic Stripes, Sunbeam, Criss Cross, Zig Zag and Animal Prints—in several new printing and color effects.

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SPRINGFIELD LAKE PARK
CAN PLACE Kiddie Rides and Ferris Wheel. Lo-
cated on Canton-Akron Road, Canton, O.

both natural and artificial. Artists and nature are in competition on displaying color with generous hands. Nature has advantage in changes of color as the season progresses, while work of the artists must remain for an entire season. The procession of the flowers has a sentimental appeal that cold paint on the structures does not produce, yet it is the master hand of an artist that selects and blends the flowers into one gigantic picture with the beautifully colored mall for a frame. Here is an outdoor picture always well dusted and lighted. Good housekeeping is here always on animated display. People travel far to see it.

International Mutoscope Reel Company is rising to the emergency in converting Sportlands into Cranelands since pin games have been banned in New York City. It was not caught unawares, with no supply of cranes. Surely it must have had one grand-stand rush when the new demand for them was made. The crane was on the way for some time. It will be remembered that the company displayed a good one at our meeting in Toronto a year ago last December. It is one of our live and aggressive members.

Joseph Stone, Paragon Park, Nantasket Beach, Boston, stopped in and said they are still on the way up. One more year will put them back to sweet independence, he declared. Glad to hear it. The foundation is there, while he and his father know how to make the most of it. He spent the winter in Florida and is impressed with its gains the past winter.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, May 16.—A string of events promoted by the city, starting on Decoration Day, will make a busy June. Determined to have President Roosevelt here for a summer vacation, a committee headed by Senator Smathers presented a special book of resort highlights, including beach-front amusements. Tuna Club, with elaborate headquarters, invited him here to fish, and the Headliners' Club issued an invitation to its event.

Warren Warner, who did bally on the front of Young's Million-Dollar Pier the past three years, has returned to the circus and joined the Ringling Side Show. . . . Mayor Sweigert of Ventnor is overrun with requests from groups in New York to fence off parts of the downtown beach for nudist camps . . . and a flood of other requests from tele-scopic concessioners in the event he does.

Vincent Martino, former operator of Garden Pier and Sportland, North Wildwood, following a breakdown last year, went to the West Coast and word is that he made good selling stories to the movies. He will return for the summer.

Adrian Phillips made a good job of Horse Show publicity. . . . Jim Brown, old-time circus man, will be posting for several beach-front spots this season. . . . Harry Carroll, songwriter, will have a beach-front spot. . . . G. H. (Daddy Long-Legs) Phillips, stilt man, down for season. . . . Johnny Mack will have a promotion here this summer. . . . Red Thornton, who emceed M.-D. Pier last summer, has returned for the season at a popular night spot. . . . Night baseball fell flat and will be switched to afternoons. . . . Charley Doolin doing a WPG program. . . . Betty and Benny Fox will do high-pole act over the new Press-Union newspaper offices.

Lenape Park, Mays Landing, for first time in many years, will be without a regatta on Decoration Day due to failure to raise necessary funds. . . . Frank and Milt Britton pulled 'em in at Steel Pier last week-end. . . . Burlington Jarrett is assembling a movie exhibit collected for Steel Pier by late Ed Corcoran. . . . Jim McIntyre, of McIntyre and Heath note, motoride from Florida.

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A. C. Horse Show Drawing

ATLANTIC CITY, May 16.—Again demonstrating the great variety of uses to which the convention hall can be put, seventh annual Atlantic City Horse Show opened in the main auditorium this week before crowds of social elite and good representation of general public. Latter attendance could have been improved if a little more advertising effort had been given toward bringing 'em in, it was said. Credit should go to Phil Thompson, auditorium manager, and Ed Dougherty, assistant manager, in creating an outdoor setting, even to paddocks on the huge stage.

Coney Island, N. Y.

By LEONARD TRAUBE

Week-end biz was lively enough to warrant prediction that the formal season, swinging into being at the end of the month, will be sprinkled with nice marks on the black side of ledgers. . . . Luna Park is really the place everyone's looking to for originality springing from the brain and pencil of artist Tony Sarg, of marionette fame. . . . Billy Jackson's Midget City is gradually assuming some semblance of completion. Billy the Kid is definitely on the gold standard, blossoming out with gilt-smeared admission ducats. . . . Now for this week's feature, a policy we expect to pursue throught the season.

George Bernert is starting his second season as physical and swimming director of the Irving Baths and Athletic Field on the Boardwalk. He will direct activities in the gym, ath field and natatorium, being more than fitted for the job because he was a member of the first American Red Cross swimming corps in Baltimore and among the first Red Cross examiners in New England. He was a member of the Springfield (Mass.) YMCA swim teams for eight years and an active life guard for 12 in Baltimore, Springfield and Chicago. In between time he supervised athletics and swimming in high schools and playgrounds for the Chi recreation board

and functioned as camp director in Maine and Massachusetts.

As if this career weren't enough, he became physical director at Pennsylvania State Training School, Morgantown, and attended Springfield College, where he was enrolled in the physical education course. For the last 15 years he has been superintendent of concessions at Springfield's Eastern States Exposition, and once managed Riverside Park (1928) and Joyland Park ('32-'33), both in Springfield. That would make Springfield his favorite city, and that should make the Springfield Chamber of Commerce leap with joy, for Bernert is a native of Baltimore. He's an army man, having served as a member of the 76th Division, and for one season tramped with the late 101 Ranch Wild West. Coney Island and your correspondent welcome him.

PWA Is Cleansing Beaches

BRIDGEPORT, Conn., May 16.—Connecticut beaches between New Haven and Norwalk will be freer of pollution than ever before due to a sewage disposal program under way at 16 Connecticut cities under a PWA program, involving expenditures of \$7,111,000, said William J. Farley, head of Connecticut PWA work. In Connecticut, New York and New Jersey total program includes expenditure of \$70,350,000.



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3 GROSSED OVER \$12,000.00

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REVUES TOP SPOTS IN EAST

Seven Are Circuited by Hamid With Equipment Nut of 40 G's

Investment applies to four major, three abbreviated musicals—CNE, Toronto, building five rotary stages to supplement circuit's three—11 weeks for one layout

NEW YORK, May 16.—Hippodrome revues continue to be the No. 1 grand-stand attraction in the East and Canada, with reports from the Central and Western States indicating similar supremacy. George A. Hamid, Inc., has seven of the fem musicals, with costumes, scenery and equipment costing \$40,000 before a leg stamp on the stage. On the Hamid circuit are four shows classified as extravaganzas and three playing smaller stages. *Revue of Revues*, one of the presentations, will get four to six weeks of still date or celebration priming before appearing for the two-weeker Canadian National Exhibition, Toronto. Latter's production plans are ambitious, with General Manager Elwood Hughes and attraction chief Charles Ross setting up a quintuplet of revolving stages to move scenery, discarding railroad sidings in use for many years on scenic changes. Revue itself carries three revolvers. Total of eight is unprecedented in outdoors, which means the entire amusement business, indoor space imposing limitations. Use of rotary idea was predicted by *The Billboard* months ago in connection with the Toronto Fair.

From Toronto the layout moves to Brockton and Springfield, Mass.; Richmond (See REVUES TOP on page 44)

Hankinson Leases Philly's Stadium for Racing Events

PHILADELPHIA, May 16.—Philadelphia's athletic stadium, built during the Sesquicentennial for the Dempsey-Tunney bout and other major events, came under control of Hankinson Speedways, Inc., when lease contracts were closed by Ralph A. Hankinson and Mayor S. Davis Wilson on May 12. The amphitheater, which seats 80,000, is equipped with sound, lighting, modern gate turnstiles and every facility for handling immense crowds.

On June 9 Hankinson will present midjet car auto racing, when Mayor Wilson will officially open the stadium for the season. Joe Basile and his Madison Square Garden Band will provide music. Hankinson has linked up stadium midjet car racing with Madison Square Garden bowl operations in New York. He plans other stadium events during summer.

Army and Navy football game expected to draw more than 125,000 to the stadium, seats are being added in a \$120,000 improvement program by the city to bring capacity to 120,000.

NATCHEZ, Miss.—Adams County Fair, newly chartered, elected Charles H. Blewett, president; R. E. Enochs, vice-president; Martin Burke, secretary; Lewis Martin, treasurer; Robert Walcott, manager.

Asks Clean Ga. Annuals

Legion committee aims for 65 creditable fairs to be conducted by local posts

VALDOSTA, Ga., May 16.—In a move for better fairs Harold K. Wilkinson, newly elected American Legion commander for this district and a member of the State Legion fair committee, has sent out a letter to all post commanders and adjutants, asking their co-operation in eliminating objectionable features from agricultural fairs.

Commander Wilkinson declares the committee is endeavoring to sponsor 65 clean American Legion fairs in Georgia next fall and he has asked that all posts which are interested in the conduct of fairs contact a member of the State fair committee immediately.

Other members of the committee are C. B. McCullar, Milledgeville, chairman, and John P. Gilchrist, Thomaston, secretary.

Pa. Mutuels Bill Favored

HARRISBURG, Pa., May 16.—A bill to legalize pari-mutuel betting at horse races in Pennsylvania has been prepared for introduction in the current special session of the Legislature. Representative Charles C. A. Baldi, Philadelphia, who introduces a similar bill perennially, is sponsor of the measure, which this time is going in as a revenue producer. He estimates yearly revenue of \$2,000,000. At last session the bill passed the House and nearly went thru the Senate. Solons favoring the bill believe Governor Earle will sign the measure if passed.



SPACIOUSNESS, NEATNESS AND BEAUTY best characterize the new-type fun zone created for the second season of California Pacific International Exposition, San Diego, under direction of Executive Manager Wayne W. Dailard. Photo shows the altered game palace, now called Darto, in middle foreground and the central strip of flower gardens and illuminating pedestals housing giant sun arcs for night lighting. Midway avenue also was realigned, new buildings being constructed to provide unobstructed view of entire fun zone from southern limits.

Regulations for Wisconsin Fairs

MADISON, Wis., May 16.—A committee representing Wisconsin County Fairs Association has submitted to the Department of Agriculture and Markets a list of regulations governing county fairs for 1936.

State aid will not be allowed any fair which permits games offering or paying cash awards or cash in lieu of awards or using any buy-back merchandise; games with control devices and cappers; girl shows using blowoff or strip show or selling tickets inside for special shows for men only; gypsies with any form of concession and fortune telling. Several other games besides those mentioned above are also banned. Price per game is limited to 10 cents.

No Fed Funds for Expo Plan

PITTSBURGH, May 16.—PWA officials in Washington notified city council here that no federal funds are available to assist Pittsburgh's Greater Exposition Society in construction of the planned \$5,000,000 exposition building at the Point. It was said a new federal relief bill anticipates end of the Public Works Administration. Society now plans to look for new channels to finance the project.

Great Lakes Advance Big

Record prelim sales start off campaign—buildings, lighting beat schedule

CLEVELAND, May 16.—Advance sale of more than 750,000 tickets was recorded during first week of the campaign, which was started on May 4, it was announced by George C. Whitehead, associate director of special admissions for Great Lakes Exposition, who declared this to be record, so far as he knew, for all expositions. Advance sales goal had been set at 1,000,000 tickets up to midnight on June 26, and it is now possible that the campaign will be closed by June 1.

Advance tickets, evenly divided between Cleveland and outlying territory, offer the public one-third saving. With total value of \$4, souvenir ticket books are available for \$2.50 during the campaign. Books are transferable and may be used any time during the 100-day run. The \$4 value is based upon five general admissions at 50 cents and admissions to five places or events having

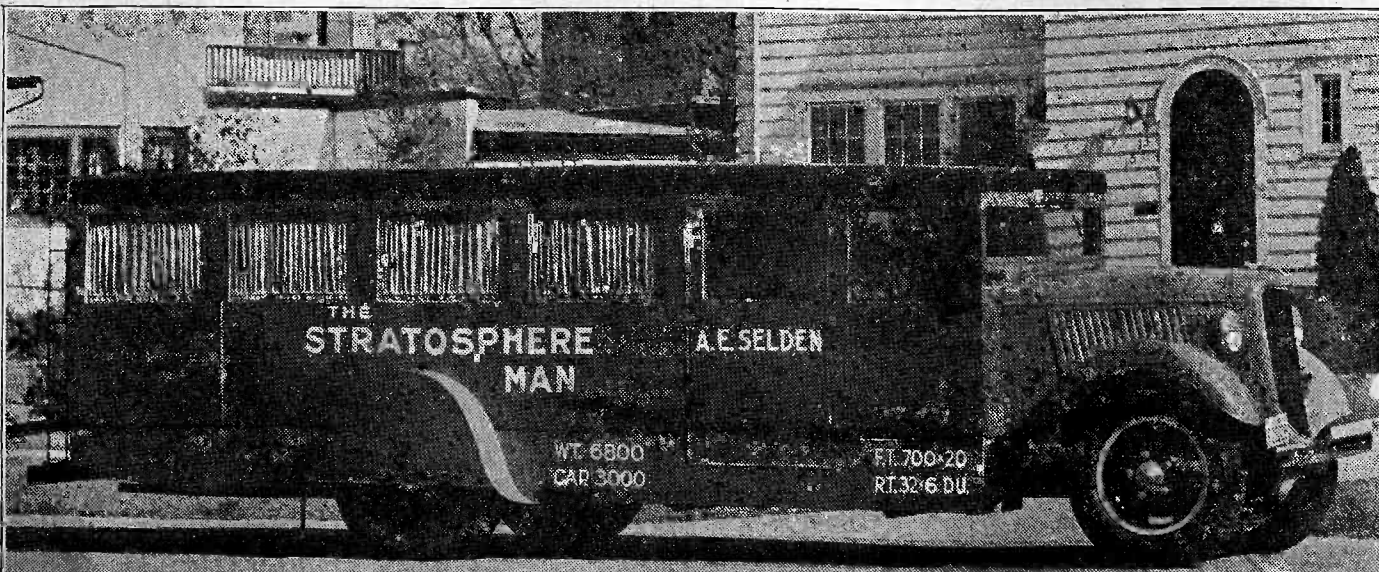
(See GREAT LAKES on page 44)

Raleigh Lessees Control; Construction Contract Let

RALEIGH, N. C., May 16.—Control of North Carolina State Fair, including maintenance of the property, has been transferred to George Hamid, New York, and Norman Y. Chambliss, Rocky Mount, N. C., for five years in accordance with a new contract. They have been operating the fair under one-year contracts; the new lease calls for a 15 per cent cut of gross receipts, with \$8,000 annual guarantee rental.

State agriculture department has awarded a contract for rebuilding a wing of the main building destroyed by fire in 1934, to be double former size and to cost \$26,819 and be completed by September 1.

HILLSBORO, Ore.—Washington County Fair elected H. T. Hesse president; C. D. Minton, vice-president; R. M. Banks, treasurer. Ed L. Moore, who was fair manager in 1929-'30 and later employed by Oregon State Fair, was elected secretary-manager.



NEW TRUCK IN WHICH A. E. SELDEN, THE STRATOSPHERE MAN, will troupe this season. It is of high speed, with a specially built aluminum body, has latest type air-cushion seats in passenger compartment and a special lighting plant built in the Ford chassis. Under the body are spacious compartments for aerial equipment and on top is a rack for carrying long sections of the aerial rigging.

Speed Village Work in Dallas

Paris and All Nations are being rushed--Crime Show getting much publicity

DALLAS, May 16.—With 21 more days to go, contractors and exhibitors are breaking speed records daily at Texas Centennial Exposition. Streets of Paris location two weeks ago was surveyed in dark of night and now exterior of the entire village is practically completed. Large boat entrance was erected in two days. Johnny McMahon and Dick Hood are on the job supervising work.

Streets of All Nations, started about the same time, is also showing speed, supervised by Nat D. Rodgers. Both villages will be completed for the opening on June 6. Invitations are out for preview openings. Texas Queen, Stanley Graham's Showboat, is ready. Cast for *The Drunkard* will start rehearsals next week.

Massman's Added Duties

Warden Lawes' Crime Prevention Show, a Dufour-Rogers attraction being equipped with exhibits, is getting much publicity. A lock company in national publications has called attention to its exhibit in the Lawes show. A serial story by Lawes runs in 280 Southwestern newspapers. A weekly broadcast from the show starts opening week, to run six months.

Paul Massman continues as director of exhibits and concessions, but also takes on the special events because booking of exhibits and concessions is about completed except that part dealing with operations. At Old Nuremberg opening on Thursday Manager Otto Muller had 250 guests. On Friday he dined exposition employees.

Jones Goes to "Streets"

E. Paul Jones, who handled publicity of the State Fair of Texas many years, has been retained by Streets of Paris for duration of the exposition. Frank Harting, formerly in publicity department of Adolphus Hotel Company, will handle General Motors Centennial publicity. Don Long, Ford's publicity man at the San Diego Exposition, has arrived to serve Ford here. Hollywood, a John Sirigo attraction, occupies practically a city block of ground.

Tol Teeter's Gorilla Village has been completed since early in the month. He left for San Pedro, Calif., to receive a shipload of animals, including a white sacred elephant, two pygmy elephants, 20 Gibbon apes, six python snakes and numerous other animals, including one monster Maus Kutus, which Teeter, the library, Southern Methodist University and the publicity department cannot identify. Charlie Maxwell and W. T. Cox are holding tournaments for an amateur boxing finale in the Cotton Bowl at the expo on August 17-22.

More Space for Paris Expo

PARIS, May 11.—Large demand for space at the coming International Exposition of 1937 from foreign countries, as well as from local groups, caused expo promoters again to seek additional ground. Arrangements are on to include large plots along the Seine River from Passy to Grenelle Bridge and from Alexandre III to the Concorde Bridge in the space reserved for the exposition. At least six theaters have been planned for the exposition, aside from such others as may be erected in the amusement park sections. Largest will be in the Trocadero, seating 3,400. Other houses will seat from 500 to 1,300.

Noted Breed Authorities Are To Be Judges at ESE

SPRINGFIELD, Mass., May 16.—Livestock judges for the 20th anniversary Eastern States Exposition here include noted breed authorities. Holsteins will be judged by Clarence Goodhue, Raymondale Farms, Vaudrell, P. Q., Canada. T. F. Fansher, Martin City, Mo., manager of Hallmark Jersey Herd, Kansas City, and formerly manager of Longview Farms, Lees Summit, Mo., will judge Jerseys, and George M. Newlin, Fond du Lac, Wis., manager of Corium Farms, will return as judge of Guernseys. Professor M. H. Campbell, Burlington, Vt.,

head of the University of Vermont's animal husbandry department, will judge Ayrshires.

V. S. Culver, Baker Farm, Exeter, N. H., will judge Brown Swiss cattle, and Devons will be passed upon by Professor L. V. Tirrell, University of New Hampshire, Durham.

Milking Shorthorns will be judged by W. Arthur Simpson, Lyndonville, Vt., and Herefords, Aberdeen Angus, steers and fat cattle and 4-H Club baby beef steers will be judged by Professor W. L. Blizard, Oklahoma State College, Stillwater. He will also judge draft horses.

Dairy calf club classes, in which animals of 4-H Club boys and girls will be shown, will be judged by respective open-class judges prior to placing of senior rings, giving winners among junior entrants opportunity to compete for major cash awards in their respective breeds.

Midget Troupe to Dallas

LOS ANGELES, May 16.—After a winter at the Midget Circus at California Pacific International Exposition and a rest in Los Angeles of three weeks, Graham's Midgets will leave Los Angeles by special train for Texas Centennial Exposition, Dallas.

Major James D. Doyle, mayor of Midget City in Dallas the coming season, will have with him the midget fire chief, John Banbury; official G-man midget, Fred Duccini; Little Johnny Leo, California midget cowboy; emcee, Victor Wetter; Prince Dennis, midget lion tamer; the Singing Night Owl, Walter Miller; Midge Potter, goat getter and trainer; Chicago's midget dancer, Benny Stone; Miss Johnny Fern, "May West of the midgets"; Babe Ruthe; Lady Ethel, trainer of midget doggies; the well-known little Nona Cooper and Danny Montague, from the Cotton Club, midget Bill Robinson.

Acts Appear in Theaterette

ST. JOHN, N. B., May 16.—First "Theaterette" to be presented at an indoor fair was in St. Andrew's Rink here at a Community fair under joint club auspices and two posts of the Canadian Legion. George A. Hamid, Inc., furnished Lew Fitzgibbons, xylophonist; Gladstone and Moore, knockout clowning; Paul and Esther, rolling skating and balancing; Raymond Pike, juggler, and Hop and Step, novelty tap dancers.

Lakewood Races Draw Well

ATLANTA, May 16.—Summer racing season got off to a good start in Lakewood Park, with AAA races staged by Bill Breitenstein doing good business. Honors were carried off by Maury Rose, Frank Beeder and Ken Fowler. Maynard Clarke and Billy DeVore received injuries, confining them to a hospital. Mike Benton, president of Southeastern Fair, and Virgil Meigs, secretary, have booked several new concessions and have added a new ride.

Grand-Stand Shows

STERLING ROSE TRIO, playing merchants' exhibitions and booked for July 4, will play parks until their season of fairs.

AFTER six weeks' engagement with the Truex-Hubbell unit at merchants' exhibitions in Kansas and Oklahoma, Chappell and Drumm were to open as a free act on May 18 with Bremer Midway Attractions.

GRAND-STAND acts for South Mississippi Fair, Laurel, have been contracted with Barnes-Carruthers, reported E. P. Ford, fair secretary-manager.

RITA AND DUNN, Flying Valentinos and Foust's Flying Circus have been contracted for Decatur (Ind.) Centennial Celebration.

AL ACKERMANN, manager of Six Tip Tops, is visiting his home in Norwood, O., to see his son, Albert J.; his sister, Frieda Buckman, formerly of Bailey and McCree; niece, Clara Sponsler, formerly of Fad and Fancy; brother, Walter, nonpro, and Mrs. Ackermann. This is his 40th year as an acrobat, his first pro appearance having been as apprentice boy under Sle Hassan Ben Ali in Cincinnati Zoological Gardens on May 24, 1896. Tip Tops are booked for a string of fairs for Northwestern Fair Office, St. Paul, opening on July 1 in North Dakota. Mr. Ackermann is keeping in condition by practicing tumbling routines in the home back yard.

Fort Worth Publicity On

Aviators, paper, booklets, p. a.'s and signs mediums —big order to Donaldson

FORT WORTH, Tex., May 16.—Publicity for the Frontier Centennial Show is getting under way, with several methods being used by Ned Alvord, press agent. D. E. Ervin and R. H. Clements, barnstorming aviators, have been signed to travel the country in a specially painted plane. Contract for outdoor advertising was let to Donaldson Lithograph Company by John B. Davis, general manager of show. More than 500,000 sheets and banners are included in the order for 20 billing routes.

Sign to be erected atop a building in Dallas, across the street from the Texas Centennial Exposition grounds, will be the second largest, it is said, next to a chewing gum sign in New York, being 130 feet long and 60 feet high off the two-story building. The words Fort Worth will be 17½ feet tall. City of Dallas has made no objection to the sign, but the building inspector plans to test strength of the building.

Press agents have been appointed in New York, Chicago and Los Angeles by Billy Rose to ballyhoo the show and 50,000 booklets are being mailed. Richard Maney, press agent for the local show in New York, was here getting material, as was Whitney Bolton, amusement editor of *The Literary Digest*. Board of control is considering having busses run directly between the Fort Worth and Dallas shows.

Contracts have been signed for Shirley Temple and Dick Powell in appearances at the Fort Worth show, Miss Temple to head *Frontier Follies* during opening week and Powell to head the second week's show.

Stambaugh Is Hanover Aid

HANOVER, Pa., May 16.—R. D. Stambaugh, York, Pa., will be secretary of Hanover Fair, working with President William Jordan and General Manager H. S. Warren, Hanover Post, Veterans of Foreign Wars, having revived the annual three years ago after a lapse of some years.

THE STRATOSPHERE MAN

At the Top of the Highest Aerial Act in the World.

Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Address Care of The Billboard, Cincinnati, O.



WANT WANT WANT Shows, Rides, Concessions LADOGA COMMUNITY CENTENNIAL

LADOGA, IND., JULY 22-26.
In Heart of Town. 5,000 People Daily.
Only Legitimate Shows and Concessions need reply.
NO CRIFT—NO RACKETS.

Wanted Carnival

June 28 to July 4, Inclusive, for VETERANS FOREIGN WARS CELEBRATION, JULY 3 AND 4.

20,000 people daily. Location South Plains Fair Grounds, Lubbock, Tex. Good Carnival Town. Wire FRANK McPHERSON, Harris Bldg., Lubbock, Tex.

WANTED—INDEPENDENT RIDES, SHOWS AND CONCESSIONS FOR LEGION-FIREMEN FIELD DAYS, June 19-20-21.

20,000 Advance Ticket Sale.
Write HAL SHERBURNE, Fennimore, Wis.

WANTED

Merry-Go-Round and Concessions for ALEXANDRIA FAIR, SEPT. 5, 6 and 7

Address J. W. SHAW, Secretary, 335 York St., Newport, Ky.

AN ATTRACTION IN ITSELF. **NEELD'S CONCERT BAND**

323 West 9th, Columbia, Tenn.

G A H

PROGRESSIVE Fairs and Parks are on the march to make 1936 a glorious season. Are you in step? Keep pace with progress by booking "House of Hamid Hits" and "The Acme in Acts."

GEORGE A. HAMID, Inc.

America's Leading Booking-Producing Bureau
Parks, Fairs, Celebrations, Circuses, Pageants, Units

1560 B'WAY NEW YORK, N. Y.

WANTED a Carnival for the American Legion Celebration

Week of June 29 to July 4, at Penn Yan, N. Y.

Rides, Concessions and other Attractions. Correspond with **GEORGE D. WOOD, JR.,** Adjutant, Johnson Costello Post 355, Box 362, Penn Yan, N. Y.

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Your Best Bet For 1936

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The Self-Selling Wonder.

DEPARTMENT STORE—FAIR—PARK—RESORT DEMONSTRATORS,
Get in the MONEY. Write for details.
LET-MO-GRAPH CO., 216 N. E. 2nd Ave., Miami, Fla.

SENSATIONAL ACT WANTED

For Cuvier Press Club Picnic, Thursday, June 25, at Coney Island Race Track, Cincinnati. Send description of act and salary expected. Address BOX D-30, Care The Billboard, Cincinnati, Ohio.

SHOWS BUNCH-UP AT PEORIA

Several Large Ones Concerned

R. & C. and RAS the same week—USA a week ahead—Imperial in East Peoria

PEORIA, Ill., May 16.—There has been an influx of booking amusement organizations into this city and vicinity. Three organizations, United Shows of America, Rubin & Cherry Exposition and Royal American Shows, all slated their plans for the same week—next week. United Shows apparently decided to break in a week ahead and jumped from Wichita, Kan., where they exhibited last week, and opened here Tuesday night at the fairgrounds to good business, according to report.

John Francis Shows had also booked here but canceled and went to Pekin, Ill.

Imperial Shows are across the river, in East Peoria.

According to the present setup, Rubin & Cherry and Royal American will be opposition here the coming week, the former with a much nearer-to-town location.

Show Owners Urged To Submit Advance Routes

NEW YORK, May 16.—Many merchandise and equipment houses have appealed to *The Billboard* to aid in getting shows to supply routes a week ahead. Some showmen when ordering merchandise or equipment late in the week fail to mention their coming stands in letters and wires. As a result parcels are sent to the addresses appearing on communications and are frequently returned to the sender or, as sometimes happens in the case of freight, forwarded to the next town with extra charges.

Forwarding wastes two to three days, sometimes more, thus inconveniencing shows. Wherever possible, all organizations should either send in two weeks' routes to *The Billboard* or advise outside agencies with whom they are doing business. The ideal thing would be to report their routes to all interested parties.

Maynes-Illions Rides To Royal American Shows

CINCINNATI, May 16.—The Maynes-Illions Patented Novelty Rides that have been with Beckmann & Gerety's World's Best Shows several seasons are making a change to the Royal American Shows, to open with them Monday at Peoria, Ill.

A communication from Harry A. Illions informs that the best of feelings between Beckmann and Gerety and himself prevail—he pronounced them "the finest, squarest bunch of folks I ever met"—but some different territory and longer season for his rides were the major points toward his making the change.

Majestic Expo Shows In Storm in Virginia

NORTH TAZEWELL, Va., May 16.—The personnel of Majestic Exposition Shows, by co-operative activity, saved very heavy damage during a wind, rain and hail storm here early this week. However, there was some damage done. Some of the concession tops were badly damaged and the Minstrel Show and Athletic Show tents were blown down and the Merry-Go-Round top was badly torn.

Manager R. G. McHendricks was on the grounds and worked tirelessly among the other members of the troupe when a storm seemed sure to strike the midway and also after it had passed. Harry Harris, lot man, got his crew busy, attaches of shows and concessions labored with their outfits and, in fact, all the troupe commendably worked in the spirit of saving equipment.



BOBBY MACK, general agent for Pan-American Shows. Has had about 10 years' show experience, last season special agent with Ceitin & Wilson Shows.

W. J. Bunts Changes His Show's Title

MARYVILLE, Tenn., May 16.—W. J. Bunts is changing the title of his amusement organization next week from Bunts Greater Shows to Crystal Exposition Shows. For the last several winters Mr. Bunts and his family and many employees who have been with him for years

(See W. J. BUNTS on page 54)

Simpson in St. Louis

ST. LOUIS, May 16.—James C. Simpson, general agent Johnny J. Jones Exposition, arrived here Tuesday from Birmingham, Ala., where he underwent a second successful operation on his eyes. He attributes his recovery to the marvelous services of Dr. K. W. Constantine and his two nurses, Margaret Cutcliff and Emily Ferrari, of Birmingham. Simpson arrived here hale and hearty and will be back "in harness" from now on. Mrs. Simpson, who was also in constant attendance to Jimmy while in hospital, arrived with him, and will remain in St. Louis visiting relatives and friends for several weeks.

Lion Trainer Killed at Paris

PARIS, May 16.—Charles Hulin, young animal trainer, assisting his uncle, Jouviano, at the "Big Cage" menagerie, playing the Gingerbread Fair, was attacked by Choura, big lion, recently, and before help arrived Hulin's throat had been torn open and he succumbed before reaching the hospital. Hulin was 27 years of age. Choura, who some time ago attacked and seriously injured her owner, Jouviano, was shot to death.

Five Shows Make Their Bows

Sims Combined at Windsor, Ontario, Can.

WINDSOR, Ont., May 16.—Sims' Greater and United Shows of Canada Combined opened here recently on the Erie and Louis lot, auspices Canadian Legion. The owner and general manager, Fred W. Sims, has developed growth and attractive appearance of his amusement organization. The shows have new canvas and new banners. The Caterpillar and the Tilt-a-Whirl have neon signs. In fact, the whole midway is brightly illuminated. Following is a roster:

World's Wonderland—120-foot top and 150-foot banner line, management of Great Ramon, assisted by Mrs. Ramon, Mr. and Mrs. J. Hunniford, Doris Barrowliff, Claude Eden, Bruce Perkins, Patricia Hill and Hadji Singh. Congress of Wonders is operated by the Stanley family. They have a 100-foot banner line, a 70-foot top, featuring Madame Ella, mentalist; Prof. William Stanley in charge, assisted by Herman Stanley, Jean Shannon, Audrey Turner, William Stanley Jr. and J. Carstairs. European Mystery Show—Severin Signal, manager, assisted by Clarence Stenton, James Stenton and Helen Clayburn. Arcade—Jack Clane, manager, assisted by Austin Keelan and J. Mercer.

Rides: Merry-Go-Round—John Ozark, foreman, assisted by R. O'Brien and R. Arsneau. Ferris Wheel—Roland Thi-

(See SIMS COMBINED on page 54)

Mabel R. Weer At Benton Harbor

NILES, Mich., May 16.—The Mabel R. Weer Shows, playing here this week, ushered in their season last week at Benton Harbor on the fairgrounds. Opening night had cold weather, which changed to warm weather and good crowds the remainder of the week.

The rides were repainted and decorated in winter quarters. The new 40-foot entrance arch gives the show a wonderful appearance from the outside. New show fronts are being built as rapidly as possible.

Staff: Mabel R. Weer, owner-manager; Robert Plummer, secretary; J. H. Duane, general agent; Sailor Harris, superintendent; Doc Day, special agent; Mrs. Ruth LaMarr, *The Billboard* agent.

Shows: Slim Phillips, Girl Show; J. S. Robertson, Circus Side Show; Tex Smith, Wild West.

Concessions: J. W. Arbaugh, cookhouse, assisted by Mr. and Mrs. Henry Young and Pete Adams; Cliff Thomas, corn game; C. W. Pence, caramel corn; J. Kile, photo gallery; Mrs. Harris and Happy Jack Decker, penny pitch; George McQuirk, one; Mrs. Duane and Mrs. Ruth LaMarr, one; Frank Nicholson, one.

Rides: Merry-Go-Round, Bill Greaver; Ferris Wheel, Gene LaMarr; James Davis, Tilt-a-Whirl; Leo Mantyck, Chairplane; Cookie Ryan, Loop-o-Plane; Slim McQuirk, Kiddie Ride foreman. Ride assistants, Red Moon, Byrle Wyrick, Jack Davis and Buckley Moore.

Wade Starts His Regular Season

DETROIT, May 16.—W. G. Wade Shows opened their regular season last week at Fort and Miller roads, on the West Side, auspices Our Lady of Mt. Carmel Catholic Church, to the best business of any opening spot in eight years, according to Wade. More money in circulation was given as the principal cause. Opened informally a few weeks ago, playing a small outfit on lots.

Wade Shows are carrying seven shows, six rides and 41 concessions this season. W. Geiger joins at Monroe, where the show moved Monday, with a Minstrel Show and a Girl Show. Shows returns to Highland Park, North End, Wade's home town, next week. A new No. 5 Ell Wheel is to be delivered on May 25.

Roster as given to a representative of *The Billboard*: W. G. Wade, general manager; William Malone, general agent; Mrs. Mildred Miller, secretary. Ride foremen, Carl Purdie, Merry-Go-Round; H. Higgons, Ferris Wheel; Frank Jerome,

(See WADE STARTS on page 54)

Wallace of Canada At Simcoe, Ont.

SIMCOE, Ont., May 16.—Wallace Bros.' Shows of Canada played their opening engagement here last week, located on the fairgrounds. Rain interfered with the opening day's (May 2) attendance. Business was at a low ebb during the week except on Saturday.

The show presents a neat appearance, with new paint and canvas and an abundance of electrical illumination. The Side Show has a complete new outfit, including 120-foot banner line. "Follies of 1936" has a new top and new panel front. Joseph Dion joined here with his Animal Show, which includes his eight-footed mare and colt which also has eight feet. Phil Cronin's six concessions have new tops. Capt. Duncan Fairly's fire dive is the free attraction. Following is a roster:

Staff includes J. P. Sullivan, owner; Mollie Lovoie, manager; William Graff, general agent; Harry Prioux, assistant general agent; Joe Williams, secretary; Joe Walch, electrician; Capt. Baldwin, artist; Bill Stewart, lot man.

Rides: Popeye's Cabin—Arthur Ross, foreman; Charles Sandbach, tickets. Whip—Joe Corbit, foreman; H. Oaks, assistant; H. Angell, tickets. Caterpillar—

(See WALLACE OF CANADA page 54)

Golden West Shows At Denver, Colo.

DENVER, Colo., May 16.—Golden West Shows played their opening engagement here last week at Knox Court and Alameda to unusually large crowds. The show consists at present of 6 shows, 5 riding devices and 19 concessions.

All rides and shows have been newly painted and nearly all canvas is new. Max Levine, of Western Novelty Company, and Sam Horwitz, of Denver Novelty Company, co-operated with Bishop to make it a pleasant opening.

Staff includes: Bill Bishop, manager; Guy Winn, lot superintendent; Mrs. Rose Winn, secretary-treasurer; Charles L. Keyes, general agent; Glenn Winn, ride superintendent; Charlie Coggins, electrician.

Shows: Nights in Hawaii and Nalda Show, Mr. and Mrs. Don Chaney; Athletic Show, George Burns; Snake Show, Doc Austen; Side Show, Frank Wright; Micky Mouse, Tom Reynolds.

Rides: Ferris Wheel, Al Wadlow; Merry-Go-Round, Bill Collins; Loop-o-Plane, Art Schaeffer; Mixup, Roy Jones; Kiddie Ride, Billy Cruze.

Concessions: Cookhouse, Jimmie Phelps; pop corn, Mimi Martin; corn game, Ed Green. Carl Jones and Micky Cooper managing two concessions for Mrs. Bill Bishop. Bill Bailey, three; Curly White, one; W. A. Forty, two; Harry Miller, two; Kenneth Harper, two; Dorothy Martin, one; Marge Cooper, one; Jack Morris, one.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

BLOWING STOCK.

Indian Reservation, Week ended May 16, 1936.

Dear Charlie:

This the most unusual spot that the show ever played. Playing right in the heart of the reservation, which is located on the corner of four different States, and belonging to none. So secluded that even the map printers haven't been able to locate it. Much credit due General Agent Lem Trucklow for locating the spot. How he did it no one will ever know. Some claim

that his wife located it thru her crystal. Others say he stumbled into it when he got off of a train and was looking for the jungles.

The reservation the home of the Jolopy Indians, of whom there are four tribes, the Concession Brakes, the Hit and Miss, the Kick-It-Backs and the Beefs-o-Plenty. All ruled by Big Chief Grabem Cash and Princess Takem Doe.

The spot well billed with tanned hides carrying quaint Indian writing. Most of our advertising done on a mountain

(See BALLYHOO on page 54)

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 16.—Visitors during the week were Charles Hall, C. R. Fisher, M. Siebrand, I. Steier, Howard Gloss, John L. Lorman, Julius Wagner, M. J. Doolan, Harry Gibbons and A. F. Beard.

Letter from Joe Murphy states that he is now with the Pollie & Latto Shows. Julius Wagner has left to join the same organization.

Brother Will Wright advises that things are going along nicely with the new show.

Army Beard, in town for a few days, was a caller at the rooms.

Howard Gloss, late of Gooding Shows, is now playing Chicago lots.

Late reports are that Brother Paddy Ernst is improving nicely and is in hope of soon leaving the hospital.

Harry Gibbons, back from Florida, says he may stay in Chicago.

Many nice compliments on the signs recently sent out. Hope they will all be given advantageous locations.

Secretary Joseph Streibich off for Ottawa for a short business call on President Patty Conklin. After his return work on the Cemetery Fund Drive will receive full attention.

Brother Gibbons advises that Brother Harry E. Thurston is still in Florida.

The League was advised of the death of Brother George I. Henderson, who dropped dead in the depot in St. Louis. Arrangements were being made for burial but relatives claimed the remains. William Harper passed away at hos-

pital in Chicago. Remains were laid away in a cemetery here.

Brother Harry Coddington was the guest of the Ladies' Auxiliary at its last meeting of the season.

Many of the larger amusement organizations are playing close to Chicago, which will mean quite a few visitors.

Report is that Brother Morris Hutner is spending his time down Arkansas way.

LADIES' AUXILIARY

CHICAGO, May 16.—Members of the Auxiliary met and journeyed to "Chinatown" for a farewell dinner ere the closing meeting of the spring. Those who made the trip were President Mrs. Lew Keller; Mae Taylor, first vice-president; Mrs. Bob Brumleve, second vice-president; Hattie Latto, third vice-president; Cora Yeldham, secretary; Edith Streibich, treasurer; Mae Loring, Mrs. Al Latto, Ida Cook, Marge Pearl, Tillie Rhode, Mattie Crosby, Gladys Reichel, Minnie Murdo, Mrs. Ida Chase, Mrs. Mary Vitale, Mrs. Dot Lissenden, Mrs. Elizabeth Ernst, Mrs. Maude Geller, Rose H. Page, Lucille Pope, Mrs. Romano, Marion Ward, Mrs. Singleton, Mrs. Thorsen, Mrs. William Carsky, Mrs. H. Yardly, Cleora Miller Helmer, Alberta Helmer, Mrs. Ora Miller, Florence Garzini, Mrs. F. W. Burrows, Mrs. Charles Driver and Selma Kordin.

President Keller returned from her trip east and presided at the meeting.

The Auxiliary presented its dear friend Harry Coddington with a beautiful leather wallet in appreciation of his many acts of kindness thruout the past year.

The next regular meeting will be held on October 1.

Mr. and Mrs. Carsky have returned from their Eastern trip but will remain here only a few days, as business will take them away again indefinitely.

Dallas

DALLAS, May 16.—Fred Beckmann celebrates his birthday anniversary on May 29. On a recent trip to Monterey, Mex., for his age on his passport he inserted "over 21."

A. (Booby) Obadal, co-owner of Western States Shows, spent several days in the city early this week, devoting much time to the Centennial grounds, where he visited the showmen and exhibitors.

Buddy Ryan, president of the Southern Premium Manufacturing Company, spent several days around San Antonio and Waco, where he visited showfolks.

Mr. and Mrs. Ralph (Kentuck) Ray celebrated their 15th wedding anniversary last Saturday.

Dick Hood, of the "Streets of Paris" at the Centennial, arrived here Monday. He will return to Chicago for a week and will then establish himself here indefinitely.

Billy Levine, "candy king," arrived Wednesday to join the Graham Enterprises for the exposition season.

Elwood Bailey, vice-president of the San Diego exposition, is in the city, coming from the West Coast fair.

Harry Somerville, of Baker-Lockwood, has returned to the company's headquarters after several weeks in this territory.

Jack Ruback, manager and co-owner Western States Shows, was a visitor here last Sunday, en route from his last week's stand (Waco) to Wichita Falls, where the show played this week.

Mrs. Percy Morency (Alyne Potter) spent several days here this week en route from Greater United Shows in East Texas to Louis Berger Shows in Michigan, where her husband has been connected the last few weeks.

Detroit

DETROIT, May 16.—Detroit swung in to the carnival season last week, with several shows on various lots.

Mamie Krause Shows played on the lumber yard lot, Joseph Campau avenue, in Hamtramck, under American Legion auspices. Moved Monday to Eight Mile and Van Dyke roads, near Center Line, northeast of Detroit.

Berger & Ziegler Shows opened for the season last week at Troy and Woodward avenues in Ferndale, just north of Detroit. The home town stand for Charles J. Ziegler, who lives in the community, under auspices of Metropolitan Club, local association of policemen and firemen. Moved Monday to Pontiac, 20 miles north, under auspices of Pontiac Metropolitan Club, on Telegraph road (the Dixie highway). This the first

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CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

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R. B. WHITE PRESIDENT
NEWCOMB CARLTON CHAIRMAN OF THE BOARD
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JOHNNY J. JONES EXPOSITION

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WILL BOOK

WILD WEST OR FAMILY CIRCUS
— HAVE COMPLETE NEW OUTFIT —
MONKEY CIRCUS WITH OWN OUTFIT

Booked
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CAN PLACE—Real Fat Girl Show, Bug House, Unborn or any New Novel Grind or Platform Shows. (Interested in any new Attraction.)

WALTER A. WHITE, Gen. Mgr., Pittsburgh, Pa., Circus Grounds, This Week. Sharon, Pa., Week May 25.

FRUIT CONCENTRATES

ATTENTION! CONCESSIONAIRES AND PARK MANAGERS WHO OPERATE SOFT DRINK OR ICE BALL STANDS.

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

Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price \$2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35c each, any three for \$1.00.

SEND FOR YOURS RIGHT AWAY.

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

NOT STOCK POSTERS NO TWO ALIKE

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

We will submit designs, created exclusively for your show.

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"Going To Town"

This New TLT-A-WHIRL

With a Blaze of Flash—Streamlined Cars—Chromium Plating—Durochrome Decorations—Animated Signs—All Timken Bearings—Masterful Engineering. 100% Portable.

SELLNER MFG. CO., Faribault, Minn.

SPECIAL FREE FREIGHT DELIVERY

To New York City Terminal. See Advertisement on Page 35.

BAKER - LOCKWOOD

AMERICA'S BIG TENT HOUSE

GIL

Heard you had left last place. Phone, wire or write HARRY AND WAYNE, at 528 N. W. 13th, Oklahoma City, Okla.

CONCESSION TENTS

Our Specialty for Over 46 Years.

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CANDY FLOSS & CORN POPPERS

Cheapest, best, genuine; many models; 10 patents Floss, \$45 up. Gasoline Poppers, \$28, Elec. \$30. Also Burners, Parts, etc. Guaranteed. Catalog Free.

NATIONAL FLOSS MACHINE CO.

310 East 35th St., New York City

Owing to death of **HOWARD L. RINARD**

The family will carry on his business on same basis as heretofore.

MRS. HOWARD RINARD.

WHEELS

Park Special

30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price.

\$12.00

BINGO GAME

75-Player, complete, \$5.25. Including Tax.

Send for our new 1935 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.

Send for Catalog No. 136. Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$24.00.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

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 FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
 HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c.
 ZODIAC FORTUNE CARDS, Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polishing, 1200 Dreams, Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, \$0.15
 HOW TO WIN AT ANY KIND OF SPECULATION, 24-Page Booklet, Beautifully Bound. Samples, 25c.
 FORTUNE TELLING WITH CARDS. Same Binding, 24 Pages. Samples, 25c.
 HOW TO BECOME A MEDIUM. Same Binding, 30 Pages. Sample, 30c.
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SIMMONS & CO.

19 West Jackson Blvd., CHICAGO.
 Instant Delivery. Send for Wholesale Prices.

EYERLY LOOP-O-PLANE

PROFITABLE
DURABLE
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PERMANENT
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"EIGHTY Units Sold in 1935."
 "THERE'S A REASON."
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BINGO CORN GAMES

100 CARD SET, \$3.00
 200 CARD SET, 6.00
 300 CARD SET, 9.00

All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.

GEORGE W. BRINK & SON
 1454 Gratiot Ave., DETROIT, MICH.
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 (Over Thirty Years in Business.)

1936-37 ASTRO FORECASTS

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NEW 324-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

NELSON ENTERPRISES
 198 S. Third Street, Columbus, O.

500 BINGO

Size 4x5 1/4. Pads of 25. 500 different Cards to a Set. Each Set has a different serial number. Single Set, \$1.50, or \$10.00 per Dozen. No advertising on these.

SVL-MAGIC, 189 Eddy, Providence, R. I.

DARE-DEVIL OLIVER

World's Premier High Diver has some open time in 1936. Permanent Address, Tonawanda, N. Y.

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MILLARD & BULSTERBAUM
 2894 W. 8th St.
 CONEY ISLAND, N. Y.

Midway Confab

By THE MIXER

AROUND MARKS SHOWS 'tis talked that Jean Tisdale will soon be an aerialist in the free-act department.

GEARY AUSTIN, publicist for Majestic Exposition Shows, left Tazewell, Va., last week to do advance exploitation work.

Five shows sent current-week "show letters" for this issue, which explains why they did not get into type.

BILLIE WINGERT recently left Zeiger's United Shows in California and joined Bill Chalkis' Side Show with Snapp Greater Shows in Missouri.

MRS. "HAPPY" HAWKINS' smiles make red ones grow where bloomers flourish, is the message The Mixer gets from Marks Shows.

FRIDAY of this week H. (Doc) Allen, general agent Bloom's Gold Medal Shows, and his wife celebrate their Silver Wedding anniversary.

LUDDY KAESER recently joined Eddie Roth's Blue Ribbon Shows in Kentucky with his Girl Show. Made the jump from some point in the Central States.

one daily and one weekly newspaper in advance of that show's coming to town.

DANNIE LA RUE'S eating emporium with Dodson's Shows fed four committees last week at Pittsburgh. Maybe that had some bearing on Mel Dodson getting contracts.

MRS. MARY MONEY writes that she is confined in St. Joseph's Hospital, Parkersburg, W. Va., and asks that the information be given to her husband (Whitey).

HARRY L. GORDON has joined the staff of W. C. (Spike) Higgins' West Coast Shows as advance representative. He was lately with the State Fair Shows. Gordon was formerly for six years with the Levitt-Brown-Huggins Shows.

BOBBY MACK is in good spirit regarding this year's outdoor amusement season. Says Bobby: "People are in a more optimistic frame of mind, employment conditions are better and money is being spent more freely."

THE FIRST WEDDING of the season of Dodson's World's Fair Shows took place in Pittsburgh, the contracting



SOUND TRUCK of Dee Lang's Famous Shows, snapped while standing in front of the midway entrance recently.

WINGY SHAFFER was in Cincinnati recently and was a caller at *The Billboard*. Usually works fronts of colored minstrel shows. Looked over routes toward joining some show.

BILL CAREY AND WIFE and daughter joined Col. M. L. Baker's Side Show with Bunts Greater Shows. Bill talking on front; the missus and miss working in illusions.

RELATIVE TO report of Madam Zenda, mentalist, being at Eighth Street Museum, Philadelphia, Lillian Zenda writes that she has not been at that place of amusement.

FRANK RAFFERTY, contracting press agent the Marks Shows, made an excellent showing in Martinsburg's (W. Va.)

While in the club car of a Missouri Pacific train between Joplin, Mo., and St. Louis, Larry Hogan, general agent Beckmann & Gerety Shows, and Frank Joerling, of *The Billboard*, heard a lot of praise "paper hung" for Beckmann & Gerety by the car porter. Said the porter: "Yassah, gen'men, that the show has got 59 long cars! Couldn't get 'em all on the side-tracks at Joplin and hadtu leave some at Ca'thage. Yassah, gen'men, thet's the big'est and bestest show in th' world." Fact was, a circus was playing Carthage and the porter probably thought its cars belonged to Beckmann-Gerety. After listening to the porter rave about Beckmann & Gerety Shows for a while Larry presented him with a pass to take in the show the next time it plays Joplin. (The Mixer wonders: Maybe the porter wasn't so dumb).

parties being John Gordon, concessioner, and Peggy Mayes. The couple received heaps of congratulations and presents.

THOMAS J. (FUZZY) HUGHES, West Coast ride owner, after spending several weeks in Kansas City, Mo., with his partner, George Kogman, left that city last week for New York City, where he will spend the next several months.

JIMMY RAFTERY, Marks Shows' office impresario, enlarged his concession business by adding a hoop-la. Set it next to the office so he could see it in operation,

and every time a customer spent Jimmy grinned at his associates and yelled, "See, I told you it'd get money."

AMONG recent joiners to Smith's Greater Atlantic Shows was Larry Osborne, with cookhouse, frozen custard, peanuts and pop corn. While the "Brownie" Smith midway opry was at Martinsville, Va., visits were exchanged with Cetlin & Wilson Shows.

FRANCIS J. McFARLAND, who recently returned to Marine Hospital, Louisville, Ky., for treatment, was discharged from that institution on May 1 and after taking in the Kentucky Derby jumped to Coatesville, Pa., to take the front of a Motordrome.

FRANK GEYER and wife, Dolly Dimples (fat girl), late of Bunts Greater Shows, arrived at their home in Cincinnati a few days ago and are preparing to open the summer season with Austin & Kuntz Palace of Wonders at Cedar Point, Sandusky, O.

A. F. SCHRIMCHER, some years ago operator for one of J. C. McCaffery's frozen custard outfits, later having his own stands at Coney Island Park, Cincinnati, and playing dates, will have two outfits en tour this season. A. F., as customary, operated his restaurant at Norwood, O., the past winter.

GEORGE (BINGO) RICHARDS rambled into Cincy a few days ago from somewhere in the South. Is still removing corns from people's footles. Despite his 68 years, George looks good, has very few gray hairs and the proverbial "rocking chair" is still far from getting him. Like the multitude of other World War veterans, he is awaiting the June allotment of the bonus.

CHARLES GOSS, of Standard Chevrolet Company, is on a trip thru the East and plans visiting many circuses and carnivals. During his absence Mrs. Goss is the guest of Mrs. Noble C. Fairly, of Hennes Bros.' Shows, who is living in East St. Louis, while the show is playing in Granite City, Ill.

LOUIS BRAN, of the Advance Novelty Company, injured his kneecap last

SAYS O. N. CRAFTS

"We figure the BIG ELI our most profitable ride. Right up in front when it comes to receipts, but low when it comes to cost of maintenance." The Crafts 20 Big Shows now feature a 3-in-line unit of No. 5s on their Midway. Write for additional information regarding the "Standard Model BIG ELI Wheel."

ELI BRIDGE COMPANY
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SOUTH AMERICAN, Fancy Shelled, \$7.00 per 100-Lb. Sack, F. O. B. K. C., Mo. Cash With Order.

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If You Operate Any of the Following Stores, Then Write for Catalog Immediately. Don't Delay. Get in on Our New Exclusive Items Quick.

BINGO — BALL GAMES — FISHPOND — CIGARETTE GALLERY — SLUM SPINDLE — WHEELS — CANDY — DEVIL'S ALLEY — ROLL DOWN — ADD 'EM BOARD — DART BOARDS — PITCH-TILL-U-WIN — TRACK — BUMPER — WATER BOWL — CANE PITCH — CRANLAND — HOOPLA — WATCHLA — AUCTION STORE — NOVELTY STORE.

You'll save money—you'll get better service—you'll get the new things first—you'll eliminate grief.

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week while unloading some merchandise but kept busy with his duties despite doctor's orders. Incidentally, Fred Miller, formerly branch manager for the Advance Novelty Company, is now operating five concessions with the W. G. Wade Shows.

Well, anyway, the opposition at Peoria, Ill., has given interested persons opportunity to look several big outfits over, last week and this week, at a minimum of traveling expense.

TEX FORRESTER is reported as orating nicely on the front of Richard Scott's Minstrel Show with Johnny J. Jones Exposition.

ACME UNITED SHOWS had a good week's business at Burnside, Ky., after a 150-mile jump from further south, infos Happy Preston.

IT IS Lloyd's Pony Ride with Imperial Shows, instead of "E. Floyd's," as appeared in the show's printed roster. Lloyd Meverden is manager, and Glenn Meverden officiates in the ticket box.

MERRY ROSE PERRY, of great weight, infos that her attraction with Marks Shows has been getting satisfactory business. Rose also informs that Mr. and Mrs. E. Beaudet's Motordrome, to which a miniature auto has been added (Mrs. Beaudet on the straight wall), has been having a nice business.

K. F. (Brownie) Smith received a letter from John T. McCaslin, and therein was something about Harry Bowen wanting to organize a quartet, and wanting Smith to sing tenor at a very attractive salary. "Brownie" might leave management of his shows to someone else and accept the offer, but—well, he sings bass.

C. W. CRACRAFT, general representative Mighty Sheesley Midway, was in Cincinnati a couple of days last week, a return after arranging for the show to play this week at Reading, O., suburb of Cincy. The first big railroad show there in many years. Cracraft is still wearing a cane because of sprained ankle. E. C. May, special agent, was also here in advance interest of the Sheesley organization.

M. JACKE MILLER (formerly billed as Mollie Jacke) is out of hospital after 10 months' confinement at Excelsior Springs, Mo., and undergoing two or more operations. Will be with a side show again this season, but not in usual work. Has sold all side-show paraphernalia and two trucks, and purchased a Studebaker convertible coupe; also has housecar. With brother, Bud, and son, Jacke Jr., has been visiting shows in that territory.

MOTHERS' DAY was observed on the Pan-American Shows in honor of all mothers with the show. Program, presented in the Minstrel Show top, included singing, dancing, readings and instrumental music numbers. Those taking part were the Page kiddies, Lola Larsen, Mary Wallace and Pauline Bushong. The mothers present were Mrs. H. B. Page, Mrs. Joe Cramor, Mrs. Lyle Bushong, Mrs. Jim Wallace, Mrs. Robert Garrison, Mrs. Mazie Moore and Mrs. H. B. Knapp.

Statements of "This show has only clean shows and concessions" and similar wordings have been deleted from all show letters (any and all shows). Probably some of the writers have been wondering "why." First, it would be superfluous—such methods are expected by the masses. Second, some of the writers were known to be "fibbing." Third, in order to be even-skeever among all shows, it's better to not print it in the news columns, giving space to more interesting news. By the way, the show letters are far more for show-folks' readings than for committees and fair secretaries. They never were intended as "readers," or "writeups"; instead, news "letters" on happenings (including members of the personnels) at stands played by shows.

TWO HOURS before he was scheduled to do his part in the Four Sensational Jacks, free act with Rubin & Cherry Exposition, at Jackson, Tenn., Ray Marion, manager the act and one of its features, was informed by telegram of the death of his wife, Sue Alrick, of the Four Queens, on Conklin's All-Canadian Shows at Kitchener, Ont. Sue Alrick Marion and Ray Marion were married about five years. She formerly worked in the same act with him, a Jack Schaller unit. The other members of the act, Jean Le Marr, Bob Blackstone and Jack Brick, presented the act that

night, and Ray returned to the act at Decatur, Ill., May 11. Owing to the fact that the remains of Mrs. Marion were cremated at Kitchener, Ray was unable to attend the funeral services.

PICKUPS from Hilderbrand's United Shows at Woodland, Calif.—Long jump from Los Angeles made in good time. . . . Many of the folks visited relatives en route. . . . Walton de Pellaton spent a day in Stockton and another in Oakland, visiting his family. . . . Mr. and Mrs. O. H. Hilderbrand visited Foley & Burk Shows. . . . Lucille King entertained with a dinner party. . . . Great Valencia departed and was substituted by Four Jacks as the second free attraction. . . . Mr. and Mrs. E. Pickard gave a dinner party. . . . Mrs. Charles Soderberg rapidly recovering from illness. . . . Mrs. Edith Lenzer joined with palmistry. . . . Hazel Fisher and Verna Seeborg visited relatives in El Cerrito. . . . Jerry Foster joined Sam Popkin's concession. . . . Frank Nosler departed for San Francisco. Mrs. Lester Howell meeting friends as cashier at Groff's cookhouse. . . . Charles Hellman returned to the Ben Martin concession.

Beckmann & Gerety Get River-Front Lot at Alton

ST. LOUIS, May 16.—For the first time in 12 years a carnival will play on the city-owned lot in Alton, Ill., known as Riverview Park, on the river front and two short blocks from the heart of the city. Thru the untiring efforts of L. S. (Larry) Hogan, general agent, and Macon E. Willis, special agent, of the Beckmann & Gerety Shows, they were finally able to swing the "city dads" to allow the show to exhibit there, starting May 18 and closing May 23.

Shows for years have been trying to get the city council and officials to allow them to play this choice lot, but to no avail. Willis, formerly with various carnivals, was appointed special agent of the Beckmann & Gerety Shows last week when the show arrived in St. Louis.

Jack Smith's Kinfolk Sought

CINCINNATI, May 16.—The following letter was received from A. J. Smith, Smith Funeral Home, Carthage, N. C.: "We have had a body in our morgue since April 6 and have been unable to get into communication with any relatives of the man. His name was Jack Smith and he advised a party in this community prior to his death that he had at one time been connected with a carnival company. The name of the carnival was not given, nor the length of time elapsed since his connection with a carnival company.

"The height of the man, five feet and nine inches; black hair, blue eyes, sal-low complexion and blind in left eye.

"We would be pleased if you put a notice in *The Billboard* about this man, and no doubt either his relatives or some of his close friends can be reached."

Kentucky Slaps on Refreshments Taxes

FRANKFORT, Ky., May 16.—Decision on amounts of taxes on soft drinks, candy, ice cream, chewing gum, nuts and other items to go into effect July 1 was completed last week by the State of Kentucky Legislature except for formal adjournment of the legislative body on Saturday.

Among the taxes are soft drinks, 1 cent a bottle; ice cream, 7 cents a quart; chewing gum, 1 cent a package or part of a package; candy, nuts and other items, 20 per cent.

Some weeks ago a sales tax which covered nearly all items was discontinued. The new tax is claimed to be toward balancing the State's next fiscal year budget.

Nail Playing Monroe Lots

MONROE, La., May 16.—C. W. Nail opened his riding devices here recently at Louisville avenue and Seventh street, three blocks from the new traffic bridge, to a very nice business. Merry-Go-Round—Leonard Figgins, clutch; Bill Johnson, ticket taker; Mrs. Nail, box office. Ferris Wheel—Sam Langford, clutch; Ben Owens, tickets. Mixup—George Barns, clutch; Virginia Ammons, tickets.

Mr. Nail, after playing in Monroe a few

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It's a new modern Popcorn Machine that gets the "play" and gets all the nickels and dimes. It has the "flash", with lights, color and motion. It really sells Popcorn.

AND BEST OF ALL!

It Pays a Handsome Profit of 70c Clear on Every Dollar in Sales!

It is a large capacity model, with a new "automatic eye" and thermostatic kettle that controls popping temperature. This positively takes the bother and guess work out of popping delicious corn and assures you of perfect results—always.

Made to Order for the Location That Needs Large Capacity and Ease of Operation.

All electric with new efficient popping unit that produces better than \$15.00 worth of corn per hour. Has display peanut compartment. New modern cabinet design, attractively trimmed in Chrome Plated steel with panels finished in red and black porcelain enamel.

Size—75" high, 36½" long, 26½" wide. All electric. Produces \$1.00 worth of corn for less than 1c in electricity, at average rate.

Nowadays it takes an up-to-date Popcorn Machine to get the maximum profits. Keep in step with this new, modern machine.

➔ **Low Priced!**

This big capacity, full cabinet size machine is **unusually low priced**. Convenient terms make it easy to own. Write for catalog.

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Also manufacturers of "PROGRESS" model—new modern full-cabinet size machine. All electric. Capacity \$8.00 per hour. **Only \$30.00 down.** Write for catalog.

weeks, will go on the road with his newspapers have given the show some nice notices. Manager Nail has had everything newly painted and everything he has been for some time. The local was repaired.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 16.—This will be the last column to appear in print prior to the hearing granted the association with reference to its application for a reduction in railroad rates and the elimination of demurrage charges. The hearing is scheduled to be held on May 26, at 11 a.m. (Eastern Daylight-Saving Time), at the offices of the Trunk Line Association in the Central Building, 143 Liberty street, New York City.

Word received at this office indicates that leaders among railroad carnival men will be present in person or by representative to present a united front on behalf of the railroad shows in the carnival industry to the Freight Traffic Managers' Committee, which will be conducting the hearing.

We have had word on the subject from Mighty Sheesley Midway, with reference to representation at the meeting. Likewise, Rubin Gruber, president Rubin & Cherry Exposition, has written that his shows will be represented by J. C. McCaffery, and Dodson's World Fair Shows will have present at the hearing both M. G. and C. G. Dodson. Other shows are yet to be heard from, and present indications are that a very representative group of showmen will be on hand to support the application of the association for relief.

It is our plan to be available at New York City the day prior to the hearing for the purpose of discussing the actions of the association and its representatives at the hearing. Too, we will want to discuss the contents of the brief which we plan to file with the Freight Traffic Managers' Committee.

We cannot overstress the importance of having a full representation of all railroad carnivals present, and we would appreciate those planning to attend advising us at once. If attendance is impossible we would like to hear the views of shows by letter, so we may be able to express their attitudes at the hearing.

We will be able to be reached on or before May 23 at the American Carnivals Association office, 415 Central Trust Building, Rochester, N. Y., and from May 24 we can be reached at the Cumberland Hotel, New York City.

Hilderbrand's United Shows

Eureka, Calif. Five days ended May 10. Location, 13th at J street. No auspices. Weather, fair. Business, good. Banner stand of the season so far. Crowds remained until the wee hours of mornings. Lucille King's broadcasting program obtained startling results. Lillian La France's Motordrome topped the midway nightly. The Ferris Wheel, Mixup and Loop ran a race for top honors for rides. Two extra ticket boxes placed at the marquee to take care of the incoming crowds. The Four Jacks, featuring Mr. and Mrs. John Gibson and Mr. and Mrs. Charles Marshall, made a hit, also Capt. Charles Soderberg made front pages of the local dailies. A local truck smashed into the rear of one of the large trucks and was demolished, the show truck escaped damage. William Groff's commissary truck fell by the wayside en route. The cause of these mishaps was heavy rain that prevailed during the entire trip. A banquet was tendered to the officials of the company by the staff of the KIEM broadcasting station. R. C. Johnston acting as official host. By special request members of the show attended the Mothers' Day services at the Presbyterian Church, at which Rev. Irvin Askim officiated. Mr. and Mrs. L. Wilson added another concession. En route, a number of the folks camped all night at scenic locations. Chuck Collier joined the Ferris Wheel crew. Little Tommy Elhart celebrated his fourth birthday with a grand party. Mrs. Jack Elhart was confined to bed by illness. Mrs. Ralph Balcom's photo gallery had heavy business, also Jimmy Lynch's grab concessions. Mrs. Edith Lenzner's palmistry concession has a beautiful panel front. Pappy Miller's skyrocket bombs attracted attention nightly. Mr. and Mrs. Harry Stucker's kiddie auto ride enjoyed a profitable week. Mrs. Lester Howell was all smiles, business good at the cookhouse. Dutch Webber appointed canvas superintendent. George Vanderhoef became master the marquee. Mrs. Irene Gibson, of the Four Jacks, met with an accident and

was confined to her bed two days. Matinees daily with a large attendance. Sam Popkins added another concession. The show's last location in California until fall, the next stand in Oregon. WALTON DE PELLATON.

R. H. Work Shows

Baltimore, Md. Location, Chase and Luzerne streets. Week ended May 2. Weather, good. Business, good.

Mickey Mouse Show arrived and ready to go Monday. All repainted, making a real flash, and it enjoyed a nice week's business—added attraction of hairless mice called the "Nudist Colony." Helen Carson joined with her Girl Revue of 1936. George Marshall added three concessions. Al Gordon adding stock for his two concessions. Mr. and Mrs. H. E. McNaughton and family entertaining friends, also celebrating daughter's (Gertrude) 18th birthday and their own 20th wedding anniversary. Gertrude McNaughton at the front-gate ticket box. The free act, the Royal Duo, skaters, going over big. Mr. and Mrs. Ivan Kinter, Mr. Work's daughter, visited over the week-end. Manager Work received word that his son, R. H. Jr., who has been ill with scarlet fever, is well on the road to recovery.

Baltimore, Md. Baker and Warwick streets. Week ended May 9. Weather, good. Business, fair.

George Shearer and his family arrived with their Hillbilly Show. Saturday Mrs. Shearer received a wire that her mother had passed away in Cochranville, Pa. Mr. and Mrs. Shearer left Sunday to attend the funeral. Willie Green joined with his Minstrel Show, but did not get open this week due to framing the show and getting the performance whipped into shape. Sunday the writer and Manager Work were entertained at the home of Mr. and Mrs. Bert Martin (Great Bertina) with a delicious dinner. Martin now assistant manager the company he represents in Baltimore. H. E. McNaughton and crew rebuilding the platforms of the Tilt-a-Whirl. Thad Work, in charge of transportation, getting the show moved in good time. J. E. Burt getting lots laid out several days ahead. New electrical equipment has been added and a new transformer has been ordered. Bill Jackson, electrician, is still unable to get about without the aid of a cane, but keeps the show lit up. General Agent F. E. Kelly back from a booking trip with good reports.

HAZEL REDMOND.

United Shows of America

Wichita, Kan. Week ended May 9. Location, Mathewson pasture. Weather, good except one day. Business, good.

A new high record for attendance and gross receipts. People jammed the huge show grounds nightly, except Friday night, which was lost because of rain. Denny Howard made a perfect setup with a horseshoe midway. Homer Gilliland, contracting agent, had the Ferris Wheels covered with banners. The two sound trucks, one in advance, other back with the show, have modernistic finishings. Elsie Calvert's High Hat Revue was tops here, with Boston Towne and his Harlem on Parade, Sam Friedman's "Life" and Vogstead's Fountain of Youth running a close second. Max Goodman received compliments on his concessions. Both papers generous with space, The Beacon running art on front page for three consecutive days. Several broadcasts over local radio station with special script program, "Round and Round the Midway," with talent from different midway attractions. John and Mac Levan, publishers The Beacon, were nightly visitors with their families. Bill Shanklin, managing editor; Hank Givens, city editor of that paper, were also frequent visitors. Bill Floto, well-known ex-trouper, now manager of the Forum Auditorium, seen several times around the No. 1 wagon. Boys missed Butch Fredericks, who was absent on a business trip. Visits were exchanged with J. L. Landes Shows, exhibiting near by. Ted North and his players, who opened their tent theater here recently, also called to pay their respects. The children's matinee, Saturday, a huge success, the midway crowded with amusement-hungry kiddies. New idea of bank night on midway proving a real success. Bank gift given away at night and is surely holding the people on midway. Mr. and Mrs. Cassiano made the press wagon their home and several parties were given by this charming couple during the engagement.

ROY B. JONES.

FLASH!!

The Frontier Centennial of Fort Worth have granted me the exclusive on all Riding Devices and all Game Concessions. They insist on outstanding attractions—the bigger the better. Concessionaires with real money-getting games are welcome. Also would like to book new and outstanding Rides. Please contact

W. H. HAMES

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Good salary to Talkers that can produce. Can use Dwarfs, White or Colored. Sure money to all. Don't waste time writing. If you are capable come right on or wire. Jack Ryan, write. Prince Eric Zulong, get in touch with me immediately.

DAVID ROSEN, Mgr.

Wonderland Circus Side Show, 1314 Surf Ave., Coney Island, N. Y. Phone: MAYflower 9-2178.

WANT WORKING ACTS AND PLATFORM ATTRACTIONS

Including Fat Lady. Winsome Winnie, answer. Also good Contortionist, Comedy Juggler and good Popeye. Bob Saylor, answer. All address ART CONVERESE, Gooding Greater Shows, Kokomo, Ind., week May 18.

AL G. HODGE SHOWS, INC.

WANTS for Hammond, Ind., week of May 25th; Indiana Harbor and Gary to follow, all in steel district, mills working full time. Shows with or without own outfit or transportation. Any legitimate concession, Frozen Custard, etc. Peru this week, then Hammond next week. R. C. Ellis, contact me. Fair secretaries, we have a few open dates in Illinois, Wisconsin and Indiana. Want Rides that do not conflict. W. M. TUCKER, Mgr., as per route, or Box 32, Gary, Ind.



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Zeiger First at Salt Lake City

SALT LAKE CITY, May 16.—The C. F. Zeiger United Shows are playing here this week, located at Sugarhouse in suburban Fairmount Park. The show is featuring Capt. Ben Mouton's high-diving act and Topsy McGee, midget movie star, and her troupe of entertainers.

Good weather made good business. This is the first traveling show of the season here.

Beckmann & Gerety's Shows

St. Louis. Week ended May 10. Weather, good. Business, fair. Location, Grand and Laclede avenues.

Show train made a remarkable run from Joplin, partly due to good road bed and thru the expert management of trainmaster Arkie Bradford, who high-balled it right thru. Could have opened Monday night, but schedule had been set for a Tuesday opening. Altho the show has played this lot a number of years, this was the first time a pay gate has been put on and it proved very successful. The Peerless Potters joined after completing their engagement with the Cole Bros.' Circus at Chicago. Macom (Buddy) Willis, well-known show agent, the last two years piloting a whale unit, joined as special agent. George Davis, known to his intimate friends as "Toots," is setting a wonderful table in his circus-style cookhouse and the working boys and staff having nothing but praise for the genial steward. Visitors noted on the lot included George Christy, who was at the St. Louis Police Circus with his high-school horses and elephants; Mr. and Mrs. G. Davis, circus concessioners; Mrs. Chester

Monahan, Boots Feltman, Mr. and Mrs. Tom Allen, Betty McGee (granddaughter of Eddie Vaughan), Harry and Orville Hennes, Joe Scholbo, Billie Streeter, Mr. and Mrs. Earl Strout and Vivien and Whitey Miller, of the Hennies Bros.' Shows, playing East St. Louis; John Francis, whose show was at Decatur; Charlie Goss, of Chevrolet and "match" fame, from East St. Louis; Ned Torti, of Wisconsin De Luxe Company; Mr. and Mrs. Toney Martone, from Kansas City; Art Daily, former agent this show, now auditor in probate judge's office here; D. D. Murphy and Pete Brophy and Mr. Dee Lang, of the shows bearing that name; Frank Joerling, of the St. Louis office of The Billboard, and Abner K. Kline, talking Loop-o-Planes.

KENT HOSMER.

Peerless Exposition Shows

Morgantown, W. Va. Week ended May 2. Weather, unfavorable. Business, fair.

Red Moran, with his big Ten-in-One, was the first to open as usual, altho Berry Bros.' Circus came close to making it a dead heat. Harvey Potts had a slow start with the Hawaiian Show but made a splendid finish, and all the other shows did very well.

TEDDY STRIMPLE.

O'Briens Buy Lion

CINCINNATI, May 16.—W. J. (Bill) O'Brien, of O'Brien Bros., advised by wire today from Chelsea, Mass., that a wrestling lion had been purchased from Bill Blomberg to be presented in an act at his European Museum, Revere Beach, Mass., with Kay Buhrmeister as trainer.

Wholesale Merchandise

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Amusement Park Concessions Up Sale of Novelty Merchandise

The opening of the amusement park season has already stimulated a sharp advance in the sale of merchandise for use as concession prizes and awards. While the official opening of many of the parks is still in the offing, the volume of novelty items requested in advance orders, plus the amount of goods in the concessions of the early openers, portends a good season for the industry.

While in this field there is not such a wealth of new creations, the old standbys are presented in more attractive forms than ever. The new flapper boudoir dolls, for instance, are offered in a profusion of sizes, colors and materials and overcome much of the former cheap, gaudy appearance and yet attract much business.

As was generally expected, glassware and china pieces are among the more popular larger items featured. Dish sets, especially because of the new methods of display, have become established for concession use and their attraction value is resulting in their adoption by more and more operators.

Pottery items, too, having a great deal of flash as well as usefulness are getting prominent display among the larger items, for their appeal outranks many other articles thought indispensable before.

There is also a goodly featuring of home accessories such as electric clocks, metal and wooden trays, cocktail equipment, ash trays and the like. An encouraging trend is noted in the more frequent selection this year of this merchandise from lines offered by nationally known firms, giving the public assurance of top quality.

Among the many novelties which go to make up the lesser awards at the various concessions there is a violent leaning toward capitalizing on the popu-

larity of comic and movie characters of prominence. Balloon designs, coat pins, badges, rings and dozens of other small items feature almost anybody or anything of radio, movie or comic fame, including Mickey Mouse, Dizzy Dean, Joe Brown, Joe Penner and his duck, Will Rogers, the Graf Zeppelin, the Normandie and others.

The many new types of concessions in amusement parks featuring merchandise and novelties as awards and prizes is of especial significance to the industry, for the new trend is in response to the desires of the general public as evidenced by their willingness to play heavily for them.

Appliance Sales Up

NEW YORK, May 16.—Mothers' Day brought with it an increase of over 35 per cent in electrical appliance sales, large outlets here have reported.

It is said that many of the leading firms have been able to get rid of electrical appliances which they believed they would necessarily have had to carry over until the fall and winter season.

The general trend to this sort of merchandise, it is rumored, is due to the heavy promotional campaigns which were featured by the leading public utilities and other large outlets for some months and weeks prior to Mothers' Day.

In general this past Mothers' Day has been responsible for some of the greatest sales of wholesale merchandise which has ever been enjoyed for any holiday of this character.

The appliances were not only sold thru many outlets here but orders continued to come in from out of town

Decline in Retail Sales Is Arrested

The decline in retail sales was halted by warmer weather in the past week and a rapidly accelerating demand has been reflected in reports from practically all lines of retail distribution, according to Dun & Bradstreet, Inc.

General averages indicate a 5 per cent gain over the previous week and continuing even with a year ago. The largest gains were recorded in men's clothing, shoes and hats; while the demand for women's dresses, pastel suits, millinery and hosiery widened considerably. Staple groceries moved better, principally as a result of lower prices. House furnishings, hardware, refrigerators, furniture and sporting goods continue to find an increasingly active market.

A sharp rise in wholesale distribution is anticipated as dealers find it necessary to replenish inventories of spring merchandise. The demand for builders' supplies, lumber, roofing materials, industrial machinery and gardening implements has increased sufficiently to maintain the general wholesale index 15 per cent above a year ago.

from premium men everywhere in the country for immediate delivery.

It was also possible to make immediate deliveries at this time due to stock on hand and therefore the electrical appliances which were sold during the week prior to Mothers' Day run into a very sizable figure.

Another stimulating report has been the fact that the more expensive appliances reached record sales. It was doubtful whether at this season of the year the more expensive items would be purchased, but, with thanks to the promotional efforts of the large outlets, the premium-merchandise industry claims it has cleared its shelves in most cases of large stocks of electrical appliances.

Sporting Goods More Popular Than in '35

NEW YORK, May 16.—Concurrent with the report of the large retail outlets that they are enjoying a tremendous demand for sporting goods of diversified type at this time come reports from leading wholesale merchandise firms that this is also true of this industry at this time.

The general prediction is that more sporting goods will be sold this year than at any time since 1929. It is believed that the demand for many items is also being boomed by the unusually fine weather conditions being enjoyed almost everywhere in the country.

Baseball equipment, ranging from fielders' gloves to uniforms, tennis racquets, balls, nets, etc., baseball bats, badminton and archery sets, and many other items, including the popular golf sticks, complete golf sets, golf balls, etc., are getting the fastest play which the industry has ever enjoyed.

This past year when much of the sporting goods was again reintroduced to the industry there was a general belief that this renewal of interest was more or less spotty.

Since then it has been discovered that the demand was national and that the premium-merchandise industry is greatly profiting by it.

It was also reported here this past week that some of the largest orders in years have been placed for sporting-goods items and that the reorders which have been coming in from out of town show that interest continues at a fast pace.

This year fishing sets of every type have been getting a great play. Trout reels enjoyed a fine season. Deep-sea fishing outfits have been moving at a rapid pace. Displays of this item, along with the bait-casting sets, are shown at attractive popular prices, ranging from \$2 to \$4, and are getting a great reception.

Drop Reported in Foreign Premium Use

NEW YORK, May 16.—As reported in this department of the May 2 issue of *The Billboard*, there has been a definite drop in the sale of foreign premiums in this country to the point where such outstanding papers as *The New York Times* have given this fact recognition in their business columns.

The New York Times reports: "Efforts of certain foreign manufacturers to get a share of the large annual volume of premium business in this market have met with little success to date, competing producers said yesterday. Manufacturers who supply goods to grocery, tobacco, drug and numerous other lines of industry have appealed to producers to confine purchases to domestic premiums only. As a result, manufacturers in other nations have been losing business to the American companies."

Boom Expected in Major Appliances

New high records are expected to be set this spring in the sale of major household appliances such as stoves, washing machines, refrigerators, ironers and sewing machines, according to all leading makers.

The American Washing Machine Manufacturers' Association reports that practically all factories of companies belonging to the association are working full time and the industry is employing more workers than ever before. Manufacturers of sewing machines report that they are having the busiest spring season in 10 years. The factory of one company has been working 13 hours a day for the last two months.

Large Concerns Aid in Making Public Premium Conscious

NEW YORK, May 16.—The Colgate-Palmolive-Peet Company is using newspapers and the radio to promote a new finger brush at this time in conjunction with the sale of one of its soaps.

The brush, claimed to be worth \$1, will be given for 10c with two of the tops of 10-cent package of Supersuds or one 20-cent package.

This offer follows up the one previously used by this firm wherein it gave away a complexion brush with the purchase of Palmolive Soap.

Premium interest is continuing to grow. The larger manufacturers everywhere in the country are recognizing the public demand for premiums. It was stated some time ago in *The Billboard*, wherein the meeting of the premium advertising division was reported, that there was certain to be a 20 per cent rise in the use of premiums this year by the national manufacturer.

These manufacturers are aiding the entire premium merchandise industry with such offers. They immediately gain tremendous interest from the public for premiums.

Digger machine men have noted these offers and many of them are featuring items already being offered as premiums in their machines. They state that the national advertising given to such items immediately attracts greater interest to their machines.

Wholesalers also report increased sales on many items which are featured in the newspapers, magazines and radio by the national manufacturer.

Some of the items now being featured by Brown & Williamson Tobacco Company in its new catalog, *Premiums*, have gained national attention thru large space display in the newspapers and national magazines. These items have found increased sales in many wholesale outlets due to this advertising and many premium men are noted to be following up the demand which is occasioned for many items by instantly displaying them and using attractive prices.

The wholesale merchandise industry in general is reported to be closely following in the footsteps of large national manufacturers featuring premiums at this time and greatly profiting from the attendant publicity.

Merchandise Mart Summer Gift Markets Aug. 3-15

The gift industry has become so important and the demand for exhibit and display space so great that exhibitors of other lines are being moved off the 15th floor of the Merchandise Mart, Chicago, in order to give giftware and its allied lines, china, glassware and pottery an exclusive floor of their own. This will give new giftware exhibitors ample time to move in and be ready for the Merchandise Mart Gift Show August 3-15, held concurrently this season with the Merchandise Mart's china, glassware and pottery markets.

This announcement is great news for giftware exhibitors and buyers alike. For it means concentration of exhibits and maximum traffic in buyers the year round. Most giftware buyers also buy glassware and pottery, and with this concentration on the 15th floor their task is further simplified.

The new lamp section on the 12th floor will be ready for occupancy in time for the Lamp Market, July 6-18.

These expansions, costing nearly \$250,000, are being made solely for the purpose of providing more convenient and attractive quarters for exhibitors and of making it easier for buyers to do a thorough job by having all the merchandise they want on one floor.

Buyers from all over the country are planning to attend these giftware and glassware markets. Other major markets expected to draw a good attendance during the period from July 6 to 18, inclusive, include the Merchandise Mart Furniture Market, the Merchandise Mart Floor Covering Market, the Merchandise Mart Lamp Market, the House Furnishings and Electrical Appliance Market and the 10th semi-annual Curtain and Drapery Exhibit (July 6-15, inclusive).

Important Announcement

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

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

NEW CATALOG OUT

No Concessionaire, Pitch Man, Salesboard and Claw Operator should be without our 2 new Summer Catalogs, 320 pages of merchandise.

8-INCH SIZE \$2.00 DOZ.



CHROME BOATS

A big flashy Boat, the most popular seller of them all. Big carnival item this season. Never retailed for less than 50c to \$1.00.

Costs you less than 17c Each, Order No. B21 Per Dozen, \$2.00 Per Gross, \$22.50 No. B2106—Six-inch Blue Mirrors for above. Dozen \$2.00



STUFFED DOGS

B211 — Standing and Sitting 7" Dogs. Has voice and bright colors. \$9.50 Per Gross B212 — 7" Plush Dogs. Assorted. \$1.95 Per Dozen B213 — 9 1/2-inch Sitting Rabbits. Per Dozen 85c

BLANKETS

B214 — 64x76" Indian and Jacquard Designs. Biggest Value in U. S. Each \$1.10 Case Lots of 25. Each 98c B215 — 66x80" Heavy Weight as above. Each \$1.35 25% Deposit Required on C. O. D. Orders. JOSEPH HAGN COMPANY "The World's Bargain House," Dept. BB, 217 W. MADISON ST., CHICAGO, ILL.

NEW ITEMS

New Sun Tan Oil

An unusual Sun Tan Oil is being introduced by Dopkins & Company. It is called Paramount Sun Tan Oil and is said to be a knockout. It is a fine quality oil and enough of it is supplied for the money to do a thoro sun-protecting job. It is put up in a beautiful, modernistic bottle and priced low to get the business. Should make a good pitch item.

New Type Can Opener

The Herman Specialty Company is manufacturing a new type of can opener with premium possibilities. It has increased leverage, but is guaranteed not to mar any cover. It has a corrugated lining which protects the cover, no matter how much pressure is applied.

Mark Jay Pen Set

The new "Mark Jay" pen set is meeting with approval among premium users, claw men and operators, because the set shows real value and has the flash that is needed for the trade. The pencil is made to repel, expel and propel. The pen has a comb feed and is fitted with a 14K gold-plated point that will not corrode. The pen and pencil is fitted with a modern clip. Set is sold by M. B. Waterman & Company.

Lever Spray Hose Nozzle

An entirely new style hose nozzle is the latest aid for the home owner, the gardener or anyone who uses a hose. The new nozzle fits the hand naturally and a slight pressure on the lever handle regulates to any degree of stream or spray desired. By releasing the pressure (See NEW ITEMS on page 64)

Write in the Dark

You can write in the dark with the new Nite-Lite pencil featured by Nite-Lite Pencil Products. Turn the switch at the top of the pencil and light floods the paper as you write. It can also be used as a pocket flashlight. It uses standard leads, battery and bulb. It is lightweight, attractively finished, 5 1/2 inches long and sells at a popular price.

"Centennial" Shirts

"The Gaucho," the "Wha-Hoo" and the "Texas Ranger" are three startling cowboy shirts being introduced by the Joel Isaacs Shirt Company. They come in guaranteed vat dye colors: Navy, seal brown, black, shutter green, orange, wine and white. These shirts are naturals for the Texas Centennial, for rodeo and circus performers and for concessioners everywhere. They should also make exceptionally fine premium numbers.

Another "Winky" Toy

"Winky" Sailor is a new addition to the unusual Winky toy family. Pat him on the back, shake his hand or rub his tummy and he puffs a pipe. The "tobacco" in the pipe glows and dies just like tobacco in a real pipe. "Winky" Sailor is a bulldog 20 inches high, dressed in a smart, appealing sailor suit and hat. The pipe glow is operated by a battery in "Winky" Sailor's arm. The battery can be easily replaced by unscrewing the arm. There are also Lazy Cats, Scotties, Bear Cubs and Rabbits in the "Winky" line. They should prove to be exceptionally fine concession items. National French Fancy Novelty Company, Inc., are the manufacturers.

The "Chair" for Mosquitoes

An electric chair for mosquitoes. That's one for the book and Bob Ripley. Independent Lamp Works is merchandising this electric contrivance and they say it really does the trick. It is a square-shaped affair about four inches high, thru the center of which an electric bulb is inserted. Tightly wound around the square frame are a series of wire strands. Between the bulb and the wires is a light blue fabric. When the bulb is connected to an ordinary light socket the blue light given off is supposed to fascinate and attract the mosquito. When the unsuspecting mosquito touches the wire strands he is electrocuted.

New "Joe Louis" Novelty

Joe Louis Novelties, Inc., who introduced the Joe Louis autographed ring, has just placed the Joe Louis Tie Holder on the market. The tie holder is gold-plated and this company expects exceptional business during the summer months, when vests are discarded and the tie holder is shown attached to the tie. Ed Kasselle, president of Joe Louis, Inc., expects to run promotion and tie-up material with the coming Joe Louis-Max Schmeling fight, which is booked for the middle of June. He also has other Joe Louis novelties which will be ready to market in a short time.

B & N'S MAY VALUES

ALKALINE SELTZER TABLETS, 30 Tablets to Card, Card, .35 BLACK PEPPER or CINNAMON, 3-Oz Can. Dozen, .50c Gross PURCHASABLE SHOE POLISH, 4-Oz. Gross, \$5.75 SUN GLASSES — 1 Dozen on a Card, Dozen .84

WALKING STICKS — UMBRELLAS CENTENNIAL FOUNTAIN PEN SETS — CENTENNIAL BILL FOLDS and Many Other Items. Write Dallas, Tex., Branch, 1914 Main Street.

Please Include 25% Deposit on All C. O. D. Orders. Order From This Ad or Write for Our Big Free Catalog.

B & N SALES — Same Day Service

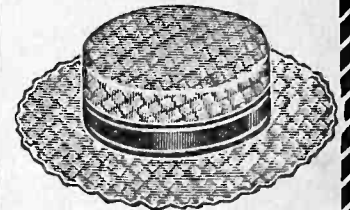
CLEVELAND, O. — 1444 West 3d St. CHICAGO, ILL. — 115 South Wells St. CINCINNATI, O. — 1005 Vine St. DETROIT, MICH. — 527 Woodward Ave. MILWAUKEE, WIS. — 1006 No. 3d St. ST. LOUIS, MO. — 112 North Broadway. PITTSBURGH, PA. — 987 Liberty Ave. DALLAS, TEX. — 1914 Main St. Order From Your Nearest Branch

Get your copy of Our New Catalog No. B126

1100 Pages of The Greatest Values Money Ever Bought Don't Wait—Send A Request Now!



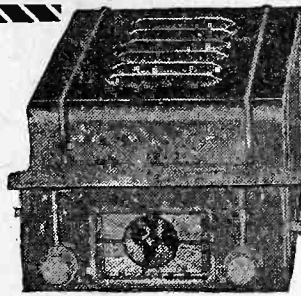
It's New! 6 1/2 inch Celluloid Carnival Doll Per Gross 9.25 Per Dozen .80 B34N141



The Hat of the Season Per Gross 8.00 Per Doz. 70c Miniature Straw Hat, 6" overall. Has two-color band. Here is the hat that will go to town this year.

B51N3—FLAG BOW PINS. Per Gross .45 B51N32—4x6" GILT SPEAR COATON FLAG. Per Gross 2.10 B52N13—8x12" GILT SPEAR COATON FLAG. Per Gr. 3.60 B52N14—10x15" GILT SPEAR COATON FLAG. Per Gr. 6.00 B52N16—12x18" GILT SPEAR COATON FLAG. Per Gr. 7.20

N. SHURE CO. Adams and Wells Sts. CHICAGO



QUALITY AT A PRICE. Advanced 1937 Model 5 Tube Super Heterdyne AUTO RADIO

\$14.95 IN LOTS OF 6

SAMPLE \$16.95

F. O. B., N. Y. 25% Deposit, Bal. C. O. D.

Compact, single unit, fits under any instrument panel. Will bring in Local and Distant Stations. Fully equipped. Exceptional selectivity and sensitivity. ALL THE FEATURES OF A \$37.50 SET

R. C. A. Licensed Rathen Tubes, Dynamic Speaker, Illuminated Airplane Dial. Completely shielded, no Suppressors needed. Powerful! Plenty of Volume! Send for Circular.

Playland Supply Co., 118 East 28th St., New York

CONCESSION & PITCHMEN 12 SPECIALS

Double-Edge Blades, Etched, Celophaned, 1,000. \$2.75 Army & Navy Needle Books. Gross. 1.25 Note Books. Gross. .85 Note Books with Pencils. Gross. 4.20 Metal Pencils, Propel and Repel. Gro. 2.75 Tie & Collar Sets. Gross. 1.85 Lucky Charms, Assorted. Gross. .85 Sun Glasses, Pair on Card. Dozen. .75 Willson Goggles, Octagon Shape, Assorted Colors. Dozen. 1.50 Metal Key Rings. Gross. 1.25 Harmonicas. Gross. 3.50 Dice Lamps. Dozen. 8.40 20% With Order. Send for Catalog.

OWL TRADING CO., INC. 867 Broadway, New York, N. Y.

French Flapper Dolls

No. 96

\$24.00 Doz.



Beautiful Boudoir Dolls attract business. Doll 32 inches high and elaborately dressed in fine satin and lace. It outclasses anything ever offered at this price. 25% with Orders. Jobbers & Distributors wanted.

STANDARD DOLL CO. Inc. 35 E. 32 St., N. Y. C.

THE NEW BROADWAY WATCH

Guaranteed for one year. It is good looking and will keep accurate time.

7 Jewels \$3.75

Have you tried the New Lapel Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.

7 Jewels \$3.95

25% deposit, balance C. O. D. Sample Watch, 25c Extra. Write for New 1936 Catalog.

CONSOLIDATED WATCH CO. 65 Nassau St., N. Y. CITY

"BROWN BOMBER" STATUES

Get Ready for a Quick Cleanup. Marvelous 12" Bronze Finish Statue of the Bomber in Lifelike Fighting Pose. Colored Folks Wild Over Them. Attractive Salesboard Deals. Sample, \$1.00. \$5.40 per Dozen. Act Quick. Be First. GAIR MFG. CO., 1818 Sunnyside, Chicago.

MIDWEST SPECIALS



BB22 — NOV. ELTY CIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has rubber tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00. Sample, Prepaid, 25c in Stamps. B100 — BEACON MAGNET & MINGO BLANKETS. Case Lots, Each... \$1.50 B101 — BEACON SHAWLS. Case Lots. Each... 1.90

B102 — 17-Piece TEA SETS, Large Pot. Case Lots, Per Set... \$ 1.00 B123 — OAK TOSS-UPS. Gross... 7.00 B108 — Heavy PARADE CANES, best quality. Gross... 16.50 B109 — PARADE CANES, medium wt., Silver Inlaid handles. Gross... 10.00 B110 — PARASOLS. Floral Cloth. Gr. .85 B114 — BALLOONS, Circus and Carnival Prints. Gross... 2.50 B114 — CANDY, large, flashy giveaway. Per thousand packages... 10.00 B116 — TOOTH PICK KNIVES, 3 blade, Jan. Gross... .75 B119 — BOUNDER BASE BALLS, Dz. 1.15 B121 — BASE BALLS, Special. Dozen. .80 B122 — SWAGGER STICKS, Bright Colors. Gross... 6.00 SPECIAL Indian Design Blankets, Each... 1.25 We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you, 25% with order, balance C. O. D. NEW CATALOG SOON.

MIDWEST MERCHANDISE CO. 1026-28 BROADWAY, KANSAS CITY, MISSOURI.

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

PLAY SAFE!

20 YEARS of PRICE LEADERSHIP
Is Your Assurance of Getting the
Best Values on the Market

Postal Brings FREE CATALOG of
Thousands of Bargains.

Order from NEW YORK and Get Direct
IMPORT and FACTORY Prices.

We Have No Branches
Outside of New York

MILLS SALES CO.

901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST., NEW YORK

NOTES from SUPPLY HOUSES

The Stationers Specialty Corp., of which Adolf Fleischauer is president, has moved to greatly enlarged space at 19 West 21st street, New York, where the salesroom, offices and factory will all be located under one roof for great convenience and production efficiency. The firm's line of desk pads, desk sets and desk accessories are now on display in the new showrooms, where they may be

seen more easily and to greater advantage.

More than 250 items are listed in the 1936 catalog of Du Kay, New Haven, Conn., which recently commenced its third year of business. In addition to its line, which now includes pen and pencil sets, blotter sets and desk accessories, book ends, ash trays, cigaret boxes, bud vases and paper weights, the firm plans a number of new items for the gift shows in August and September.

The Borkland Company, maker of the new fast-selling sport hat known as the Bolo, reports sales exceeding even pre-season optimism. The Bolo is an American-made helmet designed to be worn



with polo shirt by the athletically inclined men. It is ideal for the beach, the grand stand, the open road, tennis court, etc. The unique Borkland suspension permits air cooling and the utmost comfort on the hottest days. Priced at 25 cents, retail, the special design permits one size to fit all heads and makes the item ideal for premium use as well as general sales. The Borkland people are also manufacturers of the Amazon, a different shaped helmet with similar suspension.

Agents and pitchmen in the Southwest who intend dealing in Centennial merchandise will be interested in learning that the B & N Sales Company has a Texas branch at 1914 Main street, Dallas, with complete lines of pen sets, bill folds, walking sticks, etc.

William W. Goodman, president of Created Ideas, Inc., Cincinnati, makers of "Fuzfinish" scottie dogs and other similar items, recently returned from a trip thru the East where he obtained jobber representation on his products thru seaboard territory. Among jobbers stocking the new line are Charles Feldman, A. Ponnock, New York Novelty Company, John Klein, I. Robbins & Son, and the Successful Sales Company.

The 5-in-1 Kitchenaid, recently introduced by Acme Specialty Company, is

REMEMBER! Immediate Delivery at Advertised Prices!

Our Customers Satisfied For Over 10 Years.

- SUN TAN OIL—3-Oz. Bottle. Doz. . . 50c
 - DISINFECTANT—4-Oz. Bottle. Doz. . . 30c
 - FLY SPRAY—8-Oz. Doz. 65c
 - FLY SPRAY—16-Oz. Doz. 90c
 - BRILLIANTINE—3-Oz. Bot. Doz. . . 45c
 - SHOE LACES—27", Impt. Gro. . . 30c
 - FLY SWATTERS—With Long Handles. Doz. 20c
 - FLY RIBBON—Best Quality. 73c
 - CLAYSEL LATHER SHAVING CREAM—75c Tube. Doz. . . 70c
- SEND FOR FREE CATALOG.
3,500 Items.
25% Deposit With Orders.

BENGOR PRODUCTS CO. 10 E. 17th St., Dept. K, New York City

CARNIVAL SPECIALS

- American Made Base Balls Doz. 85c; Gro. \$10.00
- Swagger Sticks Doz. 55c; Gro. 6.00
- Cork Guns. Each 3.25
- Corks (Bag of 500). Bag. 90
- Give-Away Candy (Case of 250). 2.75

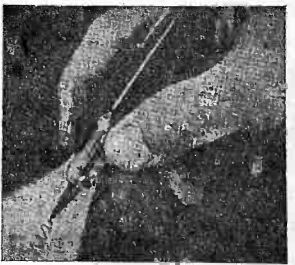
PLASTER—WHIPS—CANES
CANDY—BALLOONS—HATS
AT NEW LOW PRICES
25% Deposit Required with all C. O. D. Orders.

BE SURE TO RECEIVE OUR JUBILEE
1936 CATALOG READY ABOUT
MAY 15.

LEVIN BROS. TERRE HAUTE, INDIANA

"WRITE WITH LIGHT"

Remove the Pencil and it's a Pocket Flash Light.
\$4.50 Doz. Sample, 50c.
Special Quantity Discounts. Retailers for \$1.00.
Pat. & Mfd. by NITE LITE PENCIL PRODUCTS, 55 W. 42nd St., N. Y. C.



SAVE MONEY-TIME FREIGHT ORDER NOW

from the most centrally located novelty house in the country.
● Fullest Lines at Lowest Prices for
● House-to-House Canvassers,
● Wagon Salesmen, Agents,
● Pitchmen and Streetmen.
Sideline Mdse.—extra special gross, 60c.
● Free Catalog. Write
CHAMPION SPECIALTY CO.
814 Central St. KANSAS CITY, MO.



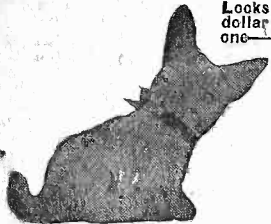
ELGIN & WALTHAM
Small size Pocket Watch, new YELLOW Round Cases, Fitted with R. B. 7-J Movements. In Lots of 3, \$2.65 Each
25% Deposit. Balance C. O. D. 50c Extra for Samples. SEND FOR NEW 1936 CATALOG. PILGRIM WATCH COMPANY, 161 Canal St., New York City.

ACTIVE MEN EARN BIG PROFITS. SELL MEN'S NECKWEAR
Order Today From These Fast Sellers.
Exquisite Wash Ties. . . \$.95 Doz.; \$ 9.00 Gr.
Silk-Lined Ties. 1.75 Doz.; 18.00 Gr.
Silk-Lined, Hand-Made CRAVATS. 4.25 Doz.; 45.00 Gr.
Remit with order and we will pay postage. Satisfaction Guaranteed or Money Refunded.
EXQUISITE CRAVAT CO.
234 Englewood Ave., Englewood, N. J.

STUFFED FUR ANIMALS
SPECIAL OFFER TO CARNIVAL CONCESSIONAIRES.
Large Fur Dog with genuine Leather Collar and Leash. Also 30-in. Fur Teddy Bear. We manufacture a variety of small Animals priced as low as \$2.00 per Dozen Up. Write for Particulars and Prices.
FAMOUS STUFFED ANIMAL CO.
135 West 20th Street, New York, N. Y.
Tel.: Chelsea 3-8879.

NEW — EXCLUSIVE — DIFFERENT — FUZZFINISH SCOTTIES

Looks and feels like real hair—a dollar number, if there ever was one—but your cost is only **PER DOZ. \$3.00**



Packed 18 Scotties to a case, shipping weight 31 pounds. Assorted six each; colors, black, white, henna. Each Scottie ribboned with a beautiful red satinette. This number is eight inches high with a durable finish. One-third cash with order, balance C. O. D. Sample Package, Six Assorted Fuzfinish Scotties, \$2.25, postpaid, cash with sample order. Write for Price List—New Line, New Items.



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

UNIVEX FOLDING CAMERA

Case is made of Metal, Crystal Finish; may be had in Black, Blue, Green, Grey or Brown. Very compactly constructed—size, closed, 3 3/4 x 2 3/8 in. May be used for snap or time pictures. Makes pictures size 1 1/4 x 1 1/2 in. One of the LATEST MODELS—very successful as a seller. Produces very excellent pictures that may be enlarged.

No. B101 CAMERA, \$.69 Each \$6.50 Ten For

No. B102 FILMS, for Above, Put Up 6 Exposures \$.85 In a Roll. Doz. Rolls

AMERICAN MADE LAPEL WATCH—14 S. Enamel bezel and back with Chrome center case. Assorted colors: Black, Ivory, Tan, Red, Green and Blue. Each with braided 6" cord attached to match color of enamel.
No. B100—Each . . . \$1.10 Ten For 10.50



SEND FOR CATALOG

ROHDE-SPENCER CO.

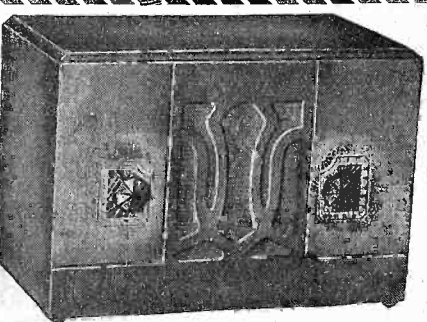
WHOLESALE HOUSE 223-25 W. Madison St., CHICAGO

TRY and BEAT IT!

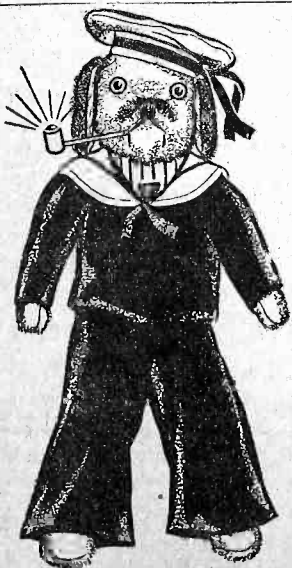
1936 Sensational Radio Bargain. Amazes all who hear and see it. Take advantage. Volume production makes this buy possible. There is nothing in the market costing 3 times as much that can touch it. LATEST MODEL.

NOW \$5.95 **5 TUBE RADIO**
In Lots of 6, Sample \$6.50

5 RCA Lic. Tubes
Including 1 Metal Tube.
Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current, Super-Tone Quality. Built-In Speaker, no ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalog on Request.



PLAYLAND SUPPLY CO.
118 East 28th St., NEW YORK CITY



The ONLY NEW STUFFED TOY SENSATION ON THE MARKET! "WINKY" SAILOR ACTUALLY SMOKES!

(Fully Protected by U. S. Patents)
"Winky" Sailor smokes a pipe. Pat him on the back, shake his hand or rub his tummy and he puffs the pipe. The "tobacco" in the pipe glows and dies just like tobacco in a real pipe.

Battery which causes light in pipe to go off and on is easily replaceable. "Winky" Sailor's arm screws off, a new battery is put in and "Winky" Sailor smokes his pipe again. Batteries have long life.

"Winky" Sailor is a Bull Dog 20 inches high, dressed in smart, appealing, colorful sailor suit and hat. Absolutely the cutest, most appealing doll novelty on the market. Order today, \$24.00 DOZEN.

Concessionaires at fairs, carnivals, celebrations, expositions, etc., can clean up with "Winky" Sailor! Premium users in all fields will find that "Winky" Sailor is the greatest money-maker they have ever used.

We also have a complete "WINKY" line of LAZY CATS and SCOTTIE DOGS (with electric flickering eyes) \$24.00 DOZ., and "WINKY" Bear Cub (with electric flickering eyes) \$18.00 DOZ. Write for free circular. Stock up now! Order your supply today! Get the money while the getting's good! 1/3 deposit with order, bal. C. O. D.

NATIONAL FRENCH FANCY NOV. CO.
2058 Pitkin Ave., BROOKLYN, N. Y.

REAL FLASH - REAL VALUE

Famous "MARK JAY" PEN SET
Assorted Colors.
ONLY 22c BOXED
In Gross Lots. Per Gross, \$31.68
Per Dozen, \$3.00
RUSH ORDERS
25% Dep. With Orders.
M.B. WATERMAN & CO.
526 S. DEARBORN ST., Chicago, Ill.

SELL NAP-TA-KING CLEANING CRYSTALS

MAKES CLEANING FLUID 2 1/2 GALLON.
New Startling Discovery, NAP-TA-KING COMPOUND. Cleans Silks, Woolens and other fabrics by dipping same as with Naptha. Odorless, non-explosive. 25c Package makes 10 Gallons Fluid. Fast seller. Wonderful repeater. Attractively boxed. Trial Order, \$1.00 per Dozen, postpaid, with 2 Demonstrators free. Sample 10c. **BN-5, NAP-TA-KING, 1500 W. Madison, Chicago, Ill.**

REX HONES Now Less Than 3c Each

\$4.25 a Gross
Send \$1.00, Bal. C. O. D. Plus Postage.
Each Hone in flashy silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Hone men are cleaning up. ACT QUICK. **REX-HONE MFRS., 1500 West Madison, BR-6, Chicago, Ill.**



STEADY SELLERS

at SENSATIONAL SMASH PRICES!

- TIRA BLADES, double edge, all blades uniform, guaranteed. Per 100 **23c**
- Single Edge Blades, with a back, Cellophane wrapped. Per 100 **45c**
- White Petroleum Jelly, No. 2 size. Gross **\$2.45**
- Styptic Pencils, Shaving, Cuts, etc. Dozen to box. Gross . . . **43c**
- Moth Tabs, 10c seller Doz. **22c**
- Mercurochrome, large size. Gross **\$4.00**
- Mercurochrome Strips and Plain (8 to envelope). Gross **\$1.85**
- Pocket Combs with Cases. Gross **\$3.60**

WE CARRY A COMPLETE LINE OF STANDARD PRODUCTS

Write Today For Free Catalog

JOS. JACOBS

28 East 17th St., NEW YORK CITY

going over even bigger than was anticipated, according to Mr. Baring, of Acme. The Kitchenaid is a good pitchman item and can be used effectively as a premium.

Men's short socks, with garter tops that require no garters, have recently been introduced in the Wholesale Hosiery Company line. These socks are going over big, says Joseph Kent, because with the warm weather many men find relief and comfort in garterless hose. For the ladies this firm has also added a pure silk, knee-length stocking with Lastex garter top, so that the ladies will not have to use garters either or find it necessary to roll their hose for the summer.

Henry Jacobs, of the Continental Merchandise Company, well-known importers, left for Japan recently. He will be back the first of August and at that time will have a complete new line of novelties and notions for the trade. Mr. Jacobs has a reputation of always coming back with something different and this trip will prove no exception, for he left with a number of concrete ideas for the manufacturing of new items.

Samuel Ressler, senior member of the firm of Reskrem Silver Manufacturing Company, New York City, is back at his office after a serious illness. Mr. Ressler's ailment required a major operation. He would like his many friends in the trade to know that he is fully recovered. Reskrem Silver firm is long established in the emblem manufacturing business and is favorably known thruout the country.

Gair Manufacturing Company informs us that interest in its "Brown Bomber" statues is again showing increased activity, no doubt due to the fact that the big fight will soon take place and both fighters are already in training and getting plenty of publicity. Of course, the Brown Bomber is the idol of the colored folks and with a stunning lifelike statue of their "champ," distributors find it an easy matter to cash in either on direct sales or with attractive salesboard deals.

Pakula & Company are moving into larger quarters, in the Kesner Building, Chicago (the same building they have been in). The rapid strides this firm has made since its inception a little more than four years ago necessitates the present expansion. Their new location is being equipped with a spacious display room, with modernistic fixtures and illumination. Harry Pakula, owner, was for many years associated with Alter & Company before going into his own business and is well known thruout the show world. During the first two seasons of the California Exposition Mr. Pakula maintained a branch in San Diego, so that he could give immediate service at all times. Incidentally, he is now in Dallas making arrangements for a similar branch in the Gulf Building to accommodate customers at the Dallas Centennial.

CIRCUS AND CARNIVAL WORKERS

We Are Headquarters for All Kinds of Novelties for Circuses, Carnivals and All Kinds of Games.



Latest Novelty, Celluloid Mae Dolls, with Earrings, Necklace, Hat and Cane. Gross \$9.60. Miller Rubber Inflated Toys—Pop-eye, Tom Mix, Pluto and Mickey Mouse. Gross \$8.40. Oak Rubber No. 8 Mickey Mouse Balloons. Gross \$3.00. Streetmen Special Balloons, Animal and Floral Designs. Gross \$3.00. Flying Birds, with Outside Whistles, Fancy Sticks. Gross \$2.00. Flying Birds, with Inside Whistles, Fancy Sticks. Gross \$2.50. Felt Cowboy Hats, Assorted Colors. Gross \$9.00 and \$18.00. Straw Hats with Feathers. Gross \$5.00. For Scapemen we have Bamboo, Dice and Light Crooked Handle Cans in two colors for \$8.40 per Gross. Also two-color Men's Walking Cans, \$18.00 Gross. Full line of Premiums for Bingo and Beano Games, Lamps, China, Clocks and Watches, Blankets and Silver Novelties. All orders shipped same day as received. 25% advance deposit required with all orders, balance shipped C. O. D. New catalogues are now ready.

NASELLA BROS. 46 Hanover St. Boston, Mass.

Whips . . . Loud Crackers—Plenty Flash
MADE IN U.S.A.
Alox Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo.
JOBBER - WRITE FOR PRICES

SLUM
For Give-Aways, Cranes, Concessionaires, FLAGS, BOW PINS, NOVELTIES FOR DECORATION DAY.
Also Streetmen's Novelties.
Cheapest Prices, Write for List.

HAMMER BROS. 110 Park Row, New York, N. Y.

ELGIN WATCHES, \$1.65 EACH
7-Jewel, 18 Size, White or Yellow Cases.
7-JEWEL, 16 SIZE ELGINS & WALTHAM, \$2.35.
FLASH CARNIVAL WATCHES, 50c Each.
Send for Price List.

GORDON'S SUMMER SPECIALS
HOT ITEMS AT LOW PRICES

- SUN GLASSES, 25c seller. Doz. . . . \$.72
 - TROPICAL HELMETS. Doz.72
 - STRAW COOLIE HATS, 12 in. Doz.80
 - SUN VISORS. Doz.72
 - BASEBALLS. Doz.70
 - CLOTH SAILOR HATS. Doz.65
 - FLAGS, 8x12", Doz.35
 - BOW PINS. Gross40
 - FIREMAN HATS. Doz.70
 - BALLOONS, 7", Gr., 72c; 8", Gr., \$1.25
- 1/3 Deposit on Orders, Balance C. O. D. Send for New Large Summer Catalog.
- GORDON NOVELTY CO.**
933 BROADWAY, NEW YORK CITY

O. K.'s SPECIALS

- BEACON, MAGNET AND MINGO BLANKETS. Ea. \$1.60. Case Lots \$1.50
 - TABLE LAMPS, large size, big variety. Each85
 - COFFEE DRIPOLATORS, 6 cup size, porcelain. Each75
 - ELECTRIC TOASTERS. Each80
 - ELECTRIC IRONS, 6 lbs. Each85
 - ALUMINUM 10-QT. COVERED SAUCE POT. Each90
 - PICNIC JUG, 1 gallon size. Each85
 - 15-PC. BLUE H. BALL SET, on 14" Chrome Tray. Each85
 - OAK MICKEY MOUSE TOSS UPS. Gross \$7.00 and4.25
 - SILK PARASOLS. Dozen \$1.25
 - MAE FEATHER DOLL, Hi-Hat, Cane, Necklace, Earrings. Gross9.00
 - SWAGGER CANES, China Heads. Gro. 8.75
 - HI-HAT FUR MONKEYS, 8". Gross4.00
 - Miniature STRAW HATS, 4 to nest. Gr. 4.00
 - PARADE CANES, Inlaid handles. Gr.9.50
 - BALLOONS, Streetmen Specials. Gr.2.50
 - MILLER INFLATED TOYS, Pop-Eye, Snake, Monkey and Elephant. Gr.8.40
- 25% deposit with order, balance C. O. D. Write for Catalogue of Premium Merchandise and Toys.

OSCAR KAUFMAN & BRO., INC.
630 Ninth Ave. (bet. 44th & 45th St.), N. Y. C.

LUCKY NUMBERS
FOR YOUR SUCCESS
1936
GAINING THE
DREAM BOOK
1000 ANSWERS
TO ALL QUESTIONS
YOUR HOROSCOPE
READING TONIGHT

NEW 1936 EDITION
GOING LIKE WILD FIRE!
Pitchmen, Streetmen, Dealers
—Barrel of Dollars for you.
Fastest selling item in America. Large (9x12) flashy, amazing Horoscope Dream Book with Lucky Numbers for each dream. Cost you \$4.00 per 100. Sample, 10 Cents. A Hot Number for the Texas Centennial.

NUTRIX NOVELTY CO.
223 E. 14th St., N. Y. C.

3 COWBOY SHIRTS THAT WILL GET THE MONEY at the TEXAS CENTENNIAL

AND ANYWHERE ELSE THEY ARE SHOWN!

Lone Star sensations! Cowboy Shirts with a kick! Shirts with more appeal, more color, more flash than anything else on the market. Hits that spirit of adventure in every boy from 6 to 60. Sell like hot-cakes. Smart operators are featuring wherever there is the talk of the Texas Centennial, and that is everywhere.

Read these descriptions! Stock up now!

(TOP) **THE GAUCHO:**— Open front, with eyelets that won't come off. Silk mercerized tie rope with fringed ends in contrast with the shirt. Comes in seven flashy guaranteed vat dye colors—Navy, Seal Brown, Black, Shutter Green, Orange, Wine and White. Sizes 13 to 17. **\$12.50 DOZ.**
Packed 1/4 Dozen solid color to box.

(Center) **THE WHA-HOO:**— Open front with eyelets that stay put. Silk mercerized tie rope with fringed ends in striking contrast to color of shirt. Five-point embroidered stars on collar points. Comes in seven guaranteed vat-dye colors—Navy, Seal Brown, Black, Shutter Green, Orange, Wine and White. Sizes: 13 to 17. **\$13.50 DOZ.**
Packed 1/4 Dozen solid colors to box.

(BOTTOM) **THE TEXAS RANGER**
Two-tone shirt . . . in a vivid black and orange combination. Contrasting color on cuffs, collar, pocket and centerpiece. White piping throughout. Two embroidered stars on two pockets. Sizes, 13 to 17. **\$15.00 DOZ.**
Packed 4/12 Dozen to box, 2 of each color combination.

You can't help cleaning up with these cowboy shirt sensations. Don't waste time. Rush your order today! Write for free two-color circulars and further details.

1/3 Deposit, Balance C. O. D.

JOEL ISAACS SHIRT CO.
1200 Broadway, New York, N. Y.

CIRCUS AND RODEO PERFORMERS

Write us for special two-color illustrated circular today! We can supply you the flashiest, most colorful shirts you ever saw for less money than you ever paid before!

DEMONSTRATORS-FAIR AND PEELER WORKERS

THE ONE AND ONLY

"DeVAULT WONDER PEELER-SLICER-SHREDDER"

with the oscillating blade and lifter made of finest tempered tool steel and follows the contour of fruits and vegetables, taking an onion skin peel—no waste—WILL GIVE YOU THAT EXTRA LARGE PROFIT.

BIGGEST SELLER AT SAN DIEGO FAIR

25c

Patented Feb. 5th, 1935. No. 1990127.

W. R. FEEMSTER COMPANY
154 E. Erie St. CHICAGO, ILL.
Sole Manufacturers and Distributors.

PEELS - SLICES - SHREDS - STRING BEANS, ETC.

Your New MONEY SAVING GUIDE

IS NOW READY!

Send for it Today!

Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

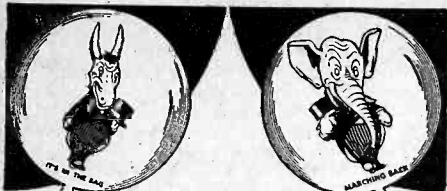
OUR PRICES DEFY COMPETITION!

If you're a live-wire Concessionaire, Pitchman, Demonstrator, Novelty Worker or Hustler, you simply can't afford to be without our New General Catalog. Don't fail to send for your free copy.

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

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OAK BRAND HY-TEX BALLOONS



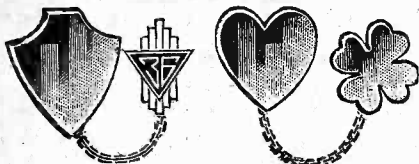
PRESIDENTIAL CAMPAIGN BALLOONS

A couple of popular numbers for the Republican and Democratic conventions and for the campaign following. Write to us for sample of each and names of jobbers from whom you can get prompt delivery of these special prints.

The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

ENGRAVERS, ATTENTION!! FRATERNITY GUARD PINS AND DOUBLE LUCKY LOVE PINS. Gold Finish.

\$1.35 DOZEN—\$15.00 GROSS INSTANT DELIVERY.



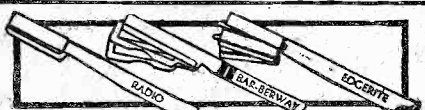
Send \$2.00 for No. 9 Line of Engraving Goods. Samples of PINS, BRACELETS, RINGS, etc. **H. PAKULA & CO.** 5 No. Wabash Ave., Chicago, Ill. Specialists for Demonstration Items.



HEADQUARTERS FOR SPECTACLES and GOGGLES

We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.

NEW ERA OPTICAL CO. Write for Optical Specialties Catalog BF43. 17 N. Wabash Ave., Chicago, Ill.



HAND STROPPERS

\$6.00 per Gross. RAZOR STROPS, \$4.80 to \$72.00 per Gro. **WALLENBECK MOLAND MFG. CO.** Sandwich, Ill.



EVERYTHING IN THE FOUNTAIN PEN AND PENCIL LINE

Write us your needs. **ARGO PEN-PENCIL CO., Inc.** 206 Broadway, NEW YORK CITY.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo. **2.95**

MY MONEY SAYS THAT I HAVE THE BEST LINE OF LOW PRICED PENS! My Pens Write—It's All in the Pen Point. Always at the head of the Pen Parade.

BANKER PENS AND BANKER PENCILS.
JAS. KELLEY, the Fountain Pen King, 487 B'way, N. Y. C.; **CHICAGO, 180 W. Adams St.**

SHOE LACES and FINDINGS

Most staple, best selling items. Buy direct from manufacturer. Send 25c for sample assortment and prices.

CAPITOL SHOE LACE AND FINDINGS CO., 135 Pitt St., New York, N. Y.

AGENTS—CREW WORKERS
Roach Powder, \$1.25 Doz., Mailed; \$6.00 1/2 Gross. Sample, 10c. **CHAS. C. RAY,** 705 N. Lemoche Ave., Evansville, Ind.

PITCHMEN
by **BILL BAKER**

(Cincinnati Office)

LITTLE CHIEF WHITE EAGLE . . . pipes in from Maud, Tex.: "We opened the show at Emory, Tex., April 18. We carry 14 people and have one of the biggest shows of our kind in this section of the country, including quite a few Indians from the Cherokee tribe. Also Joe (Toby) Purcell. We have new banners and a wonderful flash. Stage is 16 by 16, painted orange and black. I would appreciate reading a pipe from Bill Foot. Recently I had 'one of those things' happen to me. A black-face comedian came to me asking for a job. He also needed a license for his car. I gave him the job and bought his license for him. Soon after that he blew the show without notice. Now can you tell me what kind of a comedian he is?"

DOC JACK FLOYD . . . opens his med show this week in Missouri.

J. A. IRWIN . . . well known to medicine men because of his previous long affiliation with the Devore Manufacturing Company, called at the desk the past week. Irwin is now vice-president and general sales manager of Standard Medicines, Inc., Columbus, O., a newly formed company catering to medicine men.

"AM SHOOTING THIS . . ." pipe from the capital and it is pretty dull here," tells Ray Redding from Jefferson City, Mo. "Would like to read pipes from Beaman Yancey and Joe Harris. Have been watching the Final Curtain but fail to see their names, so guess they are still among the living. Would also like to read one from Bill Ellis. This city is open on your o. m. Several other towns here in Missouri also good on your o. m. Biz generally fair."

P. R. DEVORE . . . of the old Devore Manufacturing Company, dropped in for a visit at the Cincinnati office last week. P. R. is now operating under the name of the Consolidated Drug Company. Says business is great and looks for a banner year.

JEFF FARMER . . . shoots one in from Louisville: "I was recently discharged from the hospital at the National Home, Dayton, O., and naturally gravitated to 'ye old Kentucky Derby,' or is it 'Darby'? Seems that there is a standing controversy of many years on the correct way to pronounce the word. Anyway I found pitchmen's headquarters here wide open and with a hearty invitation extended to all workers. Spot is owned and conducted by Clarence Manion, and there are half a dozen trips and keisters, all filled, that can be used by anyone who has left his own with 'Uncle Ben' or otherwise disposed of them. This feature helped many an unfortunate brother the past winter. There is a roster on the wall that every visitor is asked to sign. To date there are some 300 names on it. The staff, now enjoying the first spring weather of the season, includes Doc William Gavort, oil; Doc Costello, oil; Lawrence Duff, ink sticks; Doc O'Connell, corn punk; Minett, birds and bal-

loons; a young lad known as Mac, working lots with polish, and myself with tonic. Quite a few are horsebacking, and McMillan is working blades. My old friend George Clark has been holding the same Jefferson street spot all winter with wire jewelry. Wonder if Jack Flowers remembers the fall of '34 when he, Clark and I camped out in Wilson, N. C., and the State troopers paid us a visit and thought they had five gallons of lush when in reality it was a jug of my oil. The entire bunch here descended bodily on Chief Red Feather's show, playing across the river at Jeffersonville, Ind. After the show we were treated, toasted and feted in the Chief's trailer. He has a real show and is located almost in front of the Colgate plant. Fourteen people and not a 'hamateur' in the bunch. He drew one of the biggest tips I have seen recently. The passouts on both med and candy reminded us of the good old days. Both Red Feather and his wife are natural born musicians and real folks. He will play near-by territory for a couple of weeks. The time draws nearer each day when those bonus bonds will be in the mail, and if all the plans for new joints, new trailers, outfits, etc., were laid end to end they would reach from here to—(?). But what's the use, some will materialize and many won't. But I do expect that lots of ex-service men will be rolling along in new cars, with new fronts, etc. So if we don't get it this fall we will have to have a better excuse than before."

BARNEY KAPLAN . . . Little Tex and Little Joe are working Lord's Prayer coins in a store demonstration on Fountain Square, Cincinnati.

"CHICAGO IS A PERFECT . . ." mecca for pitchmen, with everyone crying the blues," shoots Herman Williams. "There are a few who claim they are cleaning up, but notice they seem to live on coffee and. Maxwell street is loaded with them. Doc Jake Fox and Buffalo Cody are working the streets with Fruit-Lax under a special permit, Ray Herbers is in Buffalo, and Omar Kija is in Memphis. A good tip and sure winner to all pitchmen is for them to scratch Chi off their lists. It is closed and getting hot. Doc Duncan and wife were Maxwell street visitors last week. Doc Schyman is going into the pitch game again."

"THE MISSUS AND I . . ." have just completed reading current issue of *The Billboard*," pipes Tex Williams from Charlotte, N. C. "Last season we were with Doc Coy D. Hammack. We are changing out routine a bit this season. Instead of comedy or what have you we are handling advertising for a soft-drink concern. It is going over big in the South. Next stop Greensboro, then on to Winston-Salem. Plan on building a house trailer soon, equipping it with a p. a. system. Quite a few of the boys are working doorways here. Wonder why we don't read anything from the Bobby Wheelers. Things look like they will be in pretty fair shape thru this section this year."

"THE CENTENNIAL IS . . ." taking great form and is going to be the biggest thing ever pulled off in these parts," pipes A. L. Clark from Dallas. "I have gone from hosiery to hostelry and have opened three hotels here. Will keep a record of info on laws, readers, spots, celebrations, etc., for the benefit of folks coming this way. This is my official announcement of retirement from the pitch field. Have devoted 15 years of my life to the road, working about 3,000 towns in 20 States. I have worked them all and to this day I think the best town in the country under 10,000 population is Guntersville, Ala. The best one around 25,000 population is Lubbock, Tex. Best city in the South is Dallas. I had intended to work more of Missouri this season but scratched it because of a little bad luck. Other ranking small towns are

Cullman, Athens, Dothan, Clanton, Andalusia and Huntsville, Ala.; Morrilton, Hope, El Dorado, Springdale and Fayetteville, Ark.; Ada, Seminole, Frederick, Lawton, Chickasha, Durant, Okla.; Fayetteville, Shelbyville, Columbia, McMinnville, Lawrenceburg, Tenn., and Tyler, Kilgore, Midland, Lomesa, Plainview, Tex."

ART ENGEL . . . drops a line from Kansas City, Mo., to let us know the town is closed tight. He writes: "Am working a store here with the blood-pressure machine. Have been doing well. Would like to read 'em from Huber Fulton. Sam Berman, Charley Sullivan and Buss Maybein."

THOMAS CUNNINGHAM . . . is requested to get in touch with his brother Bill at once on a matter of urgent importance.

"WELL, HERE I AM . . ." after being in Daytona Beach, Fla., after being in St. Pete most of the winter," scribes Joe Hess, penman. "Met most of the boys and girls at the fairs and nearly all crying, but still eating plenty of steaks. Have been here two weeks, working a doorway with pens. Fred Scoville is here with peelers. We are not doing much but still making a living. Quite a few of the boys

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!



EVERYTHING IN FOUNTAIN PENS & SETS. **JOHN F. SULLIVAN** 458 Broadway, NEW YORK CITY. Fast Service Sully.

NEW NO-FLINT Automatic Gas Lighter

500% Profit. 25c seller to every Home, Office and Restaurant. Individual cards. Cost you \$1.00 a Dozen or 15 Dozen for \$8.00. Get free sample and all details quick.

NEW METHOD CO. Box BB-14, BRADFORD, PA.

Save 80%

Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.

THE N-R MFG. CO., Dept. H-61, Box 353, Hamilton, Ontario.

FOUNTAIN PENS

Western buyers order from us and save time. 54 varieties in every desired color, all equipped with improved Durium points. Two-tone points if desired. Get Our Newly Reduced Price List **STARR PEN CO., Dept. 7** 300 W. Adams St., Chicago, Ill.

NUDIST TIES

This new Tie Sensation comes in all colors. Only tie of its kind on the market. Order today. \$1.25 a Dozen, \$12.00 a Gross. **TEXAS CENTENNIAL TIES** (All Colors), \$1.25 a Dozen, \$12.00 a Gross. **SILK LINED FANCY TIES** (Assorted Patterns), \$1.00 Doz., \$9.00 Gro. Single Sample Ties, 25c Each. 25% Deposit. Balance C. O. D. **LEGION TIE CO., 703 Broadway, New York City.**

CASH IN NOW!

ON THIS SPRING AND SUMMER ITEM. Newly Patented, Nickel-Plated **LAWN MOWER SHARPENER.** Simple to operate. Every Home Owner a prospect. Sells for 50c. Costs \$2.00 per Dozen, \$23.00 per Gross. Orders of 6 Doz. or more shipped prepaid. 50% deposit with orders. Sample, 35c, postpaid. Write **CREED SHARPENER** 1917 Newcastle Avenue, Chicago, Ill.

MEDICINE HEADQUARTERS

A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request. **GENERAL PRODUCTS LABORATORIES,** Mfg. Pharmacists, 137 E. Spring St., Columbus.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. **EASTERN MILLS, EVERETT, MASS.**

WILL ROGERS 1,000 LATEST JOKES. 10,000 Laughs; Wiley Post Eulogy, 4c, sells 15c. Sample 10c. **Veterans' Magazine, Joke Book.** Going good. **VET'S SERVICE MAG., 157 Leonard St., New York.**

SELL HANDKERCHIEFS—Staple Profitable. Specialty Men Jobbers, Agents. Write **HANDKERCHIEFS, Dept. B, 3 W. 29th, New York City.**

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

NEW PEN SENSATION!



Grodin Plunger-Fill Vacuum Fountain Pens Just Pull the Plunger and the Pen is Full! Our Price on this is as unusually low as is our complete line of Pens, Pencils and Combination Pen and Pencil Sets. Write Today for Full Particulars. GRODIN PEN CO., 396 Broadway, New York, N. Y.

SPRING & SUMMER SPECIALTIES

Lowest Prices in The Country

	Gro.	Doz.	8'mple
Moth Tabs, 25c Size	\$ 5.40	470	5c
Moth Tabs, 10c Size	3.00	270	3c
Bowl Deodorant	3.50	35c	4c
Sun Glasses (Retail 25c)			
Carded	10.00	90c	8c
Bobby Pins, 36 on Card	3.00	270	3c
Aspirin Tablets, 12 to Tin	1.85	15c	2c
Aspirin Tablets, 100 Bot.	11.00	\$1.00	10c
Adhesive Tape, Clix Spool:			
1/2"x1"	2.10	20c	2c
1"x1"	2.75	25c	3c
1"x1 1/2"	5.25	45c	5c
1 1/2"x2 1/2"	5.25	45c	5c

OVER 1,000 FAST MOVING ITEMS.

1936 CATALOG READY Complete Lines of Blades, Shaving Creams and Tooth Pastes.

SPECIALY PRICED FLYER JUST OFF THE PRESS.

ORDERS for Less than \$5.00 to be paid in full. All others 25% deposit, balance C. O. D.—If Parcel Post Include Sufficient to Cover Postage. C. I. LEE CO., 20 E. 17th St., N. Y. City Serving the Jobber Since 1920.

are still passing thru daily going north. Kid Owens, that grand old man, and his wife are here at Ormond Beach. They had us up to dinner Sunday and it was a grand meal. Monday night we went out to Mrs. Welch's house for dinner. Welsh has jewelry in a store here. Cut up plenty of jackpots. Will be leaving here this week heading north. Guess it will be Asbury Park again. Will tell them the story about the pens. Hope all the boys and girls are getting a little of that green stuff."

BEN BENSON . . . 40 years a pitchman and a delegate to the hobo convention, held in Louisville, Ky., May 2-9, was a Cincinnati office visitor last week. Benson, who is a profile sketch artist, left Los Angeles the latter part of March. He advises pitchmen to keep away from California and the Panhandle country. Said the Crafts Shows treated him well when he met the outfit at Brawley, Calif.

"WORKING COILS HERE . . . at shops," tells John Murray from South Bend, Ind. "John Moldenhauer is here with hones; Mickey Romella with glass-cutters, Earl Godfrey flukum. Met Sam Coe at Akron, O., working gummy and his wife with horn nuts. They still have their dog, Lee. Does a swell bally juggling a potato. What's become of Barnett and Davidson? Pipe in, boys."

"WELL, THE BOYS . . . are all heading for the Centennial at Dallas," postcards Harry Woodruff,

Pitchmen I Have Met

By SID SIDENBERG

One of the most popular and prosperous medicine pitchmen I have met recently is Vernal W. Tate, better known as "Chief Red Wolf" to the boys and girls of the pitching fraternity. Tate had the surname of Vernal bestowed on him by his parents when he was born under canvas on one of the circuses at Vernal Falls, N. Y.

Tate's parents were performers in the sawdust arenas and were well known in the circus world. When William Tate, the father, became too old to stay in the ring he went back to his first occupation in the show business, selling medicine. Fifty years ago the elder Tate worked for Healy and Bigelow on one of their first med operas. Tate was well trained for the business while with that aggregation. The senior was taken off by the flu during the war and Vernal stepped into his father's shoes by taking possession of the show and putting it on in greater and grander style than ever. Tate's mother is still with the outfit. She is handling the concession end of the business and doing character parts. The roster of the show includes the Higgins Circus Review aggregation; Kinney Bird, producer and blackface; Charles Baldwin, straight and light comedy, and Mrs. Tate Jr., who also works in parts and helps the Chief on the sales end.

During the winter months and inclement spring weather the Chief works soap and other sundries at the sales barns in Indiana. With the first signs of the sun taking possession of both sides of the street the Chief rolls the trucks and other paraphernalia out of the barns and onto the highways, byways and the lots of the Hoosier State, never leaving its boundaries.

The last time I saw Tate he had a brand-new Studebaker roadster with the latest loud-speaking equipment installed to attract the throngs to the lots he was playing. Plenty of rolling stock to carry other equipment necessary for a successful med opy followed the roadster.

Anderson, Ind., is headquarters, as William Tate, 9 years old and boss-man of the Tate stronghold, is being educated in that town, where Tate owns his own home in addition to other real estate.

Tate is 35 years old, a member of the Eagles and Veterans of Foreign Wars.

PITCHMEN • DEMONSTRATORS • CANVASSERS

feature the famous

WILLIAM A. WOODBURY DEALS

TOILETRIES and COSMETICS for MEN and LADIES

FIVE NEW SURE-FIRE 4-PIECE DEALS

Just Released

★ EYE-APPEAL
★ PRICE-APPEAL

WRITE FOR QUANTITY PRICES OR SEND \$100 FOR THESE 5 SAMPLE DEALS POSTPAID ON MONEY BACK GUARANTEE

ALVIN BUICKROOD, 1738 Coleman St., Brooklyn, N. Y.

"BON AMI" Demonstrators!! Pitchmen!!

OFFERS SENSATIONAL COMBINATION SHOE WHITE DISCOVERIES!!

Sales! All dirt vanishes from White Shoes after few pats with "BON AMI" scientific bag, packed in beautiful leather containers. Fits in purse like powder puff. Can be carried on picnics, boat rides, beaches, etc. ALSO "BON AMI" LIQUID, A MARVELOUS scientific all-purpose waterproof White Shoe Cleaner. BEAUTIFUL bottle and label.

FAST SELLER AT 15c EACH—BOTH FOR 25c. Send 25c for Double Sample. Special Demonstrators Price Double Gross \$9.50 1/2 Deposit With Order. ORDER TODAY BON AMI LABORATORIES 143 West 41st St.—Dept. M1 New York City

DISTRIBUTORS WANTED

CELLOPHANE WRAPPED IN RED AND YELLOW PACKAGE

SEND NO MONEY



ONE 15¢ PACKAGE MAKES 5 GLASSES IN 5 MINUTES RIVALING FRESH FRUIT JELLY COSTS ONLY 4¢ A GLASS NO FRUIT JUICE NEEDED ADD ONLY SUGAR AND WATER BECOMES INSTANTLY FIRM WHEN COOL LIKE JELLY

Exclusive County or State Rights. Opportunity to Earn up to \$10,000 Annually. MINUTE FOODS, Ltd., 257 Werdin Place, Los Angeles, Calif. Dept. B

"CUT YOURSELF"

A nice piece of cake. Join us in a real new money-maker. Something you've never seen before. Just send 25 cents coin (not stamps) and we will send you material and instructions to enable you to take in \$250.00 before you need spend one more penny. Have some one else do the work for you. Act quick and get free formula also.

COMMUNITY ENTERPRISE - - - Laurium, Mich.

IMPORTANT ANNOUNCEMENT TO MEDICINE MEN

AN ORGANIZATION OF YOUR OLD FRIENDS Now Ready To Serve You With QUALITY MERCHANDISE Correctly made over approved Formulas. Make satisfied customers. Immediate service guaranteed. Write for details. STANDARD MEDICINES, INC. 664 N. High Street, Columbus, O.

AMAZING EASY MONEY GETTER

5-in-1 Kitchenaid. Combination Steamer, Pot-strainer, Three-Way Safety Grater, High Speed Cabbage and Cucumber Slicer all in one. Sensational Item. SAMPLE 15c. GR. \$7.75 ACME SPECIALTY CO. 264 Canal St., New York, N. Y.

REMOVES SPOTS in 10 SECONDS. Amazing money maker. Removes spots and stains instantly from clothing, ties, upholstery—every fabric. No muss—no fuss—no work. Always ready. Cleans like magic. Leaves no ring. Nothing like it. Will not burn or explode. Safe—convenient—economical. Sensational demonstration. Everybody buys on sight. Packed 12 to a counter display box. Sell retail at 25c or wholesale to stores. Cost to you \$1.25 per Dozen; 12 Dozen, \$12.00. Sample and Particulars, 10c. GORDON MFG. COMPANY, 110 East 23rd St., Dept. RE9, New York.

MEDICINE MEN

PRIVATE LABEL TONICS. Immediate Shipments. New Price List. WRITE OR WIRE. NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO.

MEDICINE MEN!

Becker Products Are Better. Complete Line, Prompt Service. Write for Price List. BECKER CHEMICAL CO. (Est. 1890), 235 Main Street, Cincinnati, O.

Prepare Your Stock—Compare Our Prices

STRAW COOLIE HATS

Beautifully Decorated, Ass'd. Designs, Adjustable Head Sizes. Made in 2 Sizes.

No. 1173—KIDDIE COOLIE HATS. Dozen 80c
No. 1174—ADULT COOLIE HATS. Dozen \$1.35
LUCKY IVORITE CHARMS, With Colored Strings Attached. Horses, Elephants, Dogs, Camels, Lions, Etc. 1 Gross of a Number to a Box. Gro. 90c
25% Deposit With Orders, Bal. C. O. D.
NEW PARK, BEACH AND CIRCUS BULLETIN FREE.
NEW TEXAS CENTENNIAL CIRCULAR NOW READY
GOLDFARB NOVELTY CO. "The House of Service" 116 PARK ROW NEW YORK

HOSE BARGAINS!

Millions of dollars spent yearly for hosiery! Get into this rich field with a complete line of men's and women's hose at rockbottom wholesale prices. A style and quality to please everybody and anybody, all illustrated in beautiful catalogues which can be furnished with YOUR name only on them! Here's a chance to establish your own business selling wholesale to agents or hiring sales people to sell for you on commission. We show you how. Orders filled by the pair, the dozen or the gross. Amazing prices bring costs down to as little as 6 1/2 c a pair! Rush name for complete FREE details before you do another thing!

WHOLESALE HOSIERY CO. 111 East 23d Street, Dept. F-7, New York City.

100% PROFIT Finest Quality—Silk Lined. TIES \$1.75 SAMPLE DOZEN. WE PAY POSTAGE
Gorgeous, Latest Summer Styles. 1,000 Patterns To Choose From—Satin, Wovens, Stripes, Jacquards, Baratheas, etc. Lowest prices in city.
Send today for sample order and List Price of entire line. Ask for Quantity Deal Prices. Satisfaction guaranteed or money refunded.
SMART-STYLE CRAVATS, 643 Broadway, N. Y. C.

PITCHMEN AGENTS DISTRIBUTORS WANTED FOR DENTAL-LASTICS
Newest dental accessory. The only device made for massaging the gums. A package will last a year. Should be in every home. A good store or window demonstrator. Every druggist a prospective dealer. Sample package and terms, 10c. A good 25c seller, with a long profit.
THE DENTAL-LASTIC CO., North Hollywood, Calif.

SUN TAN OIL

Marvelous product. Large modernistic bottle; beautiful gold label. Good, plenty and low priced. A fast summer profit maker. Territories closing fast. Sample 10c. DOPKINS COMPANY, 545 5th Ave., N. Y. C.

WE WILL MATCH ALL ADVERTISED PRICES

On Shaving and Dental Cream, Razor Blades, Notions, Sundries, Cosmetics, Pharmaceuticals, etc. Send your order to Chicago Mills Sales Co. for Better Service and line up on New, Fast Selling Items.

Table listing various items and prices: Time Blades, Double-Edge, a New Knockout, 100 Blades \$0.34; Razor Blades, Asstd., Double-Edge, 1,000 Blades 2.40; Shaving Cream Assortment, 35c Sizes, Dozen .45; Dental Cream Assortment, 35c Sizes, Dozen .45; Shaving Cream Assortment, 60c Sizes, Dozen .65; Dental Cream Assortment, 60c Sizes, Dozen .65; Fly Swatters, Fine Wire Mesh, Dozen .20; Fly Swatters, Soft Rubber Head, Dozen .30; Fly and Insect Spray, 8-Oz. Can, Dozen .75; Moth Tabs, Asstd. Odors, Medium Size, Dozen .25; Moth Tabs, Asstd. Odors, Large Size, Dozen .45; Sun Glasses, Jr. Celluloid Lens, 12 on Card, Dozen .40; Sun Glasses, Glass Lens, Asstd. Colors, Dozen .75; Sport Goggles, Glass Lenses, Hinged Nose Rest, Dozen 1.50; White Shoe Polish, 4-Oz. Bottles, Dozen .36; Bowl Deodorants, Cellulose Wrapped, Dozen .30.

New Catalog Just Off the Press—FREE. 25% Deposit With Orders, Balance C. O. D. SEND ORDERS TO CHICAGO ONLY.

MILLS SALES CO. 27 S. WELLS ST. CHICAGO, ILL.

SPECIAL MESSAGE GOOD NEWS TO ALL OUR PAST and PRESENT CUSTOMERS and FRIENDS WE ARE READY TO GIVE YOU THE SAME QUALITY PRODUCTS, FASTER SERVICE and LOWER PRICES THAN EVER BEFORE IN OUR NEW PLANT LOCATED IN NEW YORK... OHIO MEDICINE CO. DEVORE MFG. CO., INC. 511 East 72d St., New York MEDICINE and PITCHMEN Write for our private label catalog.

Get Set for Life! IN COUNTER CARD BUSINESS NO INVESTMENT NEEDED. Good pay right from the start handling one of our regular routes. Place famous line 5c-10c Counter Card Goods with steady store customers. World's finest, largest, best-selling line. Almost 200 daily necessities, including Razor Blades, Aspirin, Chocolate Laxative, Bromo Fizz, Mercurochrome. All mounted on new-style, sales-making, self-help counter displays. Up to 140% profit for you and merchant. Make up to \$65 weekly. A lifetime business. Big Catalog and Samples sent free. WORLD'S PRODUCTS CO., Dept. 588-A, Spencer, Ind.

KEYSTONE IMPORT CO. ANNOUNCES REMOVAL TO NEW LARGE QUARTERS AT 1000 South Los Angeles St., LOS ANGELES, CALIF. COMPLETE STOCK NEWEST STYLE FOUNTAIN PENS AND PENCILS. Immediate Shipments to Any Part of the Country.

ELGIN-WALTHAM RAILROAD MODEL 16 - SIZE 7 JEWEL \$2.50 15 JEWEL 3.25 17 JEWEL 3.50 DEPOSIT REQUIRED - BALANCE C.O.D. SAMPLE WATCH \$5.00 EXTRA. QUANTITY BUYERS WRITE BERKSHIRE B-54

It Helps You, the Paper and Advertisers to Mention The Billboard.

fountain pen king, from Cherokee, Ia. "It will certainly be a pitchman's paradise this summer. Most of the boys stay out of Iowa but I find plenty of business here. Very few of the boys here now. Well, guess I too will drift down and catch the Centennial. See where Paul Hauck has a store in Detroit."

FROM ATLANTA... comes another from John H. Jones: "Since piping in the last time I ran into Tom Adkins. Says he has been here for some time and is doing fair. He is a swell fellow and a square shooter and always ready to help out another in distress. Ethel Hart just came in and is working the Marietta street lot to rather poor business. Hard to get a good spot here, altho there seems to be some money in circulation. Wonder if J. Cooper left New Orleans yet. And if Jack Gilbert is in Boston. Will probably work quite a few towns in Tennessee, Kentucky and Ohio—then to Chicago and Detroit. Hope I will always be able to buy The Billboard as reading Pipes is the only way we have of keeping in touch with one another. Have been working a few shops here but to rather poor business."

BART AND PEARL BARTONE... Whose Bartone's Ideal Comedy Company is slated to start its tent season May 25 and who have enjoyed the comforts of their home at Albany, Ind., since early last December, recently purchased the motion picture chimpanzee, Jackie, from George Thompson, trainer of John G. Robinson's Elephants, who bought the chimp last fall. Jackie's act will be among the features this year. Besides the Bartones, their company will also include Dave Behee (who will handle the chimp) and wife; Harold and Dolly Hovel, who have been with the Bartones several seasons; Johnny and Vernie Bishop, Roy Irlon and wife and Slim Keys.

A. L. BLACKETT... paperman, according to word just received from Johnny Compton, has been confined to the t. b. ward of the Veterans' Hospital, Wadsworth, Kan. He would appreciate hearing from friends.

WORD FROM... C. E. Shepard and his bunch of business builders, with headquarters at Lebanon, N. H., tells that Shepard is working his copyrighted premium plan at Burlington, Vt., to excellent results. Ted Sparks and Bill Ryan are doing especially well.

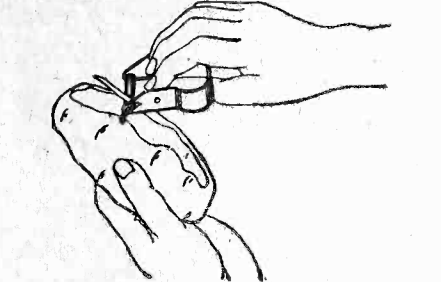
JOHN A. (HAV-A-LAF) WALKER... is playing lots thru Oklahoma territory with his med platform show.

"I HAVE AT LAST... got a fast-stepping show together," writes Doc Coy D. Hammack, from Macon City, Ga. Roster includes Skinny Lanier, producer; Mrs. Lanier, contortionist and acts; the Ott family, of Ott and Ott, jugglers de luxe, a real drawing card; Wesley Prescott, at the piano, and Jewell Ott, song and dances; Frank Griffin, dancer, straights, etc.; Hootis Killinger and wife, Lula, concession, and general lot man; Mrs. Hammack, still selling seats and working afterpieces; myself, lectures and office. Of course I still amaze the natives with my mindreading and Australian whip act. Had a very pleasant visit recently with Bob and Mrs. Hofeller, down south, vacationing and combining business with pleasure. Would like to read pipes from Dave Wilson and wife, also my protege, Paul Compton. Why not pipe in, Paul, and tell us how you and family are? See how this sounds to the rest of the med showmen. Why not give the med shows a page in The Billboard and leave Pipes for Pitchmen, to the pitchmen who work without a show? I would be glad to contribute a pipe each week if we could have a little corner of our own. Now I don't mean this to be nasty, but there is a lot of difference in the showman who carries a troupe of performers and the man who only uses a short bally of some kind to attract his tip. Bear in mind that I do not have any enemies in the pitch business and don't think I am above or below them. But I do think that a little corner for med shows only would be accepted by all med showmen with a lot of enthusiasm. If this isn't asking too much, Bill, see what the rest of them have to say about it. Leaving here May 20 for Illinois if nothing happens more than I know now."

NEW ITEMS

(Continued from page 59) the flow of water is shut off automatically. There is no leakage to wet the hands or clothing when the hose is dropped if the telephone rings or somebody calls. For steady spraying a knurled nut can be set so that the nozzle hose holds any degree of stream or spray desired. The new nozzle is made of nonrustable metal, with the handle of rustproof steel and all other parts of best quality brass. The maker, Dolphin Specialty Company, reports good early demand.

Fast-Selling Peeler



Here is one of the newest items on the market for pitchmen and demonstrators. The W. R. Peemster Company is urging demonstrators and pitchmen to get in early. This tool is claimed to be what every housewife has been looking for, does work quicker, easier and more economically. This handy little kitchen tool peels, slices, shreds, etc. No forced sales required—it sells on sight. No more dull paring knives, marked or cut fingers, stained hands, and one of the big features of this handy tool is that it stays sharp, according to the makers.

Tobacco Bag Cap

The "roll-your-own" cigaret idea has caught on like nobody's business—especially among women, and for milady who doesn't care for loose tobacco in her handbag a unique bag cap has been invented. It is small and fits into the top of most any tobacco bag. The manufacturer, the Dan Dee Specialty Company, puts it out on counter cards, attractively lithographed. Agents are reported making volume sales to cigar stores, drug stores and filling stations.

Nut Meat Grinder

An ingenious little Handy Ann nutmeat grinder is the latest specialty of the Patent Novelty Company. It is compact and inexpensive, and may be had in a variety of colors. Item should meet with wide distribution as a premium item.

ONLY TICKETS

(Continued from page 3) admission shall be deemed, under the law's provisions, to be 25 per cent of the total charge made or the amount of the cover charge, if any, whichever is greater. The proprietor of each place of amusement and entertainment is compelled to make a return before the 10th day of each month to the Department of Revenue of Kentucky, setting out the total gross receipts, the amount thereof which has been paid as a separate charge for admission, amount thereof which has been paid for food and drink, number of admissions of each price class which have been sold and other information. Every person or firm in the business of supplying amusement or entertainment is required to procure from the Department of Revenue a permit. Other provisions require every place of amusement or entertainment to make bond, conditioned on faithful compliance with the act, with a surety satisfactory to the Department of Revenue. One of the most stringent require-

ments of the law gives the Department of Revenue power to examine books, records, papers, files or other equipment of amusement concerns, to examine witnesses under oath for the purpose of verifying returns made by persons or for other purposes involving enforcement of the act and to examine books, records, etc., of other persons for the purpose of determining whether the act is being violated.

The bill passed the House April 28 by a 67 to 19 vote and by the Senate May 5 by a 21 to 7 vote. Passage by the Senate was by only one vote more than the required number to pass a bill carrying an emergency clause. The law was criticized in no uncertain terms by picture theater owners.

"Under the old sales-tax law, wherein a 3 per cent general levy was imposed on all forms of business, the amusement industry was not placed in a position whereby it was being discriminated against. The regular admission ticket cost the purchaser only one cent in taxes whereas the new law will require three cents," said one operator. "Athletic contests, wherein the same price range as the theater prevails, will not be taxed under the new law. This discrimination is sure to prove a blow to the amusement industry. Such an excessive rate of taxation makes it impossible for the theater owner to absorb the levy, as it more than approximates the return from his investment."

SELL BLADES—5 For 5c AND TRIPLE YOUR MONEY DOMINO BLUE STEEL BLADES COST ONLY 1 1/2c Per Pkg. of 5 Blades, All Etched and Colored, Wrapped. 100 BLADES IN BOX 30c Put up in attractive Display Cards for only 5c extra per 100. YOUNG NOVELTY CO., Inc. 100 Hanover Street, Boston, Mass. Free Sample. 50% Deposit With Order.

WASH TIES PLAIDS, STRIPES AND FIGURES \$8.00 Gross SAMPLE DOZ. 90c. SILK TIES, PLAIN COLORS, PLAIDS & STRIPES, \$12.00 Gross. SAMPLE DOZ. \$1.25. 25% deposit with order. J. LEINKRAM 915 Bdway., N. Y. City Making Ties Since 1907

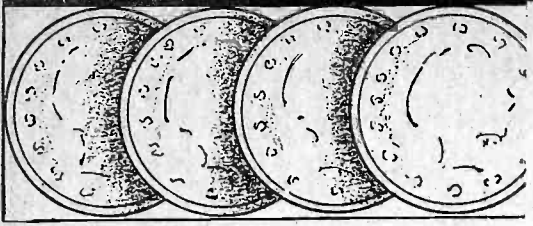
MAY 28 and 29 ALL-STATE SHRINE CEREMONIAL AND JUBILEE IN CEDAR RAPIDS, IA. Parades, Street Dancing, Shrine Temples in Iowa and surrounding States invited. Opportunity for Pitch Men. Write WALT WORKMAN, Recorder, Box 28, Cedar Rapids, Ia.

A Pleased Customer is Our Best Advertisement. NEW TRANSPARENT Day and Night NEON-LIKE SIGNS 8"x14", Costs 4c; Retail 25c. Over 1,000 Designs. Largest Selection of Stock Signs in the U. S. Sample and Catalog free. L. LOWY, Dent. 647, 8 West Broadway, New York.

Beautiful Tropical Shell Whistles Fast Seller. Patented. 48 Whistles mounted on beautiful display card, Sample Card, \$1.00, Cash with Order, Prepaid. 1,000 Whistles, not mounted, \$10.00 Cash, Prepaid. 5,000 Whistles with your Name or Advertisement, \$50.00. Can deliver in big quantities. Also supply any other Sea Shells. DADE MFG. CO., Inc. 140 N. E. 12th St., Miami, Fla.

FLASH! MAKING RADIO HISTORY 5 TUBE GENERAL RADIO ANOTHER SENSATION. First time in history—High Quality Genuine General Radios at the prices of ordinary sets. Smart! Modern! Beautiful! Dynamic Speaker offset to give full tonal quality. R. C. A. licensed tubes and one metal tube. Airplane dial illuminated, latest oval shape. Two walnut finished cabinet. A. C. D. C. Built-in antenna. Air cushioned carton packing. FULLY GUARANTEED. The name sells it. The quality sells more. Profits to you! Get ORDER TODAY. FREE CIRCULAR. 240-C West 23rd St. New York, N. Y.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

PUBLIC RELATIONS POLICIES FOR COIN MACHINE OPERATORS

The appropriate act or word at the right time—what wonders it will accomplish for the coin machine industry!

An operator who has not to date handled merchandise machines remarked: "It's a standing law of my family and all my employees that when anything can be bought from a coin machine it must be bought that way. We'll go out of our way to get gum or candy or peanuts out of a machine!

"You may think me foolish to follow this policy, but I know what I am about. It is up to all coin machine operators to pull together. If we throw as much patronage as we can to one another we'll not only add to coin machine volume but we'll set an example for the public.

"Time after time I boost the merchandise machines to my friends and the public in general. With my example I help to form the habit in others. In return other operators will boost for me."

Not only should one coin machine operator demonstrate trade patriotism in this way but he should familiarize himself with facts and beliefs which, putting the coin machine industry in the right light before the general public, will work to the general good of every operator.

For example, there are certain basic principles in coin machine merchandising that every operator should be able to state in a convincing, persuasive way. He should seize every opportunity to educate people to the fact that coin machine buying is economical, since the customer does not buy more than he needs; gets standard weight; is sure of uniform high quality. The total amount of money spent for an item in a year is what counts—and on this basis the coin machine customer, buying no more than he needs, usually accomplishes a large saving.

Again, there is no salesman present to exert "high pressure," persuading the customer to buy more than he needs.

Coin operated machines have been improved marvelously in recent years. The manufacturers in no other industry have done a better job than the men who cater to this trade. However, there is a section of the public whose opinions of coin machines date back to the very early "prehistoric" stage of the business. Of course, coin machines got out of order in those days—as did automobiles!

So the evangelist for coin machine merchandising should be able to talk convincingly of the mechanical marvels which modern machines are; of how, retailing merchandise, they do so under the most sanitary conditions.

You can find many persons today who after depositing a penny in a machine 20 years ago and getting nothing in re-

turn haven't risked a penny on a machine since! This sounds extreme—but it is a fact that a section of the public doesn't patronize coin machines as heavily as it would if such occurrences did not remain in memory. So every operator and members of his family and employees should spread the gospel that coin machines today are accurate, dependable—always give the customer good return and then some for his money.

It's mighty good propaganda for the coin machine business for every operator, when learning of a novel, new application of automatic principle, to seize all sorts of occasions to talk about it.

It's rather astonishing when anyone can take his own picture and have a finished print in 60 seconds, and all for a very small sum. That is "human-interest" news for a great many people. In a sense, the operator who tells a barber-shop group or a party of friends about the machine is "blowing the horn" of the entire coin machine industry. He is glorifying the automatic principle.

It's mighty easy for him to go on and remark that volume of merchandise sold by machines is on a great increase; how the number of items thus sold has grown. He should talk about the convenience of coin machines, which enable many people to buy goods in places without loss of time where they otherwise could not.

He should talk about the beautiful new streamlined, modernistic models—how in attractiveness and utility they get better all the time.

There is a tip in public relations which coin machine men can take from local merchants. One of the reasons these local men have a "hold" on patronage of home-town people is the aid that they constantly give worthy causes. The independent merchant contributes to the community chest, helps get new members for the chamber of commerce, serves on the hospital board, is trustee of his church and so on.

Emulating this example, coin machine operators should do things along similar lines. The operator, for example, who puts free scales at the disposal of the high-school football team certainly made a "donation" which he easily could afford. The football season is short—only from about the middle of September to the middle of November. However, the operator made friends whose help did wonders for him in his business.

This same operator before a baseball game had led the squad to one of his gum machines and, demonstrating it, proceeded to present chewing gum to every man who wanted it—and that is a large majority. How could most high school and college boys play baseball if they didn't have gum?

Broad-gauged practices of this sort help not only the individual operator, but the whole trade.

How are YOUR public relations, brother?

SILVER SAM.

Bally's Newest Games Go Big

Sky High and Ray's Track proving popular—12-coin escalator making a hit

CHICAGO, May 16.—Bally Manufacturing Company's factory is a beehive of industry these days as the orders pour in for the firm's long-awaited Ray's Track horse-race game, the new Sky-High payout or ticket game and the new 12-coin pin-game escalator.

Bally's Ray's Track game is now in full production, according to announcement made by Jim Buckley, Bally's sales manager.

"We have swung into production," Jim states, "without much hullabaloo of publicity because we've got a full-time job on our hands for some time to come, filling the tremendous back log of orders that have piled up since the show. But I want every one of the many distributors and jobbers who have ordered Ray's Track to know we are working night and day to meet the demand.

"First reports," Jim added, "prove that our claims of greater earning power have been conservative. The exclusive daily double feature, whereby listed odds are more than doubled at surprise intervals, is proving tremendously popular with players. And the quiet trouble-free operation is making a big hit with operators and locations alike."

"One-shot thrills—plus five-ball suspense." That's how Ray Moloney, president of Bally, describes the company's new Sky-High pay-out or ticket game. The game is played with five one-inch non-magnetic metal balls. Yet the player can win on a single skillful shot or by placing balls to pair up two pockets across the board. Either way he gets instantaneous automatic award and continues to shoot balance of balls for additional payouts.

Pair pockets are arranged along the sides of the field—two 10-holes award 10 points, two 20-holes award 20 points, etc. And right in the center is the famous Jumbo-style one-shot lane—100, 150 and 200 in a row—any one of which may be scored with one ball. From one to five payouts are possible each game, with a \$4 top. Double-score pocket doubles all awards made before or after hitting Double Score. And awards for five out-balls insures suspense right up to the last instant of play.

Ray states that nation-wide location tests have proved the strong money-making power of Sky-High's five-ball play with one-shot appeal.

12-Coin Escalator Makes Big Hit

"The greatest single advance in pin-game construction since the first antitilt." Thus does one leading distributor describe Bally Manufacturing Company's new pin-game escalator, which shows 12 last coins played, according to Jim Buckley, Bally sales manager.

The 12-coin escalator is used on both Hialeah and Multiple one-shot pay-out games, both of which machines take in one to eight or more coins per game, and escalator can be set to show any number of coins from 1 to 12.

"Incidentally," says Jim, "these two multiple coin-chute games, Hialeah and Multiple, are proving the biggest hits we've ever put out! On Hialeah the opportunity to cover from one to eight horses and the total absence of out-

Meo-O-Ow!

LONDON, May 16.—British operators should by now be well hardened to peculiar reasons put forward by individuals and organizations anxious to see suppression of amusement machines, but considerable amusement has been caused by an objection raised by Royal Society for Prevention of Cruelty to Animals.

The society has taken exception to the Pussy Shooter, which has for some time been very popular in arcades and at the seaside. Machine has a number of metal cats on roof top and player endeavors to shoot them down with coin-release pistol. The society contends that this will encourage cruelty to animals.

Needless to say British operators find it hard to take objection seriously.

holes is making a hit with one-shot fans everywhere. And on Multiple it's the odds-booster lights which keep them shoving nickels into the chute by the hour."

Milt Swanstrom Rock-Ola Ad Mgr.

CHICAGO, May 16.—Officials of the Rock-Ola Manufacturing Corporation this week announced the promotion of Milton Swanstrom to the position of advertising manager, the post formerly headed by Paul S. Bennett, who is no longer employed by the firm.

In taking over the position of advertising manager Mr. Swanstrom is fully qualified thru his vast experience in advertising and sales promotion work and his interesting career with the Rock-Ola firm. He is well known in coin-machine circles and has many friends among distributors, jobbers and operators thru his activity in the many advertising and sales campaigns of the Rock-Ola company. Swanstrom's new undertaking has brought him congratulations from all parts of the country.

The memorable days of World's Series and Jigsaw have never been forgotten by Swanstrom, and the ambitious program planned by the Rock-Ola management on several new games indicates that big production will be necessary to fill the demand.

"We are going to town," said David C. Rockola, president of the corporation, "and with our new arrangement with Swanstrom as advertising manager and N. L. Nelson as sales manager of the pin game division, excellent co-operation will be given distributors and jobbers in exploitation of all Rock-Ola products."

Nelson, new sales manager of the pin game division, is well known in the coin machine business and is admirably fitted for his new position.

Unterberger Takes a Bride

WILKES-BARRE, Pa., May 16.—Louis Unterberger, president of the Anthracite Vending Machine Association, composed of coin-machine operators of Scranton and Wilkes-Barre, was married here last Sunday. Unterberger, who has accomplished much for the vending-machine association, is also a member of the local Rotary Club. He was one of the first to present amusement machines to hospitals and institutions, thereby giving the patients an opportunity to indulge in an enjoyable recreation.

Rock-Ola Scores With New Alamo

CHICAGO, May 16. — Reports from men like Cy Lynch, of the Electro Ball Company, of Texas, and Jack McClelland, of National Amusement Company, of Los Angeles, as well as other prominent coin-machine men, indicate that Alamo, new one-shot table manufactured by the Rock-Ola Corporation, will surpass any production and sales of any machine developed by the firm in a long time.

Additional floor space has been added solely for the production of Alamo and many new employees will be at work in Rock-Ola's plant to keep up production. Production is being stepped up constantly to care of the demand.

The many new features incorporated in Alamo have increased earning records beyond all expectations of the Rock-Ola officials. Alamo has a 50-inch cabinet attractively fitted with the most modern coin machine equipment, which includes multiple coin chute, ticket unit, a new pay unit, mint vander, changeable odds, a \$10 top award, together with many other new developments. David C. Rockola has personally supervised the experimental work on the new Alamo game and the many new features have been thoroly perfected.

The encouraging comments and enthusiastic reception Alamo has had have created a demand that is increasing every day. Players are drawn to the big 50-inch Alamo table by the \$8 "lone star" hole and the \$10 top award.

Dallas Group in Drive for Members

DALLAS, May 16.—Harry H. Turner, newly elected president of the Dallas local of the Texas Coin-Operated Vending Machine Association, called a special meeting Wednesday night of this week, at which 75 per cent of the membership was in attendance.

Many new applications for membership were received and read, the result of a drive by the president to include in Dallas local all the operators of Greater Dallas. The local is adhering strictly to the rule that an operator must be a member of the State association before he becomes eligible to membership in the Dallas local.

Refreshments were served at the meeting by Fisher Brown, celebrating his advent into the operating business.

President Turner reports that the coin business in the Dallas area is far better now than it has been at any time in the past three months and that the future has a pleasant and profitable outlook.

A permanent membership committee was appointed as follows: Ed Furlow, chairman; C. E. Seale, Emmitt Rayner and J. W. Quinn.

Biz Booms in Wichita

WICHITA, Kan., May 16.—Business is booming here for coin-machine operators, with many new county roadside places opening up, all depending heavily on coin-operated machines.

Coin phonographs are getting a big play now, and marble machines are gaining so fast that several near approaches to sportlands can be found in the downtown district.

HARD SHELL CANDIES

FOR VENDING MACHINES

WE HAVE ADDED SOME NEW ITEMS

WRITE FOR SUMMER PRICE LIST

PAN CONFECTION FACTORY

NATIONAL CANDY CO., INC.

345 W. Erie St., Chicago, Ill.

1-BALL PAYOUT Guaranteed Perfect

Put 'N' Take	10.00
Bally Ace	29.50
" Jumbo	40.00
" Derby	70.00
" Peerless	70.00
Pamco Parlay	62.50
Mammoth	50.00
Repeater	59.50
Giant	30.00

We Buy Used Cigarette Machines. We Are Jobbers for Leading Manufacturers.

AMERICAN-SOUTHERN COIN MACHINE CO.

507 Baronne St., New Orleans, La.

BESSER'S BETTER BUYS

In Guaranteed Used Machines

PUT 'N TAKE	\$20.00
CARIOCA	17.50
CHAMPION	10.00
SPORTSMAN	22.50
DE LUXE "48"	40.00
SPARK PLUG	12.50
SUNSHINE DERBY	55.00
CUE	15.00
SHORT WAVE	15.00
FIVE JACKS	6.00

Operators: Send us your list of Used Equipment, as we are always in the market for same. Remember, we take trade-ins on all New Machines.

BESSER NOVELTY CO.

3020 OLIVE ST., ST. LOUIS, MO.

PEERLESS \$55

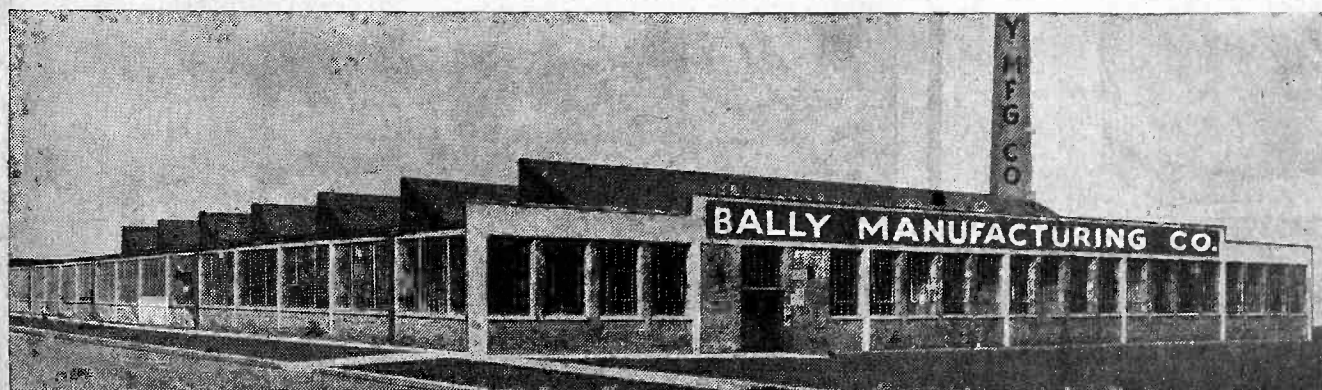
Prospector, \$25; Mammoth, \$37; Daily Limits, \$50; Sunshine Derby, \$40; Pamco Parlays, \$42; Harmony Bell, \$37.50; Ivory Golf, \$15; Sportsman, \$8; Exhibit Beat It, \$5; Tickette, \$3.25; Catch and Match, \$4; A. B. T. Auto Bank, \$5. One-half deposit DIXIE VENDING MACHINE CO., Albemarle, N. C.

SEND \$1.00

For Instructions How To Build Sensational Counter Skill Game. Costs about 25 cents to build. JOHN BURNS, Pine Hills, Sheboygan, Wis.

BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Avenue, New York City.



DAY AND NIGHT SHIFTS AT BALLY PLANT—Bally Manufacturing Company's main factory in Chicago. Considerable manufacturing is still being done at its former Ravenswood avenue plant, and Bally's own printing plant is located in the original Bally factory building. Additional outside space has also been required for production of Relevance, Bally's payout dice game.

Weekly MUSIC Notes

Decca Records, Inc., Moves to New Quarters

NEW YORK, May 16.—Decca Records, Inc., announces the removal of its executive offices and recording studios to 50 West 57th street here.

At the new address the Decca recording studios occupy the 10th and 11th floors and the executive offices the 14th floor. The trade is cordially invited to view Decca's new premises at any time.

Decca also announces the opening of a new factory distributing branch in Cincinnati, located at 228 East Fifth street. The Cincinnati branch is under the management of Paul Cohen, who will cover Southern Indiana, Southeastern Ohio, Kentucky and West Virginia. The new office will be formally opened with a gala-party tonight, to which all music operators in the territory have been invited.

This gives Decca 10 factory-operated

Georgia Membership Drive

ATLANTA, May 16.—The Georgia Music Operators' Association will launch a drive for new members. This was decided at the May meeting in Waycross. About 50 members attended and pledged their support in the drive to obtain 300 members. The association also decided to give the manufacturers the option of entertaining one meeting a year, all other meetings to be strictly business. The next meeting will be held in Savannah June 3 and all operators are urged to attend.

distributing branches and means that it is possible for dealers and automatic operators to secure Decca Records, Champion Records, needles and portable phonographs quickly and conveniently.

Decca reports that in the month of April it did its greatest volume of business to date and, from all appearances, May will again show an increase.

Decca Moves Detroit Branch

DETROIT, May 16.—Decca Distributing Corporation has moved its Detroit factory branch to a new location at 448 East Lafayette street. V. Moore is Detroit manager and covers the Michigan territory as direct salesman as well, leaving Don Godfrey in the office to handle local sales direct.

From London Town

LONDON, May 5.—British national newspaper, *Sunday Pictorial*, recently devoted considerable part of a page to Carl Magee's park-o-meter. Pictures showed device in operation in Oklahoma City, collection of coin cartridges and Mr. Magee. Page headed "Now Mr. Hore-Belisha. Here's a Good Idea." Mr. Hore-Belisha is minister of transport.

By death of Holford Knight, King's counselor, amusement caterers and operators of coin-operated amusement machines have lost a good friend. Deceased, who for a while had been member of Parliament for South Notting-

ham, was a staunch supporter of the "cause."

Strand Automatics, Ltd., London, has produced a new British crane, giving independent play for six players at a time. Named the Showboat, the machine is housed in a six-sided cabinet occupying floor space of 4 feet 9 inches square. Center piece is a replica of upper decks of American showboat with crane arm and grab projecting from each of its six sides. Each crane has its own independent motor and mechanical unit, as well as individual candy and merchandise trays. Each window acts as door for servicing and access to units is by way of doors in lower panels. Whole structure is portable and surmounted by pagoda-shape top piece.

Electric grip machines have long been popular in English arcades, but for many years design and principle have remained the same. Now Shefras Automatics, Ltd., have placed on market a new grip with modernistic cabinet and clock-controlled period of current transmission.

The third annual London Coin-Operated Machine Exhibition fixed to take place from February 23 to 26, 1937, will be held at Royal Hotel. This is no change from the show held in February of this year.

Recently born son of Percy Goddard (Goddard Novelty Company) was christened April 19. His name is Barry Bradley and the sponsors were Buck and Mrs. Taylor. Among those present at the church was Mrs. Bradley, mother of Mrs. Goddard, who made the journey from New Zealand especially for the occasion.

Samson Novelty Company has opened up a new suite of showrooms and offices in large building for purpose of handling business with Hoover name-plate machines. Showrooms are paneled in oak, while offices are decorated in a luxurious manner. Only parallel in trade in London is the same firm's section for dealing with Cinespect coin-operated cinematograph machines.

London Jobber To Visit N. Y.

NEW YORK, May 16.—Alf Cohen, senior partner of the Coin-Operated Machine Supply, London, will arrive in New York May 25. He will make his headquarters at the Pennsylvania Hotel here. During his visit to the States Cohen expects to place substantial orders for all types of automatic machines.

Automatic Amusement Has Quarters in Oklahoma City

OKLAHOMA CITY, May 16.—Automatic Amusement Company, with general offices in Memphis, has opened its fourth office in the South, right in the heart of Oklahoma City's newest business district, at 310 N. W. Second street.

"Our local office and repair-shop facilities will be completely installed within a few days and we will be ready to serve Oklahoma, Western Arkansas and Texas

Sheet-Music Leaders

(Week Ending May 16)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Company and Western Book and Stationery Company, of Chicago.

1. Melody From the Sky
2. Lost
3. Is It True What They Say About Dixie?
4. Robins and Roses
5. All My Life
6. You Started Me Dreaming
7. Tormented
8. You
9. Love Is Like a Cigaret
10. It's a Sin To Tell a Lie
11. Would You?
12. She Shall Have Music
13. Touch of Your Lips
14. Welcome, Stranger
15. It's Been So Long

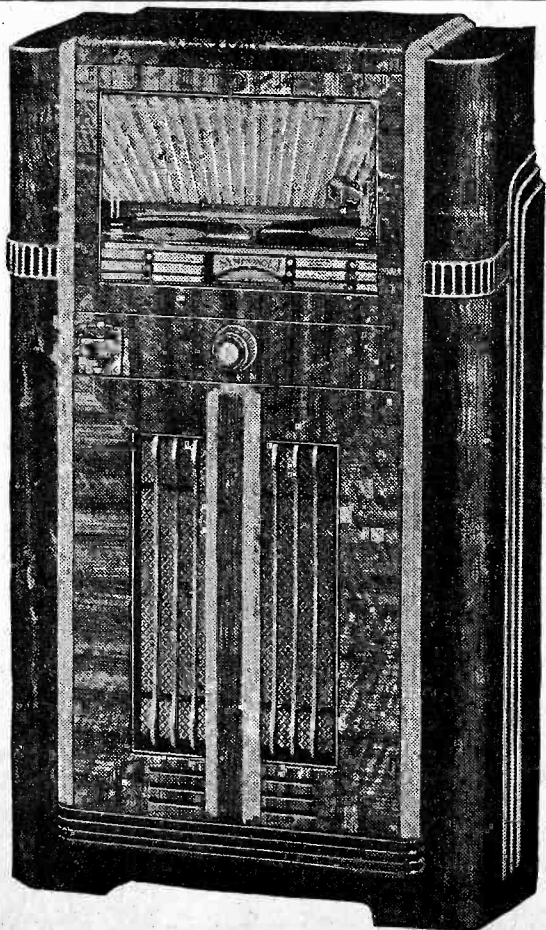
Radio Song Census

Selections listed represent The Billboard's accurate check on three networks, WJZ, WEF and WABC.

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, May 8, to Thursday, May 14, both dates inclusive.

You	35
Robins and Roses	33
Lost	26
You Started Me Dreaming	25
Melody From the Sky	24
Touch of Your Lips	23
Goody, Goody	22
Love Is Like a Cigaret	22
Is It True What They Say About Dixie?	20
Would You?	20
Let Yourself Go	19
I Don't Want To Make History	18
I'll Bet You Tell That to All the Girls	15
I'll Stand By	14
You Can't Pull the Wool Over My Eyes	7

THE SEEBURG FRANCHISE IS MORE VALUABLE



Symphonola
STANDARD
"A"

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET CHICAGO ILLINOIS

THE LEADER FOR OVER 30 YEARS!



JACK R. MOORE bidding good luck, good speed, good business to Ralph Bent, one of his star High Fidelity Symphonola salesmen, going on the road as the skipper for the initial voyage for the Good Ship Lollypop in the Northwest territory. On the inside of the trailer, which is beautifully furnished, are displayed the High Fidelity Symphonola F (Super De Luxe), High Fidelity Symphonola C and D (Modernistic), High Fidelity Symphonola Model B and the High Fidelity Symphonola Standard A. Mr. Bent has also displayed, in the trailer, a complete line of other coin-operated games and devices which Mr. Moore distributes.

Fitzgibbons Reports Heavy Demand for Bally Machines

NEW YORK, May 16.—John A. Fitzgibbons reports that the demand for the new Bally games is increasing at a rapid rate due to the opening of the outdoor season. Jack says operators from the resort regions have been wiring and phoning the firm to make immediate shipments of the games and that the firm has been unusually busy trying to fill this demand.

Jack claims that many reorders have also been coming in and that the general business pickup is certain to continue thruout the summer. He feels that this will be one of the most profitable seasons in years for the operators. One of the biggest reasons for this fact, he claims, is that the new games which Bally has been building have won the acclaim of operators everywhere and that the resorters will find these unusually interesting for continued profit intake.

He also believes that this summer will find a definite change in the general player attractions and that the players will want the new kind of games Bally is giving them. He backs up this statement with the sales which his firm has been making for Bally Multiple and says that the game will prove one of the greatest which has ever appeared on any summer location. The firm's other new games will also be featured in a number of outstanding locations this summer and the play is sure to continue at a rapid rate until late fall.

Milt Green Will Show New Baseball Game Soon

NEWARK, N. J., May 16.—Milton Green, of American Vending Company, reports that his firm will be ready soon to introduce its new baseball pin game. The game has a unique play and carries a different type of light-up backboard. Two teams are chosen and the winning combination is to bring about a tie score between the two teams by the player. The play is simple to understand and incorporates many unusual skill features.

The play of the game is based on five

balls for 5 cents. The player gets two zeros on the scoreboard when he inserts his coin. If he can keep his five balls in the progressive odds holes then he gets the highest possible payoff, for the score of 0 to 0 remains and is a tie score. He first shoots for his odds and then continues to shoot to attempt to keep the score tie. If he makes two runs for the Giants he must do the same for the Cubs, so that there is always a tie score when the game is finished so he can get his award according to what odds he was skillfully able to negotiate on the board.

The game, Green believes, will be one of the best successes of the Scientific Machine Corporation, of Brooklyn, for which he is the national factory representative. The firm also builds the Leap Frog game, which is selling well at this time.

Distributor Stages Auto Show

ST. JOHN, N. B., May 16.—Frank J. Elliott, of Amherst, N. S., a veteran coin-machine distributor, promoted a motor show for five days under the auspices of the Amherst Post of the Canadian Legion, of which he is vice-president and an active member. As the chief special attraction Elliott booked five of the draegermen from the Stellarton (N. S.) soft coal mines who made the thrilling rescue of two Toronto men entombed 240 hours in an old Moose River (N. S.) gold mine.

The draegermen gave exhibitions and talks on the rescue work. They get their name from the oxygen tank equipment they carry on their backs and are assigned wholly to rescue and emergency repair work of hazardous nature down deep in the mines. Elliott went to Stellarton to arrange for the appearance of the draegermen. It was the first time miners had been featured in an auto show anywhere. He also had a large group of amateur vaudevillians in a duplication of the Major Bowes amateur hour as another attraction for the motor show.

Elliott has been distributing coin machines of all kinds, also maintaining a servicing agency for the machines, with base at Amherst, for the past 20 years and covering Nova Scotia, New Brunswick and Prince Edward Island.

**Victor and Blue Bird Records
WARP LESS—WEAR BETTER**

**They'll stand summer heat!
They play longer!**

Now that summer's coming, remember this important feature.

**JAMMED MACHINES
DON'T GET THE NICKELS!**

When your machine won't work, don't always blame the machine itself. It's made for long service, but can't take warped records. Be safe—get ALL the nickels—use Victor and Blue Bird Records.

GET ON OUR FREE MAILING LIST

**ARE YOU ON OUR FREE MAILING LIST?
SEND THIS COUPON NOW!**



We will put your name on our free list to receive special announcements, other interesting mail.

ECA Manufacturing Co., Inc., Dept. B.
Camden, N. J.

Please put my name on your free mailing list.

Name

Street No Machines Operated

City State

Ten Best Records for Week Ended May 18

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7658—"She Shall Have Music" and "My First Thrill." Lud Gluskin and Continental Orchestra.	761—"Melody from the 'Sky" and "Honolulu Stars and Hawaiian Guitars." Jan Garber and orchestra.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3224—"Melody From the Sky" and "A Little Bit Later On." Bunny Berigan and his Boys.
2	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3219—"She Come Rolling Down the Mountain" and "Hop Pickin' Time in Happy Valley." The Sweet Violet Boys.
3	B6361—"All My Life" and "The Right Somebody To Love." Willie Bryant and orchestra.	7654—"Small-Town Girl" and "You Can't Judge a Book." Orville Knapp and orchestra.	764—"You" and "You Never Looked So Beautiful." Jimmy Dorsey and orchestra.	25296—"All My Life" and "It's No Fun." Fats Waller and orchestra.	3218—"Sweet Birds" and "Yip, Yip, Yowie, I'm an Eagle." The Sweet Violet Boys.
4	B6310—"I'm Wild About That Thing" and "They Go Wild Over Me." The Tune Wranglers.	7650—"Clarinet Lament" and "Echoes of Harlem." Duke Ellington and orchestra.	739—"Lost" and "The Touch of Your Lips." Jan Garber and orchestra.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3215—"The Touch of Your Lips" and "Every Minute of the Hour." Henry Allen and orchestra.
5	B6343—"You" and "You Never Looked So Beautiful." Stew Fletcher and orchestra.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Ozzie Nelson and orchestra.	757—"The Touch of Your Lips" and "Twilight on the Trail." Bing Crosby, Victor Young and orchestra.	25271—"Lost" and "There Is No Greater Love." Guy Lombardo and orchestra.	3214—"Lost" and "I'll Bet You Tell That to All the Girls." Henry Allen and orchestra.
6	B6320—"Lost" and "A Melody From the Sky." Mezz Mezzrow and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	763—"It's Got To Be Love" and "There's a Small Hotel." Henry King and orchestra.	25245—"It's Been So Long" and "Goody, Goody." Benny Goodman and orchestra.	3213—"Stealin' Apples" and "Grand Terrace Swing." Fletcher Henderson and orchestra.
7	B6335—"Jungle Nights in Harlem" and "Hot Feet." Duke Ellington and orchestra.	7641—"You Started Me Dreaming" and "Don't Say a Word—Just Dance." Music in Russ Morgan manner.	727—"Goody, Goody" and "What's the Name of That Song?" Bob Crosby and orchestra.	25314—"Rhythm Saved the World" and "At the Cod Fish Ball." Tommy Dorsey and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
8	B6360—"It's No Fun" and "Rhythm Saved the World." Wingy Mannone and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	651—"A Beautiful Lady in Blue" and "Moon Over Miami." Jan Garber and orchestra.	25293—"Tormented" and "Every Once in a While." Richard Himber and orchestra.	3201—"After You've Gone" and "You're a Viper." Stuff Smith and Onyx Club Boys.
9	B6357—"Swing Mr. Charlie" and "Sweet Girl." Louis (King) Garcia and orchestra.	7637—"The Hills of Old Wyoming" and "It's a Sin To Tell a Lie." Music in Russ Morgan manner.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25279—"Christopher Columbus" and "Get Happy." Benny Goodman and orchestra.	3199—"Press My Button" and "Get 'Em From the Peanut Man." Lil Johnson and orchestra.
10	B6351—"Cheatin' on Your Baby" and "Must I Hesitate?" Bill Boyd and orchestra.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	756—"Lovely Lady" and "Would You?" Bing Crosby, Victor Young and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.
A LOCATION-TESTED PIN GAME
 Is not one that has been merely tested for a few plays in the factory by some stenographer, but . . . one that has been actually tested on location in tough spots where bugs will show up . . . if there are any.
 We sell location tested games only and you can buy on extended payment plan.

Lee S. Jones

WRITE TODAY.
ASK FOR CREDIT.

P. S.—Operators wanting cut prices or used games save your stamps. We can't be annoyed with that kind of business.

New Orleans

NEW ORLEANS, May 16.—It's been quite a long time since the New Orleans coin-machine circle has been so greatly divided in its opinions about the ultimate effect of the proposed bill to institute a State license tax of \$25 per table on pin games and iron claws. About half of the ops are of the opinion that this will mean the legalizing of the pin games for means of providing the State treasury with a sure source of steady income. On the other hand the proposal has, besides its enemies, numerous opponents who fear that the tax should be made high enough to insure ops that location owners will not want to take full advantage of the "reduced costs."

At present there exists in New Orleans a yearly license tax of \$12.50, divided up into \$5 for city and State each and \$2.50 to the Charity Hospital, in addition to other costs which many ops estimate aggregate up to as much as \$50 to \$60 a year per machine and an equal amount of cost to location owners. Therefore it is clear that the one tax of \$25 as proposed in a bill sponsored by one of the administration "ins" will be a saver to the operator.

The bill, in its embryo stage, says nothing whatever about other coin-operated machines, such as slots, cigaret venders or gum machines, which at present pay the same amount as pin games and claws.

It was somewhat of a surprise to coin-machine men of this city to see that garage and parking-lot owners, meeting to discuss the proposal, agreed that the coin parking machines are the best means of solving the city's parking problems. They advocated that the machines be given proper trial in the business streets of the city. There now appears to be little or no opposition to the commission council's plan to install 100 to 150 of the machines as soon as possible. Several other Gulf-area cities are also proposing to use the machines, namely, Mobile, Lake Charles, Pensacola, Beaumont and Galveston, in addition to numerous other communities in the interior of the Gulf States.

George Baker, of the Louisiana Amusement Company, is taking up golf. He turned in a card of 75 this week and received plenty of congratulations before anybody got wise to the fact that as yet George hasn't played more than nine holes at a time. At that he is probably the best scorer in coin-machine row, especially with Mallory shooting a 100 and Hank Friedburg only talking a good game.

And speaking about coin-machine row. There's a fellow up there who is a racketeer if ever there was one. This guy, without noticing his admission to this guilt, gladly tells everybody how he plays squash every morning, tennis in the afternoon and badminton at night. Now, I ask you, what could he do in any of these games without a racket?

With 35,000 people out to set a new

opening day's record for Pontchartrain Beach, everybody was wondering why Harry Batt should be so sad. As a matter of fact, Harry was thinking just how much better off the beach would be as a future attraction if that beautiful playland could have been opened in time. To tell the truth, Harry has set his heart so keenly on providing one of the best looking playlands in this neck of the woods that he is afraid of opening short of his goal and so we are forced to stand on pins and needles for a few more days before we can get an inside look at this new amusement palace.

If there ever was a decided hit in New Orleans machine history, it's hard to remember when operators have so unanimously praised the outlook for Bally's new game Hialeah. The first shipments of the new Bally idea are out on location and the players seem equally enthused over its amusement values. Mel Mallory, local manager for Stelle & Horton, says that the machine will prove to be one of the best money makers he has ever put out on location. "I hear good accounts of Hialeah from most of the operators who have taken the time to give it a looking over," he says, "and from the visitors from other sections we also hear that operators elsewhere are equally as keen about this machine."

With approximately \$1,500 collected in city license taxes when expiration date passed May 4, John McW. Ford, commissioner of finance, Shreveport, reports that not one unlicensed pin machine has been found within the city limits. "Owners of marble machines have apparently complied 100 per cent with the city ordinance requiring a license of \$2.50 on penny machines and \$5 on others," Ford says. "With \$1,500 taken in during 1936 on the marble tables, cigaret venders and phonograph machines, there has been a 500 per cent gain over the total collected a year ago." This would indicate that Shreveport has five machines on location in May, 1936, as against every one in use last year in May.

Willie Blatt Brings Panama

NEW YORK, May 16.—Willie Blatt, well known to the industry as Little Napoleon, brought Panama to the boys this week. It's a new game, and Blatt states: "It is the type of game that the operator and the player have been wanting. It is a five-ball game and the play is unusually fast. The first ball gives the player the chance to set his own odds. The same ball continues the play of the game as set by the coin chute when the nickel is inserted on the light-up backboard. Therefore the player can play thru the game with the five balls he gets and must make two pockets with these five balls to get a winner."

Willie had quite a reception at his headquarters in Brooklyn when the game first arrived. It is a product of Daval Manufacturing Company, Chicago, and was especially manufactured for Willie almost to his exact specifications. This is the game which Willie reported to his operators when he returned from his last trip to Chicago. He spent a great deal of time at the Daval plant helping the engineers there to get the game under way.

Willie also reports that he has phoned the factory and made arrangements for delivery of the first carload by the end of this week. The game is unusually attractive and has one of the new neo-classic designed cabinets by Daval.

The light-up backboard is well arranged and well decorated with two destroyers shown going thru the locks of the Panama Canal. Above these figures are the numbers for which the players must shoot. They range from one to seven. One of these is immediately lighted when the coin is inserted. To put on the light in the bottom duplicate number it is necessary for the player to get balls into the two similar holes on the board. The moment he shoots his first ball he tries for the odds row of numbers across the top of the gate. This sets his odds and also shows on the light-up backboard. The game is so arranged and so pinned that a definite percentage of payout has been made possible.

The cabinet itself is also well decorated with a sinking sun and flaming rays. It is believed to be one of the best cabinets ever used for a pin game. This is a straight-play pin game, not a pay table.

CAROLINA'S BARGAINS

AUTOMATICS		MYSTERY THREE	
EXHIBITS GIANT	\$27.50	10 BALLS	30.00
ELECTRIC BAFFLE BALL	32.50	SQUADRON	\$25.00
BALLY RAMBLER, 10 Ball	60.00	SCREAMO	13.00
DE LUXE 46'	32.50	ROTO-LITE	14.00
REPEATER	45.00	ARMY AND NAVY	10.00
A. B. T. TRIPLE BANK	20.00	QUICK SILVER	15.00
A. B. T. BIG SHOT	20.00	BABY LITE-A-LINE	10.00

1/3 Deposit Required With Order.

Carolina's Automatic Sales, 44 Valley St., Asheville, N. C.

WE WANT YOUR USED MACHINES

in trade on the following

GRAND SLAM	\$127.50	RACES	\$125.00	HIALEAH	\$139.50
BIG RICHARD	149.50	MAD CAP	47.50	BROKERS TIP	125.00
GALLOPING PLUGS	149.50	RAINBOW	99.00	PINCH HITTERS	119.00
				SYSTEM	52.50

Write or wire us what you have to trade on the above brand-new machines. We will make you a most liberal offer immediately.

VEECH SCALE CO.

Decatur, Ill.

Mystery Single Coin Slot Causes Furor

CHICAGO, May 16.—D. Gottlieb & Company have been hosts to more jobbers and operators during the last week than during any other week of the year, excluding the time of the coin-machine show. Thruout every conversation comments were heard with reference to Gottlieb's new mystery single coin slot. An exclusive Gottlieb feature, it has opened numerous locations in territories where multiple coin slots are not permissible.

"The action of the unit is simple, but most intriguing," explains Dave. "Taking Daily Races as an example, here's how it works. As the coin is inserted into the slot, the light-up rack, which shows the eight horses and the odds for win, place and show, bursts into a flash of color. For a few seconds you can't tell whether you're going to get two horses with odds of 10-1 or all eight horses with 40-1 odds. After flashing from one horse to another and from one set of odds to another, the lights finally come to rest at a certain combination which may leave the player any number of horses, from one to eight, with odds up to 40-1."

The trade can secure the mystery single coin slot at no extra charge on Daily Races, Fence Buster and Brokers Tip.

Gottlieb states that operators are showing a remarkable liking to the innovation and it is predicted that within a short time the factory will be putting out as many machines equipped with the mystery single coin slot as those with multiple coin slots.

"The mystery single coin slot," says Dave, "was primarily put out so that operators in territories where multiple coin slots are not permissible could benefit from the popularity of our games. Daily Races, Fence Buster and Brokers Tip have proved themselves to be such big hits that we felt something should be done to help these operators. After experimenting for a time we developed the new unit. It provides a game with most of the suspense and thrills of a multiple slot and yet takes but one coin. But the reception was more than ever anticipated . . . operators are putting games equipped with multiple slot and mystery single slot side by side and report both doing big. All three games in payout or ticket models, equipped with either type of slot, are ready for delivery to the trade."

Rosenthal Buys Into Cafe

DETROIT, May 16.—Sam Rosenthal, Detroit coin-machine operator specializing in cigaret venders under the name of the General Amusement Company, has taken a half interest in The Ring-side, downtown bar. The spot is well

known to the local sporting element and the coin-machine men as well.

Charles Hopkins, sales manager of A. P. Sauve Company, coin-machine jobbers, entertained a party of friends at the Ringside last week.

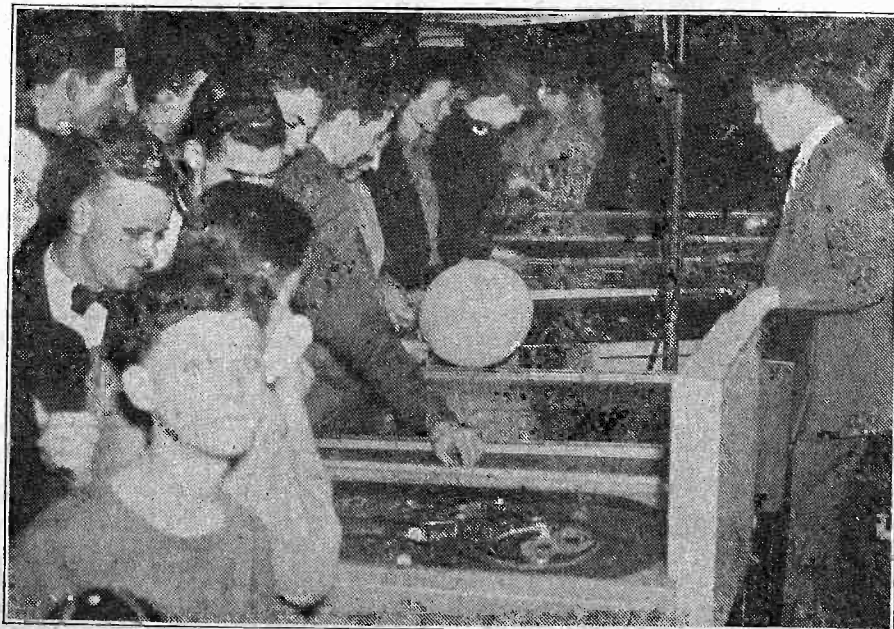
Pete, bull dog that appears in *Our Gang* comedies, was a visitor to the Ringside last week, while the *Gang* was on the stage at the Michigan Theater here.

Milwaukee Ops Meet

MILWAUKEE, May 16.—The regular monthly meeting of the Vending Machine Operators' Association, held last week at the La Salle Hotel, was well attended. President Woock being absent, Vice-President Herb Geiger took the chair.

Many months ago the association made a membership drive and took in a large number of pin-game operators. The membership and business of the pin-game operators grew to such an extent that it was found advisable for them to withdraw and form a division by themselves. That idea has worked out very nicely. At the last meeting a committee was appointed to get in touch with all the music-machine operators who are not already members, with the idea of helping them form a division for their respective line.

This association is in a healthy condition and all members report business on the upgrade.



THE LATEST IN PIN GAMES INVADED the campus of the University of Pittsburgh during the school's annual fair celebration the first week in May. Shown above are several games manipulated by engrossed students. The games proved the most popular feature of the event.

Los Angeles

LOS ANGELES, May 16. — Jobbers, manufacturers and operators report that there has been a definite pickup in business over the last several months. With the fine, seasonable weather, operators have been getting a good play on the beaches, and other locations also are feeling the effects of summer.

At the Pacific Amusement Manufacturing Company offices Herb McClellan states that sales of Palooka indicate that the game will have to be kept in production for many months.

G. R. Pettijohn is still associated with Pamco. It was erroneously reported in these columns that he was not with the firm. Error came about thru the fact that Pettijohn's position requires him to be on the outside the greater part of his time. Pamco reports a good business in the Orient.

Herb McClellan is leaving for an extended trip to the North Coast cities. Says excellent reports are being received on Galloping Plugs, and much interest is being shown in the announced Pamco's Galloping Plugs with ticket payout.

At the National Amusement Company Jack McClelland and George Schwartz, sales manager, said they were having a very satisfactory business and sales on Rock-Ola Multi-Selector reported as exceptionally good. Clegg Labauve, of the musical department, is out on the territory. Eddie Olsen, service manager, spending short time at the San Francisco branch.

Harry Stearns, of California Exhibit Company, has just returned from fishing trip to June Lake in the High Sierras. Said it was a wonderful trip and large catches were reported. In the party with Harry were Joe Orcutt, Tom Wall, Harry Smith and John Campbell. Big Shot still enjoying a good sale. The new five-ball hand-payout game that has been out on test gives every indication of being one of the best numbers the company has ever turned out. Game now in production and deliveries will be made within next two or three weeks.

Will P. Canaan very busy and merchandise vending machines having a big sale. A new woman operator of merchandise machines is Mrs. Grace Courtright, of Glendale, Calif., operating a large route. Many operators of merchandise vending machines noted in making the rounds. Bert Wilberg, of Venice, operating at beaches; Lew Beuter operating on a large scale and doing very nicely; Steve Brodie, of Long Beach, just back from trip over the State, making survey of vending conditions and said his check indicated conditions as being very good. H. M. Kirby, who operates extensively in Canadian provinces, has been in and around Los Angeles looking over the field.

At Mohr Brothers, Mack stated they were having a splendid business, especially on Wurlitzer Simplex phonographs.

At Sol Gottlieb's everybody busy and optimistic as to business outlook. Paul Henry out on territory. Brokers Tip, it was stated, was having a fine run and much interest being shown in the ticket model of Daily Races. Here we noted Henry Manning, of Monroe, La., and Irving L. Monsey, of Atlas Specialty Company, Salt Lake City. Paul Laymon very much pleased with business. Bob Corbin, of service department, on business trip to Chicago. Dave Pobs, expert mechanic, has been added to the service department here. Paul has added Rock-Ola Multi-Selector phonographs and having a very satisfactory sale on this and X-Cavator, Ad-Lee digger. Noted Art Dawes here. He operates extensively in San Diego district. Also noted E. Korte, of Glendale; Clem Korte, of La Canada, and Glen Catlin, of Montrose, all operators.

Extensive plans are being worked out, it was stated, with the intention of having the big June affair of the California Amusement Machine Operators a stand-out success. Various committees are working and preparing an extensive program of entertainment for the occasion. The Ship Cage, where the big show is to be presented, is assured of being sold out for the occasion.

We were around among some of the operators renewing acquaintances and getting first-hand information as to operating conditions. All seemed satisfied with business and heartily in accord with the fine work being done by the officials of California Amusement Operators' Association. Among operators contacted were Jack Fogel, of the Fogel Novelty Company; V. E. Wyckoff,

Walter Lundgren and C. H. Mitchell, of the C. H. Mitchell Amusement Company; J. Neckwitz, of Pacific Games Company; Ed Canvasser, one of the successful pioneer operators; Gordon Hicks, of 20th Century Music Company (Gordon has recently sold the music end of the business to Jack Henderson); Bud Smith, now operating in and around Santa Maria; J. R. Gentry, out from a one-year stay in local hospital with a broken back, is mending rapidly and back in the game again. Charley Anderson, of San Bernardino, large operator of phonographs, is looking over Los Angeles territory.

Daily Races Claims Continuous Play Record

CHICAGO, May 16. — Attention, Mr. Ripley—Believe it or not—here's one for the books. Whatever the record was for continuous play on a pin game, it has probably been shattered. The new record is now 19 hours of continuous, uninterrupted play on Daily Races, Gottlieb's one-ball payout machine.

And as Mr. Ripley stands ready to offer proof for everything he says, Dave Gottlieb offers the following as the basis for the establishment of the new record: "Last week," says Dave, "one of the operators from Indiana was in our office and told this story. Two traveling salesmen checked in a hotel which happened to be one of his locations. After registering they started to play Daily Races in the lobby at 11:30 a.m., Saturday, May 2. Attention was immediately attracted to the pair and after they had been playing steadily for several hours the watching crowds became larger and larger. The lobby of the hotel looked like the coin machine convention. The two men were playing in partnership and one would hold the fort while the other would eat. Interest aroused in the game ran so high that the people around the game also wanted to play and came around with handfuls of nickels, but to no avail. The two boys had set out to play the game in dead earnest. On thru the night the activity kept on. As parts of the audience would drop out newcomers would take their places. Hour after hour passed, but still they kept on. The intriguing action, the excitement and suspense that has made Daily Races one of the favorites on all locations came thru to keep these men playing until 6:30 Sunday morning, May 3. A total of 19 hours without a stop.

"When asked why they had played Daily Races for such a long time at one stretch the men are reported to have answered: 'In the past we thought nothing of staying up all night at a card game, but since we've found this game to be much more interesting than cards, it's just natural for us to change to playing this game.'

"The following week when passing thru the town on their return trip these men started playing Daily Races. Pretty soon a crowd gathered in keen expectation. But as the next day was a work day they stopped after six hours of play on Daily Races. They also commented that extended play on games was rapidly taking the place of cards as amusement for traveling men.

"Daily Races, the game that probably now holds the endurance record, well

Lee Jones Enjoys Hot Springs Visit

CHICAGO, May 16.—Probably one of the few places in the United States where the word "saloon" can be legally used in at Hot Springs, Ark., and take a look at the customers and the bartender present when the accompanying shot was taken.

At the left you will find Lee S. Jones, of the American Sales Corporation. The bartender is James (Honest Jim) Doherty, ace political news writer for *The Chicago Tribune* and frequent contributor to *Liberty* and other national magazines.

At the extreme right is our good friend Charles (Square Deal) Hepp, well-known proprietor of Harry's New York Bar, popular hangout for coin-machine executives located in Chicago.

Lee S. Jones has returned to Chicago after a fine rest and a long-needed vacation at Hot Springs and will be on his way to Florida when this issue is on the press.

Lee is the originator of selling pin games to operators on the extended payment plan. His many years' experience in the electric piano business years ago and more recently in the coin-operated phonograph business has qualified him to successfully carry out his original plan of extending credit to pin-game operators. Machines are sold by his plan thru the American Sales Corporation to operators in all States in the Union.

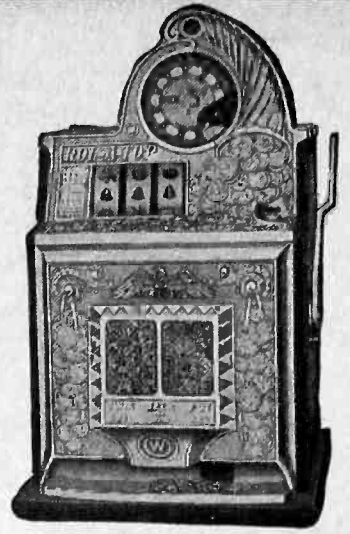
Dotty Blatt Engaged

BROOKLYN, May 16.—Dotty Blatt, general office manager of Supreme Vending Company, Inc., has announced her engagement to Joe Share.

Dotty has been popular with all the coin-machine boys who call at the firm. It is generally said that Joe Share is a pretty lucky guy to get such a beautiful wife.

Dotty reports she will continue in her position for the present and she has no intention of leaving.

merits its title," said Dave Gottlieb. "It is a game that is popular everywhere because it has everything. Locations which up to now were closed to multiple coin slots are now being stocked with Daily Races equipped with the new exclusive Gottlieb mystery single coin slot. This mystery single coin slot takes but one coin and gives the player from two to eight horses to play along with odds up to 40-1 for win, place and show. This new feature is also available on Gottlieb's Broker's Tip, the stock-market game that pays out on bonds, preferred stock and common stock; also Fence Buster, the new baseball game which puts the player in the role of manager trying to bring his team in at the top. Games equipped with either the multiple coin slot or the mystery single coin slot without extra charge."



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models,
Bell, Front Vender and Gold Award
Built for 1c-5c-10c-25c Play

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FOR
BOOTH, BAR OR
SODA FOUNTAIN

For busy counters and crowded cigar cases where space is limited and valuable. For deluxe locations where only the latest and most up-to-date equipment is permitted.

LOW PRICE

HIGHEST GRADE
CONSTRUCTION.
CHROMIUM PLATING.
ARTISTIC LABELING.

VENDEX CO.

Dept. B,
ROXBURY
CROSSING,
BOSTON, MASS.

Hankin Distrib For Skill-Ball Game

NEWARK, N. J., May 16. — Morris Hankin, of Atlanta, flew in here past week and negotiated a contract which made him distributor of the new Skill-Ball coin-operated bowling-type machines for his city and Macon, Ga., and for the territory within a radius of 75 miles of Atlanta.

Hankin states that the Skill-Ball type of games is the most profitable he has ever operated. He predicts that there will be a tremendous demand for this type of equipment from operators everywhere.

Ben and Dick Steinberg, of Stirling Novelty Company, Inc., manufacturer of Skill-Ball, report that this is one of the first of the larger territorial franchises they have closed. They reported that with amazing rapidity the country was becoming acquainted with the tremendous earning power of the games. They claim Skill-Ball introduces a new era in the coin-machine industry.

They state that Morris Hankin had agreed with them that their idea of placing 10 of the games in empty lots, covered over with bright awning and surrounded by concessions in the summer time, would outdo the former miniature golf craze and that the fact the machines can be moved to inside individual locations during the fall and winter months opened tremendous profit possibilities everywhere.



LEE S. JONES, of the American Sales Corporation, indicating to Bartender James Doherty, of *The Chicago Tribune*, and Charlie Hepp, of Harry's New York CaBARet, Chicago, the size drink he wants.

ALAMO

Now Ready!

FOR IMMEDIATE DELIVERY FROM ALL
ELECTRO-BALL CO. OFFICES!

Rockola's New Sensation, ALAMO, is a "natural" for Texas and the Southwest! Preliminary tests on Alamo exceed all expectations! It has Everything! Changeable Odds, Multiple Coin Chute, \$10 Top Award! Order yours immediately! "You'll Always Remember the Alamo!"

\$149.50, f. o. b. Shipping Point.

We Will Accept Used Equipment as Part Payment!

Write for Our List of Choice Used Equipment of All Kinds

ELECTRO-BALL CO., Inc.

1200 CAMP, DALLAS

Fort Worth, Waco, San Antonio, Wichita Falls, Oklahoma City,
New Orleans, Memphis, Houston.

Regular Price \$585

While they last

1 OR 100 - \$2.50 EACH

—Send Money Order in Full—Immediate Shipment

FAST, EASY MONEY FOR YOU!

Ringer is a novel, fascinating straight Penny Counter Game. Simple, foolproof and automatically registers all pay-offs. Player wins 5 cents in trade whenever penny drops into the horseshoe. Pays for itself in a few days. Can be placed on every counter and bar.

A Beautifully Finished Machine!

Handsome striped chromium case, equipped with high grade tumbler lock. Stands 10 inches high, 5 1/2 inches wide and 4 inches deep. This close-out offer will move them fast. Our loss—your gain. ACT QUICK!

WALZER COMPANY · 428 Stinson Blvd · MINNEAPOLIS · MINN.

FORGED TO SELL ALL OUR AUTOMATIC PAYOUTS

BALLY DERBY
BALLY PEERLESS
BIG CASINO
BIG BEN
DAILY LIMIT

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GOLD AWARD
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RELIANCE DICE GAME
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STRAIGHT 8
TRACK ODDS
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All Practically New. All Bargains. Write for Prices.

K. & S. AMUSEMENT CO.

153 PENN ST.

READING, PA.

Schlesinger Is Cleaned Out

POUGHKEEPSIE, N. Y., May 16.—Al Schlesinger, of Square Amusement Company, reports that due to the half-page advertisement which his firm carried in *The Billboard* recently to sell more than 850 pay tables he is cleaned out of used pay tables and it is now necessary for him to advertise for used pay tables.

Mr. Schlesinger states that he has never encountered a trade paper with the tremendous coverage and selling power of *The Billboard*. He reports that long-distance phone calls and wires from almost every spot in the country were received by the firm on the same day its advertisement appeared.

The Square Amusement Company has never previously enjoyed so great a demand for its machines. At least, he reports, not since the early days of 1919 when the firm was first formed.

Pin Tables Taxable in Pa.

HARRISBURG, Pa., May 16.—Following a recent decision in the Dauphin County Court which exempted marble and pin games from tax under the Act of 1907, Pennsylvania Secretary of Revenue John B. Kelly announced that the pin tables are taxable under the Amusement Tax Act passed by the 1935 session of the Legislature.

"Many operators of these games," Kelly said, "were under the impression that because of the ruling of Judge William M. Hargest last month, this ruling applied to the Act of 1935. Because of this misapprehension many operators failed to make returns, believing they were not taxable. I wish to assure all taxpayers who come within provision of the Amusement Tax Act of 1935 that Judge Hargest's decision in no way af-

fects them as far as that act is concerned. His decision applied only to the Act of 1907.

"As a matter of fact one of the arguments presented to the court in protest against the Act of 1907 as it applies to marble and pin games was that since they are already taxed under the Amusement Tax Act of 1935 they ought not to have to pay under the law of 1907. This would seem to indicate that the objectors are familiar with provisions of the Amusement Tax Act."

The Act of 1935 imposes a 10 per cent tax on the total revenue of the pin tables.

Features Northwesterns

NEWARK, N. J., May 16.—Dave Stern, of Royal Distributors, Inc., is making a special feature of Northwestern Merchandisers at this time. Dave claims that he has been enjoying a tremendous business for the small merchandisers ever since his purchase of 1,000 of them from the factory when Mr. Bolen came to town personally to close the deal.

"The interest in merchandisers has been increasing due to the roadside and tavern demand in this State," Dave says. He believes that before the summer is over the leading locations in the city will be supplied with the merchandisers and that there will be even a greater demand from other parts of the State for the machines.

Dave also believes that aside from pistachio nuts and peanuts many new items will be featured in the merchandisers.

"There is a tendency on the part of all locations to seek some novelty eatable for their customers, especially to stimulate the sale of beer and liquors," Dave claims.

Bally Breaks Its Own Record

Registers biggest week in firm's history—plant running day and night shifts

CHICAGO, May 16.—Ray Moloney, president of Bally Manufacturing Company, states that the first week of May was the biggest week in Bally's history and that Thursday of that week broke all previous records for a single day's production.

"Of course," Ray added, "I'm counting the production of both the night and day shifts, which we have been running ever since the introduction of Multiple and Hialeah. But even so, when I look back on the hectic days of Ballyhoo and to the summer of '34—when we served cold beer to the boys who were getting out 500 Fleets a day with the thermometer at 100—and the sensational production records at the peak of the Jumbo run—and when I realize that we've actually topped those records—well, I'm doggone proud of the crew out there in the factory, and my hat's off to the 'old gen' (D. J. Moloney, Ray's father and Bally factory superintendent) for the job he's doing."

Bally Dice Game Mystifies

"How does it work?" That, according to operators, is the question immediately asked by every person who plays Bally Manufacturing Company's Reliance dice game. Here is a game with dice that are obviously true—in fact, the manufacturer guarantees they are not loaded, misspotted or shaped. The player can see with his own eyes that the dice roll and spin as if thrown by hand. Yet when player throws a 7 or 11 on his first pull of the handle—or makes his point after several rolls—the machine automatically pays out. No wonder players are mystified!

The mystery behind the mechanism, as well as the universal popularity of dice, probably explains the heavy collections reported on Reliance. According to Jim Buckley, Bally sales manager, many machines pay for themselves within a few days, and machines which have been on location ever since the January show are now earning more than ever.

Sunshine Derby Sales Keep Gottlieb Busy

CHICAGO, May 16.—Continuing the tremendous success experienced when it was introduced to the trade months ago, Sunshine Derby, a product of D. Gottlieb & Company, is still doing its share in keeping the Gottlieb plant working at capacity.

Dave Gottlieb, head of the company, said: "Sunshine Derby is still holding its own after months of successful operation. Jobbers and operators all over the country are calling for Sunshine Derby. It was the first game to feature player-controlled changing odds at a price that allowed every operator to place this game profitably. The action of the game makes Sunshine Derby a one-ball payout game that really gives the player a chance to exercise deliberation and skill. The player-controlled changing-odds feature gives him one opportunity to change the odds. Sunshine Derby has maintained its standing as the lowest priced payout in its class."

The three other Gottlieb hits are keeping things going at top speed at the Gottlieb plant. Daily Races, one-ball automatic payout with changing odds and multiple coin slot, still holds the lead in the Gottlieb race for supremacy. Brokers Tip, the game which pays out quoted prices on bonds, preferred stock and common stock, is also a big favorite. The new baseball game Fence Buster, which puts the player in the role of manager trying to bring his team out on top of the league, also has a great deal of support from the operators.

Big Game Hunter Still Going Big

CHICAGO, May 16.—One of the truly great devices of all times is A. B. T.'s Big Game Hunter. More than 60,000 machines have proved that this device is one of the best investments possible

Exporters to Canada, Watch Your Invoices!

CHICAGO, May 16.—Charles Sigal, of the K. & S. Coin Machine Exchange, Toronto, Ont., writes *The Billboard* that it should be impressed upon American manufacturers, distributors and jobbers of coin-operated machines that no merchandise is permitted to enter Canada unless accompanied by three copies of Form MA invoices.

"The customs laws here are rigidly enforced," he says, "and we have to abide by them. It seems that some American exporters of these games do not realize it is essential to have these papers before any shipments are released."

"The market in Canada for coin-operated machines will not improve much unless the Canadian operator and jobber receive this co-operation from their American friends."

Captain Kidd Is New A. B. T. Winner

CHICAGO, May 16.—A. B. T. Manufacturing Company has revived all the glamour of pirates of old and chests of gold in its popular pay-out table, appropriately named Captain Kidd. The very name itself is enough to excite the interest and curiosity of the players.

Captain Kidd is A. B. T.'s sparkling contribution to the automatic pay-out game field. It has all the proven appeal of a three-reel Bell Fruit machine. The playing results and the reward card have a certain similarity to the pay-off awards of the old three-reelers.

Hundreds of tests have proved that A. B. T.'s Captain Kidd is the ideal three-ball payout. It is practically as fast as a one-ball, yet the three balls make for a natural percentage control. Rewards can be more liberal. As there are "almost" wins on a three-ball payout, the players do not tire, inasmuch as they get their money's worth every game. Then, too, operators will encounter fewer legal difficulties with the three-ball payout.

The game itself instantly reflects all the care and attention that A. B. T. has put into it. The sturdy, handsome cabinet is richly finished. The playing field is highly colored and is vividly decorated with romantic scenes. The board is cleverly pinned so that each hole looks easy to make.

The A. B. T. engineering department has devised an ingenious assembly that is presented for the first time in the Captain Kidd pay-out table. The top board is mounted so that it slides out of the machine. Thus the operator has instant access to all vital mechanical and electrical parts as well as the batteries. This important feature will prove invaluable to the operator, as it reduces the time spent for servicing to a minimum. The pay-out mechanical and electrical assembly is so constructed that it will be absolutely trouble free in operation. The traditional A. B. T. high standard of quality has been carefully engineered so that the operator is assured of a pay table that will stand up and give profitable service for a long period of time.

In order to eliminate all gamble on the part of the operator the A. B. T. Manufacturing Company had 300 games placed on test locations in three States over a period of eight weeks. Thus Captain Kidd was thoroughly tested under varying operating conditions. The final checkup definitely proved beyond a doubt that the Captain Kidd three-ball automatic payout was not a short-lived game, but a steady, consistent, long-time money maker. On practically every location gross receipts for the eighth week were even greater than the first, second or third.

in coin-operated equipment. Altho it has been on the market for a number of years, its appeal and novelty are as fresh as the day very first one was purchased. Hardly a day goes by at the A. B. T. plant that they do not get a large number of orders for the game.

Big Game Hunter is being produced in the three-shots-for-a-penny model or three-shots-for-a-nickel model. Because of its novel idea Big Game Hunter may be placed in many locations inaccessible to ordinary counter games. Big Game Hunter is conveniently sized so that it takes up a small space on the merchandise counter. It is so devised that it is almost impossible to get out of order.

7 PLAY PAY TABLE

TYCOON

\$149⁵⁰

Manufactured by

Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill

Marcus, Stanley Join Forces

New firm is appointed Bally distributor for the Greater Chicago area

CHICAGO, May 16.—Confirming the appointment of Automatic-Markepp, Inc., as Bally distributor for the Greater Chicago area, Jim Buckley, sales manager of Bally Manufacturing Company, stated that "leading distributors who have been advised of Automatic-Markepp's part in the Bally setup are united in expressing satisfaction, the general comment being that the new organization will exert a healthy influence on the entire industry."

Automatic-Markepp, Inc., was organized recently by two of the foremost distributors in the coin-machine industry, Meyer Marcus, president of the Markepp Company, Inc., of Cleveland and Cincinnati, and S. L. Stanley, head of the Automatic Amusement Company, with headquarters in Memphis and branch offices in a number of Southern cities. Mr. Marcus and Mr. Stanley are both well known in the industry, not only for the efficiency of the sales organizations they have built up but also for their faithfulness to the policies in which they believe. Mr. Marcus during the past year has been very active in the promotion of favorable publicity, benefiting the entire industry, and has unstintingly contributed time and money to various good-will movements. Mr. Stanley has gained the reputation of being one of the boldest pioneers in the industry and has a large following of operators whom he has guided to greater and more stable prosperity.

The "parent" organizations in Ohio and the South will maintain their separate identity and will be operated independent of the new Chicago firm, but the latter, it is stated, will draw on the far-flung facilities of both Mr. Marcus and Mr. Stanley in obtaining and disposing of used games for the Chicago trade.

Offices, showrooms and warehouse will be maintained by Automatic-Markepp, Inc., at 2338 Belmont avenue, Chicago. R. L. Wilds, formerly managing director of the National Automatic Distributors' Association, will be in charge. Coin-machine men who have watched Mr. Wilds' good work in the NADA agree that Automatic-Markepp, Inc., is as fortunate in its choice of manager as it was in having Meyer Marcus and S. L. Stanley for its co-founders.

Speaking for both Mr. Stanley and himself, Meyer Marcus made the following statement to a representative of *The Billboard*: "Our appointment as Bally distributors for the Greater Chicago area is a privilege we have pledged ourselves not to abuse, but rather to use as a means of giving greater service to the trade in this territory."

Record Demand for Horses

CHICAGO, May 16.—True to the prediction of Bill Woollen, sales manager of the Buckley Manufacturing Company, this firm's sensational counter game, Horses, has broken all records for counter-game sales.

Mr. Woollen stated: "When we announced Horses several weeks ago I made the prediction that this odds-changing counter game, so ridiculously low priced, would go over big with the operators. The unprecedented demand for this game is easily understood. Horses is a swell game for the players because it affords them all the thrills of real race-track betting.

"Here's why Horses gets a big play. The player inserts his coin; upon pressing a convenient and smooth-working lever all four reels swiftly and noiselessly spin around. As the reels come to a positive jarproof stop the player is given the result of his play. The first reel indicates the odds; if the next three reels spell Z-E-V, T-O-P, S-U-E, D-A-N or L-I-L the player is paid off according to the odds indicated on the first reel. A visible coin chute is your protection against slugs and also shows the denomination of the coin. Horses vends a ball of gum with each coin played."

IMMEDIATE DELIVERY!

TYCOON

\$149⁵⁰

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

WRITE WIRE OR PHONE TODAY



DOUBLEHEADER

Brand New Game Sensation

\$115⁰⁰

1/3 Cash or Certified Check Deposit With Orders, Balance C. O. D.

MILLS EASTERN FACTORY DISTRIBUTOR

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

UNITED AUTOMATIC SALES CO.

693 BROADWAY,

Tel. No., Gram 7-7072.

NEW YORK, N. Y.

WRITE TODAY FOR OUR NEW WEEKLY PRICE LIST ON ALL NEW & USED PAY TABLES!!

Every good Pay Table IN STOCK! Lowest Prices GUARANTEED on all Used Pay Tables. BEFORE YOU BUY GET OUR PRICE LIST — SAVE MONEY!!

WE ARE THE EXCLUSIVE DISTRIBUTORS FOR

NORTHWESTERN MERCHANDISERS

Complete stock of machines ON HAND ready for IMMEDIATE DELIVERY! Don't waste time—WRITE US TODAY—SAVE MONEY!

GET STARTED TODAY IN THIS STEADY MONEY-MAKING BUSINESS! WRITE US TODAY FOR COMPLETE DETAILS!



Write for Prices Today

ROYAL DISTRIBUTORS, Inc.

1125 BROAD ST.,

Tel.: Bielow 3-3508.

NEWARK, N. J.

ROLL-A-BALL

"America's New Bowling Game Sensation!"

(NOT A PIN GAME)

WRITE NOW FOR COMPLETE DETAILS!

GEORGE PONSER CO.

11-15 EAST RUNYONIST.

NEWARK, N. J.

BATTER UP!

A sensational cry for a "Hit Over the Fence." A Home Run scored—a cheer! Someone won \$20.00!! Playing baseball play by play on a salesboard. Singles, doubles, triples and home runs and advancing of bases. A proven success! Order yours today!

1,000 Holes.
Takes In \$50.00
Average Payout 24.60

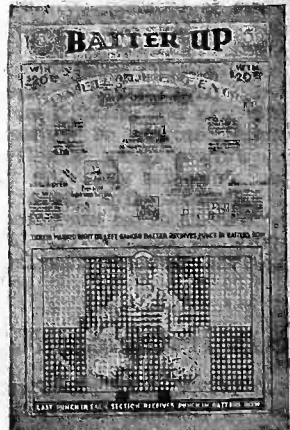
Average Profit \$25.40

PRICE: \$3.30 plus 10% Tax.

GLOBE PRINTING COMPANY

1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
1352 N. E. First Avenue, MIAMI, FLA.
3502 1/2 McKinley Street, TACOMA, WASH.

227 S. Presa Street, SAN ANTONIO, TEX.
22 West 23d Street, NEW YORK, N. Y.
248 Marletta Street, N. W., ATLANTA, GA.
3502 1/2 McKinley Street, TACOMA, WASH.



CLOSING OUT ALL USED MACHINES

1 Carioca \$13.00	5 Rockola Screamo Each \$12.50	7 Criss-Cross-A-Lite Each \$ 6.00
6 Treasure Chests, Ea. 10.00 (1-Ball Payouts)	2 ABT Big Game Hunt-ers, Each 11.00	4 Spot Lites, Each... 6.00
3 Liberty Bells, Each, 10.00 (1-Ball Payout)	4 ABT Auto Banks, Ea. 6.00	2 Rockalites, Each... 6.00
1 ABT Auto Flash Ticket Game 15.00	4 Kings, Each 7.00	5 Beamites, Each... 4.00
2 ABT Home Stretch, Each 12.00	2 Rebounds, Each... 4.00	3 Criss Cross (Plain) Each 4.00
	2 Rapid Transits, Ea. 12.00	3 Drop Kicks, Each... 4.00
	2 Five & Tens, Each... 12.00	1 Score-a-Lite 6.00
		4 Beacons, Each 5.00

1/3 Cash, Balance C. O. D. SEND FOR PRICE LIST ON NEW MACHINES. MIDWEST COIN MACHINE EXCHANGE 3516 West 16th St., Chicago

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

OPERATORS WAKE UP!!
to the "GEM" penny play cigarette machine and **STEP UP** your PROFITS



only \$12.95 FOB CHICAGO

WAKE UP to the earning power of the GEM Penny Play Cigarette Machine and STEP UP your collections. GEMS insure a steady income from every location. It's America's most beautiful machine, the most popular among operators and the public. Try a sample GEM on our 7-day offer. You'll come back for more.

GARDEN CITY NOV. MFG. CO.
4331 E. RAVENSWOOD AVE.
CHICAGO, ILL.

critterion in this case, *The Newark Evening News* reports.

Sachs & Silberling, Inc., stunned many of the boys with their first ad on Television Poker. The game is quite popular here and the interest continues to grow, with both of the boys busier than bees trying to get them out in a hurry.

Between May 1 and October 1 the brewers expect a rise of more than 15 per cent in the sale of beer, says *The New York Times*. They claim that up until the month of March they showed a 11.8 per cent rise. This makes for greater optimism as far as the sales of merchandisers are concerned. And some ops claim that due to the greater volume of peanut and pistachio machines now found in taverns everywhere, beer sales have naturally jumped. The swanky Astor Hotel Bar on Broadway features pretzels, pop corn, peanuts and many other spicy delicacies free to help stimulate that thirst. What a spot for some op to place merchandisers.

Sam Broudy, of Jersey Trading Company, Newark, is deserving of a lot of credit for the daring innovations in new merchandise for the ops. Sam has introduced many items previously never attempted in the field. This time Sam comes to the front with summer suits of linen, Palm Beach material, etc. Prices are so low—they can be called spectacular.

Among the present lineup of manufacturers there is, first of all, the oldest and the best known, International Mutoscope Reel Company, Inc., with the genial Bill Rabkin at its head; Scientific Machine Corporation, Brooklyn, which has pin game and poker roll-down; Sachs & Silberling, Inc., with Television Poker; Stirling Novelty Company, Inc., of Newark, with Skill-Ball; Supreme Vending Company, Inc., with a new poker game; Skee-Ball Company, with its well-known Skee-Roll; D. Robbins & Company, with Dave's new 2-in-1 Vender; Brooklyn Amusement Machine Company, where Charley Aranson and Jack Kaufman report a new pin game on the way; Dave Simon, of the Riverside Sportland, who also has a roll-down game, and George Ponsler Company, which has taken over the national representation for a New Jersey factory on Roll-a-Ball. Every day the list continues to grow, with New York swinging back again to its old spot in the sun.

Sam Broudy, over at Jersey Trading Company, is getting all hot and bothered by the introduction of new games from New York. They all can use merchandise awards and Sam believes that the big merchandise days are back again.

Abé Fish, of General Amusement Game Company, Hartford, started something when he introduced those small ciggy reel machines at a low price in *The Billboard*, he says. He has ever since been actually "flooded with orders." Ring up another for *The Billboard*.

Maurice Kushman, of X. L. Coin Machine Company, Providence, waited until he had gathered together a real bundle of good rebuilt cig machines before introducing them for sale. But, since his first ad, he reports, the men have just come at him like one of those Kansas twisters.

Max D. Levine, of Scientific Machine Corporation, wasn't found asleep at the switch with his new game, X-Ray Poker. Max has them on location and they're bringing in the big dough down at Joe's Sportland on the Boardwalk at Coney.

Ben and Dick Steinberg have prepared one of the most beautiful and elaborate mailing pieces in the business on their Skill-Ball machine. One large sheet features the game in attractive natural colors and it's coupled with an eight-page booklet that explains everything. These are the Stirling Novelty Company boys.

Bill Rabkin has prepared what he claims is a booklet worth at least \$25. This is his new textbook on the Photomatic that shows all the technical details and explains them in photography. It's quite a job, and Bill's to be given a lot of credit for spending many a night preparing it for the Photomatic ops.



BIG RICHARD . . . "ELECTRIC EYE"

Now—you can get these sensational winners with automatic JACKPOTS. You control the JACKPOT AWARDS—make them \$25.00—\$10.00—\$5.00—anything you like. No competition can stand up against them.

Insist upon Exhibit JACKPOT-Equipped Games! Get greater profit and longer life from your investment. Investigate this new JACKPOT development.

See your Jobber immediately or write us direct.

EXHIBIT SUPPLY CO.
4222-30 W. LAKE ST. • CHICAGO

Eastern Chatter

Some of those candid camera shots taken at John A. Fitzgibbons' 25th anniversary celebration by *The Billboard* staff photographer are certainly candid in a great big way. These shots plus those of the Paradise Restaurant nudies are going to make up a swell issue for *The Bally Coin Chute*, house organ published by the Bally firm.

By placing steel balls in the Stock Exchange game Wille Blatt and his Supreme Vending Company proved the game a hit. Just an additional few pins to slow up the roll of this heavy ball and the action was perfect.

Georgie Ponsler over in Newark, Noo Joisey, comes right into the manufacturing and distribution picture with a big bowling type game which he calls Roll-a-Ball. Some of the collection records he has on this game are truly remarkable.

Milty Green, of American Vending Company, has become exclusive national factory representative for Scientific Machine Corporation. Milty is doing a fine job with the firm's first game, Leap Frog. He is also talking about its next pin game, Tie-Score, and also about its roll-down poker game, X-Ray Poker.

The "collitch" boys down at Princeton are said to be going back to hot jazz again. Recordings have been selling like in boon days down at Princeton, N. J., the last several weeks and all of them are the new, hot swing-jazz music. Phonograph record sales are used as the

USED NATIONAL CIGARETTE MACHINES
4-Column and Match Column, with Stand, \$17.50
Each. 1/3 deposit, balance C. O. D.
AUTOMATIC CIGARETTE CO.
818 S. Broadway, St. Louis, Mo.

"GOODS BRING IN MONEY," SAYS PAYNE.
CARTOON BOOKS, 16 p. \$1.25 pr 100; \$10.00 M
ART POSTCARDS, 8 1/2 x 11. \$.50 per 100
Transparent Cards, Comic or Art. . . . 35 per 100
Comic Cal. Back Mirrors, 12 Kinds. 2.25 per 100
SHIMMIE DANCERS, Hot Subjects 2.00 per 100
PEEP SHOW AT NUDIST COLONY 2.00 per 100
FEET CARDS, Bed Scenes. 2.00 per 100
Order from above, or 25c for 10 Samples.
T. R. PAYNE, 25 Cardinal Place, New York.

6 Coin Chutes Changing Odds
The Little Giant of Counter Games!
"SANDY'S HORSES"
\$\$\$ \$20 a day in profits! \$\$\$
Here's the machine that's coining the money! Has 1c, 5c, 10c and 25c plays. Compact (11x17 inches) and weighs only 21 lbs. The only Six-Coin Chute, Changing Odds Counter Machine made! Simple mechanism eliminates service calls. Has many other advantages over \$500 race horse machine. Send your order today!

PRICE ONLY \$29.50 F. O. B. Omaha
NATIONAL PREMIUM CO.
1322 Dodge St. OMAHA, NEBR.

- Case of No. 1 Grade Clear Birch.
- Cadmium Plated, Rust Proof Mechanism.
- Jam Proof and Slug Proof.

BASEBALL TALLY CARDS
All kinds of Coupons for Operators. 120 Tickets, Names and Numbers, American and National Leagues, \$13.20 per Gross. We make all kinds of Tip and Jackpot Cards.
Write for Quantity Prices. Distributors Wanted.
TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	J. H. Keeney & Co.	Exhibit Supply Co.
Pacific Am. Mfg.	D. Gottlieb Co.	Daval Mfg. Co.
Groetchen Mfg. Co.	A. B. T. Co.	Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

REBUILT GAMES

THIS WEEK'S SPECIALS

- TRAFFIC A\$14.50
- BIG FIVE, JR. 37.50
- DE LUXE '46 37.50
- PEARL HARBOR 23.50
- ROCKETS 9.50
- AUTO DART 14.50
- EXHIBIT BASEBALL 29.50
(Automatic Payout)
- RODEO 10 BALL 29.50

YOUR CHOICE

Bally 3 in Line
Mills Balance
Exhibit Starlite
Spotlite
Beam Lite

\$6.50

EACH

RUSH YOUR ORDERS

1/3 Down, Balance C. O. D.
IT'S NOT A SALE UNTIL
YOU'RE SATISFIED

GERBER & GLASS

914 DIVERSEY BLVD. - CHICAGO

Round 'n' Round Under Production

CHICAGO, May 16.—Operators will be pleased to learn that Round 'n' Round is now under production as the 11th skill game to be brought out under the Spirit of America line.

The game will no doubt be one of the greatest of all Shyvers productions, inasmuch as models have been on actual operating locations for 19 months and earnings have held up steadily. The records of the test games have convinced the Shyvers interests that this is the opportune game and the opportune time to resume manufacturing.

In the 11 models of Spirit of America games, namely, De Luxe E3, Anchors Aweigh, Billiard Flash, Silver Moon Senior and Junior, Kickoff, Toggle Ball, Gusher, the Big Roundup, ABC Keeno, seven models of Cannon Fire and the new Round 'n' Round, operators have found smooth, balanced origination that appeals to the playing public. All models have always been nicely dressed.

Round 'n' Round is plenty fast as presented in a five-ball setup. The skill is the same as in the 10-ball standard. Earnings are better and operating costs are less. Change from five to ten ball or ten to five ball, making permanent payout recorder conform to the magic brain totalizer, can be made by a mechanic in five minutes. While the game was originally designed for five and ten-ball territory, the game makes a perfect set-up with two balls. How easy it looks—open shots—pure skill—yet any bull-in-the-china-shop mechanic can regulate the payout with a soldering iron and a choice selection of profanity in three minutes. This game is made only with payout. The same appeal is used in the two shot as in the five and ten-ball games.

Plans are made for a year's run on Round 'n' Round, and the game has everything it takes to make operators money, says Shyvers.

Gottlieb Ticket Games Now Ready for Delivery

CHICAGO, May 16.—In an announcement from the offices of D. Gottlieb & Company, Dave Gottlieb states that the ticket models on Dally Races, Fence Buster and Brokers Tip are now ready for immediate delivery. Ticket games are equipped with Gottlieb's multiple coin-slot chute and the new, sensational mystery single coin slot.

"The introduction of ticket models for Dally Races, Fence Buster and Brokers Tip," says Dave, "comes as a result of many requests from jobbers and operators. There are many locations where ticket games are 'naturals.' By making these games in ticket models we have taken three of the most outstanding games of the season and made them available for these locations. The combination of action, drawing power and the appeal of ticket models will exceed the take of any past game."

MAD CAP

STONER'S GREAT NON-PAYOUT GAME!

\$47.50

ELECTRO-PAK available at small additional charge



STONER CORPORATION

Aurora, Illinois

Monarch Named Distributor For New 2-in-1 Vendor

CHICAGO, May 16.—Monarch Coin Machine Company here has been appointed exclusive distributor for the new 2-in-1 Vendor for the States of Illinois, Indiana and Wisconsin, according to Roy Bazelon, Monarch head.

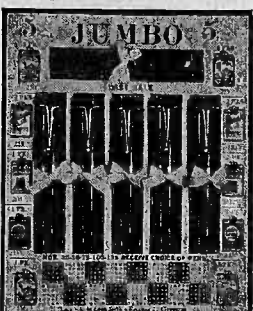
In commenting upon the appointment Bazelon said: "I have had a lot of experience with merchandisers and vendors of every type and I honestly believe that in the 2-in-1 Vendor the operator will have a machine that will prove a profitable investment. It is adaptable to every type of location, it is neat, compact and attractive, and it is quickly and easily serviced. Of prime importance is the fact that it is absolutely slugproof. The machine cannot jam and because of the simple mechanism there are no possibilities of loss of location thru failure of the machine to perform."



AMERICA'S BEST NOVELTY GAME!
MAD CAP \$47.50

Operate 1c & 15c Cigarette Machines, Gum and Peanut Machines, and Scales. In addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



JUMBO PROFITS

Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

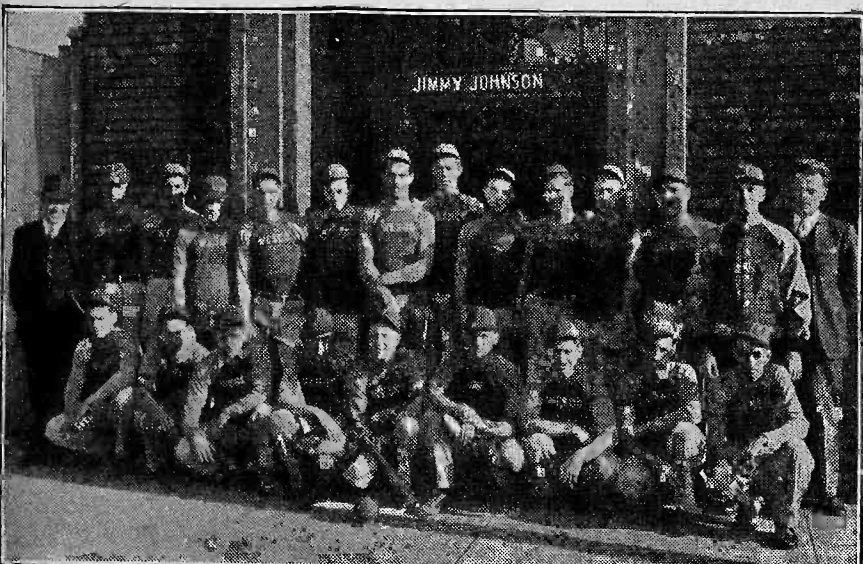
Operator's Special Price \$4.75 for

Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY

312-314 BROADWAY

NASHVILLE, TENN.



JIMMY JOHNSON'S Western Equipment and Supply Company indoor baseball team is one of the finest aggregations of its kind in Chicago. The "Wescos" have already played eight games, winning every one handily. Their games, which attract large crowds, are reeked off in regular professional baseball fashion. These fellows are slated to win the championship of the recently organized Coin Machine League. A large measure of the success of the team is due to the able coaching of Sam May, the Smilin' Sam on the left, and Eric Bjornander, the handsome hatless fellow on the right.

ANY COIN OPERATED MACHINES

WE HAVE THEM AT THE BEST PRICES! MUSIC—STRAIGHT PIN TABLES—PAY TABLES—COUNTER GAMES—VENDING MACHINES.

WRITE FOR BABE'S BARGAIN BUYS!

BABE KRAUTMAN INC. 455 West 42nd St. NEW YORK CITY Tel. MEdallion 3-0468

GUARANTEED USED BALLY PEERLESS \$65.00

THE GAME WITH LIGHTS AND SIXTEEN \$1.50 POCKETS. Many Other Bargains. Write for Prices. One-Third Deposit—No Exceptions.

JUMBO NOVELTY COMPANY

717 WALNUT STREET,

HOUSTON, TEX.

Is Your Subscription to The Billboard About To Expire?

GOTTLIEB'S FAMOUS "QUADS"

FOUR THRIVING PROFIT BABIES

Gottlieb gives you four proven ways to get into the big money! Daily Races, Brokers Tip and Fence Buster are equipped with the famous Multiple Coin Slot which gives the player more chances to win and the operator many more times the usual "take." First nickel allows the player one opportunity to win at three different odds. Additional nickels up to eight increase the opportunities as well as change the odds. Subsequent nickels only change the odds. As much as \$1.00 or more in nickels collected on each play. Adopt these "Quads" for your route—they're all lusty money-makers! Immediate delivery on all orders placed now.



Big, massive, beautiful machines, rich in colors! Measure 50" long and 24" wide!

(DAILY RACES) Play 'em across the board with Daily Races, the game with real race track Mutuels! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot or Single Mystery Coin Slot. Mechanical adjustment for tight or liberal awards. Get in on this "sure-thing" — place DAILY RACES today . . . the game that accomplishes more than products selling for as high as \$500.00.

(SUNSHINE DERBY) One-ball automatic payout with player controlled changing odds. Sunshine Derby permits the player to leave the odds stand or he has ONE opportunity to change them. Ball returns for play. The profit sensation of the day as well as the lowest priced payout in its class.

Price \$89.50.

DAILY RACES \$125 SUNSHINE DERBY \$89.50

TICKET MODELS

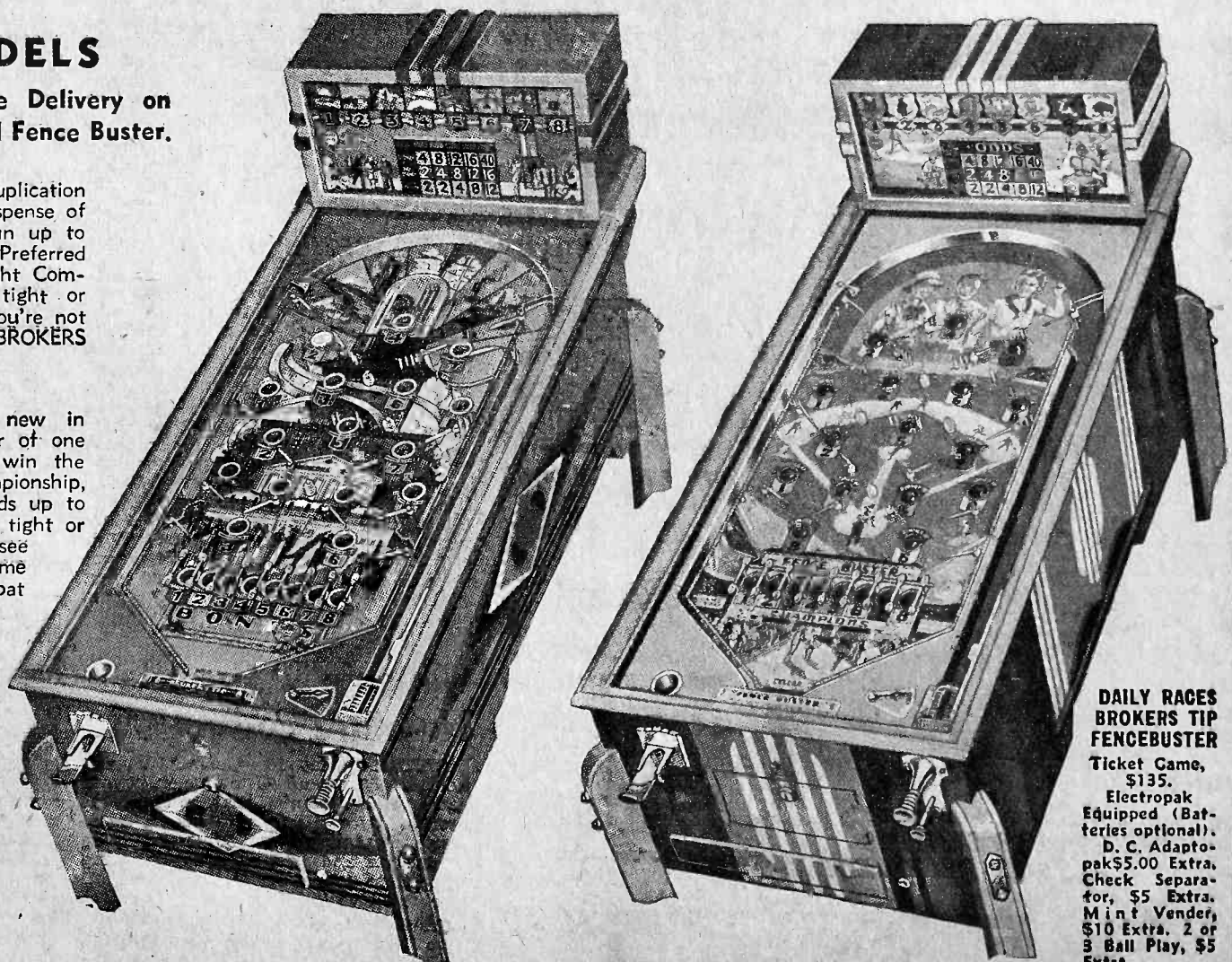
Now Ready for Immediate Delivery on Daily Races, Brokers Tip and Fence Buster.

(BROKERS TIP) The nearest duplication of the frenzy, excitement and suspense of real Stock Exchange! Odds run up to 40-1 and pays out on Bonds, Preferred Stock and Common Stock for eight Commodities. Awards subject to tight or liberal mechanical adjustment. You're not speculating when you invest in BROKERS TIP—not by a wide margin!

(FENCE BUSTER) Something new in baseball! Player acts as manager of one or more baseball teams out to win the championship. Pays for Championship, Runner-Up and Third Place. Odds up to 40-1, mechanically adjustable for tight or liberal awards. Just wait and see that this remarkable baseball game pays for you when you put it to bat your toughest spots!

MYSTERY SINGLE COIN SLOT

For the territory and the particular location where multiple coin slots are not permissible Gottlieb machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.



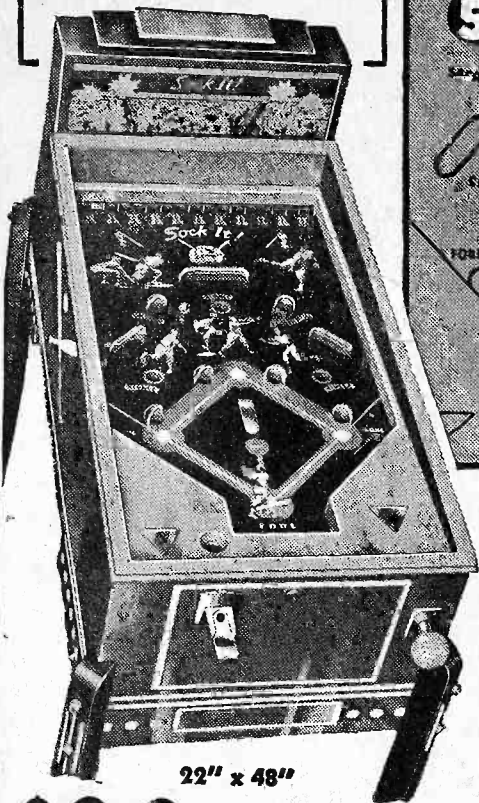
DAILY RACES BROKERS TIP FENCEBUSTER Ticket Game, \$135. Electropak Equipped (Batteries optional). D. C. Adaptok \$5.00 Extra. Check Separator, \$5 Extra. Mint Vender, \$10 Extra. 2 or 3 Ball Play, \$5 Extra.

D. GOTTLIEB & CO., 2736-42 N. PAULINA ST., CHICAGO, ILL.

BROKERS TIP \$125 FENCE BUSTER \$125

SOCK IT RACES

A NEW 1 BALL AUTOMATIC PAYOUT!



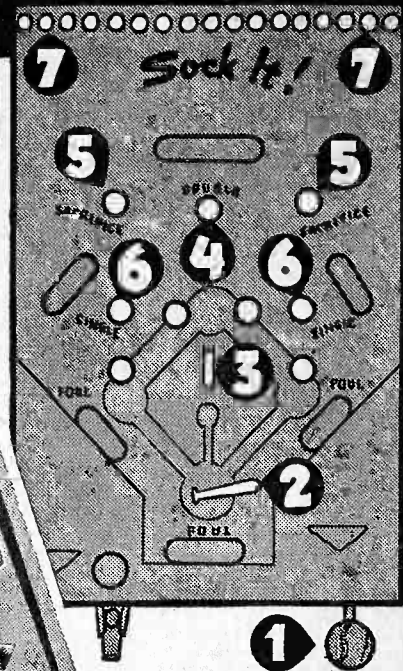
22" x 48"

\$99.50

Check Separator
\$5.00 Additional

IMMEDIATE DELIVERY GUARANTEED

LOOK AT THESE UNUSUAL PLAYER FEATURES



- 1 By Turning This Knob
- 2 You Swing This Bat
- 3 Ball Automatically Pitched From Here Until Hit
- 4 Pays 6 Coins
- 5 Pays 4 Coins
- 6 Pays 2 Coins
- 7 Pays from 2 to 30 Coins

THE GREATEST VALUE IN AUTOMATIC PAYOUTS

AVERAGES MORE THAN \$25.00 ON EVERY PLAY because PLAYERS CAN PLAY ALL 8 HORSES!



24" x 50"

ORDERS SENT AS FAST AS RECEIVED!



THEY CAN CHANGE ODDS BY INSERTING MORE COINS



THEY CAN INSERT MORE THAN 20 COINS ON 1 GAME



MULTIPLE COIN CHUTE

\$125.00 | \$135.00

Stancor Inverter Equipped - Batteries Optional. TICKET MODEL

Check Separator \$5.00 Additional

WESTERN EQUIPMENT & SUPPLY CO.

925 WEST NORTH AVENUE • CHICAGO, ILL.

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

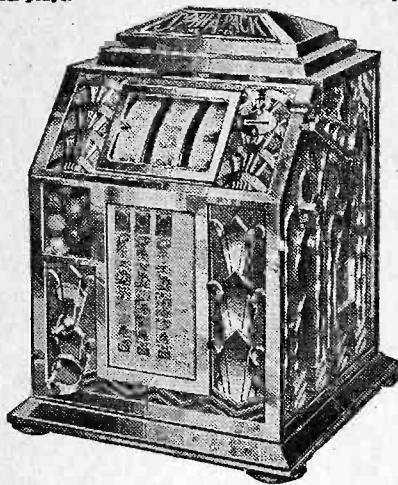
Hundreds of locations waiting for this new 10 Stop Reel Cigarette Machine. Can be had with Double Door and Register, allowing operators to leave key with location for lower door. Register keeps track of all plays.

Plain Model, \$12.00

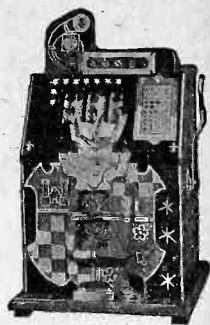
With Register and Double Door, \$1.50 Extra

BALL GUM

15c a box (100 pieces)
CASE LOTS, 100 Boxes, \$12.00.
1/3 Deposit With Order.



SICKING MFG. CO., Inc.



5c MYSTERY BELL

76⁵⁰ PLUS 10% TAX

1922 Freeman Ave., Cincinnati, Ohio

THE NEW MAJESTIC INTERNATIONAL "MODERNE"

With The World Famous "Time Airplane Dial" Gives the time, day or night, wherever you are tuning the dial. SAMPLE

\$9.45

5 B. O. A. Licensed Tubes. Dynamic Speaker. Tone Control Switch. Automatic Volume Control. Size: 13" Long, 8" High, 6" Deep. Walnut Cabinet. Chromatic Dial. 1/3 Deposit, Balance C. O. D. WRITE For FREE CATALOG

LOTS OF SIX \$9.00

JERSEY TRADING CO. 11-15 E. Runyon St., Newark, N. J. 900 N. Franklin St., Philadelphia, Pa.

Chicago Coin Puts On Double Shift

CHICAGO, May 16.—When reorders begin to pile in after the original orders are sent out the success of a pin game is usually definitely assured to its manufacturer. The Chicago Coin Corporation reports that System, its new odds-changing non-payout game, is clicking in a big way. After the original orders were shipped to distributors and jobbers a big reorder response was received. In fact, Chicago Coin reports, so much business has come in for System that the plant has been forced to go on a double shift.

The odds-changing feature has been most appealing to operators. The fact that the player may change the odds by skillful shooting keeps his enthusiasm running high. System has a fast five-ball play which gives the player a run for his money.

The Chicago Coin's sensational payout game, Monopolee, is all set to go into production at the plant here and first deliveries will be made within 10 days. Monopolee could have been shipped weeks ago, but officials of the firm were reluctant to send out the game until they were absolutely sure that it would be 100 per cent in every detail. As a result it should be very successful. Its many playing features, together with its fine mechanical and electrical construction, will no doubt make it a game that will carry the Chicago Coin laurels to a new high. Complete details will be announced next week in *The Billboard*.

feature that should result in a tremendous return to the operator on his original investment. The operator can run it as a multiple play game that takes in from one to five coins per game. The light rack shows the number of coins inserted. Thus the game may take in as much as 25 cents on each game. The merchant can check the winning score and the number of coins played without leaving the counter, as it is all shown in lights on the rack. In territories where multiple coin-slot play is not permissible 50 Grand can be operated as a straight one-coin-per-play game. Even when used this way the operator will find it very popular.

In 50 Grand Genco introduces a sparkling new playing idea. The first zero in the light rack lights up as a coin is inserted. The remaining four may light up all at once, three or two at a time or singly by making the corresponding holes on the playing field. The player then shoots for the skill hole at the top of the board. Each time it is made the ball is returned for another play and the number on the light rack advances consecutively, starting with one up to five. Thus by making the four zero hole and by making the skill hole five times a perfect score can be made with just one of the five balls. The idea that the player can win a reward with just one ball keeps his enthusiasm at high pitch.

Genco officials urge operators to see their jobber and ask for 50 Grand. They ask operators to play it just once, and they believe without a doubt they will instantly foresee that great profits can be made on this game.

Genco's 50 Grand Now in Production

CHICAGO, May 16.—Genco, Inc., announces 50 Grand, a new non-payout game with features that make it as profitable for the operator as an automatic pay-out game. 50 Grand is in production and first samples are being shipped to jobbers and distributors all over the country.

Those who have previewed 50 Grand have been greatly excited over its marvelous profit possibilities and playing features. In fact, the Genco firm states that the game will start a new era in novelty non-payout-game history.

Besides the natural playing attraction of the game itself, 50 Grand has one

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



FOLDING LUCKY COIN

Is now ready. Works the same as the FOLDING HALF DOLLAR which sells for \$3.50, but our new one sells like "HOT CAKES" for 50c. Our price to you is \$2.00 Doz. Sample, 25c.

You DIRTY DOG, new folder, is HOT and FUNNY. Dozen, 30c; per 100, \$2.00. SHIMMIE DANCERS, 11 different ones, 25c Doz., \$2.50 Gro. BEST GRADE Gomic Mirrors, 12 kinds, 35c Doz., \$3.50 Gross. Over 2,000 Tricks, Jokes, Puzzles at Special Prices are listed in our Catalogue. Send 10c for it, or \$2.00 for 50 Samples of Good Sellers. MAGNOTRIX NOV. CORP., 138 Park Row, New York.

A GENCO GAME THAT WILL START A NEW ERA IN NOVELTY PIN GAME HISTORY!

YOUR JOBBER HAS IT OR CAN GET IT FOR YOU!



50 Grand

5 BALLS-Player Can Make a Perfect Score With Just 1 Ball!

The 1st zero in the lite rack lights as a coin is inserted. The remaining 4 zeros may be lighted all at once, 3 or 2 at a time or singly by making the corresponding holes on the playing field. The player then shoots for the skill hole at the top of the board. Each time it is made the ball is returned for another play and the number on the lite rack advances consecutively, starting with 1, up to 5. See it—play it—you'll be thrilled with 50 GRAND!

50 GRAND CAN BE OPERATED AS A MULTIPLE COIN GAME TAKING 1 TO 5 COINS PER PLAY

Or STRAIGHT 1 COIN GAME WHERE MULTIPLE COIN PLAY IS NOT PERMISSIBLE!



BACK RACK SHOWS NUMBER OF COINS PLAYED.

\$59.50

F.O.B. CHICAGO TAX PAID

SIZE 47" X 22½"

GENCO Inc.
2625 N. ASHLAND • CHICAGO, ILL.

Detroit

Firm is located at 12394 Roselawn avenue.

DETROIT, May 16.—Ben Lefkowitz, operator of the Candomatic Vending Company, was in Chicago on a buying trip last week. The company manufactures a vending machine and operates it on a number of routes in Detroit.

Garfield Beattie, Detroit operator, has moved to a new location at 4782 Baldwin avenue.

Coin-Meter Washer Service Company, operating a number of coin-controlled washing machines in apartment houses and elsewhere, has gone out of business. The company was owned by William Schilawske.

Another Detroit operator who has recently moved is R. S. Johnson. He is now at 232 Merriweather avenue, Grosse Pointe, East Side suburb.

Floyd F. Yeager, Detroit coin-machine operator, has moved to new quarters at 19375 Teppert street. Yeager is operating a varied route of machines, including pin games and smaller type vending machines, dividing his route about half and half. He reports that business generally is picking up in most locations.

N. E. Stanbury, operator of pin and cigaret vending machines, is disposing of a number of routes, but does not plan to retire from the business entirely.

Ray Laster and Elmer Hendrickson, operators here for several years, have purchased manufacturing rights to the Penny King System gum-ball machines.

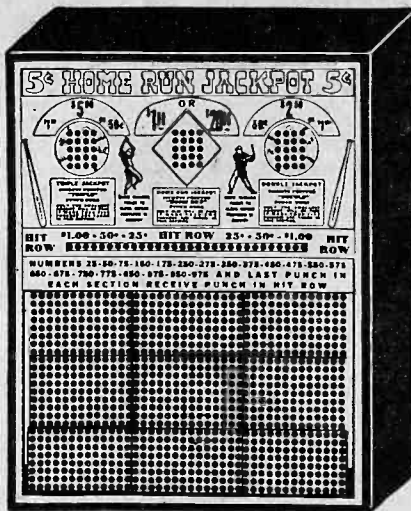
C. H. Bennett, who operated pin games and other coin machines in this territory, with headquarters at 3007 McGraw avenue, has withdrawn from the business, disposing of all his machines. He has returned to the building industry, in which he was originally engaged.

Joseph A. Sontag, operator, recently moved to new headquarters at 15550 Linwood avenue. He has sold out all his routes of pin games because of lack of time to devote to this part of the business. He is now concentrating all his efforts on peanut vending machines, which he has operated for a number of years.

Charles Barnes, West Side Detroit operator, is now living at Gibraltar, Mich. He operates from headquarters in Detroit at 6338 West Fort street, coming here whenever business requires.

Sam Rosenthal, operator of the General Amusement Company, is selling out a route of 60 almost new cigaret vending machines. He is disposing of surplus machines, but does not plan to retire from the field, according to Max Schubert, his manager.

L. V. Rohr, Detroit operator and jobber, has established a profitable new sideline in the Fix-It Shop, devoted to servicing of household appliances.



SCORING PROFIT HITS FOR OPERATORS EVERYWHERE

HOME RUN JACKPOT No. 1195

Takes In.....\$50.00
Average Payout..... 14.36

Average Gross Profit.....\$35.64
PRICE, \$3.84 Plus 10% Tax

Including Esels and 4 Fraud-Proof Tickets. A Harlich Jumbo Board—the best in sales-boards. Extra thick, with extra large, easy-to-read tickets for extra fast play.

Our general catalog and supplements illustrate over 100 boards designed especially for operators. Send for them today!

HARLICH MFG. CO. 1411 JACKSON BLVD. CHICAGO, ILLINOIS

BARGAINS!!! USED MACHINES A-1 CONDITION

BIG FIVES (Like New).....\$30.00 | PAMCO PARLAY (Like New).....\$60.00
SUNSHINE DERBY (Like New)..... 60.00 | GRAND PRICE (Like New)..... 45.00
PAMCO SPEEDWAY (Like New)..... 60.00 | DAILY LIMIT (Like New)..... 60.00

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

COX VENDING MACHINE CO. 115-117 E. Fisher St. SALISBURY, N.C.

MONARCH RECONDITIONED GAMES GIVE YOU MORE PROFIT AUTOMATIC PAYOUTS.

Sportsman (Visible).....\$17.50	Angelleto.....\$ 7.00
Rocket (Plug In)..... 10.00	Base Hit..... 17.50
Put'n'take (Frt. Dr.)..... 15.00	BeamLite..... 7.00
Rodeo (10 Ball)..... 35.00	Flying Trapeze..... 5.00
Whirlpool (10 Ball)..... 35.00	Golden Gate..... 3.50
Football (10 Ball)..... 37.50	Homestretch..... 13.50
Carloca..... 15.00	Kings..... 10.00
Plus & Minus..... 15.00	Major League..... 7.00
Triple Bank..... 20.00	Mills Impact..... 7.50
Fairway..... 20.00	Rockette..... 7.00



Autoflash (tape) \$13.75
Kings of Turf..... 11.50
Screamo..... 14.50

NOVELTY GAMES.
Action, Jr.....\$ 5.00
All Games Reconditioned by Factory Trained Experts. TERMS: 1/3 Deposit, Balance C. O. D.
Complete Line of New Machines.

MONARCH COIN MACHINE CO., 2308-08 Armitage Ave., (Roy Bazelon), Chicago, Ill.

Brainteaser No. 9

A jobber sold a machine for \$90 to an operator. The machine cost the jobber \$90. The operator couldn't use the machine for one reason or another and persuaded the jobber to buy it back for \$80. A few days later the jobber sold the same machine to another operator for \$100. How much profit did the jobber make on the machine?

Answer to No. 8:

A location has \$1.15, all in change and each coin less than \$1. Yet he could not change a nickel, dime, quarter, half dollar or dollar. What coins did he have?

Answer: One half dollar, one quarter and four dimes.

Important announcement

TO JOBBERS AND OPERATORS IN THE GREATER CHICAGO AREA

OUR appointment as Bally Distributors for the Greater Chicago Area is a privilege we have pledged ourselves not to abuse, but rather to use as a means of giving greater service to the trade in this territory. We assure the Jobbers and Operators the best of service and expert advice; and we will at all times carry a complete selection of the latest coin-operated machines, both new and used. We want you to make money and will do everything in our power to help you make money. You'll find it a pleasure to deal with **AUTOMATIC-MARKEPP, Inc.**, and we solicit your business.

At this time we take occasion to thank the Jobbers of Chicago and surrounding territory for their earnest support and co-operation.

Accept this invitation to visit our Showrooms and Offices. Plenty of parking space. The latch-string is always out to you!



SKY-HIGH

5-BALL PLAY! 1-SHOT APPEAL
Sensational new Bally Payout or Ticket Game. 1 to 5 payouts possible per game—\$4.00 top! "Jumbo-style" 1-shot layout, plus opportunity to score with 2 to 5 balls! Double Score feature! Out-hole Awards! Rush your order for this great new hit today!

PAYOUT
\$99.50

Ticket Model \$109.50
Check Separator \$5.00 extra

TERMS:
One-third deposit with order, balance C. O. D., F. O. B. Chicago

WE SELL
Bally
PRODUCTS AND OTHER LEADING MAKES
...
WE CARRY COMPLETE STOCKS AND OFFER INSTANT SERVICE



HIALEAH

Takes in 8 OR MORE NICKELS PER GAME, whether played by 1 or 8 players, as player has every incentive in the world to play extra nickels. **ANIMATED ODDS CHANGER—BIG ODDS** always in sight — **40-TO-1 TOP!** Escalator SHOWS LAST 12 COINS. Electro-Pak equipped. A greater hit than **JUMBO**—so get in on ground floor!

PAYOUT
\$139.50

Ticket Model \$149.50
No extra charge for Check Separator
F. O. B. CHICAGO

AUTOMATIC-MARKEPP, Inc. brings together two nationally known Distributors with whom you are already acquainted: The Automatic Amusement Co., Memphis, and The Markepp Co., Cleveland. We are not strangers to you—and our policies of the past are known.

We Do Not Operate or Sell to Locations

SPECIAL NOTICE TO USED MACHINE BUYERS
Backed by two outstanding Distributors, who serve large territories, we are able to supply you with good used machines of any make. Let us know your requirements. Write today.

AUTOMATIC-MARKEPP, INC.
2338-40 BELMONT AVENUE CHICAGO, ILLINOIS



NEW FEATURES COUNT!!!

... and COUNT HEAVILY for Operators of

PAMCO GALLOPING PLUGS

- 1 FIRST—IT'S FULL OF FUN AND NEW COMEDY FEATURES! IT'S DIFFERENT!
- 2 TWICE-SIZE "ODDS COMMUTATOR"—BIGGER—MORE APPEALING—THREE SETS OF ODDS—"WIN"—"PLACE"—AND "SHOW" FOR "LOOKS-EASY" PAYOUTS!
- 3 STRANGE "HORSESHOE" DEVICE GUARDS "DAILY DOUBLE" PAYOUT—PLAYERS "HIT" IT FREQUENTLY ENOUGH FOR BIG "COME-ON" APPEAL!
- 4 ODDS SHIFT WITH EACH NEW COIN! ARE IMPROVED BY "SKILL" SHOT AT TOP OF BOARD! HOW THEY "GO" FOR IT—AND "STAY" WITH IT!
- 5 A "WINNER" OF A DIME TO \$2 IF ALL HORSES ARE PLAYED! PAYOUTS OF 70c AND UP ON "DAILY DOUBLE" AND "THE FIELD" MOST COMPELLING!
- 6 TEN PLAYERS CROWD TEN NICKELS PER GAME INTO "GALLOPING PLUGS"!
- 7 NEW DISC-TYPE ESCALATOR—NEW UNLIMITED MONEY-MAKING COIN CHUTE!

PAYOUT MODEL **\$149** TICKET MODEL **\$159**

YOUR DEALER HAS IT NOW — OR WRITE — WIRE DIRECT!

PACIFIC AMUSEMENT MFG., CO.
 4223 West Lake St. Chicago, Ill. 1320 South Hope St. Los Angeles, Calif.

SIZE 50" x 24"
 DISC-TYPE ESCALATOR
 UNLIMITED MULTIPLE CHUTE
 CHECK SEPARATOR FURNISHED FREE — Electropak Standard Equipment

U. S. PATENT 2,029,177

Jersey Trading Reports Big Fishing Outfit Sales

NEWARK, N. J., May 16.—Sam Broudy, of Jersey Trading Company, reports that one of the fastest moving items for the coin-machine operators here has been the complete fishing equipment outfits which his firm has been featuring. The outfits are wired onto a special display board and make an unusually attractive premium for high-score play.

Sam reports that the operators have found the outfits to be among the best play stimulators they have ever used. The sales have been high and are continuing to go higher every day as the warmer weather sets in. The firm's best selling displays are the bait-casting and deep-sea-fishing outfits.

Broudy reports that the increased interest in deep-sea fishing in this State is apparent in the large demand for this sort of display from operators' locations everywhere. The bait-casting set is more popular out of town and Sam says that the firm has been shipping these in dozen lots to leading operators everywhere. He also claims that he is featuring only the finest rods, reels, lines, hooks and other equipment. Reports have come to him that winners of these items have asked where they can purchase duplicate outfits and that many operators have been doing a fine business selling complete sets to many location owners for their customers.

Arcade on Carnival Gets Excellent Play

DETROIT, May 16.—E. A. Howard, veteran Detroit showman, is operating his carnival arcade for the third season, playing at present with the Mamie Krause Shows in Center Line, Mich., near Detroit. Howard has an individually erected concession housed in a tent and devoted especially to the use of the crane-type machines. He has a battery of the cranes on

three sides of the concession, including the side facing the midway. Illuminated with strong lighting, both white and colored, they make an excellent flash for customers.

Two punching-bag machines at the back of the concession have proved highly popular this season. This type of machine, a bit novel today because of its unfamiliarity among the more modern game machines, is attracting the attention of the younger visitors to the carnival lots, who are tempted to try out their prowess by the presence of the machine. While the correspondent was on the lot this week a group of players kept the machines in constant use, altho other concessions were only partly patronized at the time.

Howard plans to take his concession on the road with the Krause and other shows this season.

Monarch Coin Continues Its Expansion Activities

CHICAGO, May 16.—Under the leadership of Roy Bazelon the Monarch Coin Machine Company here is continuing several expansion activities. A steady flow of domestic and foreign orders has made necessary the enlargement of Monarch headquarters and a number of experienced men have been added to the repair and shipping departments.

Sales promotion activities have been placed in the hands of Bill Pinsker. He promises some interesting information for operators in every part of the world within a few weeks and suggests that Monarch ads be watched for announcements.

Within a short 18 months Monarch has risen from a position of comparative obscurity to one of vast importance. Games are being shipped daily to all parts of America and to many foreign countries.

Bazelon recently made the following statement: "I believe we have outgrown our reputation as the 'world's smallest distributor.' Today our watchword is 'the world's most efficient distributor.' We are well equipped to make good this claim and in point of service, quality and dependability I think we fully qualify."

PUT 'N TAKE

400 Hole Form 3875
 Takes in \$15.00
 Average Payout 7.54
 Price with Easel 1.10
 Plus 10% Federal Tax.

CHAS A. BREWER & SONS
 LARGEST BOARD and CARD HOUSE in the WORLD
 6320 Harvard Ave., Chicago, U. S. A.

PUT 'N TAKE

JACK POT

Jack Pot Pays \$50+
 \$2.50
 \$5.00

Jack Pot Pays \$50+
 \$2.50
 \$5.00

LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

BARGAIN SPOT

KINGS OF THE TURF \$9.00

TERMS: 1/3 Deposit, Bal. C. O. D., F. O. B. Chicago.

BARGAINS IN RECONDITIONED MACHINES

NOVELTY GAMES	Kings \$10.00	Prospector . . \$35.00
Squadron . . . \$20.00	William Tell . . 9.50	Aces 23.50
Ginger 18.00	Traffic, model C 7.50	Stampede . . . 22.00
Gold Medal . . 18.00	Globe Trotter . 7.50	Varsity 18.00
Hi-Lite 18.00	Triallite 7.00	Put 'N' Take, front door . . 14.50
Zoom 18.00	Score-A-Lite . . 6.50	Carloca 14.50
Banker 15.50	Crisis Cross Lite 6.50	Red Arrow . . . 13.00
Scream 15.00	Rockalite 6.50	Put 'N' Take, side door . . 9.00
Rapid Transit. 15.00	Rebound 4.50	TICKET GAMES
Schlammage . . 15.00	Cannon Fire Jr. 4.00	Play Ball . . . \$38.00
Five and Ten. 14.00	PAYOUTS	Whirlpool . . . 33.00
Hi-Hand 14.00	Repeater . . . \$47.00	Rodeo 33.00
Cheer Leader . 13.50	Electric Baffle	
Big Game 13.00	Ball 40.00	
Bull Fan 12.00	De Luxe "46" 38.00	

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.
 First With the Latest New Games—Get Your Name on Our Mailing List.

HOT OFF THE GRIDDLE

1—CENTRAL SHAKE A ROLL BOARD (1,000 plain, cigarette or money board)	\$1.50
2—LUCKY SCOTTIE (1,000 cut out board, pays out \$21, takes in \$50)	\$3.25
3—CENTRAL AUTOMATIC SALES BOARD	\$3.50
4—POKER GAME and all sizes of Push Cards.	

Mfd. by CENTRAL PRESS, 425 Market St., Philadelphia, Pa.

5 Bally Peerless, two weeks old \$65.00	Each	5 Aces \$17.50	Each
5 Bally Derbys, 4 weeks old \$60.00		1 Bally Ranger, like new \$45.00	

Terms: Send one-third deposit, balance C. O. D.
INDEPENDENT NOVELTY CO.
 220 No. 5th St., Springfield, Ill.

Announcing a revolutionary new PAYOUT or ticket game

Bally's

SKY-HIGH



5 BALL PLAY with 1 SHOT APPEAL



Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966).

PAYOUT MODEL
\$99.50

TICKET MODEL \$109.50
 Check Separator, \$5.00 Extra.
 1/3 With Order, Balance C. O. D.,
 F. O. B. Chicago.

DOUBLE SCORE *feature*
 INSURES CONSTANT REPEAT PLAY

OUT-HOLE AWARDS *insure*
 "LAST-BALL" SUSPENSE!

44 IN. BY 22 IN.
1-INCH NON-MAGNETIC METAL BALL

ONE-SHOT THRILLS—plus 5-BALL SUSPENSE! That's what Bally's new SKY-HIGH means to the player! And for the operator—a chance to get those big, juicy 1-SHOT PROFITS in locations demanding 5-ball play!

1 TO 5 PAYOUTS PER GAME—\$4.00 TOP

Player can win on a single skillful shot—or by placing balls to PAIR UP 2 POCKETS across the board. Either way he gets instantaneous automatic award—and CONTINUES TO SHOOT balance of balls for ADDITIONAL PAYOUTS.

"Pair pockets" are cleverly arranged along the sides of the field—two 10-holes award 10 points, two 20-holes award 20 points, etc. And right smack in the center is the famous "Jumbo-

style" 1-shot lane—\$1.00, \$1.50, \$2.00 in a row—any one of which may be scored with ONE BALL! And that's not all! DOUBLE SCORE pocket doubles all awards made BEFORE OR AFTER hitting DOUBLE SCORE!

SKY-HIGH gives the player a run for his money. He has a chance to win on every ball—and, no matter where his first four shots go, he still has a chance to win on his very last ball—either by pairing up one of his previous hits or landing in "1-Shot Lane." And even if all four balls are out, he still has a fighting chance to get the 10 point OUT-HOLE AWARD!

Nation-wide location tests prove the strong money-making power of SKY-HIGH'S 5-BALL PLAY and 1-SHOT APPEAL. Get in on the ground floor by ordering SKY-HIGH from your Jobber today!

THE SKY'S THE LIMIT ON SKY-HIGH PROFITS! ORDER TODAY!



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, INC., Eastern Distributor, 453 W. 47th St., New York, N. Y.

MAKING PAY TABLE HISTORY!



- ★ 50 inch heavy-duty cabinet
- ★ Multiple Coin Chute
- ★ Ticket Unit
- ★ New Pay Unit
- ★ Mint Vendor
- ★ Changeable Odds
- ★ \$10 Top Award

ALAMO *crashing through!*

\$149.50

COMPLETE WITH
ROCK-O-PAC

★
MINT VENDOR... \$10.00

★
TICKET UNIT... \$10.00

with Biggest Pay Table Profits Ever Known!

ALAMO is making all the headlines. It's stealing the show. Smashing all competition. It's sweeping across the country in a grand rampage of profits! Profits operators have talked about but have never seen before. Profits that make them write — wire — phone—demand—ALAMO for every spot they have! See your distributor today. Get in on the profits. Big profits. ALAMO profits! Get started NOW!

ROCK-OLA MFG.

800 North Kedzie Avenue



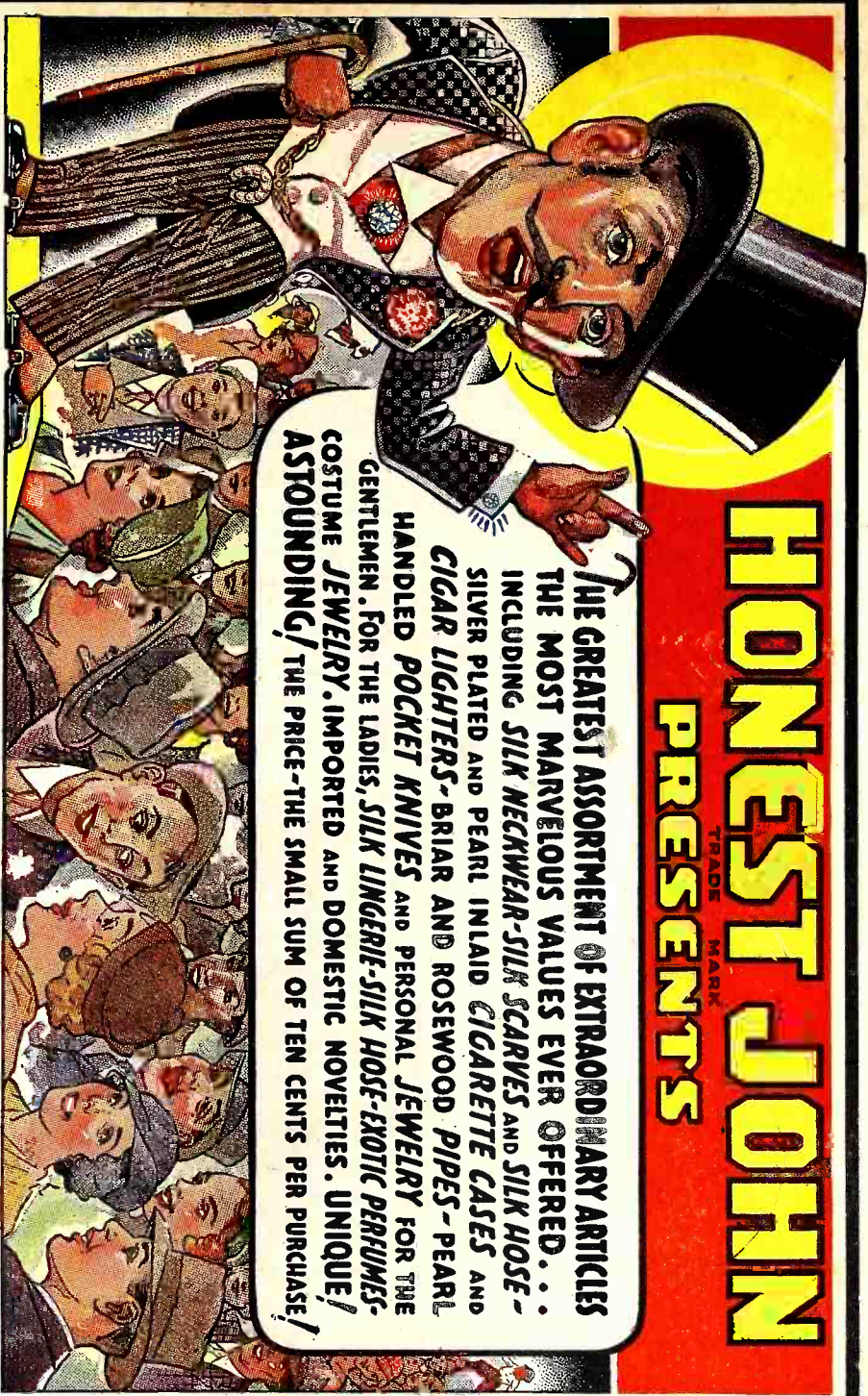
CORPORATION

Chicago, Illinois, U. S. A.

"REMEMBER THE ALAMO" FOR \$40.00 A DAY PROFITS!

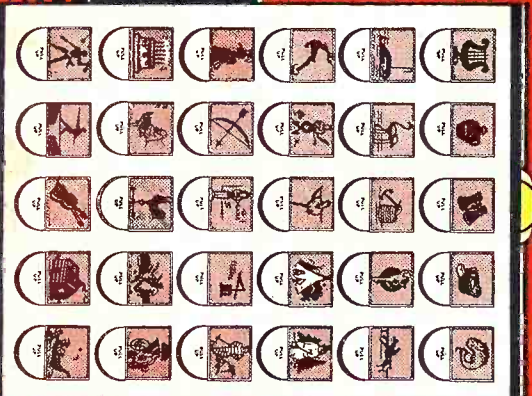
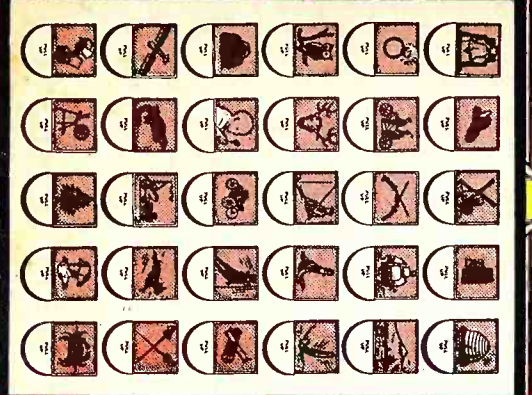
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TREMENDOUS VALUE Every PURCHASE!

HONEST JOHN



HONEST JOHN PRESENTS

THE GREATEST ASSORTMENT OF EXTRAORDINARY ARTICLES THE MOST MARVELOUS VALUES EVER OFFERED... INCLUDING SILK NECKWEAR-SILK SCARVES AND SILK HOSE-SILVER PLATED AND PEARL INLAID CIGARETTE CASES AND CIGAR LIGHTERS-BRIAR AND ROSEWOOD PIPES-PEARL HANDLED POCKET KNIVES AND PERSONAL JEWELRY FOR THE GENTLEMEN. FOR THE LADIES, SILK LINGERIE-SILK HOSE-EXOTIC PERFUMES-COSTUME JEWELRY. IMPORTED AND DOMESTIC NOVELTIES. UNIQUE! ASTOUNDING! THE PRICE-THE SMALL SUM OF TEN CENTS PER PURCHASE!



AMAZING ARTICLE FOR A TRIFLING SUM

ASTOUNDING MERCHANDISE Each and every PURCHASE

10¢ per PURCHASE

OPERATIONS SALES FROM OPERATIONS \$50.00 TO \$100.00 PER DAY FOR YOU! YOUR PROFIT \$1.25 FOR EACH CASE OF "HONEST JOHN" PLACED.

SOME OF THE ARTICLES IN EACH CASE "HONEST JOHN"

- Silk Hosiery
- Silk Lingerie
- Brassieres
- Panties
- Step-Ins
- Ladies' Silk Garters
- Men's Silk Neckties
- Silk Handkerchiefs
- Silk Sox
- Silk Scarfs
- Silk Suspenders
- Pearl and Bone Handled Pocket Knives
- Leather Wallets
- Leather Memo Books
- Leather Key Cases
- Silver Belt Buckles
- Leather Belts
- Fountain Pens
- Fountain Pen Sets
- Propel and Repeel Pencils
- Gold Plated Cuff Buttons
- Gold and Silver Tie Clasps
- Fountain Pen Flash Lights
- Pocket Flash Lights
- Pocket Cigarette Lighters
- Table Cigarette Lighters
- Briar and Rosewood Smoking Pipes
- Cigar and Cigarette Holders
- Imported Cigarette Cases
- Imported Cigarette Boxes
- Manicure Rolls
- Toilet Articles
- Babies' Silk Shoes
- Gold Plated Signet Rings
- Gold Plated Rings with Semi-Precious Stones
- Gold and Silver Bracelets
- Pearl and Jade Ear Drops
- Ear Rings
- Gold Plated and Nickel Safety Razors
- Pocket Compasses
- Vanida Pearls
- Peter Pan Pearls
- Costume Jewelry
- Exotic Perfumes
- Cosmetics
- Beaded Bags
- Leather Hand Bags
- Silk Hand Bags
- Imported Vases
- Miniature Statuary
- Imported Novelties
- Domestic Novelties
- Toys—Games
- Dressed Dolls
- Baby Dolls
- Incense Burners
- China Ware
- Glass Ware
- Silver Plated Bon Bon Dishes
- Silver Plated Cumb Trays
- Silver Plated Sugar and Creamers
- Silver Plated Salt and Peppers
- Miniature Roulette Wheels
- Silver Plated Picture Frames

RECORD SALE 12 MINUTES PER CASE!
 Average complete sale in retail store less than 12 hours per case!

100% SALES GUARANTEE
 WE GUARANTEE THE SALE TO YOU, AND THRU YOU TO THE RETAILER... 100%
 We will make full refund at any time on any full or broken cases and pay return charges on same.



"HONEST JOHN" HAS 60-10¢ PURCHASES RETAILER RECEIVES \$6.00 PER CASE HE PAYS YOU \$4.50 PER CASE YOU PAY US \$3.25 PER CASE

DELIVERY PREPAID ON ALL ORDERS OF 6 OR MORE CASES
 25% DEPOSIT REQUIRED ON ALL ORDERS... BALANCE C. O. D.