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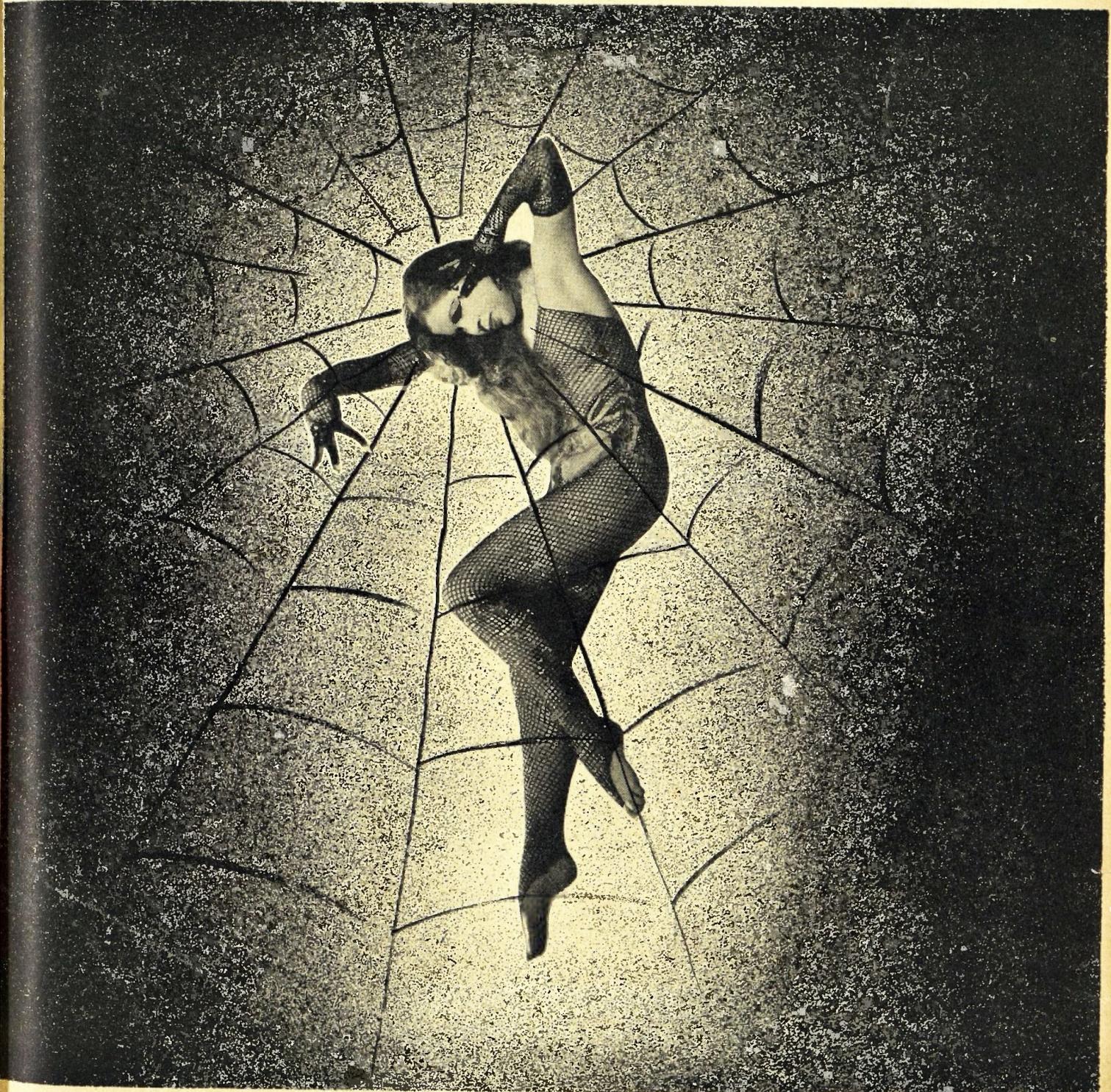
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JUN 13 1936

JUNE 13, 1936

The Billboard

The World's Foremost Amusement Weekly



ELENORE WOOD
Originator of The Spider Dance

HELD OVER INDEFINITELY

MEXICO CITY
BIGGER SENSATION
THAN THE ORIENT

“THE TRANS-ATLANTIC WOW” ...

Collier's Magazine

“THE PAN-AMERICAN SENSACION” ...

El Universal Newspaper

“WILL LIVE FOREVER IN THE
HEARTS OF MEXICAN THEATRE GOERS” ...

El Grafico Newspaper

“NEVER A SHOW LIKE THE MARCUS SHOW” ...

El Excelsior Newspaper



THANKS TO LEON MILLER FOR STAGING THE
MOST BEAUTIFUL PRODUCTION IN MY 31 YEARS
OF SHOW BUSINESS. MR. MILLER IS NOW ON
HIS TENTH YEAR WITH THE A. B. MARCUS SHOW

THANKS TO SAM WARD FOR A GREAT PUBLICITY CAMPAIGN

A. B. MARCUS

The Billboard

Vol. XLVIII
No. 24

The World's Foremost Amusement Weekly

June 13,
1936

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BONUS PLAN HITS TROUPERS

Out-of-State Show-Owned Trucks Exempt From License in Wisconsin

CINCINNATI, June 8.—Out-of-State trucks owned by shows and carrying their own equipment are not required to buy license plates when entering Wisconsin, according to word from the State Highway Commission of Wisconsin.

Wisconsin courts recently ruled that all trucks licensed in other States would be required to buy Wisconsin plates. Iowa retaliated, as stated in *The Billboard* of May 30, and later an agreement was reached between the two States to exempt privately owned trucks carrying their own merchandise.

When the agreement between these States was learned, *The Billboard* sent the following telegram to the State Highway Commission of Wisconsin at Madison: "Does partial reciprocity agreement covering privately owned truck registrations between Wisconsin and Iowa apply to other States? Presume show-owned trucks come under this agreement. Please wire complete details."

In reply the commission wired: "No registration is required on privately owned trucks carrying own material. This applies to all States."

Here's Harmony for You

LOYAL, Wis., June 8.—When J. C. Admire last Friday contracted this town for Atterbury Bros.' Circus for June 23 he was approached by the manager of the Viking Theater, who wanted to know if he could help Admire or the show in any way. Asked what he had to offer, (See *HERE'S HARMONY* on page 75)

Warners Joins Pix-Rights War As New Play Bureau Speaks Up

NEW YORK, June 6.—Further intensification of the deadlock between Hollywood and Broadway over the sale and disposal of legit plays to the screen developed when Warners on Thursday announced thru Jacob Wilk, chief of the story department, that it would align itself with MGM in refusing to back

plays under the recently arrived at agreement between the Dramatists' Guild and the League of New York Theaters, and when the Bureau of New Plays on the same day dropped its innocent attitude of academic interest and changed its originally stated purpose of (See *WARNERS JOINS* on page 6)

Dallas Opener Has 117,670

Eats Shortage Arrives Early

Texas Centennial Exposition crowds do heavy sight-seeing—midway biz good

DALLAS, June 8.—Texas Centennial Exposition officially opened at noon on Saturday and when turnstiles had stopped clicking at midnight an attendance of 117,670 had been recorded. That this was beyond expectations of Centennial officials, concessioners, exhibitors and attractions men was evidenced by a food shortage hours before the first day ended.

Drinking concessions lost several hours because of unpreparedness for the rush and restaurants exhausted their food supplies early in the evening. Shows and other attractions were well patronized, with honors for patronage going to Streets of Paris. Long before midnight the Paris village was filled and held a large percentage of patronage until dawn.

Perfect weather prevailed after the gates opened, but all of Saturday morning heavy clouds threatened to make opening day a wet one. As the parade,

preceding the opening, entered the grounds clouds gave way to sun and typical Texas weather entered the scene.

First day was conclusively a night fair. From noon until 7:30 an attendance of 53,900 was recorded; from 7:30 to 8, 16,000; from 8 to 8:30, 7,600; from 8:30 to 9:30, 22,000, and the balance after that hour.

Features included an address by Secretary of Commerce Daniel C. Roper, who represented President Roosevelt; dedication of various buildings, including elaborate ceremony at Gulf Expo-

Identification Requirements for Receiving Bonds Give Trouble

Communications cannot be forwarded by The Billboard—only Federal Reserve Banks empowered to do this—must be received personally by vets properly identified

WASHINGTON, June 8.—World War veterans will have their bonus bonds and checks mailed to them, but they must receive them in person. They cannot be forwarded, for example, as thru the Mail-Forwarding Department of *The Billboard*. This is the information obtained by *The Billboard* representative from officials of the Veterans' Administration. While it is recognized that this decision may cause inconvenience in some cases, yet it is in the interest of the veteran in that there will be no doubt as to this direct receipt of the bonus. In a word, reply at the Administration headquarters to a specific question touching this matter was that "the individual veteran himself must receive the bonds." Illustrating the working of this rule, it was suggested that it may be assumed such mail was sent in care of *The Billboard* for a given veteran. That veteran would be compelled to be at *The Billboard* receiving office when the postman arrived to get the communication personally. This would mean that, not knowing just when or by what mail such bonds would arrive, he would be compelled to spend (See *BONUS PLAN* on page 66)

Membership of Local 802 Rescinds 50% Stand-By Law

NEW YORK, June 6.—At a midnight meeting Wednesday (3) Local 802, American Federation of Musicians, voted to rescind the 50 per cent stand-by law recently enacted as a spread-work measure. Law provided that all musicians, other than those steadily working with one orchestra, making \$75 or more per week, had to be paid 50 per cent above scale on additional jobs, this 50 per cent to be paid into the local's treasury. The law was bitterly attacked and heatedly favored, with the membership of the local in a lather ever since it went thru. Another spread-work measure, prohibiting doubling in all but dance bands, did not come up for action at the meeting.

Vote against the measure was about 750 opposed to 135 in favor. Close to 1,500, it was estimated, were at the meeting, held at the Manhattan Opera (See *MEMBERSHIP* on page 12)

Theater Supply Dealers Meet in Chi

CHICAGO, June 6.—The sixth annual convention of the Independent Theater Supply Dealers' Association opened at the Edgewater Beach Hotel here yesterday and will be in session thru Monday. The opening day was confined to registrations and a two-hour closed session presided over by B. F. Shearer, president, during which two minutes' silence and attention was observed in memory of Clem Rizzo and E. E. Oliver, two of the association's departed members.

Open forum by manufacturers and association representatives was held in the Grand Ballroom last night and today was taken up by individual conferences and business sessions. Tonight the annual banquet will be held, and (See *THEATER SUPPLY* on page 12)

sition station and sham air battle, closing with Frank P. Duffield's fireworks spectacle, which will be a nightly (See *DALLAS OPENER* on page 75)

S. W. Wathon, Visiting Londoner, Seeks Open House for U. S. Acts

NEW YORK, June 6.—Unlimited use of American, European and all foreign

talent in the British Isles is being sought by Stanley W. Wathon, England's leading circus booker, he said on arrival with a distinguished party of showmen, performers, newspaper critics and friends on the maiden voyage of H. M. S. Queen Mary. His fight for an open shop on bookings is with the Variety Artists' Federation, Britain's reigning performer organization, which wants to restrict importations to 40 per cent on any one bill, known in England as the 60-40 quota policy relating to alien artists. Basis of his battle is in the form of a challenge to the VAF in which he alleges there is an amazing shortage of British talent, especially novelty and circus acts.

A few weeks ago Mr. Wathon ran the following advertisement in London show trade paper:

"I ask first-class acts that ARE circus acts to communicate. Furthermore, I will give the sum of 50 pounds to charitable institutions if the secretary of the VAF would inform me where are to be found British circus acts which he claims are available, but unable to find engagements."

In his capacities as agent, booker, (See *S. W. WATHON* on page 12)

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AFM MEET GETS UNDER WAY

Many Problems To Be Considered; More Than 380 Delegates Present

Weber's report considers licensing of agents, traveling work toll, defense fund tax, radio rulings, etc.—hot election for secretary expected—802 policies up

DETROIT, June 8.—Closer regulation of licensed agents, elimination of a stand-by band on rebroadcasts, modification of the 10 per cent traveling tax, further curbing of recordings for commercial purposes, greater disciplining of band leaders and contractors paying musicians under scale, jurisdiction over copyists and arrangers extended nationally and restrictions on instrument doubling are some of the vital problems that will be the American Federation of Musicians at the Hotel Statler here this week. Convention opens today, with President Joseph N. Weber presiding and more than 380 delegates attending. In addition to issues of policy, there will be, for the first time in quite a while, a hotly contested election for a major office. William J. Kerngood, secretary since 1914, is retiring. There will be several candidates, it is indicated. Weber and the rest of the current officers will seek re-election.

Among those mentioned as considering running for secretary are Thomas G. Gamble and Fred Birnbach, assistants to Weber. A. A. Greenbaum, executive board (See AFM MEET on page 15)

No. California Dance Festival

SAN FRANCISCO, June 6.—The Dance Council of Northern California staged its second annual Dance Festival at the Veterans' War Memorial Auditorium here recently with groups of dancers directed by 10 leading teachers participating. Growth and development of San Francisco was the general theme of the Dance Festival. Participating were the Jose Casino Group, Shoemaker Sisters' Group, George Pring Mimic Dancers, Iris de Luce Group, Estelle Reed Dancers, Jewish Community Center Dance Group; Carol Beals Dance Group, Henrietta Greenwood Dance Group, Bernice Van Gelder Dance Group and Peters-Wright Dance Group.

A conference-dinner followed the Dance Festival, with Carol Beale, chairman, presiding. Speakers included Elizabeth Elson, director Federal Theater Project in the bay region; Ovilla Williams, Oakland dance director; Henry Cowell, composer, and Alfred Frankenstein, critic.

The O'Neill Sisters, exponents of dancing and dramatic art, presented their initial production of The Children's Little Theater Group in the Community Playhouse here on May 9, with 33 students participating. Opening play was Snow White and Red Rose, dramatized by Eleanor Bowman. When the Toys Talk, by Marjorie Freland Robertson, and a fantasy, Me-too's Birthday Party, by Dorothy Holloway Pfleger, followed.

Coast Ops Get Raise

SAN FRANCISCO, June 6.—Motion Picture Operators' Union here has signed a new agreement with employers which runs for two years, giving the 165 members involved an increase of approximately 10 per cent. It provides for an increase of \$1 a day for the first year and 55 cents daily for the second year.

Contract, now in effect, was signed by San Francisco Theater Owners' Chamber of Commerce for circuits and independent houses and A. M. Bowles, Fox-West Coast, and Cliff Work, RKO-Golden Gate Theater, representing the major downtowners, according to Floyd M. Billingsley, IATSE vice-president here.

Scale tilt also includes union projectionists in other Northern and Central California communities from Fresno up, it was said.

Pitt WPA Curtailment

PITTSBURGH, June 6.—All WPA theater projects here will end June 30, heads of the various groups have announced. While they are still at work attempting to lengthen the engagements, general curtailment of WPA projects has brought the closing news from State officials in Harrisburg.

Earlier announcements stated that the projects would run as long as the appropriated funds held out. If such were the case several units would be working for several months yet. Leon Ward, head of the vaudeville project, stated he has enough funds to operate until September. This is also true of the circus unit managed by Jim Fitzpatrick and a couple of orchestra projects under Dr. Joseph A. Rauterkus.

WPA Workers Getting Trim

N. Y. weeding staffs—Pittsburgh writing new projects—Ark. has first WPA show

NEW YORK, June 6.—Weeding out continues on the local theater project. Unit supervisors have been ordered to go thru their pay roll carefully and examine each worker's right to the job on a basis of need and competence. It is understood the project will soon ask its various workers to take a certain number of hours of each week and search for a job with private industry, as is already being done on other WPA projects here.

The theater project is leaving its 44th street building later this month and moving into the Cadillac Building at 63d and Broadway, which will also accommodate Victor Ridder, WPA administrator here. The WPA is also leaving its 111 Eighth avenue building, the landlord having refused to renew the lease due to picketing and other disturbances by project workers. Members of the Dancers' Association have been picketing the 44th street building. They claim the dance unit has an appropriation for 185 dancers and only 85 are employed now. A delegation is going to Washington today to ask officials to okeh their plan for a large project. The drama project closed Dance of Death, Backwash and Stars and Strings this week. It opened The Emperor's New Clothes, Charlotte Chorpennig's adaptation of Hans Christian Anderson's fairy tale. It is the first presentation of the Federal Children's Theater.

PITTSBURGH, June 6.—WPA men are busy writing new projects to replace all WPA music units which expire the end of this month. All musicians and chorus men, Director R. A. Rauterkus announces, will be transferred to the new projects and continue averaging about four nights a week indefinitely.

FORT SMITH, Ark., June 6.—Arkansas' first WPA theater project will soon be undertaken here with rehearsals of an operetta of local color, The Captain's Daughter, written by three residents of the city. To be presented in September under direction of Lois Fletcher.

Critics' Scores of 126 Films Tabulated in Last Quarter

NEW YORK, June 6.—Following is the tabulation of scores received by 126 pictures during last three months in The Billboard's consensus of the critical vote on each. Twenty-one papers are used in the voting, nine New York dailies and 12 trade papers. No opinion category includes notices that failed to take either side of the fence and also those that rated film as "fair." No opinion votes are split, and are figured in the percentage ratings as half-and-half.

Name	Unfavorable	Favorable	No opinion	Percent
The Great Ziegfeld (MGM)	20	0	0	1.000
The Story of Louis Pasteur (1st Nat.)	20	0	0	1.000
Ceiling Zero (1st Nat.)	19	0	0	1.000
The Milky Way (Para)	19	0	0	1.000
These Three (UA)	6	0	0	1.000
Follow the Fleet (Radio)	20	0	1	.976
Rose Marie (MGM)	16	0	1	.971
The Prisoner of Shark Island (20-F)	16	0	1	.971
The Country Doctor (20-F)	19	0	2	.952
Song of the Saddle (War.)	9	0	1	.950
Two in the Day (Radio)	8	0	1	.944
Laughing Irish Eyes (Rep.)	8	0	1	.944
Preview Murder Mystery (Para)	15	0	2	.941
Chatterbox (Radio)	7	0	1	.938
The Eagle's Brood (Para)	7	0	1	.938
Little Lord Fauntleroy (UA)	19	1	1	.929
Fire Trap (Empire)	6	0	1	.929

The Lawless Nineties (Rep.)	6	0	1	.929
Two in Revolt (Radio)	8	0	2	.900
Three Live Ghosts (Para)	9	1	0	.900
The Petrified Forest (War.)	15	1	2	.889
Modern Times (UA)	13	0	4	.882
King of Burlesque (20-F)	14	1	2	.882
The Leathernecks Have Landed (Rep.)	9	0	3	.875
We're Only Human (Radio)	10	0	4	.857
Comin' Round the Mountain (Rep.)	5	0	2	.857
Rhodes (CB)	13	1	3	.853
Every Saturday Night (20-F)	13	1	3	.853
Gentle Julia (20-F)	15	1	4	.850
Anything Goes (Para)	14	2	2	.844
Dancing Feet (Rep.)	6	0	3	.833
I Conquer the Sea (Acad.)	8	1	3	.816
The Singing Kid (1st Nat.)	14	2	3	.816
Love on a Bet (Radio)	15	3	1	.816
Small-Town Girl (MGM)	10	0	6	.813
Powdermoke Range (Radio)	5	0	3	.813
Strike Me Pink (UA)	12	2	2	.813
Whisper (MGM)	9	1	3	.788
You May Be Next (Col.)	8	1	3	.788
Love Before Breakfast (U)	12	1	6	.789
Mr. Cohen Takes a Walk (War.)	9	0	7	.781
Paddy O'Day (20-F)	9	0	7	.781
Collegiate (Para)	11	2	3	.781
Whispering Smith Speaks (20-F)	8	1	4	.769
Tough Guy (MGM)	9	1	5	.767
Next Time We Love (U)	11	3	1	.767
The Three Godfathers (MGM)	11	2	4	.765
Everybody's Old Man (20-F)	12	2	5	.763
Woman Trap (Para)	6	0	6	.750

(See CRITICS' SCORES on page 16)

Dr. I. R. Calkins New SAM Head; More Than 300 Attend Magic Meet

SPRINGFIELD, Mass., June 6.—Dr. I. R. Calkins, of this city, was named national president of the Society of American Magicians to succeed Julien J. Froskauer, of New York, at the eighth annual convention of the body held here May 28, 29 and 30.

Other officers elected were Gerald Kosky, of California, first vice-president; Nate Leipzig, New York, second vice-president; Richard DuBois, New York, secretary, and Royal V. Heath, New York, treasurer. Predictions heard at the breakup of the three-day conclave were to the effect that Springfield may break the precedent by serving as host to the convention for two straight years—repeating in 1937.

Calkins, who for many years was internationally known for his revolver work, served as conference chairman. Valley Conjurers' Assembly No. 17, host to the eighth annual conference, planned a whiz-bang program, beginning with a well-attended pre-conference dinner Wednesday night and carrying on thru

Saturday into the small hours of Sabbath.

Presence of more than 300 magicians brought joy to local convention bureau. Springfield, celebrating its 300th birthday, offered much besides opportunity to show tricks for the conventioners. High spot of the program, counting only extra-curricular activities, was a tour of Connecticut Valley led by Mrs. Albert F. Alstrom, who led a group to historic spots along route.

Among the best news at the convention was the report that magicians are becoming more and more in demand at night clubs in New York, Chicago and other large cities. Small tricks, done with a minimum of properties and only a few feet before eyes of table guests, were deemed best for club work.

Press notices here were very good, as local papers carried columns and pictures of celebrities. Attendance, although not shown on registrations, was estimated as far better than last year.

Matter of ethics and exposing, brought up last year, caused more cogitation in Springfield. Matter was referred to committees for discussion during year.

Pre-conference dinner at Elks' Club was attended by 100 magicians and toastmastered by Dr. J. E. Keefe, of this city. Following the dinner Dr. Calkins was master of ceremonies at a program of impromptu tricks. L. Raymond Cox, as general manager of convention, got (See DR. I. R. CALKINS on page 12)

Bankhead's Coast Try

LOS ANGELES, June 6.—Tallulah Bankhead will star here this summer in George Kelley's new play, Reflected Glory, presented under the Homer Curran banner. Piece will be done at the Biltmore, then taken to San Francisco before opening in New York.

ELENORE WOOD (This Week's Cover Subject)

LAST season Elenore Wood was the talk of Broadway and of that branch of show business concerned with after-dark entertainment. Her Spider Dance at the Paradise Restaurant has been highly praised by discriminating commentators as a highly artistic interpretation of classical dancing in the nude. Miss Wood returned to the Paradise after her initial success—and each engagement lasted four months. She no longer dances in the nude. Her latest dance creation is called "Spider and the Fly" and is routinized classically so that it can be performed in a solo spot or with a line of girls as background.

Miss Wood is entering her sixth year in the show business. She started as a show girl with the then famous Chester Hale troupe at the Capital, New York. She then drifted into vaudeville with Leavitt and Lockwood's standard act, following two seasons of this with a satisfying series of dates as George McKay's comedienne and dancer. Then followed more vaude and her debut into the night-club field (in 1933) at Bouche's Villa Venice, Chicago, and later with Bouche's similarly named resort in Miami Beach. In recent months Miss Wood has been touring with the "Cocoanut Revels" unit.

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 127 W. DEARBORN, Chicago
 615 CHESTNUT ST., Phila.

Seeks To Curb Coast Benefits; Theater Authority's \$10,000

NEW YORK, June 6.—Theater Authority, organization regulating benefit shows using talent, plans to extend activities to the West Coast, where the benefit racket has been flourishing without opposition. Opening of a Hollywood office and tying in with the Screen Actors' Guild was discussed at the semi-annual dividend meeting of the TA Thursday. Frank Gillmore, president of Equity, who is going to the Coast soon, was asked to investigate the feasibility of a Screen Guild tieup whereby the guild would share TA proceeds in return for its co-operation in policing Coast benefits.

The TA's third \$10,000 melon was split at the meeting, organizations getting a cut being the Actors' Fund, Jewish, Catholic and Episcopal guilds, APA Sick and Relief Fund and the Stage Relief Fund.

Among those attending the meeting were Gillmore, Dr. Henry Moskowitz, Ralph Whitehead, Dave Ferguson, Ashley Miller, Brandon Tynan, Percy Moore and Major E. A. Reinhold.

At its Tuesday council meeting Equity considered charges by the TA against Members Tony and Renee De Marco, Nicholas Brothers, Gertrude Niesen, George Tappas and Harry McNaughton. The DeMarcos and Nicholas Brothers were warned to be more careful when consenting to play benefits in the future. McNaughton was cleared. Miss Niesen and Tappas will be heard later. Gillmore

says, "In the future Equity intends to be severe regarding the breaking of agreements between Equity members and the Theater Authority."

Nathan Burkan Dies; Pallbearers Named

GREAT NECK, L. I., June 8.—Funeral services for Nathan Burkan, 57, nationally known theatrical attorney and Tammany Hall leader, who died at his country home here early Saturday, will be held tomorrow morning, at 11 o'clock at Temple Emanu-El, New York, with Rabbi Nathan A. Perlman officiating. Burial will take place at Union Field Cemetery.

Mr. Burkan, whose death resulted from a sudden attack of acute indigestion, was probably the most prominent "theatrical attorney" in the country. During his 36-year legal career he represented many prominent personages of the stage and screen, among them Charlie Chaplin, Morris Gest, Florenz Ziegfeld, Otto H. Kahn, Mae West, Thomas Meighan, Ernst Lubitsch and Mack Sennett.

At the time of his death he was general counsel for Columbia Pictures Corporation, as well as one of counsel for United Artists. He also represented Paramount and MGM. For many years he had been attorney for the Academy of Motion Picture Arts and Sciences. He was also counsel to the American Society of Composers, Authors and Publishers, of which he was one of the founders.

Mr. Burkan was a member of the

Friars, the Motion Picture Club, the Manhattan Club, Wichita Club, Grand Street Boys, Masons, Jewish Theatrical Guild, the Night of Stars and the Jewish Federation.

Surviving are his widow, a five-year-old son and two brothers, Joseph and David.

List of honorary pallbearers includes: Postmaster-General James A. Farley, Mayor La Guardia, former Governor Alfred E. Smith, United States Senators Robert F. Wagner and Royal S. Copeland, Tammany Hall leader James A. Dooling, Gene Buck, Irving Berlin, Deems Taylor, Otto Harbach, E. C. Mills, Sigmond Romberg, Oley Speaks, Gustave Schirmer, Robert Moses, Nicholas M. Schenck, Joseph Schenck, Sidney R. Kent, Thomas Meighan, former Mayor James J. Walker, Sam H. Harris and numerous other prominent men in political and civil life.

Bids Submitted For McVickers, Chi

CHICAGO, June 6.—Three bids for the rental of the McVickers Theater Building were opened this week by the Board of Education. They will be submitted to the board's lease committee before any is accepted and a lease granted. The board, which owns the ground the theater stands on, acquired control of the building several months ago when the McVickers Theater Company forfeited the property due to amassed taxes that remained unpaid.

The Comet Amusement Company, of 175 N. State street, assumed to be a subsidiary of Balaban & Katz, offered to take a 15-year lease for \$47,500 a year for the first five years, \$57,500 for the second five years and \$87,500 for the third period. The McVickers Theater Company (Jones, Lipick & Schaefer)

offered 15 per cent of the gross for 10 years, with a minimum annual guarantee of \$48,000. The R. G. Lydy Parking Company offered \$54,000 annually for 20 years for the use of the site.

Scab Writers Incorporate

HOLLYWOOD, June 6.—Articles of incorporation for Screen Playwrights, formed several weeks ago by film scenarists who bolted from the Screen Writers' Guild, were filed this week in Sacramento. Articles state that the body is a non-profit organization "to protect our craft and our advantages and to accomplish additional ones."

Eleven directors named in the papers are: Bess Meredith, Kubec Glasmon, William Counselman, Frank Butler, Tom Reed, Rupert Hughes, Grover Jones, Waldemar Young, William Slavens McNutt, Gerald Geraghty and Sopya Levien.

New NBC Outlet

NEW YORK, June 6.—National Broadcasting Company has acquired a new outlet in Mobile, Ala., which will join the network as an optional station of the South Central group. Outlet is WALA and owned by the Fape Broadcasting Company. WALA has 1,000 watts power in the daytime and 5,000 watts at night. As an optional station for the South Central NBC group it will go on the rate card at \$120 an hour.

It is estimated that WALA covers an area that has 36,000 radio families. Station is scheduled to join NBC Tuesday.

WANTED BLACKFACE COMEDIAN

who can Double Straight. Platform Med Show. Salary low but sure. Change ten nights. Wire BOO FLOY WILLIAMS, General Delivery, Syracuse, N. Y.

CHORUS GIRLS PIANO PLAYER

WANT two young Chorus Girls doing Specialties. Piano Player who reads, transposes. CAN USE Singing Straight Man. Soppers, singers, agitators. Instrumentation lay of Wire

WANTED

AT ONCE, Med. Performers all lines.

MADAME MAYFIELD,

Conneautville, Pa.

Equity, Guild Crack Down on Minnies

HOLLYWOOD, June 6.—With Equity and the Screen Actors' Guild, cracking down on the little theater situation and midget showhouse operators, James Timony and his Hollywood Art Theater were singled out for the second time this week with the ordering of three Equity and two SAG members from the cast of *The Last Demands*. The players are: Equity, Hugh MacArthur, Gertrude Walker and Herbert Chesley; Guild, Frances Sayles and Hight Lewman.

Equity announced early last week that none of its members could be allowed to appear in Timony's production unless the producer posts the Equity bond and agrees to pay the minimum wage scale upon penalty of immediate suspension. Slated to start Monday, Timony stated that the show would contain no Equity or Guild members.

He is the first little theater operator to feel the brunt of the new rule that all casts must be 100 per cent paid, \$40 per week for seniors and \$25 for juniors. The balance of Timony's cast as well as those of several other little theater productions in rehearsal are being thoroughly checked over by Guild and Equity deputies to secure strict enforcement of the ruling.

An upshot of the little theater situation is in the suit of Margaret Medbury Sims, who this week filed suit against Jesse Well and the Showcase Theater for alleged fraud and misrepresentation. Complaint charges that Well tied up her play, *Bed and Boredom*, or *Married or Something*, then failed to produce it. Mrs. Sims asks return of \$67.50 allegedly paid on her share of production costs and wants the court to declare Well has no interest in the play.

Music Hall Still Leads B. B. League

NEW YORK, June 6.—The Music Hall, with a score of four games won and none lost, continues to lead the Motion Picture Baseball League for the week ending June 5. Games and dates played this week, together with scores are: Loew-MGM 4, Paramount 3, May 29; Skouras 15, United Artists 6, June 1; Loew-MGM 12, NBC 1, June 3. The league standing to date is appended below.

Team	Won	Lost	Per Ct.
Music Hall.....	4	0	1.000
Columbia.....	3	0	1.000
Loew-MGM.....	3	1	.750
Skouras.....	2	2	.500
Consol. Lab.....	2	2	.500
RKO.....	1	2	.333
NBC.....	1	3	.250
Paramount.....	1	3	.250
United Artists.....	0	4	.000

Cowbarn Announcements Pour In as Groups Get Under Way

NEW YORK, June 6.—The stampede of summer theater releases are approaching the numerical high set by the post-war German mark, and if this continues the reader will get his cowbarn drama news in terms of avoiddupois and cubic measurement rather than casts, directors, producers and localities.

The northernmost outposts of the drama, Skowhegan, Ogunquit and Kennebunkport, Me., are in various stages of Thespian development, with the first named already under way with J. C. Nugent's *Shaddy*, which opened Decoration Day, telling a tale of dog biscuits and people with the help of a cast including Nugent, the playwright; Ruth, his daughter; Mary Rogers, daughter of the late Will Rogers, and Jessamine Newcombe, Don Dillaway, A. H. Van Buren, J. Hammond Dalley, Grant Mills and Tom Tempest. Future plans concern an opus called *Here We Go*, by Guy Andros and Norma Mitchell, and a play for the erstwhile fanner, Sally Rand. Walter Hartwig's crew at Ogunquit will some time this season give *Mademoiselle*, with the leads going to Florence Reed, Jane Grey and Rosemary Ames, and *Erstwhile Susan*, with Lillian Foster and Joanna Roos.

Massachusetts has the Manhattan Players at Fitchburg, who will open on June 29 for an 11-week season during which the natives will have a chance to see *Riddle Me This*, *The Old Maid*, *Fly Away Home*, *Co-Respondent Unknown*, *Craig's Wife*; *No, No, Nanette*; *Night of January 16*, *Fresh Fields*, *Among the Great* and a new play, *A Reason for Youth*. In Stockbridge, Mass., the Berkshire Playhouse some time in July will give *Topaze*, with Cecil B. DeMille's daughter, Katherine, in the cast.

The Barn Playhouse at New London is scheduled to begin its fourth season shortly with Noel Coward's *Hay Fever*, directed by Josephine Holmes and with a cast including Jeanne T. Gilmore; the Peterborough (N. H.) Players, managed by Maria Ouspenskaya, have plans which call for revival of Andre Obey's *Noah*, *One Sunday Afternoon* and *He Who Gets Slapped*, and the Chase Barn Theater at Whitfield will present the Forty-Niners, who, beginning July 14, hope to run an eight-week season with *The Royal Family*, *Riddle Me This*, *The Shining Hour*, *Candle Light*, *They Knew What They Wanted*, *Aren't We All?*, *The Pursuit of Happiness* and *Art and Mrs. Bottle or Petticoat Fever*.

Going west, the Ann Arbor Drama Festival is functioning now, with the May 30 opening production of *Hamlet* having a cast including Ian Keith,

Estelle Winwood, George Somnes, Doris Dalton and Reginald Pole. Other plays there were *The Distaff Side*, also with Miss Winwood, as well as Blanche Yurka, Margalo Gillmore and Effie Shannon, and *Night of January 16*, which had Lys Lys in the Karen Andre role.

Main activity in Connecticut concerns (See Cowbarn Announcements page 22)

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WPA Action Draws Fire

Chi casting director on pan for seeking to hire other than needy actors

CHICAGO, June 6.—The local WPA Federal Theater projects drew some adverse newspaper publicity this week when Victor S. Rice, a broker, disclosed the contents of a form letter from Martin Burton, WPA casting director, to Rice's daughter, Virginia, seeking her services for the musical revue planned as one of the federal theater projects here this summer.

In the letter to Miss Rice, who took part in dramatic and musical productions put on by the Northwestern University when she was a student there, Burton wrote that he is "looking for people who would be interested in a new revue, sponsored by the Federal Theater, to be done here in Chicago this summer."

After going into details concerning the producer, director and writer of the revue, the letter continued: "If you will come to the Auditorium Hotel ballroom, any day this week between 10:30 and 4 p.m., I shall be very happy to see you. Please bring any material you might wish to audition. Rehearsals will begin not later than July 1."

After Mr. Rice had called Burton on the phone and had been assured by him that "salaries were most assuredly to be

(See WPA ACTION on page 15)

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Postal Telegraph
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SEND IN ROUTES

The Route Department (appearing in this issue on Pages 32 and 33) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication.
ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 572, CINCINNATI, O.

MGM Headache Over Shearer's Early Quickie, Now a Short

SYRACUSE, June 6.—A salary of \$175 per week looked big to Norma Shearer back in 1923, but it looks like a headache to MGM today, for a picture made by Miss Shearer in melodramatic, tear-jerking style has come out of the cobwebs of 13 years.

The picture is *A Clouded Name*, made in Syracuse in 1923 with a local cast and imported principals by Eugene Logan, veteran photographer. Miss Shearer was leading lady. She was then posing for ads and mag illustrations in New York and grabbed the job, getting expense money for her mother and herself.

Now the picture, cut down to a two-reeler and with sound and comedy comment added, is being prepared for independent bookings in the fall, and it is known that MGM has made an offer to

Service for Theatrical Folk

CHICAGO, June 6.—Rev. Arthur LaVoy, well known to many theatrical folk, is to be rector of a new parish church which will shortly be established in Chicago. When fully under way Rev. LaVoy expects to have a memorial service for theatrical people, where prayers will be said for the sick and for departed members of the profession. Church will be called St. Mark's.

buy the whole print, but without success. Reason MGM is anxious to get it off the market is that Miss Shearer's eyes photograph badly and all acting is pretty crude.

The picture was booked around without much success in 1923, but Logan believes he has a chance to get his money out of it as a comedy short, particularly with a big star in it as a novelty.

Logan is an oldtimer in Syracuse, having done practically all the city's commercial motion picture work for more than 20 years and covering assignments for all newsreels. He insists he will not sell the print, and it is known that he has backing for the distribution of *A Clouded Name* in the tabloid comedy version.

Continued Heat Dries Stem; Low-Gross Beatings Plentiful

NEW YORK, June 6.—Continued heat has dried up a good deal of Broadway's sources of revenue, with all amusement fields taking more or less of a beating. Some of the de luxe movie houses, however, as well as a few of the snootier night clubs with cooling systems, are pulling thru the seasonal drop okeh. Paramount opened strong Wednesday with *The Princess Comes Across* and Russ Morgan, following a good week with the Louis Armstrong show. *Fury*, the new MGM picture at the Capitol, received rare reviews and a mention as the best picture of the year so far. The Music Hall is going along in its second week with Grace Moore's *King Steps Out*. The rest are all so-so and include *Little Miss Nobody*, with Jane Withers at the Roxy; *The Law in Her Hands*, at the Palace; *Bullets or Ballots*, at the Strand, and *Revolt of the Zombies*, at the Rialto.

Legit, whose center of interest has swung to the rural districts, suffered a

late spring opening—and probable closing—called *To My Husband*. Activity of the Federal Theater Project will be curtailed tonight by the termination of Auden's *Dance of Death*, at the Adelphi; *Stars and Stripes*, at the Biltmore, and *Rackwash*, at the Majestic in Brooklyn. *Class of '29*, however, the current offering of the Popular Price Theater unit, is increasing its attendance and may be held until June 20.

The State had a good week with its bill headed by Benny Fields, but the only other item of vaude interest, the inception of stage shows at the Metropolitan Theater in Brooklyn, was marred by business being off. Burlesque, one of the longest holdouts against the summer weather this year, has now been hit squarely and two houses, the Gotham in uptown Manhattan and the Star in Brooklyn will probably close at the end of the month.

Coffee-and-Cakeless Dancers; Economic Headaches Discussed

NEW YORK, June 6.—Not a single dancer of the so-called modern school makes his or her living exclusively from concert engagements, and only four or five make a major portion of their income from concert dancing. This was revealed by Frances Hawkins, dance concert manager, who examined the woes of modern dancers at the Sunday morning session of the first annual Dance Congress and Festival held at the Kaufman Theater here recently. The session, devoted to the economic status of dancers,

brought out vividly the heart-breaking attempts by modern dance groups to find economic stability.

Miss Hawkins said there were "two important concert trusts" in this country, both connected with radio networks, and that these "trusts" were interested more in musical artists than in dancers, except for such rare exceptions as the Monte Carlo Ballet, "which grossed a million dollars last year." "The public is not demanding concert dance," she said, telling the dancers present they "must arouse audience awareness." She said she understood \$78,000 had been spent in advance publicity on the Monte Carlo Ballet and said that "dancers should recognize responsibility to the audience."

Commenting on the current demand by dancers for a government subsidy, she pointed out the difficulty of agreeing on who should and should not be subsidized, hinting that the dancers themselves would not be competent judges.

Later, however, Miss Hawkins said the future was not absolutely black, as the recent concert tour of Martha Graham and Group drew audiences as high as 3,000.

Miss Hawkins was preceded by Ralph Whitehead, executive secretary of the American Federation of Actors, who made a vigorous attack on "dance teach-

ers who exploit their students by making them appear before paid audiences without salary" and urged co-operation between the AFA and the dance teacher associations to regulate this condition. He said he believed that the cultural and the commercial angles of modern dancing could be successfully combined, and urged professional dancers to join the AFA for protection of working conditions.

Tamiris, president of the Dancers' Association, said: "Once concert dancing had a \$1 to \$3 audience, but now this middle class audience is fast disappearing." Audiences now can pay only 75 cents top, she claimed.

"The answer lies in the WPA," she said, emphasizing that "subsidy does not deplete creative power." Insisting that the Federal Dance Unit is the only way out for dancers, she revealed that only 80 dancers and four or five choreographers are on the unit now.

A delegate from Hollywood related the troubles of screen dancers trying to organize, claiming they were getting the same pay as extras. She told of the Screen Dancers' Guild's attempt to become an AFL union and of the confusion now reigning among screen dancers in their relations to the studios.

Gluck Sandor urged a reciprocal pact with foreign countries on importing dancers. Paul Denis, of *The Billboard*, urged popularization of the modern dance in order to attract larger audiences.

Nadia Chilkovsky was chairman of the session.

TCMA's Last Meet of Season

NEW YORK, June 6.—The Theatrical Concession Managers' Association held its last meeting of the season May 12 at the Edison Hotel, disbanding until September 10. New members taken in at the last meeting were Earl Westry, Boston; Bill Carsky, Chicago; Jack Crystal, Asbury Park, and Phil Mayer, Buffalo. President J. A. Brown made the farewell address, pointing out that the organization now has about 75 members and that it is hoped that next season the amount will be doubled.

WARNERS JOINS

(Continued from page 3)

producing college plays under the managers-dramatists pact for the avowed intention of producing thru a contract approved not only by the authors and the League, but also the backers, who are, in other words, film interests.

The Bureau, headed by Theresa Helburn, is an outfit financed by screen money; but when its formation was announced a short while ago its primary aim was said to have been the encouragement of playwrighting in colleges. Dramatists on the board, which was to have selected prize-winning plays in January, resigned when it became apparent that the chosen plays are to be produced, if backed by film dough, under the provisions of the old basic agreement. It is considered very improbable that production could take place under independent auspices, in that practically all producers have signed the new managers-dramatists agreement. Miss Helburn stated, however, that in her opinion the differences between the Guild and motion picture interests, who believe the new pact does not offer them sufficient safeguards, would be settled by the time the awards are made.

Regarding Warners, producing agreements made previous to their decision to withdraw backing from Broadway will be adhered to, and include *White Horse Inn* and three plays together with George Abbott. Of the latter, the screen rights for two are already settled, but no further action has been taken on the third. As is the case with MGM, Wilk stated his organization would resume its financing of plays only when the managers-dramatists agreement includes clauses guaranteeing definite and stable provisions for the sale of plays to the screen.

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Black-Face Comic, other Entertainers write: no wires. State if drive truck. 170th week never close.
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OVERNIGHT NETWORK COUP

Frisco May House CBS Coast Hdqts.

SAN FRANCISCO, June 6.—Local radio circles are astir with the announcement that CBS will establish Pacific Coast headquarters in San Francisco simultaneous with taking over KSFO, 1,000-watt, as the local outlet of the chain later in the year.

An Eastern executive, as yet unnamed, is expected to arrive here by July 1 to organize and direct activities. Sales and promotional operations will be centered here because San Francisco is the center for advertising agencies on the Coast, which means an energetic sales staff will be employed, supplementing that already employed by KSFO.

KNX, the CBS Hollywood outlet, will be the chain's production center in the West but under direction of the San Francisco executive. With many of the Coast-to-Coast programs over both NBC and CBS now originating in Hollywood and radio seeking more moving picture names, the flicker village is daily assuming greater importance in the ether realm. NBC has an elaborate setup down there, with adequate studio accommodations and the very latest technical facilities available, which cost it a cold \$500,000. CBS, which acquired KNX at a reported price of \$1,250,000, is spending an additional \$175,000 for two new playhouse studios to be built shortly and seat 300 spectators each.

The network is to spend more than \$75,000 for new studio facilities and executive offices to be added to those now being used by KSFO here and in Oakland. KSFO will also shortly erect a 500-foot vertical radiator and install a new transmitter subject, of course, to FCC approval for a daytime power increase from 1,000 to 5,000 watts.

Rumor still has it that when the Don Lee network bows off the CBS chain to make way for KSFO and KNX the Don Lee stations will become affiliated with Mutual as Coast outlets.

Allocation Bill Passed by Senate

WASHINGTON, June 6.—The House has adopted the Senate bill 2245, passed by the latter body recently, under which the so-called Davis amendment to the Radio Act is repealed. It will now go to the President. The bill repeals Section 302 of the Communications Act of 1934, and amends Section 2, subsection (b) of Section 307 of such act so as to read as follows:

"(b) In considering applications for licenses and modifications and renewals thereof, when and insofar as there is demand for the same, the commission shall make such distribution of licenses, frequencies, hours of operation and of power among the several States and communities as to provide a fair, efficient and suitable distribution of radio service to each of the same."

The bill would make changes in allocation of facilities among the several zones, there having been criticism in Congress for some time as to operation of the law as it now is.

Bellak-Vallee Suit Comes Up for Trial

NEW YORK, June 6.—Suit against Rudy Vallee and the National Broadcasting Company brought by Charles Bellak, head of the firm which operated the Villa Vallee night club, came up in court this week. Defendants are charged with breaking a contract. Bellak claims he helped "make" Vallee and that he spent \$300,000 to help establish his name in 1929. Vallee's attorney, Samuel Gottlieb, denied that Vallee had ever broken a contract.

Bellak, in presenting his case, said that Vallee compelled him to sign a new contract after he was at the spot increasing his pay from \$700 to \$1,000 weekly, and 47 per cent of the stock in the owning corporation. He also alleges that Vallee was remiss in attending and made the band play "without a leader." He also charges that Vallee brought about the folding of the spot and refused to move his band to another place which Bellak also operated.

Publicity for Plugs

TOLEDO, June 6.—As the only station in Northwest Ohio, WSPD, still on Columbia chain despite strongly rumored changes to NBC Blue network, has been working a new wrinkle in winning coup with out-of-town press. Publicity in the papers, either daily or weekly schedule listings, warrants two spot announcements a day five days a week.

Publisher uses art optionally. The station shortly is to make use of abandoned antennae on the Commodore Perry Hotel for a 15-foot Neon sign with five-foot letters.

Three CBS Ayems Rumored for NBC

NEW YORK, June 6.—Inside talk rumors three quarter-hour across-the-board CBS shows as going to NBC, all of them a.m. periods and forming a solid 45-minute block of time Monday to Friday, inclusive. They are *Romance of Helen Trent*, dramatic sketch, sponsored by Affiliated Products, Inc.—Edna Wallace Hopper Cosmetics; *Just Plain Bill*, sponsored by Kolynos Sales Company, Inc.—Kolynos Tooth Paste, and *Rich Man's Darling*, sketch, sponsored by American Home Products Company—Affiliated Products, Inc. All use from 13 to 18 outlets.

Whether it is an NBC raid or voluntary move on behalf of the sponsors is not exactly known, but a credible angle is that these accounts formerly preceded *The Voice of Experience*, who was heard until recently on the CBS 12 noon spot. First of the above-mentioned shows is heard at 11:15 a.m., the second at 11:30 and third 11:45 a.m. They can precede *The Voice of Experience* on NBC.

Blackett-Sample-Hummert, Inc., handles all three accounts, which makes the move seem logical. That NBC has its ace salesman on the job is definitely known. According to CBS, however, Kolynos is scheduled to take over the *Lazy Dan* show after June 30. NBC has plenty of room on the Blue during the a.m. period, but the Red web is fairly well jammed. It is believed that NBC will have no trouble shifting spots and making suitable time available. Should the three accounts quit CBS as reported the dent in its daytime biz will be a considerable item.

Cline WLS Sales Manager

CHICAGO, June 6.—W. R. Cline has been appointed sales manager for Station WLS. Cline has been with the station for five years. He has served as announcer, studio director, program writer, commercial copy writer, and for the last two years has been connected with the sales department as assistant to Glenn Snyder, station manager.

Talent March to Fort Worth Under Way for Expo Programs

DALLAS, Tex., June 6.—The influx of talent to Dallas for the Texas Centennial Exposition began this week with the arrival Monday of Merle Clark, noted organist, and Jose Manzanares and his South Americans. Jan Garber and his boys are expected this morning. All three groups will participate in the hour-long radio show broadcast over the National Broadcasting Company hookup from 10:30 to 11:30 p.m. (EDST) on the opening night.

Manzanares, premier interpreter of Latin-American music, went into rehearsal in the Gulf radio station Tuesday. The seven girls and three men will be heard in the patio of the Ford Building daily during the exposition. The tentative schedule is from 2 to 4 p.m. and from 7:30 to 9:30 p.m., with frequent radio programs offered the network. Clark comes to Dallas from the Michigan Theater, Detroit, to preside over the Hammond electric organ in the Chrysler Building. This new pipeless

Pan-American With 50 Stations Has Its First Show on the Air

James H. Rand, Third, rounds up three regional webs plus other outlets on a merchandising basis, and has 20 accounts talking turkey—\$3,500 buys a half hour

NEW YORK, June 6.—Formation of Pan-American Radio Sales, Inc., headed by James H. Rand III, appears on the horizon as an overnight coup and definite threat to the major networks in regard to being a haven for such accounts as may be peeved and satisfied with a coverage that now holds 50 outlets from the East thru the "center of population," and at the attractive figure of \$3,500 for a half hour, including wire charges. Combined regional networks in the organization plus indie stations is not only a reality as to the tieup but is scheduled to go in the air tomorrow night with its first account, Remington-Rand, Inc., which launches a program originating here in WINS studios, entitled *The News Comes to Life*. This is a series of dramatized news events, also using an orchestra.

KFEL Mentioned As Mutual Link

DENVER, June 6.—KFEL, of this city, is reported as being one of the inter-coastal links for the Mutual Broadcasting System when that chain goes Coast to Coast by hooking in with the coastal Don Lee station. KFEL, which shares time with KVOB here, is a 500-watt station and both broadcast on 920 kilocycles. Eugene O'Fallon, Inc., is the owner of KFEL.

NEW YORK, June 6.—Deal between Don Lee and Mutual is reported definitely set, with the only thing holding back actual broadcasting and a campaign on time sales being the uncertainty as to when Don Lee and Columbia will end their contract. If Don Lee splits with CBS before the end of this year, when the contract expires, his network is to join Mutual immediately on a basis similar to that between MBS and the Yankee network stations.

Fred Weber, MBS station head, is now in Chicago. He made Nashville, Tenn., before going to Chicago. Usual station angle is, of course, figured in his making the Southern trip.

Guest Symphonies For Standard Oil

SAN FRANCISCO, June 6.—Standard Oil Company, during its Thursday, 8:15 p.m. *Standard Symphony Hour*, directed by Alfred Hertz, over the NBC-Pacific Red network for the next four weeks is giving recognition to outstanding non-professional symphony orchestras of the Coast and to the communities that maintain them.

Guest orchestra broadcasts the last quarter of the hour. First 45 minutes by the Standard Symphony Orchestra is dedicated to the community being honored.

organ with its deep, vibrant tones also will be heard on the air at frequent intervals.

The Garber music will be a daily feature in the General Motors Auditorium from 2 to 4 and from 7 to 10 p.m. (4 to 6 and 9 to 12 EDST). The band will remain for three weeks, to be followed by Ace Brigade, as they leave for Catalina Island to fill an extensive engagement.

In addition to these three groups, many name bands and individuals are scheduled for the exposition, most of whom will be heard thru the Gulf radio system. The names include Vincent Lopez, Cab Calloway, Duke Ellington, the U. S. Marine Band, the Salt Lake City Tabernacle Choir of 500 voices, the National Folk Festival, John Boles, Nelson Eddy, Harry Richman, Leona Corona, Lawrence Tibbett, Grace Moore, Boake Carter, Bob Ripley, Ed Wynn and many others.

Included in the organization are Yankee network, covering New England; Associated Broadcasters of New York State; the Michigan network and the Affiliated network, recently organized by Arnold Insull with outlets thruout the Middle West. Additional stations are in the combine which has WINS as the local outlet here, a Hearst-owned station, WJAY is the Cleveland outlet and WSPD in Toledo. Insull lends WJJD for Chicago coverage and is credited with maneuvering hookups with lines whether Class A or C.

Reported as coming in is Intercity lower half with WMCA in this city, WIP in Philadelphia, also Washington, Baltimore and Wilmington outlets of Intercity. Intercity now has the *Five Star Final* show, which is also on WOR, a Mutual station, and this is sponsored by Remington-Rand. Which makes it quite possible that Intercity is coming in.

Cost Per Inquiry Angle

According to James H. Rand III, who is the son of the president of Remington-Rand, the low cost per inquiry is the angle that attracted him and should sell potential clients. He pointed out that there is a very definite draw to the right time and show on a low watt, or regional web for that matter, and cited as an illustration the fact that on WINS, for instance, 4,800 requests were received on a free offer of a photo of Earl Harper, news commentator. On a similarly keyed item on the Columbia Broadcasting System network 30,000 replies were received. However, the actual comparison is that WINS gave a 400 per cent lower cost per inquiry. The CBS key was on the *March of Time* broadcasts.

Thus Rand figures that similar type coverage will do the same job around the country at a one-fourth lower cost as compared to a major web. As stated above, he feels that at the right time the low watt has its audience. No attempt will be made to buck the big network shows, however, but as it happens, since some of the stations in Pan-American have big network affiliations also, when a big show is on, it will really preclude Pan-American from taking that particular time. More than one outlet may be used in the same city on various occasions, such as Remington-Rand is now doing with WMCA and WOR in the New York area.

Actually it will be a merchandising plan for each station which has agreed to merchandise the various accounts. Nearly 20 national advertisers have expressed a willingness to buy time on Pan-American, mostly during the daytime, of course. Each station will receive its rate as per its card; Pan-American will, for the time being, merely receive its 15 per cent commission.

It will operate as a sales organization for the most part and a rate card and permanent offices will be established during the coming week. Other officials in addition to young Rand, who is president of P.-A., are: Gerald K. Hughes, vice-president; William Huber, secretary and general counsel, and Winfield Hoyt, treasurer. Negotiations are in progress to obtain the services of Scott Howe Bowen, who acted in advisory capacity to P.-A. Bowen recently returned to

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FAST BECOMING A NATIONAL FAVORITE.
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SALLY'S MOVIELAND REVIEW
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3 Networks Squabble Away On Special Events Broadcasts

Sports is a particular bone of contention as rivalry grows keener — "Queen Mary" all-American show for BBC brings claim of foul against NBC, which took credit

NEW YORK, June 6.—Three major American networks are continuing in their game of dog eat dog in the question of special-event broadcasts. Latest scraps concerned the broadcasts on the United States Open Golf Championship and a descriptive broadcast for the British Broadcasting Corporation, in which the three U. S. chains were to co-operate. Mutual figured on having the exclusive on the golf coverage, but lost out when it was board member in Baltusrol. A similar Columbia. In New York it was said that Mutual actually lost a day's broadcasting of the matches because of pressure, allegedly brought by one of the other two chains.

The mixup on the BBC broadcast from the Queen Mary happened on the day the liner arrived in New York. NBC, MBS and CBS had agreed to put on a typical American broadcast covering a description of the arrival for the benefit of the BBC, show to be broadcast abroad. The three chains were to work out the show among themselves, but none of them was to take any credit. When it was found that no telephone lines were available, NBC, it is said, volunteered the use of the short-wave apparatus it had aboard the vessel. It was also agreed that after a certain period the BBC men, who were on an upper deck, were to pick up the show and carry on in their own style.

With the broadcast on for a while, no cut came thru and when the BBC men investigated, it is claimed they discovered that the NBC men had a canned script and had taken credit on the broadcast. After the ship had docked, BBC is supposed to have raised a red-hot squawk with NBC, with the result that CBS and Mutual are now the white-haired boys on this side when it comes to the co-operation angle.

Two Neb. Exhibitors Go Into Radio Biz

LINCOLN, Neb., June 8.—Two Nebraska movie exhibitors of Falls City, Oscar and Carl Johnson, announced this week they're going into the radio game. Plan is to set up studios in the Falls City Rivoli. Carl Johnson has a theater, the Grand, in Red Oak, Ia. Nebraska loses one radio station soon, according to the Federal Communications Commission, which is banning KGBZ, York, and giving its time and wave length entirely over to KMA, Shenandoah, Ia. The Johnsons plan to have the apparatus ready by fall.

Newell Joins ABC Staff

CHICAGO, June 6.—W. Ovon Newell has joined the headquarters studios of the Affiliated Broadcasting Company here as assistant supervisor of production under Malcolm Eagle. Before joining the ABC staff he announced and played dramatic parts with a number of Chicago stations. Previously he was associated for seven years with the Fox Film Corporation's Des Moines office and with a number of Iowa theaters.

Station Notes

Address All Communications to the New York Office

HAZEL NICHOLSON, femme commentator, has returned to WPTF, Raleigh, N. C., and has resumed her women's program series. . . . WLW, Cincinnati, had a crew of 14 men, announcers and engineers, covering the Indianapolis Memorial Day speed races. . . . KFRC, San Francisco, has received power to increase five kilowatts days, one kilowatt night time. . . . Monk Mountain Music is a new morning series on WHAM, Rochester, with FRED MONK as leader and BILL KINCAID as vocalist. . . . WILLIAM ROBBINS is a new announcer of the New Jersey Broadcasting Company operator of WHOM, Jersey City, has been transferred from HARRY F. O'MELIA and the O'Melia Outdoor Advertising Company to PAUL F. HARRON and JOSEPH LANG. . . . Station has unlimited time on 1450 kilocycles, with 250-watt power. . . . JIM MCWILLIAMS, former vaudeville performer and more recently featured for many months as *The Star Reporter* over WTAR, Norfolk, Va., has just signed to present a question- and -answer program over WJSV, Washington.

JIMMIE CROCKER has resigned from WOAI, San Antonio, to accept an announcing job at the Texas Centennial Exposition. CROCKER formerly announced for KTTA. . . . BOB COLESON, former director of radio and public address at the San Diego Exposition, arrived in Dallas this week to become director of the Texas Centennial Exposition-Gulf Oil public-address system. . . . RITA LANE, one-time NBC carefree carnival vocalist and late of the Olmos Club, San Antonio, has joined the Dallas Expo staff as receptionist-singer and made her debut Sunday as guest on the Dr. Pepper Dixie Show. . . . LEWIS LACEY and DAVID CLARK, program manager and publicity-continuity editor of the Southwest Broadcasting System, which recently folded when Hearst bought several stations, have joined the Texas Centennial as assistant director and publicity-continuity writer. . . . MARTIN PROVENSON, Pacific Coast NBC announcer and screen player, ar-

rived in Dallas this week to become chief announcer for the Dallas Exposition.

FORD BILLINGS, manager of WCAE in Pittsburgh, left on a business trip thru the West, where he is organizing Station KEHE. He will return to Pittsburgh this month. . . . Pittsburgh radio talent is getting a break at the Union Grill there, with each performer, passing an audition, to be given a two-week engagement. Shirley Heller, sister of Jackie Heller, opened June 6 for two weeks as guest soloist with Tiny Schaeffer's Band. Others engaged include Nancy Martin and Ann Hamilton, singers.

BILLY PIERSON and DUSTY MURRAY, *The Two Black Aces*, are now doing a commercial for Better Housekeeping Shops on WBCM, Bay City, Mich. SY SUTTON is announcing. . . . Southern Radio Corporation, RCA distributors, won first place in a sales contest staged by the manufacturers. Firm uses six 10-minute programs and announcements on WBT, Charlotte, N. C. DICK HARTMAN, cowboy singer, was taken by the distributors to the Chicago RCA convention. He sings on one of the WBT spots.

LOUIS AIKEN JR. is now with WCKY, Cincinnati, as announcer. He was formerly with WLW in the same city as bass soloist. . . . KCMO, Kansas City, Mo., recently reorganized, has added JACK RACINE, violinist, to its staff. . . . Carolina Sales Company and Durham Public Service Company are co-sponsoring a program on WPTF, Raleigh, N. C., featuring Kelvinator refrigerators. LEE VICKERS, program director of the station, is announcing the shows. . . . JIM LIGHTFIELD, 63-year-old announcer, is taking his first vacation in 11 years. He returns to WKRC, Cincinnati, in the fall. . . . DAVID BRINKMOELLER is now with the commercial staff of WCKY, Cincinnati. Formerly with WGST, Atlanta. . . . Cinco Cigars are sponsoring United Press news on WBT, Charlotte, N. C.

WPFL, Philadelphia, feeding two more sustainers to Mutual in MAYBELLE

YORK, blues singer, and the TELL SISTERS, harmonizers. . . . BILLY BANKS, WIP, Philadelphia, sales department, representing the Young Republican League at the GOP convention. CHARLES ARLINGTON leaves the Yankee Network News Service for an announcing post at KYW, Philadelphia. . . . The personality singing of LILLIAN BOWMAN, recent addition to the entertainment staff of KYW, Philadelphia, will be heard three times weekly. . . . HAROLD DAVIS replaces CHRIS WOODS JR. to spiel the horse race results on WDAS, Philadelphia. . . . JAN SAVITT's swing band going over the CBS from WCAU, Philadelphia. . . . same combo rides the Red net as the Top-Hatters, WIP, Philadelphia, will air the Temple University commencement exercises.

MOLLIE KLAFF, 13-year-old entertainer, with four years' professional experience, becomes a sustaining artist on WICC, Bridgeport, Conn., this week, making her debut with *The Melody Limited*. June 1 brings WELI, New Haven, Conn., an additional evening half hour of broadcasting that will be devoted to music from Coconut Grove, Bridgeport, Conn., which was formerly a spot for WICC, Bridgeport. Art Hicks' Orchestra is doing the honours. . . . EDDY BEGLEY, who has been seeing all and telling all in the baseball world for WELI, New Haven, Conn., left this week for a new position with station in Ohio, and has been succeeded by RUDY HRANK.

WJBO, *New Orleans Times* station, effective June 1, began the transcription service of the NBC Thesaurus. With two and a half hours on opening day, all records drew accounts. . . . JOE WOLF, pianist, and DON LARAY, organist, replace CARL LELLYK and his wife, Maureen, as staff entertainers for WWL. The Lelkys have left for a three-month vacation in Sweden.

BEN BAWDEN, member of the WIP (Philadelphia) sales department, leaves the station to join the Hancock Payne advertising organization. . . . Airing race-horse results on WDAS, Philadelphia, keeps a steady parade of sponsors on hand. When Fruit Industries, Ltd., completed its air campaign, CHRIS WOODS JR., reading the ticker quotes, Old Guard Petroleum Company was next in line to pay for the time. Starting June 5, HAROLD DAVIS will handle the bangtails for the gasoline concern.

COAST TO COAST

★ WALTER ★ TETLEY

Radio's Outstanding Boy Actor

FRED ALLEN	9:00 p.m. Wed.	NBC
SHOW BOAT	8:00 p.m. Thur.	NBC
PAUL WHITEMAN	9:30 p.m. Sun.	NBC
BOBBY BENSON	8:15 p.m. Mon.	Wed. CBS
BUCK ROGERS	6:00 p.m. Mon.	Wed. CBS

JAYSNOFF SISTERS

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

ARTHUR KAY

Radio Mimic - Characterizations
Character Voice of Terrytoon Cartoons and Varied
Max Fleischer Cartoons.

Marie Almonte

THE SMART
SET'S
FAVORITE
SONGSTER

NBC ARTIST

Currently
Atlantic City,
N. J.



What's in a Name?

- PAUL WHITEMAN
- RUSS MORGAN
- HAROLD STERN
- HARRY RESER
- RUBY NEWMAN
- IRVING AARONSON
- DON REDMAN
- ANDY SANELLA
- RICHARD HIMBER
- JOLLY COLBURN
- JOE VENUTI
- FARLEY and RILEY
- REGGIE CHILDS
- ENRIC MADRIQUERA
- "STUFF" SMITH
- FRANK BLACK
- and GLORIA LOVE

ARE "Names" known to MILLIONS because of their programs on the "coast-to-coast" National Broadcasting Company Networks.

THESE famous musical personalities — And Many More — have been assigned for exclusive representation To CONSOLIDATED RADIO ARTISTS, INC. By The NATIONAL BROADCASTING COMPANY.

Veritable Gold Mine of Musical Entertainment value offered to RADIO ... THEATRES ... HOTELS ... CAFES ... PRIVATE PARTIES A HIGHLY TRAINED AND EFFICIENT STAFF.

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ED. KIRKEBY
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HARRY HUNT and DON HAYNES
Hotels

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FRANK WHALEN
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GORDON KIBBLER
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And seven convenient offices, located in the following cities:

- CHICAGO — LOS ANGELES — BOSTON
- CLEVELAND — ALBANY — PITTSBURGH — DENVER

NAB Proposes an Amendment To Cover "Non-Profit" Angle

Suggested amendment is most important on tap so far for Chicago convention—stations asked to make time available for all bona-fide educational groups

WASHINGTON, June 6.—Consideration of apparently far-reaching amendments to the constitution and by-laws of National Association of Broadcasters, Inc., at the annual meeting of the membership of that body in Chicago July 5, 6, 7 and 8, next, is in prospect, according to announcement in behalf of NAB. Aside from suggested amendments having to do with dues, classes of directors for each radio zone and election of additional directors as needed from respective zones, the information is, one new section which is to be taken up will deal with the question of more effectively preserving "the present system of American broadcasting."

To this end the proposed amendment provides "it shall be the duty of the directors of this association to immediately put into effect and operation, upon such terms and conditions to the membership as may be necessary, a plan designed to make the facilities of all licensed broadcasting stations in these United States available impartially to all bona-fide non-profit organizations, or groups of like character. That such facilities shall be equally available on the stations operated by the members of this association in time units of 5 per cent or such other and increased percentages or allotments of time as the membership may hereafter approve, provided, however, such allotments of time in excess of 5 per cent shall not be used on any one member station until that amount has been used on all member stations."

The suggested amendment then continues as follows:

"It is the intent of this amendment that radio time should be thus given to only bona-fide groups or bodies of non-profit organizations or character including religious, fraternal, educational, labor organizations, and such other organizations as the directors shall hereafter define as being non-profit, who will furnish their own programs, defray all costs and expenses therefor and conduct them under their own supervision and responsibility. It shall be the duty of the directors of this association to make such rules, regulations and provisions as are necessary and proper to carry out the terms of this amendment, and they have power to create a special (See NABP on opposite page)

Breneman Is Made Manager of KFRC

SAN FRANCISCO, June 6.—Tom Breneman, director and emcee of *Feminine Fancies*, afternoon CBS-Don Lee network program and other all shows, has been appointed manager for KFRC, local outlet of the chain. He succeeds Harrison Hollaway, who resigned to join KFI and KECA, the Earle C. Anthony stations in Southern California, as manager-co-ordinator.

Breneman has been associated with KFRC for approximately 16 months and has been in radio since 1925 in various capacities. He managed the Los Angeles Broadcasting Company, operator of KPAC and KFVD, for more than a year. Prior to that he was an NBC artist in New York. Before that he was special features director at KNX, Los Angeles. Breneman was in vaudeville and stock, and for a time appeared in pictures, before entering radio. He has also done considerable screen writing. Along with his managerial duties, Breneman will continue to emcee the *Feminine Fancies* program and also participate in the *Good Morning Neighbors* series, sponsored twice weekly over the CBS-Don Lee network by Durkee Famous Foods, Inc.

Seek Ann Arbor Station

ANN ARBOR, Mich., June 6.—Organization of the Ann Arbor Broadcasting Company is nearing completion here with the filing of a petition with the Federal Communications Commission. The company has the backing of several local business men, with a capital stock planned of \$50,000, which is now being subscribed.

Felding H. Yost, director of the athletic program of the University of Michigan, is among those interested in the new project. Plans are being prepared to locate the station in the First National Bank Building. Floyd Weissinger is to be manager of the new station.

Mex. Interference Apt To Get Worse

NEW ORLEANS, June 6.—Instead of relief to an already harassing situation in the radio broadcasting conditions of the Gulf area, this section is now being threatened with the addition of new Mexican transmitters, according to reports from the sister republic. At least a half dozen new stations are to be built across the border from the United States, with at least two planned with large enough power output to give American stations plenty more trouble.

The largest new station planned is that of Dr. Brinkley, formerly of Milford, Kan., who is now erecting a 150,000-watt transmitter at Villa Acuna, just across the Rio Grande from Del Rio, Tex. This station will operate on 630 kilocycles, a channel which is now being shared between stations of this country and Canada. Another 5,000-watt station is planned on 1,010 kilocycles at Matamoros. The remainder of the stations will be mostly of small wattage, but two or three rather close to the border line.

The FCC at Washington has recently rendered two important decisions against the border stations. The Chamber of Commerce of Uvalde, Tex., was recently refused permission to remote programs from that point in the Lone Star State to XEPN at Piedras, Negras, Mex., while Norman Baker, former physician of Muscatine, Ia., and two associates were recently haled into a Laredo court for alleged infringements of American radio laws.

Mutual Gets \$129,907

NEW YORK, June 6.—May billings for the Mutual Broadcasting System totaled \$129,907, of which \$21,537.45 was on the supplementary stations and the balance on the four main stations. April business was better, running to \$139,934. March rang up \$191,482.78.

Sound Studios Control May Revert to Deutsch and WBS

NEW YORK, June 6.—Control of Sound Studios, former World Broadcasting System subsidiary, which was taken over a year or so ago by Electrical Research Products, Inc., is expected to return to the hands of Percy Deutsch, World president, and WBS on July 1. Erpl has been operating the studios and World has been in the nature of simply a customer, altho Erpl has also, it is said, exercised a good deal of control in the operation of the transcription company. It is reported that when World resumes operation of Sound Studios the Erpl representative who has been in constant attendance at WBS since Erpl stepped in will be recalled by the electric company.

When Erpl took over the studios World is said to have owed close to \$900,000. This covered several sources in which WBS had become indebted to Erpl. Operation of the studios then by Erpl was considered as the move best for both Erpl and World, giving the latter a chance to regain its strength. Since then World has been paying Erpl regular recording fees.

Transcription business since the time of the switch over, however, has skyrocketed. One account, Chevrolet, is reported as lifting World up plenty. Transcription company not only collected recording fees, but was paid brokerage fees by many of the stations getting the hefty Chevy series. Another advantage to World of this auto business is said to have been the cashing in by World of an asset that had previously shaped up as strictly a paper net. In selling its program service to some stations later could not afford the cash required and gave World time blocks in lieu of cash. Some of this time is reported to have been used by Chevy, with the resultant cash coming into World. Another big account was the Ford business, but this series, using wax, is now being handled by RCA. May shift back to World when the current, the second, 13 weeks is over.

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.

CBS Nixes Combo Web for Luckies

NEW YORK, June 6.—Any chance of American Tobacco Company increasing its coverage for its Saturday night program on the Columbia network by adding the stations of the Mutual Broadcasting System were killed this week when CBS nixed the proposal. Luckies had the idea in the works as part of the plan which this week saw the two NBC chains welded on the Wednesday night hour sponsored by the ciggle firm.

Reason given by CBS for icing the suggestion was that it was "against the general policy of the network." CBS has maintained that it is against its tenets to tie in with another network for any commercial program. Deal would have set a precedent, which, it is believed, numerous other advertisers would have followed. Identities of the networks might have been mislaid a bit in the station shuffle. Mutual had previously said it would only accept the program if the broadcast came from a neutral studio and if full station and network breaks were permitted. If the deal had gone thru it would have meant that CBS, NBC and MBS stations were on the same program, since Mutual is tied in with several NBC affiliates.

Meanwhile the Sweepstakes idea set in by Luckies is growing weekly. A total of 15,000,000 song selection cards are to be distributed by the tobacco firm, with the average estimate made that 10 per cent of the audience will write in. Last week 175,000 replies were mailed in, with 1,700 writers getting cartons of smokes.

New Chi Advertising Office

CHICAGO, June 6.—Sandmeyer-Mackay-Spaulling Company, new advertising agency, opened offices at 175 N. Michigan avenue this week. The company maintains an office in New York City and three of the partners, Howard E. Spaulling, Eugene W. Spaulling and James Mackay, are located in New York. R. E. Sandmeyer, resident partner, was with the NBC sales organization from the spring of 1935 until the formation of the new firm.

Will Renovate WBBM Studios

Fast growth of the Chicago CBS affiliate makes need of more modern plant

CHICAGO, June 6.—Plans are now nearing completion for one of radio's most modern studio plants to be built by the Columbia Broadcasting System in space centering about the present WBBM-CBS studios in the Wrigley Building.

Beginning with alterations to the present WBBM program offices, plans call for construction of two new studios and complete new offices within the next four months, to be followed by a gradual program of studio rebuilding and modernization of the entire Chicago CBS plant.

Heart of the new studios will be the large WBBM Air Theater to be completed late this summer on the first floor, which has housed the WBBM studios since 1928. Centering about the new theater, the entire studio and office plant, hitherto scattered on the lower level, first, second, third, fifth, ninth and thirteenth floors, will be concentrated on three floors. Executive, sales, program, publicity and engineering offices and studios five, six, seven and eight, on the second floor, will occupy the entire block bounded by Michigan boulevard, North Water, Rush and Austin streets. More than half of first floor and lower level will be devoted to studios, shops, control rooms, music libraries and artists' quarters.

Beginning with one small studio and a small office space on the lower level of the Wrigley Building in 1928, WBBM and Columbia have repeatedly outgrown their quarters, necessitating elaborate studio additions in 1930, 1932 and 1934. Expansion needs during the past year have been cared for thru leasing the (See WILL RENOVATE opposite page)

New Biz, Renewals

NEW YORK, June 6.—New accounts on WMCA, New York:

RESTLAND MEMORIAL PARK and Graceland Memorial Park, thru Hirsch-Turpen, Inc., started June 1, Monday to Friday, 2:30-2:45 p.m.; Saturday, 8:30-8:45 p.m. Canary chorus.

FRENCH CHEMICAL CO., direct, started June 1, Monday, 2:45-3 p.m. Helen Leighton's Rendezvous.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, started June 2 with nine five-minute spots.

CARDINAL LABORATORIES, thru Blackett-Sample-Hummert, Inc., started June 1, 50-word announcements.

Mutual Accounts

DRYDEN & PALMER, thru Samuel C. Croot Co., starts June 14, Sunday, 10:15-10:30 a.m., on WOR, WNAC and WFIL. Bernice Ackerman and Louise Wilcher, soprano and organist.

Newark

BUDD LAKE DEVELOPMENTS, thru Bess & Schillin, 15 minutes daily. WNEW.

EMPIRE GOLD-BUYING SERVICE, thru Bess & Schillin, 15 minutes daily. WNEW.

IRONIZED YEAST CO., thru Ruthrauff & Ryan, five-minute spot. WNEW.

H. C. BRILL & CO., direct, 15 minutes weekly. WNEW.

REMINGTON ARMS CO., 15 minutes weekly. WNEW.

ALBERT LIFSON & SONS, thru Bess & Schillin, five-minute spots. WNEW.

Chicago

NATIONAL BISCUIT CO., thru McCann-Erickson, Inc., *Melody Bakers*, an electrical transcription, taking 8:15-8:30 a.m. Tuesdays, Thursdays and Saturdays for 13 weeks beginning June 13. WGN.

GENERAL MILLS, thru Blackett-Sample-Hummert, Inc., *The Kid Sister*, an MBS commercial, taking 11:45-12 a.m. Monday to Fridays, effective June 1 TF. (This cancels *The Worry Clinic* program heretofore heard at the same time). WGN.

South

COLLARD MOTORS, INC., direct, two five-minute transcriptions weekly for 21 weeks. Program is *Happy Dan*. WSMB, New Orleans.

FULTON LOAN CO., direct, two five-

(See NEW BIZ on page 60)

Program Reviews

EDST Unless Otherwise Indicated

"California's Hour"

Reviewed Monday, 9-10 p.m. (PST). Style—Emsee, orchestra and guest artists. Sponsor—Chain Stores of California. Station—KFRC (Don Lee network).

Extravagantly launched eight weeks ago with spectacular exploitation and name talent—Jane Froman, soprano; Conrad Nagel, stage and screen star, as host (emcee); comic Yogi Yorgenson, Hindu mystic, and David Broekman's Orchestra—California's Hour has gathered momentum and built good will at a pace in keeping with the lavish cash outlay of California's chain stores. Weekly show salutes a different California city and presents six performers or acts previously selected thru well-ballyhooed auditions in honored community. Transported to Los Angeles (except tonight when the show moved en masse to San Francisco's War Memorial Opera House), contestants perform in an elimination appearance, winner of which vies in semi-finals next Monday night. Winner of semi-finals will appear again in grand final broadcast at end of 26 weeks for a cash prize of \$500. Amateur or professional talent may participate.

Lineup tonight, conceded finest talent yet presented in the series, was a young elevator operator, Marino Sensi, who baritone *Glory Road*; NBC staff harmonica player, Johnny O'Brien, considered by many the nation's best, playing *Poet and Peasant Overture*; KGGC's soprano, Bettye Baird, offering the difficult *La Capriera*; NBC hillbilly singer, Mona Greer, doing *My Last Dollar's Gone*; Ernest Gloe, nonprofessional accordionist, playing *Flight of the Bumble Bee*, and KERC's Edwin Imhaus, tenoring *Vesti La Giubba from Pagliacci*. He'll probably be San Francisco's representative in the semi-finals of the State-wide talent quest. Imhaus was at his best, singing as he never had before. Ernest Gloe, with his accordion, would be this reviewer's second choice, with Johnny O'Brien running third.

Spotted between contestants were Jane Froman's songs *Would You?*, from the film *San Francisco*, and *You*, a request number, both graciously sung; the host, Conrad Nagel's tribute to San Francisco well written and delivered, and Broekman's orchestral presentations of *She Shall Have Music* and *Hejri Kati*.

In spite of seven hours of rehearsal with orchestra and all performers on the day of the show, it added more gray hairs to Broekman's and the producer's heads by falling two minutes short, necessitating a triple repetition of the closing theme music. Otherwise it was excellent. Commercials were short and well read, the announcer having a pleasing voice. An enjoyable hour of entertainment and a clever way for the chain stores to make friends. D. H. G.

Abbotts Radio Stars Revue

Reviewed Monday, 7:45-8 p.m. Style—Variety show. Sponsor—Abbotts Dairies, Inc. Station—KYW (Philadelphia).

Both station and sponsor have made a big to-do about this musical potpourri and after steps of doctoring this nightly stanza steers out of the cheese class to an important position on the dialer's attention list. Sponsor fostered Conrad Thibault in 1931 and Wilbur Evans the following year. And after a three-year lapse in search of a new ether idea current shot reverts to type and again the male warbler gets top billing.

Main Bills, possessing a baritone vocalizer rich in tonal qualities, is the new feature. This is his first crack at local radio and the former four-letter man at Depauw U. comes thru with flying colors. Balladed two pops pleasantly and with conviction. On Monday nights a guest star is added and the show airs before a visual. When caught Josephine Lucchese, opera canary in the coloratura soprano class, who won favor at the Philly open-air screechers, did the honors. Takes top notes well and the ork flutist abetted in concert fashion for her aria. Arthur Morgan comes on at the midway mark to chatter fan stuff about the network stars. Has been active in radio dramatics as Norman Sichel, Morgan moniker assumed for Abbotts. Plugs the visual broadcast, tick-

ets obtainable for only the asking. Rest of the week he peddles pix of the satellites. Orchestra of 18 plays smoothly and rhythmically, capable direction by Anthony Candelori in evidence thruout.

Bally for milk and ice cream is held down to an opening and closing squib, making it doubly effective. And mixing the commercial and semi-classic on the melody score makes the period easy to listen to as a daily diet. In toto, spells smooth, easy, restful entertainment.

O.R.O.

"Pompeian Magic Mirror"

Reviewed Wednesday, 10:45-11 p.m. Style—Orchestra and soloist. Sponsor—Pompeian Company. Station—WABC (CBS network).

This is practically the same show this advertiser recently had on CBS except that Edward Nell Jr. is now the soloist instead of Jerry Cooper. Nell works in more of a legit style than his predecessor, who is a crooner. This should shape as an improvement, according to some standards. Nell is a pleasing enough singer and does a satisfactory job.

Ted Royal's Orchestra supplies the music, nicely arranged and with the especially saving grace of staying away from oversaccharinity. Program, of course, in its musical selections adheres to those sweeter tunes which are, actually or allegedly, the choice of women. Royal's music has plenty of depth and quality.

Magic Mirror idea is the commercial phase and seems rather screwy. The Mirror is supposed to talk, and when it talks it talks commercial, presenting an elderly woman with a youthful complexion who uses the product. The commercials will most likely strike men as silly—but men aren't supposed to listen. There is also a free-sample offer.

J. F.

Eddie Dowling Elgin Revue

Reviewed Tuesday, 10-10:30 p.m. Style—Comedy and musical. Sponsor—Elgin National Watch Company. Station—WEAF (NBC network).

Elgin Revue, having directed its campaign at those who may buy a watch as a graduation or commencement present, naturally goes off the air as per schedule at this time. Inasmuch as first show reviews tended to pick out the defects in the new program, it is only fair to report for the records that the closing stanzas held considerable comparative strength, and Eddie Dowling as both a comedian and emcee revealed that he is the type of showman that builds as he goes along. This also holds true of Ray Dooley. Arthur Kay, who did the "Snookypuss" characterizations, should be set down as a comer.

Moved to the New York NBC studios for this particular program, Dowling seemed to feel more at home and went a little heavier on the selling end as a master of ceremonies. Material generally showed vast improvement. Benny Goodman's Orchestra and Helen Ward on the warbling end were okeh as usual. This series was Dowling's first since

his broadcasts with Florenz Ziegfeld on CBS in 1932 for Chrysler. Since then the leading comedians of radio have come to the fore, few clicking at first, but all doing well with more experience. Which is by way of saying that the team of Dowling and Dooley should prove, valuable radio property due to the experience they have just had. M. H. S.

"The Music Box"

Reviewed Wednesday, 8:30-9 p.m. Style—Orchestra and vocal soloists. Sponsor—The S. S. S. Company. Station—WOR (MBS hookup).

Soft, entertaining half-hour period of hymns and standard musical selections, further enhanced with male and femme soloists. The latter are Nina Paisley and Bailey Axton. Orchestra is under the baton of William Stoess and program originates in the studios of WLW.

This particular show dwelled on a Memorial Day group of songs and such fare as was popular during or immediately after the Civil War. For a lively finish, however, a Sousa march held forth. Both the work of the orchestra and soloists was excellent. Standout was Miss Nina Paisley, contralto, who sang *The Vacant Chair*, and might have been heard to advantage more often. Her quality of voice and diction are far above the average and she lends much dignity and class. Being comparatively new, she should be heard from in the future in a big way. Mr. Axton did nicely also, while Stoess has the knack of keeping his men well in hand with very evenly modulated tones. SSS credits appealed to that tired run-down feeling and as a tonic for the children. These were not overdone, and another fine feature was the well-written continuity and the way it was handled.

M. H. S.

"The News Comes to Life"

Reviewed Sunday, 6:30-7 p.m. Style—News dramatizations. Sponsor—Remington-Rand, Inc. Station—WINS (Pan-American hookup).

This program makes a reality of the newly organized Pan-American Radio Sales, Inc., outfit, whose coverage includes the Yankee Network, Associated Broadcasters of New York State, Sam Insull's Affiliated web, Michigan network and other outlets, making 50 stations in all. News dramatizations have been produced by the WINS staff, and Louis Katzman's Orchestra handles the musical interludes. This makes two shows of this type that Remington-Rand sponsors, the other being *Five Star Final*, on both Inter-City and Mutual networks simultaneously. This seemingly unorthodox type of coverage seemed fantastic at first, but Remington-Rand apparently has ideas of its own.

Items of the world's news were well culled and staged with a punch.

More items of universal appeal were offered, as compared for instance to that of the *March of Time* dramatizations and a listener is able to relax rather than be on his toes worrying about the turmoil of the world. Much is offered, but there is no apparent rush. Items included a flashback of Admiral Byrd two years ago on his self-imposed lonely vigil in the South Pole region and brought up-to-date with his plan to work for peace; Roumanian situation was heard next, followed by the \$50,000 Bronx bank messenger holdup, wherein a traffic cop handed out a ticket to the robbers, not knowing their identity, of course; discovery of a new insulin which

will aid the poor diabetes patients because of its low price, and the newest exploits of the Zionchecks came next. The investigation and a killing by the Detroit Black Legion brought the news dramatizations to a close.

Remington-Rand credits were institutional with the exception of the closing announcement pertaining to the Remington portable, which could be purchased for as little as 10 cents a day. Otherwise a message was read from James Rand Jr., president of the company, in which he mentioned that this hour was considered a suitable time for a news program of this type and that a better cross section of listeners was now being reached. This was heard about halfway thru the program and fitted in nicely. Just before the final announcement general manager of the concern provided a short message in which he told of Remington-Rand being on a 40-hour week and production at a new high. Also that the company spent several millions of dollars during the so-called depression years in order to keep its help working and as a result developed many important office products. This talk did not take but a minute or so.

Entertainment value of the program was unusually high and show itself moved along smoothly. M. H. S.

Hedda Hopper

Reviewed Thursday, 8-9 p.m. Style—talk. Sponsor—Standard Brands, Inc. Station—WEAF (NBC network).

Miss Hopper flashed an excellent possibility for a steady radio series in her three or four-minute spot on the Vallee-Fleischmann Yeast program. She made other chatters about Hollywood hustle back to the woods, turning out a line of talk that was smart and punchy, had the requisite name value and certainly shaped up as equally interesting to both the male and female listeners. As a rule the more or less rapid stuff dished out by the Hollywood columnists is primarily for the fan magazine readers. Miss Hopper on a series would be sure to get that market if she can follow thru with more of the same material, as well as another class that otherwise gives these movieland reports a fast brushoff.

Description of Miss Hopper's subject matter would immediately put her in the same category as her contemporaries. She spoke about Hollywood's parties, hostesses and guests, but she didn't pull her punches and spared none of the social-climbing celluloid contingent.

J. F.

OVERNIGHT NETWORK

(Continued from page 7)

radio via an up-State station and the Associated Broadcasters of New York. Rand has studied radio closely and was in the advertising business in Cleveland.

Split networks or regionals will not be sold, nor will one network be sold alone. Any buying of a web must be accompanied by another chain. This angle is necessary in order to steer clear of complications with station representatives who can claim commission unless the program in question is received by one web from an affiliate, etc.

Considering the short time all negotiations were under way the work accomplished shapes up this side of a miracle. Rand and Hughes were on the road less than 10 days to clinch agreements. All done quietly. While such a hookup has been tried and dreamed over here and there, with virtually all being flops, Pan-American is in the position of having the idea cinched and is operating at present with practically no overhead, nor heavy investment. Nor is F.-A. bothering about sustainings.

NABB

(Continued from opposite page) department of this organization for this purpose.

"All programs of non-profit organizations carried over national networks shall count as part of the said time and the member affiliated stations agree, by the passage of this amendment, and their membership agreements therein, to allot solely by the provisions of this amendment for the purpose herein."

WILL RENOVATE

(Continued from opposite page) Medinah Club ballroom and the Civic Theater for audience performances. The new Air Theater, or studio 10, will provide comfortable seating for more than 400 persons in a setting embodying the latest in acoustical and electrical engineering practice.

Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, May 29, to Thursday, June 4, both dates inclusive.

All My Life (34).....	36	Lost (28).....	19
She Shall Have Music (25).....	28	On the Beach at Ball-Ball (17).....	19
Touch of Your Lips (23).....	28	You Started Me Dreaming.....	19
Is It True What They Say About Dixie? (28).....	25	Christopher Columbus (38).....	16
Robins and Roses (32).....	25	You Can't Pull the Wool Over My Eyes (16).....	16
You (31).....	25	My First Thrill.....	15
It's a Sin To Tell a Lie.....	23	Us on a Bus.....	12
Tormented.....	22	Every Minute of the Hour.....	11
Would You? (24).....	22	I'll Bet You Tell That to All the Girls (16).....	11
Melody From the Sky (19).....	20	Rhythm Saved the World (13).....	10
These Foolish Things Remind Me of You.....	20		

SHEET MUSIC best sellers will be found on page 19.

Air Briefs

By JERRY FRANKEN

THE Eno Crime Club series, one of the most successful dramatic shows on the air, is slated to fold in four weeks. This despite the program's high rating and known audience. Real reason reported for the account going off the air is said to be that another competitive product, Alka-Seltzer, has cut in the sales of Eno Salts heavily. Meanwhile Benton & Bowles staged an addition for the account last week. . . . Remington Rand exercised the emergency clause in its contract with NBC and took Edwin C. Hill off the air. Factory can't deliver the merchandise, it is said, because of the labor difficulties now belaguering the firm. Time has been taken by Wasey Products for the Voice of Experience, giving him his first real evening spot on Tuesdays and Thursdays, other daytime sessions keeping the same time. Jacob Tarshish is substiting for M. Sgyle Taylor, the Voice, while the latter recuperates from a breakdown caused by overwork.

Henry Burbig and Bunny Coughlin, latter of the *Funnyboners*, have organized a new comedy team. And Brooke Allen, one-time member of the trio and later a soloist, is out of the show business. He's a buyer for Bloomingdale's department store. . . . Dick Fishel is now handling stations relations for WMCA-Intercity. . . . Harry Sosnik, Chicago leader, was given an okeh by Local 802 to try out for the Lucky Strike show. He must, however, use New York men. He auditions against Harry Salter. . . . Vim Radio Stores have

renewed Jack Arthur and Eleanor Sherry, while WOR has renewed its managerial contract with the Embassy Girls. . . . Sam Henry, of World Broadcasting, is leaving for two weeks soon, taking his spot in the line with the National Guard. John Cullom, formerly with World, is now with the federal government in Washington. . . . Ruby Newman sails for Europe the end of this month and takes his press agent, Irving Mansfield, with him.

Red McKenzie won't be Red McKenzie when he broadcasts on WHN. He'll be billed as Eddie Condon. . . . CBS has signed Alice Hughes, columnist, and Cora Fields, housekeeping expert. . . . Mrs. August Belmont, social leader, has become a member of the NBC advisory council. . . . CBS seems to be taking to a policy of crediting directors. Ed Cashman is billed at the end of the Stoopnagle and Budd show, while Irving Reis and Earl McGill are to be credited on the new detective series which started June 7. Charles Tazewell does the adaptations, stories by Frederick Nebel. . . . Milton Berle will do 12 weeks on the Fleischmann Yeast show. . . . Arthur Kay, mimic, who was on the Chrysler program, was also engaged to work for the studio audience after the show. This sets a precedent. . . . Carson Robison just parted with his tonsils. . . . Bettie Glenn, femme p. a., will pinch hit for Sam Taylor on WOR when Taylor takes his vacation. . . . Rosemarie Brancato, of the Consolidated Gas show on WEAJ, leaves June 13 to sing with the Cincinnati Opera Company.

Marlene Dietrich, with C. B. DeMille producing and narrating, drew the largest number of press critics and correspondents to ever attend a Hollywood broadcast. Section of 170 seats was occupied by the press.

Don Lee chain gets a new program this week in *The County Fair*, emanating from KHJ. Program will offer glimpses behind circus, fair and carnival scenes. Jack Van Nostrand produces, Lou Tobin handles the announcements.

Listed among the choice embarrassing moments in the radio world is the story of KMTR's advertised broadcast of *The Emperor Jones* from the stage of the Wiltshire-Fell Theater during the week. Station cleared two and a half hours of its best evening time for broadcast, but just before opening the theater discovered it had only sold three tickets and called off the performance. Station was stuck with the time hole and filled in with recordings and hillbilly tunes.

Same station has just erected an open-air studio at the station's transmitter site on Santa Monica boulevard and will concentrate activities there during the summer. Studio on the United Artists' Pictures lot will be virtually vacated until fall due to lack of cooling facilities.

Sara Langman, KFVB writer, has signed a long-term writing contract with the Eftette Broadcasting Company, of Australia. She will remain on KFVB pay roll, however, and do her Australian stint at home. . . . Goose Creek Parsons, KHJ nightly series, folds up this week after three months with no renewal in sight. . . . Ford Billings, manager of Hearst-owned Station WCAE, Pittsburgh, is in town looking over local situation with ambitious plans afoot to make KEHE one of the most important stations of the Coast. . . . Ben Sweetland, known as the Friendly Counselor in the East, is now conducting a morning period for KNX.

W. Cooper, Sam Margules, John Percival, Donald Holmes, Shirley L. Quimby, Mr. and Mrs. Leo Rullman, Dai Vernon, Dr. and Mrs. Gordon C. Peck, Mr. and Mrs. James C. Wobensmith, Vincent M. Carey, William T. Zerr, Silent Mora, Arthur E. Monroe, Justine A. Kelley, John McTigue, Guy C. Randall, Norman and Herbert Todd, Harry Brock, Dr. and Mrs. Harold G. Schwartz, George B. Alcott, Vincent Boyar Jr., Mr. and Mrs. E. O. Allard, Mr. and Mrs. George Burnham, Mr. and Mrs. Charles Foster, Mr. and Mrs. Howard Casey, Warren A. Cosgro and Herbert W. Peterson.

S. W. WALTHON

(Continued from page 3)

contractor and producer Mr. Walthon is affiliated with the Theater Royal, Dublin; the Tower, Blackpool; Belle Vue Circus, Manchester; Royal Agricultural Hall, London; Hippodrome, Great Yarmouth; Kelvin Hall, Glasgow; F. Lumley's Waverly Carnival, Edinburgh; the Stadium, Liverpool, and other spots, having been in show business there since 1912, to he was born in this country, in Boston. His last visit was in 1929.

From the time of ship's wharfing here on Monday to his departure on the same palatial steamer yesterday morning Mr. Walthon was intensively active. He attended the Tuesday matinee performance of Ringling-Barnum in Newark with shipmates, including Hannen Swaffric and columnist, Harry Hall, director Blackpool Tower Company; Cora Griffin, musical comedy star, Emil Littler, her husband, proprietor of the White Horse Inn, and several business people. Group stayed for the evening show, guested by General Manager Gumpertz, Personnel Director Pat Valdo, Equestrian Director Fred Bradna and others. On Wednesday he attended the annual meeting of the Circus Saints and Sinners' Club in the Gotham Hotel, made a speech, donated two memberships and in the evening as well as on Thursday took in night clubs and stage shows in his search for talent. He spent time with George Hamid, the outdoor booker, and Mrs. Hamid, and a large delegation, including the Hamids, saw him off yesterday. Just prior to his departure he declared his intention to persuade the VAF that restriction of foreign acts would hurt show business in the Isles and said that the British Minister of Labor had oked his stand.

Another distinguished arrival on the Queen Mary was Bernard Mills, of Mills Olympia Circus, London, and Mrs. Mills, who spent their honeymoon here three years ago. Mr. Mills is scouting circus acts and huddled with Hamid.

Elwood Hughes, general manager Canadian National Exhibition, Toronto, was a guest of the Cunard Line on the Queen Mary prior to departure. On Thursday evening he was a studio guest of Rudy Vallee during the singer's regular broadcast, following which Vallee was his host on the Astor Roof.

Mr. Hughes said that lighting equipment alone on the huge band shell being completed at the exposition costs \$15,000, of which \$3,500 is for giant dimmers. A feature of the automotive exhibition this year will be Sir Malcolm Campbell's racing car, with possibility of Sir Malcolm's personal appearance. He left for Toronto today.

THEATER SUPPLY

(Continued from page 3)

tomorrow there will be manufacturers' and dealers' conferences and reports from the directors and committees. Much of the members' time has been devoted to the examination and discussion of new equipment. On Monday unfinished business will be cleaned up and new officers nominated and elected. About 40 members of the association have been in attendance.

MEMBERSHIP

(Continued from page 3)

House on 34th street, but there were many who walked out when it was felt that the law appeared certain to be rescinded. The meeting was noisy, with musicians, allegedly members of the Square Deal Club, one of the political factions in the local, claimed to be actively campaigning all during the speech making.

Two principal speakers were Dave Freed and Bob Stern, favoring and opposing, respectively, the law. Freed, secretary of the welfare committee of the local, is the minority leader in the executive board in favor of the rule.

Chi Air Notes

By NAT GREEN

Dean Foster, the organist who nightly takes part in the Lum and Abner broadcasts, has one major ambition—to see and hear a Lum and Abner program. For while he talks to the boys before and after each broadcast and has played their theme *Eleanor* for almost a year, Dean never sees or hears the program. . . . Playing from a separate studio, he takes his cue to fade out from the engineer, then waits thruout the broadcast for another cue from the engineer to repeat the theme for the sign-off.

Fan mail indicates that Happy Jack Turner is going a bang-up job for his sponsor. . . . Turner's breezy, informal style, his "homey" singing and peppy ivory tickling make his program one of the most enjoyable on the air. . . . Clara, Lu 'n' Em will be back on the air on a sponsored show early next fall. . . . *Girl Alone* has switched from 10 to 11 a.m. on WMAQ. . . . Jack Fulton, currently the leader of Sophie Tucker's band at the Terrace Room of the Morrison, was seen leaving a conference at the Hotel Sherman arm in arm with two Paramount scouts. . . . Wonder what it means! . . . Anita Boyer, former WGN songstress, is singing with Dick Barrie's Orchestra in Pittsburgh.

Also a singer with the Barrie ork is Ken Stoker, brother of Bill Stoker, soloist with Kay Kyser's Orchestra. . . . Agnes Seward, of the NBC press department, who became Mrs. John Bodevin on May 30, plans a two-week trip and then two weeks of apartment settling before returning to work. . . . Walter Elauffus, musical director of the *Breakfast Club* and *Farm and Home*, leaves this week for an extended vacation—where, nobody knows. . . . *Melody Baker*, a series of special transcription programs heard on several stations thruout the country, will be heard on WGN each Tuesday, Thursday and Saturday evening, beginning June 13.

Irene Wicker and her Singing Lady show moves to New York next month. . . . William Murphy is now the author of the popular NBC *Flying Time* serial, succeeding Willis Cooper, whose duties as a writer for 20th Century-Fox will prevent him from continuing his radio authorship. . . . Marriott Edgar, author of all the "Albert" ditties, including

such works as *Albert and the Lion*, *The Return of Albert*, Gunner Joe and Run-corn Ferry, leaves England for America in the next few days. . . . He will spend his time here visiting his old school chum Jack Hylton. . . . Edgar is bringing along a fresh batch of Albert material. . . . Gale Page has a solid gold bracelet made of miniature musical instruments—piano, violin, sax, trumpet and what not. . . . Norris Goff, the Abner of Lum and Abner, has been commissioned honorary national vice commander of the National Outboard Association. . . . He and Lum rarely miss an outboard race, anchoring near the course in Abner's cabin cruiser Elizabeth.

Bud Vandover, of Tom, Dick and Harry, recently bought a new set of golf clubs, having given his old ones away in disgust. . . . Now he says he has a chance to win back some of the money he lost in matches to his partners in the trio. . . . Bob Hawk, conductor of WGN's Golf Forum of the Air, will be emcee of the stage show at the State-Lake the week of June 13. . . . A program airing for the first time in early fall will postpone for at least a year a Mediterranean cruise planned by Merrill Fugit. . . . Guy Lombardo, who concludes his sponsored program on CBS the first of July, says he won't go on another sponsored program unless he is given a Coast-to-Coast hookup. . . . The Federal Communications Commission has received a recommendation from Examiner Melvin H. Dalberg that it grant Station WISN, Milwaukee, permission to increase its night power from 250 to 1,000 watts.

West Coast Notes; Lux Show a Flash

LOS ANGELES, June 6.—Biggest event of the week in radio circles here was the initial performance of the Lux Radio Theater in Hollywood. Broadcast before an audience of more than 1,000 in the Music Box Theater on Hollywood boulevard, the show went off with all the swank and opulence of a major film premiere. . . . House was completely refurbished, from marquee to dressing rooms. Opening program, starring Clark Gable and

DR. I. R. CALKINS

(Continued from page 4)

praise on all sides for efficient work, and he in turn had kind words for Adrian L. Potter, convention secretary of local Chamber of Commerce.

After general get-together and greeting of delegates Thursday at Hotel Kimball, conference headquarters, formal program began with a dinner, after which initiation ritual was carried thru for members only. Conducting was the Northern Connecticut Assembly, with Walter Schwartz in charge. Thereafter George Ellsworth served as master of ceremonies at program for registrants. Dealers' exhibition was in charge of David H. Brown.

Friday night program after formal banquet included program with Herman Hanson in charge and following taking part: Zerr and Company, Tommy Tucker, Dr. Chang, John Mulholland, Oscar, Merton Overing, Palmer and Doreen, Royal V. Heath, Dr. Calkins and Sir Felix Korim.

Saturday saw two public performances, both at Court Square. One, in morning, was for children. Included among performers were L. Raymond Cox, Vin Carey, Mora, Jess Kelley, Williston, Lionel Walker, Sherman Ripley, Oscar, Antoni and Merton C. Overing. Evening show had acts by Herman Hanson, Leo Rullman, Dr. Gordon C. Peck, Mora, Max Holden, Antoni, John W. Cooper, Hardeen, Julien J. Proskauer and Al Baker.

Results of contest held Saturday were as follows: First, Alden Dillenbach; second, Arthur Lyle; third, Alphonse Delaporte; fourth, Jack Whelan; fifth, Dr. M. R. Gagnon; and sixth, Selden Brothers.

Partial list of registrants included: Mr. and Mrs. W. H. Carrigan, F. Bassett Mordecai, Dr. I. R. Calkins, L. Raymond Cox, Mr. and Mrs. Albert F. Alstrom, Mr. and Mrs. Albert L. Clarke, Mr. and Mrs. Alphonse Delaporte, Dr. and Mrs. John J. Fitzgibbon, Emile T. Gagnon, Al Bergeron, U. F. Grant, Lewis E. Page, Mr. and Mrs. Harold Howatt, Mr. and Mrs. W. O. Johnson, Dr. and Mrs. John Jorczak, Mr. and Mrs. W. D. Littlefield, Dr. Roberta E. Neill and mother, George F. Palmer, Mr. and Mrs. Al Rapsardas, Mr. and Mrs. Lionel A. Walker, Mr. and Mrs. Willard S. Smith, Mr. and Mrs. J. A. Maynard, Julien J. Proskauer, Al Baker, Theodore W. Hardeen, John Mulholland, Dorothy Wolf, Dr. and Mrs. Elmer P. Ransom, Royal V. Heath, William J. Arenholz, Arnold Belals, Richard Cardini, Mr. and Mrs. Richard DuBois, Mr. and Mrs. Max Holden, William Holden, Eugene Homer, Mr. and Mrs. Gerald L. Kaufman, Charles H. Larson, Jerome Lukins and

UNIONS PLAN UNIT SHOWS

F&M's Plans For St. Louis

Plan stage shows for three houses — may establish a booking office in Midwest

NEW YORK, June 6.—There is a strong possibility of there being three vaude weeks in St. Louis this fall, according to discussions now being held by Fanchon & Marco officials with regard to policies for their theaters in that city. F. & M. has the St. Louis situation practically sewed up, as a result of the settlement the end of April of the government's civil suit against the major companies on the F. & M. complaint about film product. The company operates upwards of 30 houses in that city and looks to stage shows for its bigger houses.

In previous seasons F. & M. used stage shows at the Ambassador and Missouri theaters and, according to present discussions, those two houses will again get stage shows this fall. The other house that might be given vaude is the New Grand Central. F. & M. plans to use three grades of shows in that city, the Ambassador to get attractions of all varieties, the Missouri to use a less expensive stage-band policy and the New Grand Central to use an inexpensive vaude show.

The booking will not be done from here, according to present plans, and it is likely that the servicing of these houses with shows will be done out of Chicago. However, there is also a likelihood of Jesse Kaye, local booker, being sent out to get the shows started. Another possibility is that F. & M. might establish a booking base in Chicago of its own, using St. Louis as a means of attracting other houses so that a booking office might be profitable.

In addition to the Ambassador, Missouri and New Grand Central, the other F. & M. theaters in St. Louis include the Orpheum, Shubert-Rialto, Fox, St. Louis and 20 or so neighborhood houses.

Paramount Subsidiary Gets Two RKO Houses in St. Paul

MINNEAPOLIS, June 6.—The Minnesota Amusement Company, subsidiary of Paramount and operator of a majority of the loop houses in the Twin Cities, has taken over RKO's Orpheum and President theaters in St. Paul. The two theaters are the only ones operated by RKO in St. Paul.

John J. Friedl, president of the Minnesota Amusement Company, said that vaude will be used at the Orpheum next season, booked whenever they can get suitable acts. The Paramount, the company's main house in St. Paul and which has been playing vaude, will be a straight film house.

The change will be effective June 26 for the Orpheum and September 4 for the President. No changes in personnel of the newly acquired theaters will be made, Friedl said. Lou Golden is manager of the Orpheum and William Elson operates the President. Harry Burke, district manager in charge of the St. Paul area, will be supervisor of the two theaters.

Two "Paris on Parade" Units in Pennsylvania

PITTSBURGH, June 6.—Warner spotted George Choo's unit, *Paris on Parade*, in a couple of spots in this territory following a week's stay at the Stanley Theater here. Show plays today and tomorrow in Steubenville and moves to Johnstown, where it will play Tuesday and Wednesday at the Cambria Theater. Another unit labeled *Paris on Parade* is also playing Western Pennsylvania territory this week. Show held forth at the Mishler Theater, Altoona, Wednesday and Thursday. Its lineup includes Dick Shannon's stage band, the Great Pablo, Bob and Elva Stanley, Joe and Eddie Dayton and a line of girls.

Clean Sweep

NEW YORK, June 6.—Phil Bloom, on his first week as associate to Ferde Simon, booked almost the whole current Roxy show. Only acts he did not book were the weekly amateur and Roy Campbell's Harmonists. His are Paul Ash, Limc Trio, Joe Cook Jr., Ruth and Billy Ambrose and Cappy Barra and Harmonica Ensemble.

Protest Against French Act Riots

NEW YORK, June 6.—The American Federation of Actors has protested the recent riots against American acts in Paris, one of the demonstrations resulting in the dropping of stage shows at the Alhambra. The AFA protest went to the American Consul in Paris and to the French Consul here.

The American Consul in Paris communicated with the AFA, telling of his conversation with Kurt Robitschek, general manager of the Alhambra, regarding the Alhambra's contracts with American acts. Robitschek told the consul that acts canceled because of the Alhambra's sudden closing were taken care of in Germany and that he had no intention of canceling any contracts for next season.

Robitschek expressed disappointment to the consul that the French Ministry of Labor had not authorized a larger percentage of foreign acts than that accorded, namely 50 per cent, as he finds a dearth of good French acts. He further said he was dependent on American acts.

Sue for 5 Million

NEW YORK, June 6.—Leo Mantin and Eleanor Ninon, vaude singing and dancing team, filed suit this week in Los Angeles for \$5,000,000 in Federal District Court against United Artists Corporation, Darryl F. Zanuck, Maurice Chevalier, 20th Century Productions and 20th Century-Fox. They claim pirating of their song, *Jealousy Is a Part of Human Nature*, and of the musical comedy title, *Moulin Rouge*. Suit being handled by attorneys Marion P. Betty and Porter C. Blackburn, of Los Angeles. Seeking minimum damages of \$250 and maximum damages of \$5,000 for each performance in which the song was used, a total estimated by the attorneys at \$3,000,000.

Pittsburgh's "Prof. Nights"

PITTSBURGH, June 6.—A new move to pep up vaude here is the staging of "Professional Nights" in beer gardens and cafes in this district. Steve Forrest, local booker, started this feature at Dutch Henry's last week, using several acts of the small-time variety. Another spot to adopt the idea is Tito's Club Casino, which is using an eight-act bill every Thursday.

Comerford Circuit Goes in For Amateurs on Big Scale

SCRANTON, Pa., June 6.—The M. E. Comerford circuit of theaters in this territory has conceived elaborate plans for amateur tryouts in its theaters. The amateur shows will start this Monday and be given a two-week trial, the policy to continue for the balance of the summer if it clicks. Standard emsees are being engaged to handle the shows. Best of the amateurs will be assembled into a unit to be played over the circuit.

At present, the circuit figures on embracing the shows for a total of 12 days, embracing about nine towns. Among the towns to get the amateurs are here, Wilkes-Barre, Binghamton, Pittston, Plymouth, Shenandoah, Hazleton and Williamsport. Wilkes-Barre, the theater here, and Binghamton are scheduled to run the shows two days apiece.

Bert Walton, recently in George Choo's unit, *Paris on Parade*, and John Shevlin

Musicians, AFA in Deal To Build Shows for New York Indie Spots

In discussion stage at present, but planned for fall—attitude of indies favorable—price to be based on capacity and admission scale—seek stagehand support

NEW YORK, June 6.—A circuit of vaude theaters playing traveling units is in the wind for the fall season on a plan now being discussed by executives of Local 802, American Federation of Musicians, and the American Federation of Actors. No formal discussions have been held yet, but the plan mentioned is part of a general campaign the two unions have in mind to help bring about a resumption of vaude in this city and Long Island. Numerous independent theaters have already been contacted by one of the unions and have met with favorable

Hipp, Baltimore, Dark for 5 Weeks

BALTIMORE, June 6.—Unless there is a last-minute change of plans, the Hippodrome Theater, vaude-filmer operated by Issy Rappaport, will go dark this Friday. Plan only calls for about four or five weeks of being dark, the house to reopen with its present policy.

The closing is understood to be due to lack of product, but also affords the management an opportunity to make some alterations.

Lincoln, Neb., House Goes Pix for Summer

LINCOLN, Neb., June 6.—Vaude went out of the Orpheum here for the summer with Jack Schenck's *Darktown Scandals*, which closed here last Saturday. According to city manager, Jerry Zigmund, of the Lincoln Theaters Corporation, of which the Orpheum is a part, it is planned to run the house as a dual, split-week spot for straight pictures until early fall, when flesh goes back in. Opening week will probably be the week-end of September 7, when the State Fair starts.

During the last season (nine months) the house was booked by Wilbur Cushman every other week, and Jack Laughlin, Denver, and Frederick Brothers, Kansas City, took care of the rest.

Another Ripley Unit; Vallee Gives His Okeh

NEW YORK, June 6.—NBC's Artists' Service is putting out another "Believe-It-or-Not" Ripley unit, to be ready in about two weeks. The first one, which was recently revamped, opens this Friday at Loew's, Montreal, and will follow into the Metropolitan, Boston.

It is understood that Rudy Vallee has given his official okeh to NBC on the Vallee units to be produced.

attitudes on the part of the managers. None of the major circuits, Loew, FKO, etc., figure in the plan. Acts would be provided by the AFA with stage bands coming from the musicians' union. No special rates will be made for the musicians, since all the theaters involved have been given rates based on the capacity of the houses and the box-office scales.

From the angle of both unions such a move would be the best way to bring about a return of flesh shows to the major circuits because of the competition offered by the indie houses. This applies especially to week-ends, since the bulk of the indie spots would be playing last halves. To meet the vaude competition the majors might be forced into dropping the double-bill policy and follow in the trek to vaude.

The AFA and 802 have a tacit working agreement, but this is the first time both have united to combat their major problem, that of meeting unemployment. It is said that efforts are being made to bring the stagehands' union into the deal. Spokesmen for both unions involved refused to elaborate on the plan, other than to admit that discussions have been held.

Benefit Date Changed

CHICAGO, June 6.—Plans for the benefit performance to be given for the widow of Percy F. Moore, veteran agent who died here last week, have been changed. Instead of a midnight performance to be given at the State-Lake Theater June 23, a theatrical night and jamboree will be held at the Michelob Inn, adjacent to the State-Lake Theater, June 16. The inn will be taken over at 8 p.m. by the group of agents sponsoring the event and impromptu entertainment will prevail thruout the evening. The tickets, which sell for \$1 each, include a buffet lunch.

"Professional Nights" Staged At Philly Amusement Park

PHILADELPHIA, June 6.—To offset the many amateur shows and give professionals an opportunity to compete for a cash award in addition to their salary for the engagement, Woodside Amusement Park inaugurated a series of professional opportunity nights Wednesday, with Jack Steck m. c.

Only legitimate professional acts are accepted. Must bear the stamp of approval by the United Entertainers' Association and the Entertainers' Managers Association. Half-hour of the show airs every Wednesday over WPEN.

"Femmes" Will Play a Week

NEW YORK, June 6.—The *Folies de Femmes* will close at the French Casino here June 27, or perhaps a week later, and will pick up a week in vaude before sailing July 14 to open at the London Casino. New French Casino show here will open August 14.

Berns' Michigan Houses

DETROIT, June 6.—Sol Berns, local agent, is now booking the Colonial Theater here, changing three times a week; the Rialto, Flint, and Rialto, Bay City, split weeks, and Ramona Park, Grand Rapids, full week. The Granada here will go on his books Labor Day.

Loew's State, New York

(Reviewed Friday Evening, June 5)

Because of a tribute to Benny Fields at tonight's last show, the vaude ran about two and a quarter hours, a dozen and a half stars of various fields coming on from 10 until 11 to beat the cymbals for Fields. After a session like this, it meant tough following for the last two acts and that both came thru so well is an indication of the excellent lineup playing the house this week. Every act is a sock.

Alf W. Loyal's Stallions, a dog act, opens. Four French poodles, a Spitz and one or two smaller pooches, all well trained in somewhat familiar routines. Dogs catch balls and knives in their mouths, hats on the heads, hoops on their necks, etc. Four of them jump from a board onto a spring, with the usual comedy antics of the one that won't follow suit. House loved it.

Floyd Christy, second, has his same comedy acrobatic routine, but with a new partner, not billed, in place of the Jack Whiting with whom he previously worked. Hoke hand-to-hand grappling and balancing stuff, with a pretty good line of chatter, delivered in a weepy voice by Christy. Another big mitt.

It was a treat to watch and listen to Fields work. The customers certainly liked the presentation of the "names" after he had finished, but from all indications they could have listened to Fields' singing for the same hour. Made no difference what he sang, oldies or new tunes. His remarkable showmanship in merchandising his singing shapes up as one of the most effective presentations in vaude. After doing 15 minutes, Fields started to try to get off. He succeeded only because of the tribute thing a quarter hour later.

Jay C. Flippen mc'd the tribute and did a honey of a job. He didn't have his cigar, but he had a barrel of punch lines. Flip is now a radio toiler and has no booking worries. Acts presented during the course of the Fields sendoff included Irving Kaufman (Lazy Dan), Rudy Vallee, Estelle Taylor, Frankie Klink and Pedro Escobar (fighters), Pat Rooney, Irving Caesar, Bernice Claire, Jack Waldron, Judge Jonah Goldstein, Ann Greenway, Nick Kenny, Arthur Tracy and Rodney McLellan. Most of them worked a little, others just saying their bits. Even the judge felt the Thesplan urge and told a gag, legal, of course.

After this parade, at 11:05, Herb Williams had to come out and make a surfeted audience laugh. And how he did. The same old Williams act, with the busted baseball bat, the hanging, prop pianos and other business. Certainly one of vaude's classics.

Mann, Dupree and Lee, a swell dance act, two men and a girl, closed. No easy job to wind up an evening like this, but their precision hoofing, eccentric and acrobatic work is ace.

A good house. Picture was Moon's Our Home. JERRY FRANKEN.

State-Lake, Chicago

(Reviewed Saturday Afternoon, June 6)

The Eno Troupe, five-people Japanese act, who were recently reviewed at the Uptown Theater under the name of the Tokyo Troupe, opened with their clever line of Risley, foot juggling and perch work. Act is handsomely mounted with beautiful scenery and trappings. Nice hand.

Stearns and Dean deuced it. Starting with a comedy eccentric dance done in long black robes, they then changed to a loose leg routine. Stearns did a street-car pants bit that slowed up the act a little and both returned for an excellent mechanical doll dance. Two bows.

Helen Honan gave impressions of Bing Crosby and Helen Kane and then followed a *Hollywood Party* idea as she did impersonations of Lionel Barrymore, Zasu Pitts, Greta Garbo, Stepin' Fetchit, Mae West and Joe Penner, closing with one of Fred Astaire, in which she did a nifty tap routine, and Charlie Chaplin. All were true in vocal inflections and well done. Good hand.

Clifford and Marion had things their own way in the next spot. Backed by a clever line of chatter and the funny

Marie Marion, whose dumb map is one of the funniest things on the stage, they chattered up a healthy hit. Closed with Marie Marion singing *With My Eyes Wide Open* and left to a big hand.

The Stage Band Revue opened with the State-Lake Sweethearts, in legs, top hats and canes, doing a swell cakewalk-tap routine. Edith Griffith, petite brunet songstress, sang a special arrangement of *I Don't Want To Make History* and *Lost*, and then accompanying herself on the piano did a clever ditty called *That's How Quintuplets Were Born* and *I Wanna Be an Ice Man*. Big hand. Bobby Pinkus did a song and some comedy stuff with Helene Grant. His impression of a 5-year-old reciting and his travesty on a crooner were bits of jesting that were relished by the audience. Closed with a comedy dance and an eccentric soft-shoe routine and left a hit. The State-Lake Sweethearts closed with a routine in which they were joined at the finish by Verne Buck, who waltzed with one of the girls. F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, June 5)

Paul Ash is emceeing at the Roxy this week while Freddy Mack is vacationing, and he has a short and snappy show behind him. He emcees in his usual pleasant manner, also conducting the pit boys and alternating between the pit and the stage.

Singing and dancing are featured, with the former handled by Roy Campbell's Eight Continentals, who do a fine job of their pop medley and score again by singing *Reflections in the Water* as the Gae Foster Girls, house troupe, go thru a lovely mid-section production. Also on the singing side is Irving Retholtz, the week's air amateur winner, who does *Vesti la Giubba* from *I Pagliacci* in a nice voice, so far as can be figured thru the distortion of the amplification system, and follows with a pop tune. He scored a show-stop.

Dancing is featured by Joe Cook Jr., who does about the same act that he did in the *Following Famous Footsteps* number from Gus Edwards' ill-fated *Sho-Window*, and also by Ruth and Billy Ambrose, also *Sho-Window* veterans, who do two excellent numbers, one at the beginning and one at the end of the layout.

Novelty is provided by the Lime Trio, with the featured of the three men providing the most amazing contortionistic session that this reporter has ever seen. It deservedly brought down the house. The Cappy Barra ensemble, eight lads who play harmonicas, also click well, with the turn much easier to take than the average harmonica act, chiefly because of the efforts of one of the boys, unbilled, who sings excellently and who does a knockout harmonica rendition of Rimsky-Korsakov's *The Flight of the Bumble Bee*.

The Foster Kids open the show with a cute and excellently executed hotcha routine. The finale has everybody, including the pit boys, on the stage, indulging in an old-fashioned barn dance. The effect is homey and quite cozy.

Film is Jane Withers in *Little Miss Nobody* (20th-Fox), and the house was good the supper show opening day. EUGENE BURR.

Paramount, New York

(Reviewed Wednesday Evening, June 3)

Russ Morgan and his 16 white-coated men are the ork feature of the Paramount this week, a combo that's slowly but surely building up in public favor and is better known in the trade. They are the Biltmore Hotel musicians, and Morgan is creditably spoken of in the trade as an expert arranger, composer, musician, etc. Not fashioned particularly for theaters, dance music being more in their line, but they wear on you after a while as being an outfit with a lot of charm. Besides, they don't overindulge in music handouts, and there are specialties from Gracie Barrie, Betty Keane and Stuart Churchill as relief from the straight music sessions. And that's

sufficiently satisfying for the 35-minute running time.

Still a little nervous at this third-show catching, but confidence was gained after the opening. Morgan is a nice-looking chap, is unassuming, handles the announcements nicely, leads quietly yet with the expertness of a musician and steps out frequently to double at the trombone and piano, playing both instruments grandly. His outfit is heavier on the brass, only six of his men working at strings. They play very well, the arrangements being very clever, and for accompaniment they are a whole lot better than the usual run of dance bands.

Since this reviewer last caught the house, the bands are being mounted a whole lot better. It is raised higher and is much more attractive. Morgan and his boys devote a lot of time to the old favorites, playing such tunes as *Linger Awhile*, *Stumbling* and *Wabash Blues*. However, Morgan's own number, *Tidal Wave*, is offered, and then there are pop tunes such as *Melody From the Sky*. All good, and the audience showed favorable reaction to the work of the band.

Gracie Barrie, back on a quick repeat, has established herself as a favorite here, and the audience wanted a whole lot from her. She is a lovely-to-look-at lassie, sells her numbers beautifully, and has a sweet voice, the nasal qualities are frequently noticeable. She does *Nobody Like You*, *All My Life*, *I've Gotta Get Hot* (her number from *Scandals*) and *Robins and Roses*. Best is the *Scandals* number, which she accords outstanding treatment.

Betty Keane, ahead of Miss Barrie, is the dance feature of the show, a blonde who is along Eleanor Powell lines in style. Her taps sound more like shuffles, but that's the fault of the house. A dance mat should be provided and a couple of mikes should be strung along the platform. She fares well, tho, trying a lot of light comedy showmanship in peppy routines of snappy music. Finishes with a "thank you" to bump accompaniment, which isn't the best thing she could do.

Stuart Churchill is on early in the show, and he, too, seemed a bit nervous on his opener. He has a lovely tenor voice, tho, and even nervousness cannot hide its superb qualities. He opens with *Brightly From the Sky*, and follows with brilliant handling of the religious number, *Ave Maria*.

Film is *Princess Comes Across*, starring Carole Lombard and Fred MacMurray. Business was very good at this third show viewing. SIDNEY HARRIS.

Metropolitan, Brooklyn

(Reviewed Friday Evening, June 5)

A general disappointment on the opening day of Loew's surprise move of showing two weeks of vaude into this ex-vaudeville. Up to and including this third show the attendance was off, so the management says and as was evidenced at the half a house at this viewing. Then, too, the vaude does not shape up anywhere near what it looks like on paper. Yet it is not all the blame of vaude itself or the acts, but Loew and the house are more to blame. The front doesn't plug the presence of vaude as it should, not enough advance publicity was used, and it's a question as to whether vaude's power can be judged fairly when shoyed in during summer and along with a weak film. Furthermore, the house is not presenting the show properly, and the result is that it doesn't shape up to what it should be. You'd imagine that a show costing between six and seven grand would be given better treatment.

The current film is *Trouble for Two*, cast headed by Robert Montgomery. Only extra cost for the installation of vaude here is the cost of the acts and the addition of about three more men on the stage crew. Don Bestor and his ork double between the pit and stage, which isn't the best thing either, but it's a way of trimming union costs.

Milton Berle romps thru the show, which runs about 63 minutes, on all the time except for the last 20 minutes allotted to Bestor on stage. He works like no comedian can work, unfurling, refreshing, intimately and fast. Emcees all the way, has a stock of choice gags, ad libs a lot and in general has the audience on his side all the way. His ad libbing is a little too much, making the show sort of hodgepodge, but in general he gives a good show. He shouldn't close the way he does right ahead of Bestor for it appears that the show is over.

Berle opens the going, on for about eight minutes, with a lot of his breezy

chatter and belly-laugh humor and a song also. Jane Cooper, with benefits of buildups from *Scandals* and the *Collegiate* pix, follows to do well enough. She looks swell with her blond locks and blue gown, the skirt cut as pants. Opens with singing *Let Yourself Go*, which is fair, and follows into a stomp tap and then into another hot number but tact. She dances clean and her taps are bell-like.

Berle again and brings out Doris Rhodes, formerly Doris Roche, of Sammy Cohen's act. Milt kids around with her a lot to pull a lot of laughs before she goes into her songs, opening with *No One Like You* and following with two more. She is a lovely looking girl and has a nice voice that registers quite well over a mike.

Next is Berle's protege, Jack Guilford, a likely looking lad who also engages in a lot of tomfoolery with Berle to swell the laughs. The kid gets his own inning to offer imitations, doing clever work on takeoffs of Harry Langdon, George Jessel, Rudy Vallee, Laurel and Hardy and Jimmy Walker. He went over well.

More Berle nonsense, this time the "dope" bit, with Ralph Sanford made up as a bum who goes nuts every time he hears the mention of Venice. Berle and he clown it up for all and more than it's worth, with Guilford on also to partake in the merriment. Berle follows this with his familiar radio bit, in which he burlesques various broadcasts. It's always good for big laughs. Took his leave to deafening applause and came back to go sentimental with a thank you to *Yours Truly Is Truly Yours*.

Don Bestor and ork, moved to the stage from the pit, where, by the way, they didn't do so well, close the show. No reason why this shouldn't have been a stage-band show, anyway. Shaped up as a quiet act, and, besides, the act was not mounted well. Bestor and his 12 men run thru a nice rep of pop tunes, with Bestor the efficient leader. For specialties, Neil Buckley and Patsy Kane click with straight singing and Charles (Ducky) Yontz goes big with comedy tunes. Act left to a nice enough hand. SIDNEY HARRIS.

Grand Opera House, N. Y.

(Reviewed Friday Evening, June 5)

Summer has reduced the audience considerably here at the supper show performance, but the combo policy still holds out well enough. Bill this week is fair, with the opener, Carl Rosine, doing okeh, but getting too much time for his magic act. Repertoire includes tricks with smoke, balls, cut cloth, cards, rings and the familiar Hindu turn with a disappearing girl in a basket. Mystifies well enough, gets a man out of the audience to help, and has his props handled by a girl and boy.

Grace Gilbert, brunet songstress, managed fairly well with *I Feel Like a Feather in the Breeze* and *Is It True What They Say About Dixie*. For variation she does impersonations of a male and female drunk, both turns sandwiched between her songs. Clicked with the *Dixie* tune.

Next to closing spot to Mack Brothers and Rita, a combination turn by three fellows, one of whom is a stooge, and one girl, including hoke comedy, knock-about and falls, and acro work featuring handsprings. Girl excels in the latter, coming thru with some swell bits and getting a very nice response. Act in general is good; speeds up toward the end and goes off well.

Ross Continentals, a five-people dance flash, closes with a short act which looks very good. Five people, including a mixed Latin ballroom team which gets over tremendously well in two South American dances, scoring particularly in the last, announced as the Brazilian national dance. Gal has looks, figure, grace, sex-appeal and wears a black gown and one with white ruffles beautifully. Remaining three are musicians, one girl pianist, one male banjoist and a female violinist, who plays *Dark Eyes*, with the banjo player contributing a solo. Response tremendous, altho the turn was obviously clipped.

Pix were *Laughing Irish Eyes* and *Absolute Quiet*. PAUL ACKERMAN.

Palace, Chicago

(Reviewed Friday Afternoon, June 5)

Paul Haakon, young spectacular ballet dancer, who recently appeared here in *At Home Abroad*, makes his vaudeville debut in this four-act bill, which as a whole isn't very imposing. Bill is a short one, running but 45 minutes, and is secondary to the film feature *Show Boat*. Entire show is expected to stay at least a month.

The Mangan Troupe, five men and

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two women, of whom one of the latter just sits in the background, did acrobatic work, tumbling, aerial somersaults and turns. Troupe works in a Western setting as cowboys and Indians and only did about three minutes. Fair hand.

Eddie White held the deuce spot, opening with the singing of *Wake Up and Sing* and then going into a smart array of stories that kept the customers laughing. Eddie has a smart delivery and gets everything out of a story. Closed with a parody to a popular melody and left to three bows.

York and King, assisted by the Trado Twins and True York, did several comedy scenes that were badly disconnected and needed routining. First episode had Rose King doing her stuff as the others gazed her from theater boxes on the stage. Trudy York sang a song and was joined by the Trados in a soft-shoe routine. Rose King returned to do her burlesque on a concert singer and a comedy dance and was joined by Chic York for some tried and true chatter and horseplay out of the York and King archives. Act closed with all on singing *Is It True What They Say About Dixie?* Good hand.

Paul Haakon, who has been compared to the famous Nijinsky for his leaps and bounds, opened with the *Fantasia Espanol*, an artistically done cymbal dance with turns. George Davis, pianist, did *Stardust*, and then Nina Whitney did an airy and beautifully done toe number. Haakon returned for a Russian sailor dance filled with sock steps and one-leg turns and its conclusion brought a rousing hand. Act needs an appropriate set of scenery and an injection of vaudeville tempo and routining. As it stands now it's a little too concerty.

F. LANGDON MORGAN.

Earle, Philadelphia

(Reviewed Friday Afternoon, June 5) (First Show)

Would be a mistake to classify the current stage prez as variety entertainment. Fifteen musicians, continually under Roger Wolfe Kahn's stick, occupy the split sheets for 55 minutes. Any of the most part it was a band concert that provided exit marches for a goodly number of the full house on hand for the opening show. Not meaning to depreciate from the combo's ability, but fact remains that it had nothing to offer in the way of novelty or divertissement and at its best only meant an enforced rest for the house pit crew.

Opened with his air theme, a nonentity in these parts, and beat out *I Won't Dance* for the first number. Could certainly have found something better than this oldie unless there happens to be a subtle tieup between Roger Wolfe Kahn and Fred Astaire. Three other Astaire pix tunes, shop worn at this date, were included in the bill of fare.

A symphonic-jazz version of a classic followed and then Evelyn Poe comes on for a couple of rhythm ditties. A little bundle, heavy on looks and personality, she has a flair for the hotcha that clicks. Unfortunately when she appeared for a second spot ork and soloist forgot to get organized on the proper musical key. Embarrassed is not the word.

Lyda Sue on next with some interpretive terping, replete with spins, twirls and hand springs. Clicks handsomely and returns later for another sock turn. Nice looker, but why she hides her steps in a pair of pajamas is a mystery.

Frank Conville and his statuesque partner, Sunny Dale, follow and goals 'em. It's a hodgepodge of madness and a welcome relief to the customers hungry for an honest-to-goodness vaude turn. Makes them stop sitting on their hands with an impression of a burlesque star singing a ballad—stripping for the uninitiated. Rowdy, but they loved it. Closed with his Charlie Chaplin takeoff, Sunny Dale foiling as the dime-a-dance hostess. Commits everything but mayhem on her. Grabs plenty of applause, taking four bows.

More ork music and then Charles Carille, radio warbler, tears off a generous batch of pops in a tenor that is really tenor. Voice is decided okeh, but wearing a business suit for his first local appearance was unforgivable when Kahn natively sported in white and the ork boys in tuck.

Roger Wolfe Kahn then succumbs to the swing cuit, telling his three fiddlers to drop out. Luckily Joe Venuti or Stuff Smith wasn't on hand to hear him tell the audience that a violin doesn't belong in swing music. Band plays nice, has plenty lift, but its ef-

fectiveness is nil where dancing is verboten. Pix is *Sons o' Guns* (WB). ORO.

London Bills

(Week of June 1)

Reopening of straight vaude at the Palladium has seven of the 11 acts hailing from the States. Of the other four two are Continental and the other two, Naughton Wayne, m. c., and Murray and Mooney, comedians, are English. Fare is excellent and the entire bill carries a hefty punch from beginning to end. Sole headliner is Jimmy (Schnozzle) Durante, who is a neat riot with his zany entertainment. Seems to have no set routine and ad libs. thruout, but he certainly has the outfronters in the aisles with his nonsense. Making their initial appearance in England, Pat Henning and Betty score heavily with a smart comedy dancing offering full of new bits. The Harris Twins and Loretta return after an absence of three years and chalk up a show-stop with a corking and unusual acrobatic and dance routine that is splendidly routined and faultlessly executed. Jack Tracey, nut comedian, and his new apronmate, Inga Anderson, a good looker, are to the fore with a load of belly laughs that are well timed. Forsythe, Seamon and Farrell, one of England's favorite American turns, hit solidly with a peach of an act that hasn't a dull moment. Coles, Saunders and Weaver (Three Giants of Rhythm) play a quick repeat and are a hit with intricate tapping. The Three Wire Brothers, back from a lengthy American tour, are other show-stoppers with an original and appealing comedy novelty that spells class. The Talb Brothers open with amazing teeterboard tricks and finish with comedy that is well above the usual for a gymnastic act. Salary list for this program is around \$8,000.

The Mills Brothers open their third English tour at Birmingham Hippodrome. Act does good but seems to lack its former punch. Frank and Warren Lassiter, American acro-comedians, are an outstanding hit in the same bill.

Making their European debut, the Three Biltmorettes, American whirlwind acrobatic girls, completely show-stop at the Glasgow Empire with an act that cannot miss anywhere. Buck and Chic and Company are aces on the same bill.

Leonard Barr and Virginia Estes, a corking comedy dance novelty, make their local debut at Grosvenor House and prove the outstanding hit of a fine show. Lois and Jeanne Sterner, blond acrobatic and tap dancing misses, are lavishly applauded for their fine offering at Fenge Empire.

Carolyn Marsh, corking torch singer with dandy pipes, and Chilton and Thomas, Creole dance stars, are show-stoppers on the biggest bill yet presented at the Hippodrome, Brighton. Bobby May wows them at the Nottingham Empire. The Four Franks, youthful stars of steps and tunes, are inevitable show-stoppers at Kingston Empire, and Molly Picon and the Four Ortons are the highlights of a dandy bill at Manchester Palace.

Paris Bills

(Week of May 25)

The ABC is presenting its final vaude program, switching to revue at the end of this week. Sort of "old home" week, with most of the acts repeats from earlier in the season. Exception is Jigsaw Jackson, who scores a show-stop with his sensational contortion tricks and acrobatic dancing. On the whole the ABC bill is a high-hat affair, with the excellent operatic star, Ninon Vallin, warbling pleasantly; the talented pianist, Victor Gille, interpreting Chopin; and Rene Dorin offering cabaret humor of the elite type. Goupil also offers typical French cabaret patter, but his humor is broader and less refined than Dorin's, tho quite funny. Lys Gauty sells her songs with good showmanship.

The Vocal Kings, playing a return date, offer a much better repertoire than on their preceding appearance. Martonn, quick-change artist, also a repeat with his boatload of queer costumes. Jack Allain recites poetry and gets away with it. Carmen Moreno is one of those child wonders who sing, dance and try to act sophisticated. Her parents, Pillar and Gauchon, offer burlesque acro dance bit.

The Amar Brothers are also presenting their farewell program for the season at the big Empire Music Hall, which goes dark after June 4. No stars on the bill but a varied entertaining program. Maddy and Elly open in a neat contortion and acrobatic number. Nauti

and Nauti on in slapstick tumbling bit, which is mildly amusing but lacks punch. Firzel offers songs and a few sketches of a deep blue shade. Well-presented tight-wire number by Margit and Egon Lovant. The Perceoff Sisters, assisted by their parents, present an amusing comedy juggling number which clicks solidly. Maddy and Company in their comedy tumbling act are really clever comedians as well as excellent acrobats. Kennedy presents an elaborate illusion number which is varied and moves at rapid tempo.

Concha and Concha on in their top-notch contortion number. Tricks are novel and difficult. Miss Diana presents dogs in attractive and novel plastic poses, after which pooches turn somersaults, jump and play a piano. The Calgary Boys have cut their nut acrobatic number, and in its present form it is okeh, with the boys getting plenty of laughs with their zany gags and clever tricks. The Carres present their horses and ponies in several good numbers. Boulicot and Recorder, house clowns, garner laughs with their amusing patter. Show closes with peppy Risley number of the Kirks.

The Bobino continues to offer good neighborhood bills, with Pills and Tabet, piano and songs, heading current program. Others on the bill are Prehel, sob singer; the Tamarina adagio quartet; Mile. Soly, trapezist; Guta and Svea, dance duo, and Madou Istria's fem ork. St. Granier heads battalion of crooners and singers at the European, the only novelty number being that of the Ma Tchang Yon Troupe, Chinese acrobats. The American dance team, Della and Billy Mack, and the Percy Atho's Follies are at the Lido.

Ford and Seagrave, dance team, and the Seven Maravillas, equilibrists, are at the Paramount. Lucienne Boyer is singing at the Lyon-Pathé, Jean Lumiere is crooning at the Pathe Orleans, and Ded Rysel is warbling at the Pathe Rochechouart. Szilagyl's 24 Young Gypsies are at the Rex, and Lily von Wieden's Ballet is at the Gaumont Palace. The Petroffs, equilibrists, and Max Martel, comedian, are at the Cigale. Fred Adison's Band is at the Rond Point Cinema.

AFM MEET

(Continued from page 4) member from San Francisco, and Jacob Rosenberg, secretary of New York Local 802.

In his annual report, Weber takes up the problem of licensing agents, suggesting that one way of strengthening the union against chiseling band leaders is a new law that "a member of the Federation shall at all times have the right to sue thru his local union or the Federation, as the case may be, any contracting member, leader, agent of whoever it may be, for the difference in price actually received by him for an engagement and the price established by his local union or the Federation for same." Weber explains that this "will place our chiseling leaders in the position that they will never be sure when any member, of whom they have taken unfair advantage by not paying the union wage, may make a complaint. . . . The result of such complaint should always be expulsion of such leader from membership."

The Local 802 delegation, composed of Rosenberg, Richard McCann and Ed Canavan, will introduce resolutions asking indorsement of the Frazier-Lemke Bill, formal extension of AFM jurisdiction over copyists and arrangers, prohibition of doubling on instruments on radio, recordings and theater pit jobs, and modification of the traveling band tax to exempt summer mountain resort jobs. Expecting attempts to change the stand-by rules, 602 will oppose modification except when applied to theater dates not involving radio doubling.

Taking cognizance of the new problem created by rebroadcast of network programs, Weber is advocating amending the law to eliminate "unreasonable toll from traveling orchestras." He says: "A clear distinction should be made between competitive local radio engagements and radio engagements played by traveling orchestras." Leading traveling band leaders have been petitioning the AFM for relief against what they consider unfair taxation by locals. They want stand-bys abolished altogether, but local officials are expected to oppose this vigorously.

The 10 per cent traveling tax, in operation one year, will be retained, it is indicated.

Weber announces appointment of a staff of investigators to visit the Federation's 700 locals to explain and push enforcement of Federation laws. Staff comprises Henry Pfizenmayer, of Cleveland; Clay Reigle, of Pottstown, Pa.; W.

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B. Hooper, of Elkhart, Ind.; William Stephens, of Wheeling; George A. Keene, of Middletown, N. Y.; J. L. J. Canavan, of New York, and Fred Miller, of Chicago. As an indication of the move toward greater centralization, the investigators are expected to help make smaller locals feel closer to the federation and to prevent abuses of traveling bands by locals.

Weber is recommending reduction of the 2 per cent Theater Defense Fund tax to 1 per cent when applied to theater musicians, but holding the tax for sound picture musicians to 2 per cent. However, if the defense fund falls below \$200,000, the tax would go back to 2 per cent for theater musicians.

- On radio, Weber is urging the convention to consider the following principles:
- 1—Local radio studio orchestras must be composed of local members unless the local decides otherwise.
 - 2—Local commercials are in the jurisdiction of the local.
 - 3—Traveling bands cannot supplant a local band hired by a sponsor for a network, unless the local consents.
 - 4—A traveling band may contract with a sponsor to play recurring dates over a network, but must pay a 50 per cent tax of the scale to the local if the engagement continues for six months or less, and 25 per cent if over six months. Tax goes to AFM, which returns three-fifths to the local and retains the rest.
 - 5—No tax for rebroadcasting for a sponsor the same day and date.
 - 6—These rules do not supersede other traveling laws of locals or AFM.

WPA ACTION

(Continued from Feature Section) paid" to any one cast in the production. He did not hesitate to speak his mind. "Why, if there are not enough indigent professionals, doesn't this WPA theater project shut up shop?" Mr. Rice asked. "I was under the impression," he said, "that these theatrical projects were for the relief of deserving professionals who were down on their luck and not for those who don't need it. It may possibly be all right to use the taxpayer's money to pay such persons, but it gets my goat to learn that they are having to hunt up people, who are not interested, trying to get them to take parts in a WPA show."

Earlier in the week a formerly well-known singer, now retired and well fixed financially, informed *The Billboard* that she had also been offered a salaried part in the revue. In an effort to find out further details about the revue, George Kondolf, head of the Federal Theater here, was contacted but preferred not to discuss the matter.

The revue in question has a musical score written by Philip Charig, composer of *Yes, Yes, Yvette*; *Wake Up and Dream*, *Americana* and many of Jack Buchanan's London shows. It is to be directed by H. Gordon Graham, recently imported from New York by Kondolf, who is said to have staged the *Casino de Patee* shows for Billy Rose here.

New Acts

Benny Fields

Reviewed at Loew's State, New York. Style—Singing. Setting—In two. Time—Twenty-six minutes.

Benny Fields isn't new to vaude by any means for he was crooning tunes in vaude when the field was in its heyday, but he is new as a single who has gained outstanding success. He and Blossom Seeley were headliners for seasons and seasons, but now Benny is a "name," having amazing success in the short time that Abe Lyman took him out of Chicago and put him into the Hollywood Restaurant here. He followed with radio success and now he's on the State boards at \$2,500 per. Success that is deserving, for this "minstrel man" is a singer of singers.

Sufficient evidence of his ability to hold an audience is the fact that when caught he sang for 26 minutes, and still the audience wanted more. His heart is in his voice and he can merchandise a song like no song salesman can. Furthermore, he's one singer who fits a mike.

Aided by a male pianist, Benny, neat in tux, opens with *Is It True What They Say About Dixie?*, follows with a medley of moon songs, *Shootin' High*, special handling of *Lullaby of Broadway*, thanked the audience with *Thanks a Million*, and encored with *Melancholy Baby* and *Broadway Rhythm*. Still he couldn't get away, doing so only after a very warm appeal to the audience about Blossom and how they, the public, have done so much for him.

He received one of the greatest receptions ever to grace the confines of this house, and there have been recaptions here. S. H.

Mack Bros. and Rita

Reviewed at the Grand Opera House, New York. Style—Knockabout and acro. Setting—In one. Time—Seven minutes.

Three boys, one of whom is a stooge, and a girl in a fast knockabout turn including falls, hoke and acro, featuring handclaps. Girl is superior in the latter and garners most of the applause. Two boys also do a fairly funny burlesque on an acro contortion bit, one of them wrapping the other's legs around his neck, etc.

Principals all youngsters and work up to a fast, hard-working finish. Got a very good hand here. P. A.

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"MUSICAL STAIR-A-TONE"
Greatest Novelty of the Age Always Working. Personal Rep. JACK KALCHEM, Chicago

AL PEARCE
AND HIS GANG



Ross Continentals

Reviewed at the Grand Opera House, New York. Style—Dance flash. Setting—Full stage. Time—Seven minutes.

A good-looking five-people Latin flash, comprising one swell ballroom mixed team and three musicians, two of whom are girls playing piano and violin, and a male banjoist. Mixed team socks very well with two South American dances, one of which is announced as the Brazilian national dance. Girl is a knockout, dances sensuously and beautifully, looks sexy in her gowns and really makes the act, altho the male member of the team supports her very well. Violinist plays *Dark Eyes*, with the banjoist contributing one chorus.

Act, unfortunately, seemed to have been shortened when caught. P. A.

Grace Gilbert

Reviewed at the Grand Opera House, New York. Style—Singing. Setting—In one. Time—Nine minutes.

Grace Gilbert is a fair brunet vocalist, sings before a mike and varies her turn with impersonations of a drunken man and woman. Songs were *I Feel Like a Feather in the Breeze* and *Is It True What They Say About Dixie?*, the latter closing the act.

Voice is true, arrangements are on the conventional side and impersonations are just ordinary. Goes off to a fair hand by virtue of clicking with the "Dixie" number. P. A.

Carl Rosine

Reviewed at the Grand Opera House, New York. Style—Magic. Setting—In two. Time—Seventeen minutes.

Regulation magic act with Rosine going thru the usual mystifiers, including smoke, cut cloth, rings, cards and ball tricks. His sleight of hand is very expert and, as they say, quicker than the eye. Closes with the old optical illusion of a girl in a basket, which he punctures with a sword, etc. A girl and boy handle the props.

Rosine does his turns without a hitch and is talented, but the act takes up too much time, particularly when he has a man from the audience come up to file his hands for the ring stunt. P. A.

Armstrong's Additional Dates

NEW YORK, June 6.—Louis Armstrong and ork, colored swing outfit, has plucked up three more vaude weeks. Opens at the Palace, Cleveland, this Friday, and follows consecutively with the Michigan, Detroit, and Hippodrome, Toronto. Booking was made by Phil Bloom, of the Simon Agency, in conjunction with Rockwell-O'Keefe.

JOE DORRIS, recently in Gus Edwards' *Sho-Window* and at Marden's Riviera, comes into the State, New York, this Friday with Benny Davis' unit. . . . Belle Baker, current at the Versailles, New York, has been booked for the Steel Pier, Atlantic City, week of July 17. . . . Cardini will again play the Chez Paree, Chicago, opening June 19. . . . Gertrude Neelsen may open the same day also. . . . Berry Brothers, now at the Palace, Chicago, have had two other weeks lined up for them by F. & M. Agency. . . . They'll play the Fox, Detroit, week of June 26, and Roxy, New York, July 3. . . . Will Osborne's ork has been booked for the Paramount, New York, for July, with Dick and Dorothy Rogers included in the booking also. . . . Latter were with Bob Murphy for a long time.

ROGER WOLF KAHN'S ork unit is current at the Earle, Philadelphia. . . . Show sponsored by Harry Romm includes Charlie Carlisle, Frank Conville and Sunny Dale, Lyda Sue and Evelyn Poe. . . . California Collegians have enlarged their band to 15 men, an increase of eight, with Lou Wood now conducting. . . . Now playing the Paramount, Los Angeles, on a three-week booking, going out when George Olsen comes in and then returning for an indefinite run. . . . Josephine Dix, who was in the Jackie

Olsen-Johnson Pix Contract

LOS ANGELES, June 6.—Olsen and Johnson signed a contract with Republic pictures to do feature pictures starting in August. The deal is a five-year optional contract, with Harold Kemp of the F. & M. Agency closing it.

Metropolitan's Second Show

NEW YORK, June 6.—Loew's second and last vaude show at the Metropolitan, Brooklyn, starting this Friday, will comprise Benny Fields, Lucky Millinder's Ork, Three Swifts, Carroll and Howe and Lou Duthers and Jean and Joan.

Fox, Detroit, Stays Open

DETROIT, June 6.—The Fox Theater here, vaudefilmer, will remain open during the summer, the management deciding not to shut down the end of this month as planned. Poor business in recent weeks and street repairs were the reasons for the first thought.

Submit Pitts and Farrell

NEW YORK, June 6.—Zasu Pitts and Charles Farrell, film "names," are being submitted as singles to the booking offices here for personal appearances. Represented by the F. & M. Agency.

Marionettes for 13 Shorts

NEW YORK, June 6.—Russell Patterson's Personettes, marionette act, is scheduled to do a series of 13 shorts for Columbia pictures, the deal being practically clinched. John Schultz is negotiating the deal.

Terris Books a Sunday

NEW YORK, June 6.—New United Theater, Brooklyn, operated by the Cocalis Circuit, is using vaude Sundays, booked by Jackie Terris, former agent and now assistant manager of the house,

Saranac Lake

By BETTY HUNTINGTON

Saranac Lake's Memorial Day program held quite a few features. All veterans' organizations co-operated in the services at Town Hall. This affair was sponsored by the Mose Minnie-George Lyeth Folk, Vets of Foreign Wars. Master of ceremonies was Lieut. William Davidson, 105th Infantry, who presented the colors. The annual Memorial Day parade marched down Main street to the cemetery, where the army ritual and services were held for the dead soldiers. A salute was fired and "Taps" sounded, then the march to Prescott Park ended the day's impressive program.

Ford (Photographer) Raymond is back

from the hospital, feeling well after a brief examination by Dr. Jameson, of Saranac Lake.

Camille Carpentier, formerly assistant treasurer of Keith's RKO Theater, Boston, was surprised with a visit from Mr. Zinn, assistant manager of that theater, and Mr. Mansfield, also of the staff, who came up with her family for over the week-end. They were much pleased with the progress Camille is making.

Sylvia Abbott proved a brave lassie last week when she entered General Hospital for her first section of the rib operation. She is under the excellent care of Dr. Woodruff. Sylvia came thru it fine and is feeling great. Her loyal roommate, Bee Lee, was all at sea and like a ship without a rudder until her pal returned.

Pauline Tunkly, who has only been here for a short time, was a recent victim of the phrenic. She is showing remarkable improvement and feeling fine.

Joe (Gentleman) Parker had the pleasure of a week-end visit from his mother. Mrs. Parker is one of those sweet souls who thinks the sun rises and sets in her little boy, Joey, and, of course, we don't doubt that she's right.

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

CRITICS' SCORES

(Continued from Feature Section)

Timothy's Quest (Para)	7	1	4	.750
Driff Fence (War)	6	1	3	.750
Man Hunt (War)	10	2	4	.750
The Unguarded Hour (MGM)	12	3	4	.737
The Garden Murder Case (MGM)	10	2	5	.735
Charlie Chan's Secret (20-F)	10	3	3	.719
O'Malley of the Mounted (MGM)	8	2	5	.700
Professional Soldier (20-F)	9	3	3	.700
Happiness COD (1st Div.)	4	1	3	.688
Charlie Chan at the Circus (20-F)	9	2	8	.684
Brides Are Like That (War.)	12	5	2	.684
Mr. Hobo (GB)	9	3	5	.676
The Trail of the Lonesome Pine (Para)	10	4	3	.676
Muss' Em Up (Radio)	11	5	1	.676
The Voice of Bugle Ann (MGM)	12	5	4	.667
The Lone Wolf Returns (Col.)	8	3	4	.667
Murder at Glen Athol (Chest.)	5	2	2	.667
Wife vs. Secretary (MGM)	12	6	1	.658
Petticoat Fever (MGM)	10	5	1	.656
The House of a Thousand Candles (Rep.)	4	1	5	.650
Tango (Invincible)	5	2	4	.636
Freshman Love (War.)	6	3	3	.625
The Farmer in the Dell (Radio)	4	2	2	.625
A Message to Garcia (20-F)	9	5	6	.600
Moonlight Murder (MGM)	6	4	6	.600
Her Master's Voice (Para.)	4	2	4	.600
Frasquita (Atlantic)	3	1	6	.600
Sunset of Power (U)	2	1	2	.600
Fast Bullets (Reliable)	1	0	4	.600
The Lady Consents (Radio)	7	4	5	.594
Ring Around the Moon (Chest.)	6	4	1	.591
Young Love (Met.)	6	4	1	.591
The Lady in Scarlet (Chest.)	3	2	1	.583
The Bohemian Girl (MGM)	7	5	3	.567
The Walking Dead (War.)	7	5	7	.553
Boulder Dam (War.)	7	5	7	.545
The Leavenworth Case (Rep.)	6	5	4	.533
Exclusive Story (MGM)	6	5	4	.533
Robin Hood of El Dorado (MGM)	6	5	5	.531
Colleen (War.)	7	6	5	.528
Snowed Under (War.)	7	6	7	.525
The Song-and-Dance Man (20-F)	7	7	7	.500
Road Gang (1st Nat.)	7	7	7	.500
The Music Goes Round (Col.)	7	7	4	.500
It Had to Happen (20-F)	7	7	3	.500
The Murder of Dr. Harrigan (War.)	6	6	3	.500
The Return of Jimmy Valentine (Rep.)	5	5	5	.500
My Marriage (20-F)	4	4	5	.500
Second Bureau (DuWorld)	3	3	5	.500
Dangerous Intrigue (Col.)	2	2	2	.500
Swiftly (1st Div.)	2	2	1	.500
The Mysterious Avenger (Col.)	1	1	4	.500
King of the Damned (GB)	6	7	2	.467
Don't Gamble With Love (Col.)	2	3	10	.467
Douanets and Society (Mascot)	2	3	3	.438
Klondike Annie (Para)	4	6	4	.429
Lucky Terror (1st Div.)	0	1	4	.400
Suffer's Gold (U)	4	7	3	.393
Between Men (Supreme)	3	5	6	.385
Don't Get Personal (U)	2	6	3	.375
Yellow Dust (Radio)	2	4	2	.375
Spw 77 (Alliance)	2	4	4	.357
Hell Ship Morgan (Col.)	3	7	4	.357
The Morals of Marcus (GB)	1	4	4	.333
It's a Great Life (Para)	0	2	4	.333
Give Us This Night (Para)	3	11	6	.300
Dance Band (Alliance)	1	4	2	.286
Mystic Mountain (Lenauer)	1	4	2	.286
Speak to Rich (MGM)	2	9	5	.281
The Widow From Monte Carlo (War.)	2	10	5	.265
Dangerous Waters (U)	2	10	2	.214
Pasture (Lenauer)	1	7	2	.200
Mimi (1st Div.)	0	3	2	.200
The Calling of Dan Matthews	2	12	1	.167
Lady of Secrets (Col.)	1	11	1	.115
Scotland Yard Mystery (BIP)	0	6	1	.071
Too Tough to Kill (Col.)	0	7	0	.000

Vaudeville Notes

Coogan-Betty Grable unit, *Hollywood Secrets*, will sail for Europe in about two weeks. . . . Jan Rudow, of Philadelphia, has arranged a circuit of Catskill Mountain hotels, claiming he will have a six-week tour by July 1, starter being the Commodore Hotel, South Fallsburg.

J. FRANCIS COOPER has been made publicity director for the Tom Maren Enterprises of Boston. . . . Cooper is a former theater manager, amusement park operator and exposition promoter. . . . Connie Boswell will appear with the Phil Baker show on the RKO dates in Cleveland and Chicago weeks of June 26 and July 11. . . . F. & M. has obtained more dates for its Badminton players, Bill Hurley and Jess Willard, who closed last week at the Roxy, New York, after a four-week run. . . . Current at the Hippodrome, Baltimore, and into the Earle, Philadelphia, Friday, with the Chicago, Chicago, and Michigan, Detroit, set for June 26 and July 3.

NELLIE ARNAUT, of the Nellie Arnaud and her brothers act, is planning to retire from show business and turn housewife. . . . The brothers plan to join the other Arnaud Brothers act, which is now touring in Europe. . . . At present the act is filling in some time with George Choos' Paris on Parade unit.

Karzas Wins Legal Battle

Aragon and Trianon ballrooms in Chicago to continue under his direction

CHICAGO, June 6.—Signing of the court order approving the reorganization plan for the Aragon Ballroom by Federal Judge Philip L. Sullivan, Wednesday, gives Andrew Karzas lease and control of the Aragon for the next 15 years. The approval of the matter by the Federal Court was marked by a high personal tribute to Karzas by the judge, who proclaimed that "the names of Aragon, Trianon and Andrew Karzas are synonymous, and it would be a loss to the bondholders if Andrew Karzas were no longer connected with the Aragon company."

Karzas guarantees a minimum rental of \$36,000 a year for the first two years and a minimum of \$24,000 per year for the following 13 years. The agreement also covers percentages of gross receipts for this period. Karzas' financial proposal was slightly over half of the amount offered by the other parties bidding for the ballroom control, but the judge held that "while the others offered more, they did not know for certain how well they could operate the ballroom, whereas Mr. Karzas had a better idea of the situation after 10 years of management . . . and that during this time he had so directed the business that the buildings were a credit to the community."

Final settlement of the Aragon matter, which has been pending in the courts for some months, now keeps Chicago's two million-dollar ballrooms under

(See KARZAS WINS on page 20)

London Night Spots

LONDON, June 2.—With the *Midnight Follies* out, the Grosvenor House, ritzy London cabaret, is offering straight acts plus a name attraction. Current show has Barr and Estes, Pat Henning and Betty and Sealitel, with Vic Oliver doubling from the Cochran show as emcee. Leonard Barr and Virginia Estes make their London debut with a dandy act that is full of clever eccentric dancing and sure-fire comedy. The man is a natural comic whose grotesque dance poses produce huge laughs, while shapely and easy-to-look-at Virginia Estes is one of the most polished and classy acrobatic dancers to ever hit London. Pat Henning, another dancing comedian of a different order, and partner, Betty, make their debut with a good act. Sealitel is a smart conjurer and Vic Oliver a natural for a West End supper crowd. The brilliant Lucienne Boyer continues a three weeks' engagement at the Cafe de Paris.

Hope Minor and Edward Root, dancers with poise, rhythm and novelty, are immensely popular at the Dorchester Hotel. Dressing and routing of the act is faultless.

Forsythe, Seamon and Farrell bring their versatile singing, dancing and comedy vehicle to the Trocadero.

Cochran's Supper Time revue *Round and Round* is still proving popular at the Trocadero Grill Room. Outstanding hits are Marion and Irma, two blond sisters who style their appealing contortionistic routine "A Symphony in Motion," and Rob Carry, a slick and personable hoop juggler.

Whiteman To Lead Philly Ork

PHILADELPHIA, June 6.—Paul Whiteman will again assume mastership of symphonic jazz when he comes here to conduct the combined Philadelphia Orchestra and his own aggregation at Robin Hood Dell on June 23 and 24, the first two days of the Democratic Convention. Whiteman plans to bring along the specialty members of his show to offer novelties as he did last year.

Gets Movie Break

NEW YORK, June 6.—Kathryn Rea, vocalist with the Dick Messner Band at the Park Central Hotel, has gone to Hollywood for a featured role in United Artists' picture, *Dodsworth*. Will do a dramatic role.

All Aboard!

CINCINNATI, June 6.—Now that "Us on a Bus" has become such a popular song favorite, Red Nichols predicts a song cycle based on the transportation-romance theme.

Red will not be surprised if the following titles soon appear on music stands: "Just Me and Sally on the Lehigh Valley," "Love's Young Trance on the Ile de France," "We're Gonna Go B. & O.," "You and Me on the BMT," "There'll Be a June Wedding and Then the Reading" and "Smilin' on the Way to Staten Island."

N. Y. Law Amended

ALBANY, June 6.—Governor Lehman has signed a bill amending the Alcoholic Beverage Control Law to prohibit employment of persons under 18 years of age in spots where alcoholics are sold for consumption on the premises. This applies to entertainers and all employees.

Bowman With Sam Cohen

BOSTON, June 6.—Fred Bowman, formerly of the Berkeley Entertainment Service in this city, is now connected with Sam Cohen's Amusement Enterprises, local night club and special-date booking office.

Mills Adds Publicity Men

NEW YORK, June 6.—Mills Artists has increased its publicity staff, adding Bob Green and Lou Strauss. Green will handle Benny Meroff, Lennie Hayton, Bobby Gelman and Tommy Tompkins, with Strauss doing the press work for the Frank and Milt Britton group, Ina Ray Hutton, Lucky Millinder and Hudson De Lange orchestras.

Richard Mack, head of the department, continues to handle Duke Ellington and Cab Calloway.

Local 802 Increases Member Insurance

NEW YORK, June 6.—Insurance benefits to the membership of Local 802, American Federation of Musicians, have been increased as of July 1 from \$500 to \$750. When the present administration took office the treasury of the local had \$200,000 deficit and as one of the necessary economy steps the insurance was cut from \$1,000 to \$500. Currently, however, the local has not only made up the deficit, but there is a \$70,000 surplus, of which \$40,000 will be used to defray the annual costs of the increased insurance. Action was taken by the executive board of the local last week.

Night Club Reviews

El Chico, New York

Current show is in keeping with the standards established by proprietor Benito Collada. Just as the place is a dignified and tastefully furnished atmospheric room, just so is the show and orchestra peppy and colorful without being too flashy.

Three girl dancers, a boy singer, a comedy instrumental trio and the seven-piece orchestra comprise the show. Outstanding is Senorita Celinda, a leading classical dancer of Spain making her American debut here. She is a comely brunette who executes the charming mincing steps and clicking of the heels so distinctive to Spanish dancing. Senorita Consuelo Moreno entertains with her animated Flamenco songs, her castanets and Spanish dance movements. Senorita Adelina Duran, another vivid brunette, is a sprightly miss who can toss off saucy Spanish movements and click the castanets in approved style. She has an obvious flair for comedy.

The girls join in for a parade number in which they display beautiful prize-winning shawls—something not seen often in night clubs. Senor Carlos Salazar, an ingratiating tenor, sings Mexican ballads with much fervor and delicacy. The ABC Trio is a comedy combination that does much to liven up the proceedings. They accompany themselves on guitars and sing Latin ditties in the peppiest fashion, using pleasant hokey bits for comedy effect. Later they provide dance music while the regular band rests.

Emilio De Torre, at the piano, has a nifty dance and entertainment unit. For dancing, they offer a Latinized version of pop songs and, for pure entertainment, they dish out peppy Spanish numbers interspersed with occasional vocal novelties. The band includes flute, clarinet and the maracas, which give it a distinct style.

Show goes on the air over WJZ Saturday nights, as well as on short wave to foreign countries. Business holding up nicely and the chances are the spot will remain open thru the summer. Food and service are more than good.

Dennis.

Mardi Gras, Palisades Park

Palisades ballroom has been taken over by Irving Mills and will be operated this summer on a dine and dance policy, playing the name bands Mills manages. Judging from the opening night—May 29—and in view of the low prices and surefire names set to play the spot, it doesn't seem possible that the place can do other than draw in the hooping crowd. The place will have to be sold by way of exploitation and advertising, however. The usual Palisades attendance may not be able to support the Mardi Gras, which will have, under the new arrangement, a higher nut than before. But if the management beats the drum for the spot

the principal worry should revolve itself into favorable weather.

In addition to the bands, Mills is installing a floor show. Prices are low—low enough for a young swain to take his gal to the Mardi Gras, dance, eat and see a show for a few bucks. Admission is 25 cents a head; sandwiches, etc., are about the same and cocktails from a quarter to about 40 cents. It's bargain entertainment, no doubt.

Frank and Milt Britton Band played the first two nights, followed by Tommy Tompkins and his orchestra. Milton Berle headed the initial floor show, playing that one night only. Brittons' tearing-up antics, as usual, were a side-splitting sock. Berle delivered his expected line of laughs. Four Ebony Rascals, a Negro jam band, beat it out par excellence during the off spots. Other acts included Ralph Brown, a better-than-average Negro hooper, and Jack Miller and Jeanette, skating turn. Lorraine Sisters, a trip, sing with the band.

Opening night the menu seemed definitely short, both as to drinks and victuals, latter limited to sandwiches, and the drinks to comparatively few cocktails and the hard stuff. If the price level can be maintained the offerings should be increased.

Franken.

Village Barn, New York

Not a bad little show here. Larry McMahon, who has been handling new talent nights for Loew, is doing emcee here. He is a likable young Irisher with a pleasant tenor voice and good delivery. He sings a few ditties, including, of course, *When Irish Eyes Are Smiling*, and introduces the acts.

Donna and Darrell, mixed ballroom team, have the distinction of being both blondes—which gets attention right away. They are easy to look at, sport good wardrobe and prove their versatility by performing several routines, such as musical comedy, waltz, military and novelty. Their *Phantom* number is the most showmanly of all.

Olive White, a comely brunette, is a capable singer of pop tunes, working in imitations of Penner, Pitts, Chevalier and West and then adding a bit of sax and violin. Has a pleasant style, is versatile and looks like a real comer.

Ruth Hawthorne and Florence Whitney, a couple of Bernardi proteges, are on for nifty dance numbers. Their specialty is toe, whirls and acrobatic movements. Girls have grace, skill and sweet personalities.

The Barn Cutups, three men and a girl, made the customers sit up and take notice with their hillbilly comedy, singing, instrumental novelties. Play queer instruments and otherwise make themselves likable with their rustic mannerisms. Eddie Pritchard, young acrobatic dancer, made a solid impression with his acro and hoofing specialties. Milt Mann's Orchestra, here more than (See CLUB REVIEWS on page 20)

More N. Y. Spots Open

Summer places sprouting all over Long Island, Westchester, New Jersey suburbs

NEW YORK, June 6.—With most of the local open-air cafes and hotel roof gardens already operating, most of the night club activity is now concentrated on suburban openings.

Colony Surf Club, West End, N. J., opens June 29, with Jay Mills and Society Orchestra featured. Trocadero, also in West End, opened last week, with Al Apollon's Band heading the show. Will Oakland has reopened his Elmwood Casino, near Paterson, N. J. Using big floor show. Johnny Johnson's Band opens the Monmouth Beach Hotel, Spring Lake, N. J., June 22.

On Long Island: Vincent Lopez and orchestra open Joe Moss's Pavilion Royal, Valley Stream, June 25. Spot will have, for the first time, a complete floor show. Ken Casey's Band now playing the Isabella Terrace of the Half Moon Hotel, Coney Island. Atlantic Beach Club opened Saturday with Larry Siry's Orchestra featured. Panchard's, at Massapequa, has resumed with a band and show. L. H. Saltzman's Grove Club Hotel, Far Rockaway, resumes July 4 with week-end music by George Edmund's Band and Pat Rossi, vocalist. Sun and Surf Club, the Nautilus Beach Club and (See MORE N. Y. on page 20)

Consolidated Signs "Gloria Love" Band

NEW YORK, June 6.—Orrell Johnson has organized a new all-female orchestra of 16 pieces, plus a girl trio, to be called the Girl Friends. Orchestra will include 14 members of the famous Bricktop Band and two additional first-rate musicians. Gloria Love will conduct and supply an eye-ful. The Gloria Love name will be trade-marked by Miss Johnson and Consolidated Radio Artists, Inc., will be the exclusive booker. First date is June 19 for the Provincetown (Mass.) Alumni dance. Miss Johnson was the leader of the Bricktops and is famed as a trumpet player; the new band will use special arrangements only.

Harris Joins Linder; Retains Pomeroy Tie

NEW YORK, June 6.—Samuel G. Harris has left the Jack Pomeroy office to rejoin the Jack Linder agency here. Harris, however, is still handling talent for certain Pomeroy floor shows, Pomeroy doing the staging and supplying the line of girls and Harris spotting the specialties.

Berle Rejoins Pomeroy

NEW YORK, June 6.—Phil Berle, brother of Milton Berle and a club agent for the past few years, has rejoined Jack Pomeroy Productions. Booking talent for floor shows produced by Pomeroy. Replaces Sammy Harris.

Wrightman N. Y. Office

NEW YORK, June 6.—The Wrightman Music Service, of Slou City, Pa., has opened an office here in the Bond Building with P. S. Edwards in charge. Mr. Edwards will book several Southern orchestras for general theatrical, radio and night-club spots in the East.

Paul Small Bookings

NEW YORK, June 6.—Paul Small office has booked Jerry Goff and Jack Kerr and Ruth and Billy Ambrose into the Versailles Club Thursday, succeeding the three-week run of Belle Baker and Joe Lewis, who were also set by Small. Small is lining up vaude dates for Lewis. Other recent Small bookings are Trudy De Ring into the Vanity Fair, Chicago; Abbott and Turner and Virginia Crane into the Royal Prolis, Chicago; Robbins Family into Marden's Riviera, Port Lee, N. J.; and Murray and Allan and Aileen Standish into the Caliente here. Small has also signed Fifi D'Orsay for night spot appearances.

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Issue More AFM Licenses

79 more given, three canceled—1,171 applications approved so far

NEW YORK, June 6.—The American Federation of Musicians issued 79 more licenses to agencies, permitting them to deal with union musicians. In addition, Frank Fishman's temporary license has been transferred from Cleveland to Minneapolis, and the following licenses have been canceled: Eston Hallmark, Las Vegas, Nev.; A. L. Lyons, of this city, and Central Texas Orchestra Service, Lampasas, Tex.

In his report to the AFM convention President Joseph N. Weber will say: "In the incredibly short time from January 1 to April 30, 1936, 1,171 applications for licenses were approved, 875 were issued, 67 were under consideration, 167 rejected and 62 canceled."

Latest batch of licenses issued are:
ALABAMA—Birmingham: Jay Adamson Meek.
CALIFORNIA—Hollywood: Larry Crosby, Fantages-Rogers, Inc.; Screen Arts Casting Agency. Los Angeles: John McDonnell. Napa: Merle Harris. San Francisco: F. L. Richardson, Western Booking Corporation, Weston & Cate.
GEORGIA—Savannah: Georgia Orchestra Service.
ILLINOIS—Chicago: Joe Kayser, Allen Mandell.
INDIANA—Fort Wayne: H. Ross

Franklin. Frankfort: Joseph Broome, W. A. Shaffer.
IOWA—Cresco: L. L. Deane.
LOUISIANA—New Orleans: Grundmann's Attractions.
MARYLAND—Cumberland: Marty Flynn.
MASSACHUSETTS—Boston: Jack Marshard.
MICHIGAN—Benton Harbor: Clarence (Chic) Bell. Detroit: Fred Zierer, Grand Rapids: Louis Knapp. Walled Lake: Roy P. Johnson.
MINNESOTA—Minneapolis: Robert L. Piner.
MISSOURI—Kansas City: Maceo Birch, Joye Phillips Theatrical Service. St. Louis: Associated Orchestra Service.
NEBRASKA—Lincoln: Lewis Leabman.
NEW JERSEY—Camden: Clarence Furhmann. Elizabeth: Elizabethtown Entertainment Bureau. Red Bank: Monmouth County Artists' Bureau. Westmont: Lary Fotin.
NEW YORK—New York City: Artist Management Service, E. Ward Beam, Frances B. Bergman, Ethel Carl, Juliana Cutting; Benjamin David, Inc.; P. S. Edwards; Julian Field, Inc.; Leonard Jay Freeman Associates, Inc.; Leading Attractions, Inc.; Arthur T. Michaud, Nation Artists' Bureau, Hal Oliver, Dan W. Quinn, Mary Shank; Weber & Gordon, Inc.; F. Leroy Wilson, Paul C. Wimblish.

OHIO—Cleveland: Associated Booking Offices, Herman Geltman, Seymour Norman Heller. Columbus: Gatiliff & Perkins. East Palestine: Ken Morris. Steubenville: Charles DiPalma.

PENNSYLVANIA—Philadelphia: Edward F. Callahan, Brownwood Entertainment Bureau, Benjamin W. Lerner, Thomas J. Mansfield Jr., Marty Newman Productions, Al Small, Fred A. Sulzer. Pittston: John DeMarco. Scranton: Arthur Cohen. Upper Darby: C. Richard Ingram. York: Alvah E. Shirey, Joe Weinbrom.

SOUTH CAROLINA—Spartanburg: Cy Mitchell.
TEXAS—Waco: Southern Amusement Service.

WISCONSIN—Fond du Lac: Wally Beau, Ronald Sale. Hortonville: Kent Schwabs Booking Agency. Milwaukee: Rusty Hagen, Glenn Lyte Orchestra Service, Midwest Theatrical Exchange. Racine: Wisconsin Amusement Company.
WASHINGTON, D. C.—Capitol Amusement Attractions, Alonzo J. Collins.

Music News

Eugene West, songwriter, now in business for himself, has decided to change the name of his firm. Hereafter it will be known as the Modern Music Publishing Company, with West in sole control and ownership. He is still at 1658 Broadway, New York.

Among the arrivals in town and well known in the trade is J. S. Zamecnik, editor in chief of the Sam Fox Publishing Company. He came direct from his quarters in Los Angeles, Calif., and will be the guest of Mr. Fox while in the East.

Bill Weiman, of E. B. Marks, has selected *Afterglow* as a No. 1 song for his firm. He is not the sort of fellow to do any idle boasting. In this instance, however, he wishes to go on record that the number will soon find a profitable niche in the hit column. At any rate, he already has enlisted several of the top-notchers in the band and orchestra divisions. (See MUSIC NEWS on opposite page)

More Mutual Bookings In Up-State New York

ROCHESTER, N. Y., June 6.—Mutual Entertainment Exchange here has just booked DeMonico and Phillips and Garnett Sisters into the Casino; Millie and Mills, Page and Allen, Billy Julian and Helen Murphy into the Bartlett Club; Nixon and Andre, Marion Mason and Irving Jacobs into the Hotel Times Square Supper Club, and Adra Cooper at the Golden Grill, all local spots.

Also booked Sullivan Sisters and Millie Wayne at the Hillcrest Cafe; the Great Marlowe, Four Marlonettes and Tony and Sara Nocera into Kennedy's Inn, both in Binghamton; Stark and Dorne, Helen Grey and Jean Arlington and Paddy Bradford into the Showboat Grill, Niagara Falls; Less Hall, Billy Morlen, Harriman, Swan and Lucille, Three Flying Aces and Yvonne and LaMar into Pop Cameron's Casino at the 1,000 Islands; Verne Wilcox and Hillman Brothers into the Alhambra-on-the-Lake, Buffalo; and Behney's Continental Revue into the Moonglow, and the Three Aristocrats into the Town Club, both in Syracuse.

Feinberg Booking Showboat

NEW YORK, June 6.—Bobby Sanford will not stage shows for the Hudson River Day Line's showboat "Buccaneer" this summer. Ship has been revamped and is now moored off Newburgh, N. Y. Charles Kenyon, Day Line official, is planning a new policy. Floor show and band will be booked by Abe I. Feinberg, local booker.

Sanford's New Revue

NEW YORK, June 6.—Bobby Sanford, who staged shows for the Day Line the past three years, has a new ship, the Empire State. It will operate out of the Battery Park beginning June 16 and will sail up the Hudson, with Sanford presenting his revues during the nightly trips. A Meyer Davis band will also be featured.

SYDNEY, Australia, May 30.—The Trocadero dance hall is doing very good business. "Popular Nights" and "Special Dances" serve to keep business up. Jim Davidson is opening the Palais, which will be opposition to the Troc. Davidson is very popular here.

Harry Dell Bookings

NEW YORK, June 6.—Harry Dell office has spotted Lillian Gale and Wells and Brady into the Monte Carlo night club here; Jack Brown, emcee, into Chin Lee's Restaurant; Santos and Elvira, now in their 11th month at Jimmy Kelly's club, and Mildred Rozelle and Marsh and Mellow into Butler's Tap Room. Also booked Lester and Daniels, Helen Windsor and Jean Carron into the Seven Gables Inn, Milford, Conn., and Sandre Rolland into the Lincoln Grill, Jamaica, L. I.

Weber-Gordon Bookings

NEW YORK, June 6.—Will Weber and Bob Gordon, new night spot agency here, has just booked Jackson, Irving and Reeves, Wilma Novack and Johnny and George into the Yacht Club; Bert Frohman into the Paradise, opening Monday; Tommy Lyman, De Bold Twins and Jack Mayo's Band into the Le Mirage Club, all local spots, and Gall Gall into the Blossome Heath Inn, Detroit.

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on tour with famous orchestra USES
RCA PORTABLE SOUND SYSTEMS

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Wherever highest quality sound is required, superior RCA Portable Sound Equipment is in constant demand. Price \$179.50 for PG-98, handling audiences up to 2000; \$299.50 for PG-62-E, up to 3000. You can't buy RCA quality for less! Write for proof.

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Return Engagement, 14th Week, PARK CENTRAL HOTEL, NEW YORK. Mgt. CHAS. V. YATES, 1560 BROADWAY.

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.

BERT LYNN

The Musical Star of Earl Carroll's "Sketch Book" Now featuring his new musical invention The only **ELECTRIC VIBROLYNN** in the world Management **FRANK DUNCAN**, 1560 Broadway, New York.

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Bands and Orchestras

FRED KEATING, the Canadian ork leader, has been engaged for the summer and fall by the exclusive Aylmer Aquatic Club, Ottawa. The nine-man Keating combo will be heard over the Canadian airways again, the Aquatic Club arranging for a wire. Keating, who has just concluded an extensive piano concert tour thru the Dominion, is having two songs of his own composition published in Britain this summer. Numbers are titled *Playing the Panic* and *Debutante Serenade*. . . . Altho they play an ultra-American style of music, swing stuff, none of the members of Lou Gravel's Orchestra speak the English language. The band, composed entirely of French-Canadians, is "going to town" at the Hotel Normandie in Montreal this season. . . . Josh Hopkins' Down East Yankees will remain for another month at the German Club in Pawtucket, R. I., before going on tour thru New England.

ART KASSEL has closed at the Hotel Claridge in Memphis to move into the Washington-Youree Hotel, Shreveport, for six weeks. MCA still handling the combo. . . . Freddie Sky and his 14-piece Sky Patrol are being revamped in New Orleans under the direction of B. J. Scanlon, former hotel exec who was just recently appointed manager of the Sky combo. Freddie and Elaine Morse will continue to handle the vocals. . . . Harry (Tiny) Hill and band open a limited engagement April 13 at Fairview Gardens in Rochester, Ind. Hill has been furnishing the music all winter at Peoria's Ingleterra Ballroom. . . . Billy R. Goho and band, veterans of the old minstrel shows, has been furnishing the music for more than two years at the Checker Box Cafe in Buffalo, N. Y. Will continue indefinitely at the spot. The Goho name has been associated over a period of years with Al G. Field, John W. Vogel and Husk O'Hare. Bob Ziegele and Nick Miller are still on the Goho roster. . . . Ace Brigade closes at the Lake Worth Casino, Ft. Worth, Tex., June 10, but will remain in that State indefinitely, furnishing the music for General Motors Exhibit at the Dallas Expo from June 27 to July 17.

RALPH BENNETT, now under MCA management, closed a week's engagement Saturday at Moonlight Gardens, Coney Island, Cincinnati. Spot has a WLW wire nightly and a Mutual outlet three times a week. . . . Blue Barron's 13-piece band opened last week at Cowin's Gables, Buffalo, for a summer run, and Benny Resh's Orchestra opened at the Hotel Times Square, Rochester. Both booked thru the Mutual Entertainment Exchange of Rochester. . . . Abe Lyman, who was replaced last week by Frank and Milt Britton at Cleveland's Mayfair Casino, opened a week's engagement at the Fox Theater, Detroit, June 5. Eddie Duchin and band are slated for the Fox at a later June date.

FRANK AND MILT BRITTON and their band opened June 5 at the Mayfair, Cleveland, following Abe Lyman. Will play at the spot for two weeks. . . . Bernie Dolen has been booked by the Meyer Davis office into the Canoe Place Inn, Southampton, L. I., following his current engagement at the French Casino, New York. Other Davis bookings include Jay Mills and his orchestra at the Colony Surf Club, West End, N. J., starting in the latter part of

June; the Phil Solari Orchestra, another Davis unit, into the Nantucket Yacht Club, Nantucket, Mass., and Jacques Lube and his orchestra into the Bay Head Yacht Club, Bay Head, N. J. Lube comes from the Princess Hotel, Bermuda, where he was quite successful. . . . Tommy Dorsey is playing one-nighters. . . . Ricky Simpson and his orchestra are back in New York, with the leader disbanding his group to take a vacation in Toronto. He is dickering with affiliated Theatrical Offices in Toronto and may build a Canadian band.

CARL FISCHER and his band are now in their third month at Dutch's Place, Lansing, Ill. . . . Mal Hallett made his Chicago debut June 2 when he opened at the Trionon following Kay Kyser. Kyser left Chicago immediately after his Trionon date for a swing thru the South. . . . "Listen to Lunceford" is the radio salutation when Jimmie Lunceford and band take to the air waves from the Larchmont (N. Y.) Casino. Jimmie will be heard over NBC from the reconstructed spot on Sunday and Wednesday every week. . . . Joe Venuti and his orchestra will be the first Consolidated Radio Artists band to play Young's Steel Pier in Atlantic City. Venuti opens there the week of June 28. Other CRA bands will follow weekly for the rest of the season.

CONTRIBUTIONS to this column must bear your signature. In accordance with an established policy of *The Billboard* all unsigned mail is automatically waste-basketed.

MUSIC NEWS (Continued from opposite page)

Vacation bound for a fortnight or more is Alma Lintz, music buyer for Grinnell Brothers, Detroit, Mich. One of her first visits was to the Witmark office, where she was entertained by Sam Server and other executives of that house. She says that the sales of sheet music, especially those of the popular numbers, have increased to most encouraging proportions from a year ago. At least as far as her own firm is concerned.

Warner Brothers have assigned M. K. Jerome and Jack Scholl to furnish two songs for the musical flicker, *Way of a Pirate*. Thus far the creations have not been christened.

The first bicycle tune in a long time has made its appearance in *Pedal Your Blues Away*, authored by Bob Wells, erstwhile columnist; Gerald Griffin and Bob Miller. Bob Miller, Inc., is publishing.

From Harlem comes a local phrase ditty entitled *Jumping Satty*, by Ricky Simpson, which has been placed with Joe Davis, Inc. Slang phrase title which is popular among the negro folk heads a song which is described as a "low-down, hand-clapping swing tune, plus an eccentric lyric." Simpson sings and conducts his own orchestra.

A list of best selling phonograph records appears on page 71 of this issue.

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BETTY REAL H. R. H. "Queen of Rhythm."
and her **RHYTHM**
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8th week at **GLORIA PALACE**, New York.
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FRANK AND MILT
BRITTON BAND
"NUTS TO YOU"
Under exclusive direction:
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NOW PLAYING
CLOVER CLUB, HOLLYWOOD, CALIFORNIA
Management — Charles Morrison

COLLETTE and BARRY Currently at the HOLLYWOOD RESTAURANT, New York
Musical Comedy Dancers

★ Portraying Swaying Spain, Amorous Argentine, Colorful Cuba in Dance and Song.
SYLVIA FINA
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ZEB CARVER
and his Country Cousins
Comedy, Music, Singing, Dancing
Radio—Night Clubs—Yacht Clubs—Resues
Address care The Billboard, New York.

Sheet-Music Leaders
(Week Ending June 6)
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. Number in parentheses indicates position in last week's listing. 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 (1)	8. She Shall Have Music (7)
2. Is It True What They Say About Dixie? (2)	9. Would You? (9)
3. Robins and Roses (3)	10. Glory of Love (11)
4. All My Life (4)	11. You Started Me Dreaming (10)
5. Lost (5)	12. Tormented (8)
6. It's a Sin To Tell a Lie (13)	13. Love Is Like a Cigaret (15)
7. You (6)	14. Touch of Your Lips (12)
	15. There's a Small Motel

PHONOGRAPH RECORD best sellers will be found on page 71.

Club Chatter

JIMMIE AND BETTY RAY, eccentric acrobatic dancers out of Pittsburgh, are working eight weeks of club dates for Curt Galloway's Columbus office. Will go to Chicago at termination of the Galloway dates. . . . Jack Price and Marge Willoughby are celebrating their third consecutive week at Joe Russo's Indian Village in Grand Rapids, Mich. Price is emceeing and assisting Russo in managing the spot. . . . Henry Lewis last week moved from the Supper Club in Portland, Ore., to Jean Anthony's Balloon Room in the same city. . . . Fay Norman's All-Boy Revue, having completed a six months' engagement at the

New Casino in Toledo, O., and three weeks of fill-in dates in and around Lima, has begun a summer-long stay at Ye Old Tavern in Ft. Wayne, Ind. Personnel of the unit includes: Jackie Lane, Jaquette LaMarr, Billy Hayes, Mickey Nelson, Gene Dana, Lee Carol, Jean Miller, Ray Reed, Patty Lyons, Carlo Levins, Chiel Mears, Albert Vaughn, Toby Waddell, Funny Bryce and Connie Walsh.

MOLINO TRIO, Carlos Rufino and Don Alfredo have been booked for Knickerbocker Hotel cocktail room, Hollywood. . . . Club LaSalle, Los Angeles,

open but six weeks, has filed petition of bankruptcy, giving liabilities as \$34,756 and asks relief from creditors for chance to reduce expenses. . . . Marjorie Lane, Coast night spot singer, has been signed by MGM for pix. . . . Jimmy Conlin and Myrtle Glass opened at Leon Errol's new Kit Kat Cafe, Hollywood. . . . Veloz and Yolanda get speaking and dancing parts in Paramount's forthcoming *Champagne Waltz*. . . . Ray Kinney, KRKD vocalist, leaves soon for Honolulu to sing at the Royal Hawaiian Hotel.

One of the most deplorable conditions in the night club field is the fifth, discomfort and lack of security a performer must stand for when using the dressing rooms of the average night spot. Some dressing rooms are in the boiler rooms, in the cellars or behind the kitchens. Since most night spots were built originally as restaurants, comfortable dressing rooms are as scarce as ethics among agents. When are night spot owners going to realize that clean and safe dressing rooms encourage performers and musicians to do better work?

BELLE BAKER and Joe Lewis have been held a third week at the Versailles, New York. . . . Dolly Dawn, vocalist with George Hall's Band at the Taft Hotel, New York, was feted by the Woodstock Theater Group last week. . . . Vic Earlson is in his 10th week at the Half Moon, New York, heading a floor show produced by Bothwell Browne. . . . Louis Loomis is staging the shows for Martin's Ratskeller, New York.

Night club agents in the smaller cities report a tremendous increase in demand for talent. But, they cry, "we can't find good talent. The local acts are all played out, and not enough good acts will come out here to seek work." If it were only possible to organize national or sectional circuits of night spots! Perhaps associations of agents, working in with actor groups, can devise a way to keep acts moving steadily thru territories that want shows.

PRESS AGENT NOTES for the New York area: Jay Faggen is back in the swim, with Sam Gelson and Al Wilde assisting. . . . Wilde recently left Noel Meadow, who has just moved into the Roseland Building. . . . Meadow, incidentally, was recently held up by a gunman at the Hotel Lincoln. He still can't figure out why anyone should want to hold up a press agent! . . . Rus Arnold, recently back from Mexico, is yearning for a trip to Spain. . . . Glenn Ireton is back at the Hotel Commodore, replacing Robert Kennedy. . . . Bill Doll is now doing special work for Alex Yokel. . . . Jay Faggen and George Lotman have split after a partnership lasting one week.

The rising popularity of magicians in night spots is encouraging. Floor shows have become too stereotyped. It's about time bookers began using more novelty turns. And it's about time floor-show producers conceived some new ways of presenting talent, too. Nothing will kill night-spot shows faster than their becoming a set formula. Look at what happened to vaudeville!

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KARZAS WINS

(Continued from page 17)
Karzas' direction. Originally conceived by him, the Trianon set a precedent in the dance field when it was opened 14 years ago. Costing more than \$1,000,000 and modeled after Le Petit Trianon at Versailles, the ballroom opened in the fall of 1922 to a tremendous social affair, with Paul Whiteman and his orchestra on hand for their first engagement outside of New York. Aragon was opened five years after Trianon. Built in Spanish style of architecture, at a cost of more than \$1,000,000 also, proved a mecca for the dancers of the Middle West.

During Karzas' operation of the ballrooms he has developed a number of big name bands. Most striking example is Wayne King, who was picked out of Dell Lampe's Orchestra where he had been playing saxophone. Karzas gave him an orchestra and a whirlwind advertising campaign which led to King's later popularity. Others brought out by Karzas are Ted Weems and Jan Garber.

Current plan for Aragon with all legal matters now settled is to close in mid-July for complete renovation, with fall opening set for Labor Day or thereabouts. Freddy Martin scheduled to return to the band stand. Kay Kyser returns to Trianon at same time.

MORE N. Y.

(Continued from page 17)
the Merry-Go-Round Club, all in Atlantic Beach, opened last week.

In Westchester: Washington Arms, Mamaroneck, opened last week. New Larchmont Casino, with Jimmie Lunceford's Orchestra featured, opens Thursday.

Upstate: Greystone Manor, near West Point, N. Y., has opened its 11th season under management of Charles Buscaglia and Steve Lentz, who operate the local Place Elegante.

Local: Al Quodbacli has taken over the former Club DelMonico and is re-opening it as Coffee Dan's. The Continental Water Club, in the Mayfair Yacht Club Building, opens Thursday.

CLUB REVIEWS

(Continued from page 17)
a year, is still dishing out the dance rhythms and doing a nice job of it.

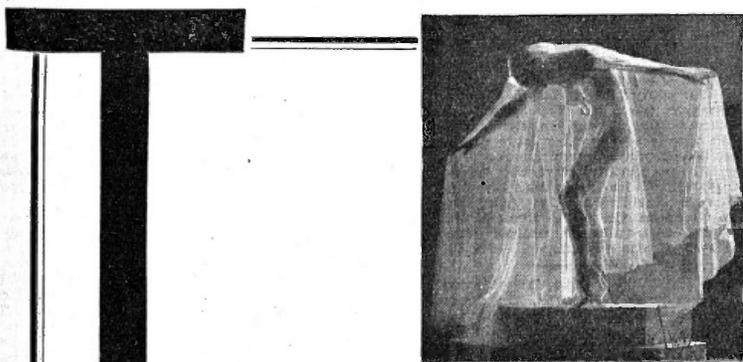
Spot is still doing good business and will stay open thruout the summer, altho it needs a better cooling system. Dinners are \$1.50 and suppers \$2.50.
Dents.

The Summit, Baltimore

This delightful summer retreat, located approximately three miles north of Baltimore, has opened another season under new management. The Weber interests, of New York and this city, with Mrs. Erica Weber the spot manager, took over the Summit in plenty of time to completely revamp the interior before the inauguration of the 1936 season. A gothic style, cleverly emphasized by modern indirect lighting effects and 20th Century fixtures, prevails thruout. Tables are well spaced between supposedly ancient arches, giving plenty of elbow room. The unusually comfortable and smartly carried out setup is being held responsible for the increased patronage this year of the young, money-spending set.

Dancing is conducted to the smooth strains of Bernhard Thal's Trocadero Orchestra, a co-operative group composed of 11 youngsters. They handle the assignment well, display versatility to arrangements of slow rhythms as well as swing stuff. The music is in line with the general aloofness of the club.

A well-balanced floor show is presented twice nightly, opening with an exotic dance team, Mildred and Maurice, who give a futuristic impression to *Lost in a Fog*. Their unique and eccentric dance movements are perfectly timed and harmoniously matched with an unusual wardrobe. Helen Shaw, an attractive girl with a pleasing voice, sings *Let Yourself Go* in swing style. She follows with a rapid-fire rhythm tap that is as clear as it is well executed. The show was stopped by Gene Archer's rendition of *Chloe*. Archer gave several encores at this show and with more experience should lose the stiffness now noticeable. Evelyn Swann, local debutante, sings. Being a socialite seems to be her outstanding distinction. Fortunately, however, her selection of a clever English ditty, *Everything Stops for Tea*, sang with a British accent and all the trimmings, holds her in good stead. Concluding the entertainment, Mildred and Maurice return with a weird interpretative number, *The Dance of Death*. To say the least, it's refreshingly different.
Lehman.



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now presenting
her own original Dance Creation,
"IN MEDITATION"
nightly at the
HOLLYWOOD RESTAURANT
NEW YORK, N. Y.

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Taps, 1619 Broadway, N. Y. C.

My Gratitude, GENTLEMEN of the PRESS for these fine notices » » »

ED SULLIVAN, New York Daily News—
"John Steel gives a magnificent performance."

TED FRIEND, New York Daily Mirror—
"It was this column's pleasure some time ago to be first among those to throw the spotlight on John Steel, famed light opera star, who is now doing nicely for himself at the Chesapeake House. It is our pleasure at this time to tell you lovers of good singing that John's work is warming the cockles of many a heart these nights. His superb comeback, to our mind, calls for at least a 21-gun salute, and in our most effusive manner, we hereby accord it."

WALTER WINCHELL, New York Daily Mirror—
"Heard John Steel at the Chesapeake House last night. He's singing better than ever—Give a listen!"

LOUIS SOBOL, New York Evening Journal—
"Last week it was John Steel, the three-grand-a-week tenor in the days of Ziegfeld, who rated four stars from all the midnight skeptics."

O. G. McINTYRE, New York American—
"John Steel is again climbing to new favor."

JOHN STEEL

Currently PARADISE RESTAURANT, New York

The Harlem Express! Himself

JIMMIE ★ ★ ★
LUNCEFORD
AND HIS ORCHESTRA

the new King of Syncopation
NEW LARCHMONT CASINO,
Larchmont, N. Y.
Direction
HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

SEND 25c TO
MRS. LILLIAN DODSON
Box 325, Hay Springs, Neb.,
For Beautiful New Waltz Song, Just Out.
"IN THE DEAR OLD PINE
RIDGE MOUNTAINS"

EDWARD K. BICKFORD
AND
ALYCE CRANDALL
INTERNATIONAL DANCE STARS.
With Their Own Revue.
Now Nightly at LOTUS GARDENS, Cleveland, O.
Address Care Billboard, Cincinnati, O.

JUNIOR RULE REFERENDUM

50-Wk. Amendment Expected To Be Sent to Membership at Large

But Equity is in for lawsuits from the juniors if it goes thru with its present retroactive feature, according to legal opinion—referendum petition received

NEW YORK, June 6.—According to suits from all present junior members if the proposed 50-week junior amendment, which may be thrown to a referendum of the membership at large, passes with its present retroactive feature. In contrast to the present ruling, which provides for automatic advancement to senior standing after an apprenticeship of two years, the new proposal makes mandatory an additional provision requiring 50 weeks of paid work including rehearsals. The measure, which had been passed in council by a vote out of 19 out of 21, was defeated when it failed to garner the necessary two-thirds majority ballot. According to a clause in Equity's constitution, an amendment voted on by less than 750 paid-up resident members automatically becomes, by a petition of 100 names, an issue which the council is obliged to place for final solution before a national referendum. At the last meeting there were 487 voters.

Frank Gillmore, president of Equity, when queried as to the referendum, said that a petition with an undetermined number of names has already been received, and that it is likely the total will reach 100. Voicing his own opinion, Gillmore admitted passage of the proposal would adversely affect certain individuals, but remarked, in effect, that it was a necessary evil in order to benefit the majority, further adding that if he were a young actor he would applaud the anticipated amendment as in insurance for the future against loose voting by those not qualified by experience to take a part in settling problems affecting the welfare and happiness of actors in the legitimate theater. Some people have become senior members after only two weeks of work, and, asks Gillmore, "Is a person who has not had 50 weeks qualified to vote?"

Opponents of the amendment wonder whether a bit player in a show which runs 50 weeks is as qualified to judge problems as a man who has been in eight or 10 shows without attaining the required total, which, according to claims of observers, is the case of the average actor. Furthermore, in addition to the new ruling affecting the livelihood of an actor by prolonging his stay in the \$25-a-week class—the minimum wage of juniors—those not in favor of the provision see in it another move whereby the more unruly faction of Equity can be kept under control. Opponents point out that actors have not been harmed in the past by voters who sneaked under the wire in the old-fashioned way.

In the event, however, that a referendum passes the proposal, junior members, according to a prominent theatrical attorney, may institute litigation combating the measure which, because it is retroactive, takes no account of the fact that juniors entered Equity under certain specified conditions, that they abided by these conditions, and that now Equity threatens to renege on its promise of full-fledged membership which was made when they took membership. The new ruling is illegal, he states, unless it is framed to affect only those who take out junior membership after it is passed.

Pitt New Theater Starts

PITTSBURGH, June 6.—The local branch of the New Theater League opened its season last week in its enlarged and redecorated theater in the Labor Lyceum Building. The opening program included *Waiting for Lefty* and *Private Hicks*. Other social and industrial "problem" plays will be presented throughout the season.

The newly elected advisory council for the group includes Rev. Bernard C. Clausen; Harvey Gaul, critic; Assemblyman Homer Brown; Dr. B. J. Hovde, of the University of Pittsburgh faculty; Walter Hovey, head of the Fine Arts Department at the University of Pittsburgh; Mrs. George Bray, chairman of the Women's League for Peace and Freedom; and Grace Lowndes, of the Urban League.

legal opinion. Equity will open itself to suits from all present junior members if the proposed 50-week junior amendment, which may be thrown to a referendum of the membership at large, passes with its present retroactive feature. In contrast to the present ruling, which provides for automatic advancement to senior standing after an apprenticeship of two years, the new proposal makes mandatory an additional provision requiring 50 weeks of paid work including rehearsals. The measure, which had been passed in council by a vote out of 19 out of 21, was defeated when it failed to garner the necessary two-thirds majority ballot. According to a clause in Equity's constitution, an amendment voted on by less than 750 paid-up resident members automatically becomes, by a petition of 100 names, an issue which the council is obliged to place for final solution before a national referendum. At the last meeting there were 487 voters.

Pitt IA Local Elects

PITTSBURGH, June 6.—IATSE, Local No. 3, held its annual election of officers at a meeting at the Moose Temple recently. The following were elected: James N. McGrath Jr., president; Ray Gorman, vice-president; Phillip Doyle, business agent; John Sullivan and James Brannigan, trustees; Adam Kilmeyer, sergeant at arms. McGrath and Doyle were named delegates to the annual International convention which will be held in Kansas City June 8.

Bridgeport WPA Clicks

BRIDGEPORT, Conn., June 6.—Walter Bradley Klavua, new director of the Theater Project here, succeeding Cecil Spooner, achieved such success with the production of *Celling Zero* that it was necessary to hold the play over for another week. New players with the company are Miss Sylvia Franconi, Alan Davis, Charles Cutler, Marlo Vecchiolo, Roger Fox and Bette Goodrich.

From Out Front

By EUGENE BURR

When *Love on the Dole* opened some months ago at the Shubert Theater this corner's report of the proceedings was confined almost entirely to a rapturous eulogy of Miss Wendy Hiller, the young English actress who made her American debut in the lead. That debut, as this reporter saw it, was the big event of the evening, the play itself being thrown in the shade by the towering beauty of Miss Hiller's performance. It seemed like a bad play that said some pretty fine things, but that was about all. As a matter of fact, the drama seemed rather nebulous; all that one could see was the golden, youthful fire of Miss Hiller's sun.

Now the play is no longer at the Shubert; it is at the Longacre, where it is struggling along on "special-price" tickets and as many "tax" collections as can be coaxed from the pockets of unwary second-viewers. Miss Hiller is no longer in the cast, having been replaced by Margaret Curtis, a Scotch lass, who has achieved her first Broadway eminence thru the replacement. For that matter taken by Sherling Oliver, who played opposite Miss Hiller, has also left, his place being taken by Sherling Oliver, who has done good work heretofore in these parts.

With Miss Hiller gone, it is possible to see the play. And it turns out that first impressions were, after all, right. It is a play that says some very fine and very bitter things about the lot of the English workman, just as various American dramas have said some very fine and very bitter things about the lot of the American laboring class. And, like many of its American counterparts, it is a very bad play.

Of course, it was dramatized from a novel—which is an explanation, but not an excuse. Its chief weakness, it seems in this precinct, is its insistence upon making a special case out of the sad fate of Sally Hardcastle, when the material for a more general and therefore far more affecting tragedy lay scattered all over Hanky Park, its scene. Not all girls in Hanky Park have their lovers unjustly killed in riots or are desired in amorous dalliance by a stout and bejeweled bookmaker.

It wouldn't matter, of course, if Sally's particular case could conceivably be general, but it's not.

Also, the play's mechanics are rather slipshod, and a large part of it is both creaky and trite. Particularly trite is the male lead, which was given a not too impressive interpretation by Mr. Peters. Now, in the light of second viewing, it can be seen that the fault was not entirely his. True, Mr. Oliver, who now plays the part, does infinitely better with it, bringing to it strength, sincerity and appealing belief; but it remains a cardboard figure, with the mimeographs of the stage smudged all over it. It is to the credit of Mr. Oliver and not the authors that it now stands on its own feet.

All of this can be seen now, when the blinding glory of the Hiller performance has disappeared. Miss Curtis tries hard in the chief role, but there is, of course, no comparison. As a matter of fact, Miss Curtis really doesn't do very well, giving a nervous and far from sustained interpretation, jumping from line to line with bumps and fractures occasionally occurring in transit, and making Sally seem a rather fretful and slightly pitiful figure, rather than a tragic one. But it is a tough part to pile on the shoulders of any young actress, and Miss Curtis can hardly be condemned for failing to shine in it.

Reginald Bach, Alexander Grandison and Marga Ann Deighton are still in the cast, all of them doing splendid work. It is interesting to note that with the change in the central interpretation their characters take on added interest and effect. *Love on the Dole*, as it is presently played, is very nearly the tragedy of old Mr. Hardcastle rather than of his daughter Sally.

Blumenthal Memoirs Out

NEW YORK, May 6.—After 18 months of preparation the memoirs of George Blumenthal, entitled *My 60 Years in Show Business*, has been completed by Arthur H. Menkin and will be released by Frederick C. Osberg, publisher. The book is a chronicle of the theater from 1874 to 1934 and traces Blumenthal's career from the time he was a program boy at the Madison Square Garden Theater up thru his associations with Oscar Hammerstein, Daniel Frohman; the opera singer, Emma Trentini, etc.

Pitt Ends Big Season

PITTSBURGH, June 6.—The Nixon Theater's most successful legit season since 1930 ended last Saturday with the final performance of *Winterset*, the sixth production on the subscription list of the American Theater Society. Harry Brown, manager of the house, announces that following several local dance recitals the theater will house the road show engagements of such pictures as *Anthony Adverse*, *Romeo and Juliet* and *The Green Pastures*. Brown is leaving for New York soon to arrange for next season's early bookings.

Penn Non-Pros Elect

PITTSBURGH, June 6.—The Federation of Non-Commercial Theaters, comprising 31 theater groups operating in Western Pennsylvania, elected new officers at its meeting in the Pittsburgh Playhouse last week. The new officers are Louis Isaacs, of the Irene Kaufmann Settlement Players, president; Martha Arnold, of the Pittsburgh Playhouse, vice-president; Chester B. Story, of the Drama League, treasurer; Walter Lohr, of the Springdale Players, secretary; and Morton Frank, of the Braddock Community Players, press representative.

Toledo Out Of Doldrums

Clicks big as legit spot, with 8 bookings for next season, and more expected

TOLEDO, O., June 8.—This city, traditionally one of the deadest of the larger Middle Western metropolitan centers as far as amusement goes, has completed, probably the most phenomenal winter season in its history, with the year ahead a virtual field of clover for the legitimate theater. Flora Ward Hinesline, local entrepreneur, even at this early date has booked eight New York hits of the past season for 1936-'37.

Boy Meets Girl will show here October 5, with *The Great Waltz* scheduled for November 9. *Call It a Day* comes November 30, and *End of Summer*, with Ina Claire and Osgood Perkins, will show December 14. *Pride and Prejudice* is listed for February 11, and Jane Cowell in *First Lady* for May 6. Helen Hayes' *Victoria Regina* and the Lunts in *Idiot's Delight* are booked, but undated. These are only a skeleton on which to hang others of equal caliber, according to Mrs. Hinesline, and from her past season's record her statement may be depended upon.

In the 1935-'36 season Helen Hayes, in *Mary of Scotland*, played to matinee and evening performances in the Paramount Theater, 3,700 capacity, for a total of nearly 8,000, and people were turned away. Henry Hull, in *Tobacco Road*, played to the largest house in the theater's history, with seats in the aisles and 400 additional in the orchestra pit. There were capacity houses for the Lunts in *Taming of the Shrew* and for Katharine Cornell in *Romeo and Juliet*.

Others here last season were *The Old Maid*, with Helen Menken and Judith Anderson; Walter Huston in *Dodsworth*; Ethel Barrymore in *Constant Wife*, *Three Men on a Horse*, *As Thousands Cheer*, and Gladys George in *Personal Appearance*.

Crowds are dressy and prices range from close to \$3 top to 60 cents low. Canvas is laid in the aisles, ushers are in dress and usually an ork plays in the lobby. Every performance is a gala affair and local society turns out.

Probably there will be grand opera, with possible return of the San Carlo Opera Company, which played matinee performance of *Madame Butterfly* and evening performance of *Carmen* to overflow. Mrs. Hinesline the first of the month moved to new offices in the Commodore Perry Hotel. Paramount Theater, largest and most convenient in the city, is a bit difficult to book for more than one-night stands because of regular film patron turnaway.

Another revolt from canned amusement is in the municipal outdoor amphitheater, almost completed in the Zoological Park. Within a week one New York producer probably will be signed, as predicted a month ago, for six weeks of light opera. Jake Shubert probably will get the contract, but nothing definite has been promised. Amphitheater seats permanently 3,900, with space for circus seats of 2,000 more, plus standing room.

Straight film houses have been doing slick business, with two and three-week holdovers on some unpublicized pictures. Rivoli has been more than successful with vaude revues every two or three weeks, and probably will institute the same next year. Paramount last week brought Ted Lewis and his troupe for one day, presumably as a tryout.

Coast Op 4 Grand Red

LOS ANGELES, June 6.—Local revival season of light operas, which closed last Saturday, wound up with about \$4,000 in the red on the four weeks. Session grossed \$13,300 for *Merry Widow*; \$11,500, for *Naughty Marietta*; \$10,000, on *Maytime*, and close to \$15,000 for *Desert Song*, which has been booked by Homer Curran for his theater in San Francisco June 11 for a 10-day run.

Cowbarn Announcements Pour In as Groups Get Under Way

(Continued from Feature Section) the branch of the New York Group Theater at Nichols, and the fact that Eva Le Gallienne will revive Congreve's *Love for Love* for the opening of the Westport Playhouse June 29. Richard Whorf will direct, and also serve together with Phillip Loeb and Armina Marshall on a board of directors whose plans include both revivals and new plays, with one of the former being an early Shaw opus, *Fanny's First Play*. Mrs. Winifred Johnson, an English actress, will direct 10 youngsters comprising an apprentice group associated with the playhouse. At Niantic William Howard Harris' *The Greater Lust*, Edmund Fuller's *Amateur Hour*, Lloyd F. Freeman and Wilda Vehlows' *One Up on Sunshine*, and J. N. Gilchrist's *Best Company* are among the new plays to be given, beginning June 29.

At Nichols the country branch of the Group Theater inaugurated its first season on May 31 with a bill of three one-act plays. The company has taken quarters at the Pine Brook Country Club for its summer season, which includes the preparation and tryout of at least three new plays to be offered on Broadway in the fall. With Alexander Kirkland, Margaret Barker, Paula Miller and Grover Burgess acting various leading roles the following cycle was performed on the first Sunday evening, May 31: *House of Jukes*, a comedy by Valenta Davies; *The Lawyer's Breakfast*, by Newman Levy, and *The Wedding Morning*, by Arthur Schnitzler. The program thereafter, which will include performances every Wednesday or Thursday evening and alternate Sundays, will be announced later. Les Strasberg is directing the first group of plays in which Cheryl Crawford, another Group Theater director, will make her debut as a performer.

The annual visitation in New York State is plentiful, with perhaps the most definite information coming from the Starlight Theater at Pawling, 80 miles north of Manhattan on Route 22. Maryverne Jones is managing director, and the third season begins June 29 with *Eden End*, starring Estelle Winwood, supported by Isobel Rose, Helen Namur, Starr West, Teddy Jones, George Pembroke and Willard Dashiell. Mary Roberts Rhinehart's *The Bat* is scheduled for the week of July 6; a new play starring Rosamund Pinchot for the week of July 13; *The Crooked Billet*, a new play by the late Dion Titheradge, produced in London, for July 20; *Old Sweetheart*, July 27; *Post Road*, with Maidsa Beade, August 3, and other productions to complete the 10-week season ending Labor Day to be selected from *Little Shop, Midwest, Across the Blue* (new), *Candida* and *The Wild Duck*. Other guest stars will be Gertrude Hoffman and Jeanne Dante, and additional members of the regular company are P. J. Kelly, Richard Bowler, Frank Frayne and Virginia Curley.

The Messrs. Tuttle and Skinner have engaged Carol Stone, youngest daughter of Fred Stone, for three productions at the Ridgeway Theater, White Plains, and the Westchester Playhouse at Lawrence Farms, Mount Kisco, beginning at the former show shop the week of June 15 in the ingenue lead in *Personal Appearance*, after which she will go to Mount Kisco, later playing *Ida May* in *The Book of Charm* with Mildred Natwick and Harry Elerbe and finally *Lady Sybil* in *What Every Woman Knows* with Mildred Natwick and Vincent Price. In association with the Playhouse, Skinner and Tuttle, together with Mme. Tamara Daykharanova, will run the third session of the Summer Dramatic Workshop from July 6 to August 29.

Other New York items include the new Rochelle Playhouse, opening June 29 with Peggy Wood and Euster Gardner in *Caprice*, directed by Julius Evans and Joan Hathaway. . . . Ruth Gordon may do *A Church Mouse* at Suffern August 17, and the same association will add an apprentice group of 12, beginning June 29, under the management of Bretaigne Windust. . . . At Carmel the Indoor Theater presents *Personal Appearance* July 6, to be followed by *The Circle, Night of January 16, Petrified Forest, Fashton* and a new play, the outdoor theater gets under way July 20 with *Green Grow the Lilacs, Twelfth Night* and *Of Thee I Sing*. . . . Edward Raquello will be general director of the Mahopac Theater, Lake Mahopac, when it starts its tentative eight-week season July 11. . . . The Little Theater at High View will give *New Lamps*, produced by the Sha-Wan-Gah Players and

directed by Sol Barry, as the first try-out production of their season. . . . The Schroom Lake Manor Players start June 15. . . . And William B. Friedlander plans no less than five companies to tour the Catskills, making one-night stops. . . . *Unloved Wife*, by Florence Edna Mae, will open June 29 at the Red Barn Theater at Saugerties, N. Y.

Charles Hopkins opened the Theater of the Four Seasons with Mary Morris and Leo Carroll in *The Queen's Husband* June 1. Others who will play during the eight-week season are Mary Arbenz and Hopkins' 14-year-old daughter, Ann, who soon makes her debut in *Post Road*, Philip Mervale's comedy, *White Christmas*, in which the author himself will act, has been secured by D. A. Doran for the Red Barn at Locust Valley. Other new productions to be tried out will probably be *Please Do Not Disturb*, by Charles Locke; *Seen But Not Heard*, by Marie Baumer and Martin Berkeley, and *Between Covers*, by Lowell Brentano and William Jordan Rapp. Doran's further plans include engaging Harry Wagstaff Gribble to direct a couple of the Red Barn productions.

Crossing the Hudson, the Warren Players, directed by Louis Tappe, open their second summer season at Spring Lake, N. J., July 1. Barbara Brown has been signed to play Ingenues and Frances Neilson will come out of retirement to star in *The First Mrs. Fraser*. Others of the eight shows to be presented include *Just Suppose, Ten Nights in a Barroom, Apron Strings, Skidding, Ada Beats the Drum* and *Peg o' My Heart*. Four new plays and six revivals are scheduled for the Deal Conservatoire, opening June 30, and the Hollywood Players, a new group operating in the Hollywood Hotel at West End, have already begun a series of plays and musicals with players recruited from the stage and radio.

The Nuangola Grove Theater, near Wilkes-Barre, Pa., will open its third season June 15 with *The Night of January 16*. Present plans call for another 10-week season with revivals of Broad-

The New Plays on Broadway

BELMONT

Beginning Monday Evenings, June 1, 1936

TO MY HUSBAND

A "domestic comedy" by William H. Fulham. Directed by Joe Byron Totten. Setting designed and painted by Jules Laurents, and constructed by United Studios. Presented by Joe Byron Totten, Inc.

Elliot Vane Donald McClelland
Sarah Vane, His Wife Julie Benell
Harry Chase King Calder
Trudy Jane Farrell
Nora Vane, His Mother Madeline Grey
Iris Swann Madeleine Clive
TIME: About 10:00 day and evening.

PLACE: Westchester, New York.

SCENE: The living room of the home of the Vans, somewhere in Westchester.

ACT I—5:30 in the Afternoon. ACT II—About 6:30, the Same Evening. ACT III—About 7:15, the Same Evening.

Consider the sad case of Miss Julie Benell! Miss Benell, a very lovely young lady, has played in Texas and California and has spent four years sending her voice across the ether via NBC and CBS, but never until last Monday night had she achieved the parlor eminence of a Broadway appearance. When Miss Lenore Ulric decided that William H. Fulham's *To My Husband* was perhaps not the perfect vehicle for her somewhat expansive talents and forthwith withdrew from the cast (one of the wisest moves ever made by an actress), Miss Benell was substituted in the lead. She made her Broadway debut in a starring role.

That may not seem particularly sad—but, my friends, you don't know the role. And, for that matter, you don't know the production. It is possible that Miss Benell may be as talented as she is lovely and charming, but Broadway will never find out by considering her performance in *To My Husband*. It is a play that could throw a Duse for a loss. Not that the central idea is so bad—at least so far as late-spring dramatic ideas usually go. It is that of a wife with three children facing divorce from a silly and philandering husband who, with the three kids safely tucked away, has found the Great Love of his life. The

BROADWAY RUNS

Performances to June 6, inclusive.

Dramatic	Opened	Perf.
Boy Meets Girl (Cort)	Nov. 27	226
Buy the Ticket (Fulton)	Apr. 27	157
Call It a Day (Morosco)	Jan. 28	155
Children's Hour, The (Elkay)	Nov. 20	957
Dead End (Belasco)	Oct. 28	238
End of Summer (Guild)	Feb. 17	128
First Lady (Music Box)	Nov. 26	227
Girls (return eng.) (Golden)	May 11	32
Idiot's Delight (Shubert)	Mar. 24	87
Love on the Dole (Longs)	Feb. 24	120
Moon Over Mulberry Street (second engage.) (44th St.)	Jan. 13	168
Mulatto (Vanderbilt)	Oct. 24	261
One Good Year (Fulton)	Nov. 27	223
Re-Homesman (Lyceum)	Apr. 30	47
Private Affair, A (Masque)	May 14	28
Three Men on a Horse (Playhouse)	Jan. 30	577
To My Husband (Belmont)	June 1	8
Tobacco Road (Forsyth)	Dec. 4	1082
Victoria Regina (Broadhurst)	Dec. 26	189
Witness (return eng.) (Beck)	June 1	8
Musical Comedy		
New Faces (St. James)	Dec. 5	212
New Faces (Vanderbilt)	May 19	28
On Your Toes (Imperial)	Apr. 11	68

way productions of the past several years. Royal Stout will head the theater. John Rawold, who was co-manager of the Nuangola group for the past two summers, will take charge of the Deer Lake Theater, Auburn, near Pottsville, Pa. The same plays will be produced at Nuangola and Deer Lake, altho separate casts will be kept at each theater. It is believed to be the first attempt at a "chain" of summer theaters in Pennsylvania.

Eddy Forbes, now with the WPA Manhattan Theater Project in New York, will stage *Post Road* June 11 in Abingdon, Va., as the first offering of the Barter Theater. The cast, headed by Doris Rich, includes Alice Buchanan, Helen Dunlop, Ann Dunningan, Dorothy Dubel, Shirley Osborne, Barbara Parker, Eddy Craven, Jack Foley, Thomas Hughes, Richard Newton, Wendell Whitten and Edmund Wilkes. Second play will be Benn Levy's *Mrs. Moonlight*, and admission will be 35 cents or its equivalent in cabbages, canes, live stock, honey, razor blades or what have you.

Chi WPA Projects In Uncertain Stage

CHICAGO, June 6.—Whether or not the local WPA theater projects have enough money left from their original governmental grants to extend their activities here beyond July 15 is a subject of much speculation and conjecture. When queried on the subject, George Kondolf, who recently succeeded Thomas Woods Stevens as head of the federal theater here, said we was not in any position at present to either affirm or deny that fresh money had been received from Washington.

Kondolf has ambitious plans, however, and has been in the midst of planning new productions for the summer and fall season which gives rise to the reports that the local projects had already received or been assured of further finances.

It is said that the runs of both *Chalk Dust* at the Great Northern Theater and *Three Wise Fools* at the Blackstone had been forcibly extended until the local federal theater executives were reasonably sure that the projects here would continue before they would put any new plays on in the face of uncertainty.

Announcement was made this week that *Chalk Dust* would complete its run on June 13 and that the Great Northern Theater would be dark a week in preparation for the opening of *Triple A Plowed Under*, which is being directed by H. Gordon Gaham, who was brought on from New York, replacing Theodore Viehman, who drew an indefinite leave of absence. The Blackstone Theater, under the direction of Harry Minturn, will change shows some time during the week of June 15 when it will present *Broken Dishes*.

It is rumored that Kondolf has hopes of adding one or two more theaters here to house WPA theater projects. He is planning, among others, a mammoth original musical revue now being written by local authors, composers and lyricists.

The appointment of Fritz Blocki as general director of publicity for federal activities here and the co-ordination of that department has thrown the regular press agents attached to the two downtown theaters out of the lineup. Howard Mayer, who has handled publicity for the Great Northern company, and Horace Sistare, who has handled press for the Blackstone Theater, are out of the projects. Both have been with their respective projects since their inception.

Big Southern WPA Show

NEW ORLEANS, June 6.—Seven hundred and fifty to one thousand negroes, ranging from university professors to porters, will sing and dance and chant, and an authentic Southern Negro village will be reproduced in broad outline here when, on July 17, the WPA presents a most unique dramatic experiment. Paul Green's highly touted but seldom produced *Roll, Sweet Chariot* will be staged in what is probably the biggest Negro amusement park in the country.

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Exhibitors' Organizations

At Allied's annual meeting at the Hollenden Hotel in Cleveland June 3-5 discussion between Nathan Yamins, president, and Abram F. Myers, chairman of the board, centered around various methods of accomplishing desired trade-practice changes. Yamins expressed himself in favor of round-table confabs with major distributors as the next logical move, to be followed by an attempt to put thru government legislation aiming at federal regulation. But Myers, feeling that efforts to appease both factions have been of no avail thus far, stated he favored a corrective type of Congressional legislation. Yamins' speech was made before a crowd of about 600 and was amplified when he said, in effect, that he was not unkind of Allied's program.

Commenting on the change since the last Cleveland convention in 1920, Yamins, comparing product statistics, remarked that today it is a seller's market whereas it was once a buyer's market. The usual abuses, such as the preferred playing-time situation, mandatory forcing of unwanted shorts, trailers, etc., and the score charge, were protested.

Myers, in the course of a speech entitled *The Job Must Be Done*, attacked distributors and said that in his viewpoint there was nothing to gain by seeking redress from the major companies. Legislation thru direct channels, without recourse to intermediary bodies, seemed to him the only way to combat trade-practice abuses, but in order to successfully accomplish this Myers stressed the point that campaigns should be given an appeal which would react favorably on the public and not only express the viewpoint of the industry.

Other speakers included Al Steffes, Col. H. A. Cole, J. Don Alexander and George W. Weeks. The latter, who is sales head for Gaumont-British, placed the blame for double bills in the laps of producers, who, he says, do not make enough big pictures and turn out too many small ones. Commenting on G-B's product, Weeks said that leading American actors are being increasingly used in G-B's studios. His closing words were to the effect that the welfare of theaters is dependent on whether or not they support better product.

Because the Louisiana Legislature is currently in session, Henry Lazarus, New Orleans Allied man, considers it logical that his section remain unrepresented at the Cleveland conference in order to keep a lookout on what goes on at home. Other districts unrepresented included Tulsa, Okla.; St. Louis, Albany, North Carolina and Birmingham.

MPTOA may not have any discussions with distributors until the committee on trade practices is assembled again. Ed Kuykendall, MPTOA president, stopped in Washington after having gone to the MPTO confab at Virginia Beach. Among sales managers to be interviewed soon are George U. Schaefer, United Artists; John D. Clark, 20th Century-Fox, and Warner-First National.

George F. Aarons, secretary of the MPTO of Eastern Pennsylvania, in speaking of the conciliation bodies set up for the purpose of settling trade abuses, says the new boards are designed to take care of conditions not particularly covered by the ordinary contracts. Complaints against overbuying, etc., he thinks, may be adequately considered by the groups, which, according to Aarons, will be regarded favorably by distributors.

A testimonial dinner will be given at the Palmer House, Chicago, June 26 in honor of Jack Miller, whose resignation as head of the Chicago Exhibitors' Association takes effect on July 1. Miller, who headed the local MPTOA branch for 12 years, is leaving because of pressure of his outside interests, which keep him traveling almost constantly. Felix Mendelssohn, of the MGM Chicago office, will act as toastmaster. Many prominent film executives are on the various committees and many stage and screen stars are expected to be present.

"DANCING PIRATE"

TIME—84 minutes. (RADIO) RELEASE DATE—May 22.
 PLOT—Jonathan Pride, a New England dancing master, is shanghaied aboard a pirate ship from which he escapes when the crew goes ashore at a South American port. Taken for a pirate by the nutty Latin natives of a South American village, he is periodically in danger of being politely hanged, but he upsets the elaborate etiquette of the scaffold when, with his neck in the noose, he taps out convincing proof that he is not a buccancer. Technically a captive, during the next few weeks he teaches the senoritas to dance and wins the heart of Serafina, daughter of Governor Alcalde. The arrival of Don Baltazar, a one-time army officer, with a band of renegades once more places Jonathan in danger of his neck when the Don sees in him an obstacle to his contemplated marriage with Serafina, whose dowry includes plenty of acres. In a Douglas Fairbanks finish the impostor is unmasked and his place as groom taken by Jonathan.
 CAST—Charles Collins, weak as an actor but a very good stylized hooper; Steffi Duna, cute opposite Collins; Frank Morgan, who ably puts over the meager comedy the script contains, and Luis Alberini, Victor Varconi, Jack LaRue, Alma Real and others.
 DIRECTOR—Lloyd Corrigan. Spotty but material is thin despite opulent production.
 AUTHORS—Screen play by Ray Harris and Francis Faragoh, with collaboration by Jack Wagner and Boris Ingster, from Emma Lindsay Squier story. Regulation musical comedy plot.
 COMMENT—Superficially brilliant, filmed in technicolor, with color designs by Robert Edmond Jones and songs by Hart and Rodgers.
 APPEAL—Wide general draw.
 EXPLOITATION—Technicolor and Collins' dancing.

"THE PRINCESS COMES ACROSS"

(PARAMOUNT) RELEASE DATE—May 22.
 TIME—75 minutes. PRODUCER—Arthur Hornblow Jr.
 PLOT—A pair of American actresses successfully pose as Swedish royalty to entice Hollywood offers for the younger of the two. On a liner bound for the States they run into difficulties. They are shakedown prey for a black-mailer, and an ork leader makes progress in romancing the so-called princess. The blackmailer's death threatens to expose the royalty hoax, but after another murder and mysterious happenings the ork leader solves the mystery and winds up with the love of the princess. Because of all this, especially the ork leader, the princess spills the truth about herself and the leads are in a love clinch for the fadeout.
 CAST—Carole Lombard, Fred MacMurray, Douglass Dumbrille, Alison Skipworth, William Frawley, Porter Hall, George Barbier, Bradley Page, Mischa Auer, Lumsden Hare and others. Lombard not so forte when Garoequed; MacMurray swell; Skipworth also A-1; Frawley provides grand comedy relief. If MacMurray's singing is the McCoy he should do more of it.
 DIRECTOR—William K. Howard. Same as story and dialog, cheap melodramatic handling.
 AUTHORS—Screen play by Walter DeLeon, Don Hartman, Frank Martin and Frank Butler from story by Philip MacDonald and novel by Louis Lucien Rogger. With all those cooks the dish should have been tastier.
 COMMENT—A ridiculous film, the story, dialog and direction all along cheap melodramatic lines.
 APPEAL—Strictly for the double-feature neighborhood audiences.
 EXPLOITATION—Play up Lombard and MacMurray. Opportunity for mystery solution contests, and audience letters as to whether they'd be good sports about anyone pulling a royalty hoax on them.

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 squabbles, conflicting publication dates, etc.

Name	Favorable	Unfavorable	No Opinion	Comment
The Ex-Mrs. Bradford (Radio)	20	0	0	"Excellent."—Harrison's Reports. "Top entertainment."—Showmen's Trade Review.
Bullets or Ballots (First National)	17	1	0	"Welcome and winning."—Box Office. "Disappointing."—Post.
The Case Against Mrs. Ames (Paramount)	15	0	5	"Impressive film."—M. P. Daily. "One of best."—Showmen's Trade Review.
Trouble for Two (MGM)	5	7	5	"Solid box-office attraction."—Film Daily. "Little to recommend."—Box Office.
Half Angel (20th-Fox)	9	4	4	"Well made."—Showmen's Trade Review. "Program."—N. Y. Exhibitor.
Burning Gold (Rep.)	0	5	2	"Just so much exposed film."—American. "Very old theme."—The Billboard.
The Cattle Thief (Columbia)	3	0	2	"Fast Western."—The Billboard.
Feud of the West (GN)	5	0	1	"Good horse opera."—Film Curb. "Like any other Western."—The Billboard.
Sundown Saunders (Supreme)	3	0	1	"Fair fodder."—The Billboard.
Rbamin' Wild (Reliable)	3	0	1	"Good share of action."—The Billboard.

News of the Week

The monkey wrench in the dramatists-managers squabble, namely, the dissatisfaction of Hollywood over the sections of the pact dealing with protection of film interests in plays, may be ironed out in a few weeks now that a committee is at work on the matter.

The block-booking bill authored by Pettingill at Washington was defeated by a committee in the House June 3 when a quorum was not forthcoming. June 2 the Neely bill was passed in committee, but on account of the crowded schedule it appears unlikely that further action on it will come to pass before adjournment occurs.

According to Neil F. Agnew, Paramount in charge of sales, his company's product for next season will be between 70 and 80 features, including about 40 which are set for release during the first six months. Republic's schedule, as outlined by Nat Levine, production chief, at the Chicago sales convention of the company at the Drake Hotel recently, will probably consist of 24 regular features, 2 special ones, 4 in color, 6 Jubilee features and 16 Westerns, including 8 by Gene Autrey and 4 serials. Plans of Warner Brothers, as stated at the Warner sales convention at the Ritz Towers, New York, June 4, call for release of 60 pictures for the coming season, according to A. W. Smith Jr., who presided in his capacity of Eastern and Canadian general sales manager.

Murray W. Stand's bill on admission of children to theaters has been placed in committee by the New York board of aldermen. This is a follow-up on the Joseph bill recently passed by the State Legislature providing for admission of minors under certain conditions specified by local law.

Between the ages of 8 and 15 children unaccompanied by adults can be admitted, according to provisions, to a definite part of the house supervised by a matron. Admission during school hours, however, is excepted. The license fee in case the bill is passed will be \$10.

Theater men of Kansas City are jubilant over the recent defeat in the city council of a bill providing for circus, carnival and medicine-show performances on Sundays. The significance of it all lies in the fact that exhibitors often do about 40 per cent of their weekly business on Sundays and when having to compete with the aforementioned amusements their take falls by approximately the same percentage.

The Appellate Division, New York, on June 5 received briefs pertaining to United Artists' fight against the sales tax. UA claims film rentals do not properly come under the 2 per cent levy. A hearing, followed by an appeal, will probably come up soon. New forces aligning themselves against the tax are Allied of New Jersey, the Music Hall, RKO Distributing Corporation, Gurney Elevator and KAO.

Some 295 sales representatives from the United States, Canada, Europe and Australia attended the annual sales convention of the 20th Century-Fox Film Corporation held at the Congress Hotel, Chicago, May 29-June 2. Meeting was presided over by John Clark, general sales manager, and among the company executives present were Joe Schenck, Darryl Zanuck, Sidney R. Kent, Sol Wurtzel and Sol Lesser. Announcement was made that 67 features, 58 one-reel subjects, 104 issues of *Fox News* and between 42 and 52 two-reelers would be released during the coming season.

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"FURY"

TIME—34 minutes. (MGM) RELEASE DATE—June 5.
 PLOT—When Joe Wilson is on his way to get married to Katharine Grant he is pulled in on suspicion of being one of a kidnap gang, and thru circumstantial evidence, is committed, pending investigation. But the townspeople leap to conclusions and when the honest sheriff refuses information they storm the jail. The governor withholds troops for political reasons and the jail is burned down. Joe, who escaped in an explosion, determines that his persecutors shall hang. Aided by his brothers, the only ones who know he's alive, institutes proceedings, and 22 of the mob are scheduled to be hanged when Joe, thru the influence of Kay, relents and appears in court.

CAST—Spencer Tracy, Sylvia Sydney, Walter Abel, Edward Ellis, Bruce Cabot, Walter Brennan, Frank Albertson and others. Amazingly fine performing, with even Sidney forgetting to be an ingenue. Abel, Ellis, Tracy and many of the others turn in outstanding jobs.

DIRECTOR—Fritz Lang. The ace directorial job of the year. He takes what probably started as a surprise meller and turns it into a human, powerful, ominous and tremendously effective drama.

AUTHORS—Screen play by Bartlett Cormack and Fritz Lang from a story by Norman Krasna. Plenty of holes in the yarn but the dialog is good, and it's all lifted by Lang's direction.

COMMENT—What started out to be a Class B melodrama turns out to be super A. Guy coming out alive is hokey and picture would have been a stronger indictment if that were out, but it's all made tense and stirring. A strong, terrifying and tremendously effective film.

APPEAL—It should be compulsory for all film fans.

EXPLOITATION—Lynch law.

"LITTLE MISS NOBODY"

(20TH-FOX)

TIME—72 minutes.

RELEASE DATE—June 12.

PLOT—Judy, in an orphan home, always gets into trouble, but is a good-hearted gal at heart. When her pal Mary is about to be taken to a nasty home Judy substitutes her own identification, which would establish her as the daughter of the district attorney. Mary goes to the district attorney, and Judy, being sent to reformatory, escapes and makes her home with a kind-hearted crook who is trying to go straight. Her benefactor kills a real crook who is trying to rob Mary's home, and thru the resultant mixup Judy's father finds out what is really what.

CAST—Jane Withers, Betty Jean Hainey, Harry Carey, Ralph Morgan, Sara Haden, Jane Darwell, Lillian Harmer, Thomas Jackson and others. It's Withers all the way. Hainey is a sweet, lovely and capable kid. Adults all okeh, plus many fine kid actors. Jackson does a standout bit.

DIRECTOR—John Blystone. Nice job.

AUTHORS—Screen play by Lou Breslow, Paul Burger and Edward Wilsco from the story by Frederick Hazlitt Brennan. It tries for a Damon Runyonesque flavor but can't make it.

COMMENT—While it goes along "Gentle Julia" lines at the start it's swell, but when the plot rears its ugly head things go to pieces. Withers has to carry it on her small but capable shoulders.

APPEAL—Family.

EXPLOITATION—Plot situations

"FLORIDA SPECIAL"

(PARAMOUNT)

TIME—68 minutes.

RELEASE DATE—May 1.

PLOT—A newspaper reporter, on a train with a friend who has been jilted by the niece of a rich man, runs into a mob of crooks who are trying to steal the rich man's jewels. The financier and the niece are also on the train, but the jilted sweetheart cottons up to the recreation car hostess. This lass is, in turn, pursued by an international crook who also wants the jewels and who tries to implicate her. The rich man disappears, the jewels are shunted about, the rich man appears again and the thing gallops off to a slambang happy ending.

CAST—Jack Oakie, Sally Eilers, Kent Taylor, Frances Drake, J. Farrell MacDonald, Glaude Gillingwater, Sidney Blackmer, Dwight Frye and others. A good cast does what it can.

DIRECTOR—Ralph Murphy. Pace uneven.

AUTHORS—Screen play by David Boehm, Marguerite Roberts and Laura and S. J. Perelman, from a story by Clarence Buddington Kelland. An average cops-and-robbers piece, with some of the dialog funny.

COMMENT—Amusing enough, but no one will hock the family plate in order to see it.

APPEAL—A strong lower-bracketeer.

EXPLOITATION—A snatch on a sealed train. Don't mix it up with trained seal.

"THE LAW IN HER HANDS"

(FIRST NATIONAL)

TIME—58 minutes.

RELEASE DATE—May 16.

PLOT—A couple of women lawyers start in business, with a gang chief trying to hire them. They refuse until the district attorney, who is the sweetheart of one of them, says she is a failure and asks her to marry him. She, piqued, accepts the gang dough and turns into a brilliant and unscrupulous shyster. Finally, when several people are killed, she revolts, but the racketeer forces her to defend him. This she does successfully, but then denounces him herself, prefers charges against herself leading to disbarment and marries the district attorney.

CAST—Margaret Lindsay, Warren Hull, Glenda Farrell, Lyle Talbot, Eddie Acuff and others. Pretty bad for the most part, with the exception of Hull, who did what he could.

DIRECTION—William Clemens. Routine.

AUTHORS—Screen play by George Bricker and Luci Ward from an original by Bricker. Preposterous hokey.

COMMENT—The short running time is the best feature.

APPEAL—Lower brackets, if any.

EXPLOITATION—A female mouthpiece.

"LUCK OF THE IRISH"

(METROPOLIS)

TIME—81 minutes.

RELEASE DATE not given.

PLOT—Sir Brian O'Neill, an Irish nobleman residing at Tyr Owen Castle amidst a bevy of retainers in the good old feudal way, is left penniless when his horse, Knockavoe, on which he had wagered all his belongings, is disqualified after winning the steeplechase at Aintree. Derek O'Neill, Brian's son, advises his sweetheart, Eileen O'Donnell, to end their engagement, but she persists in loving him despite the antipathy of her parents to the match. While an agent representing London bookmakers is in the castle taking inventory of Brian's valuables, Colonel Peeveret, an American, arrives and saves everything by buying Knockavoe for a tremendous sum. Minor characters, tho affecting but little the outline of the plot, really make the picture and include Sam Mulhern, a gamekeeper, and Gavin Grogan, a schoolmaster, both of whom try to recoup O'Brien's fortune by dubious means, and Hortense Whistler, proprietor of a general store, who amorously pursues Sam but by a ruse of the latter marries a policeman.

CAST—Richard Hayward, standout performance as Sam, and a good supporting cast, including Kay Walsh, Niall McGinnis, J. R. Mageean, R. H. MacCandless, Charles Sagan and others. Company is the Irish Belfast Players.

DIRECTOR—Donovan Pederty. Fair, with accent on the pastoral and homey side.

COMMENT—Interesting novelty, with Hayward singing a couple of Irish lyrics, some clever and some simple.

APPEAL—Irish trade and possible class draw.

EXPLOITATION—Belfast Players.

"THE REVOLT OF THE ZOMBIES"

(HALPERIN)

TIME—61 minutes.

RELEASE DATE not given.

PRODUCER—Edward Halperin.

PLOT—When a French Cambodian regiment on the western front suddenly unleashes a choice crew of zombies, an international commission sends an expedition to Angkor to discover and destroy the dreadful secret. The bashful young scientist who does most of the work falls in love with the expedition head's daughter, is engaged to her and then is jilted, she using him only as a come-on for another guy. He finds the secret of the zombies and everyone falls under his control, which is a very, very dreadful state of affairs, since he's lost all his bashfulness and has become a sort of supernatural Hitler. But he renounces his power when the girl says pretty-please, so the ex-zombies gang up on him and kill him.

CAST—Dean Jagger, Dorothy Stone, Robert Noland, Roy D'Arcy, Carl Stockdale and others. Much of the fault is probably caused by direction, but no mere director unaided could make any group look this bad. Stockdale is the only one who conveys an impression that maybe he's a pro actor.

DIRECTOR—Victor Halperin. He must have worked very hard to get it to such a peak of puerility.

AUTHORS—Story by Howard Higgin, Rollo Lloyd and Victor Halperin. The dialog is without doubt the most naive that this reviewer has ever heard from a screen. Incidentally, they don't even know what zombies are supposed to be.

COMMENT—The bottom.

APPEAL—Even bona-fide zombies, if any, should resent it.

EXPLOITATION—Zombies.

"TREACHERY RIDES THE RANGE"

(WARNER)

TIME—58 minutes.

RELEASE DATE—May 20.

PLOT—To pacify the Indians, whose livelihood depends upon the continued existence of the buffalo, the federal government concludes a treaty whereby white men are prohibited from hunting the animals on Indian territory. Wade Carter, a buffalo hunter, who believes only dead Indians are good ones, shoots a couple of Chief Red Smoke's sons in order to start a war which would nullify the treaty. Captain Taylor, for whom the savages on the Warner lot have a great affection, powwows in sign language with the grunTERS and finally leads them to trust the Great White Father. Amid much peering from behind wagon wheels, lots of extras are rubbed out with fine aplomb, with the Indians getting the nod when Taylor leads them against Carter and his gang. There is also a colonel's daughter who will not believe the red men are dangerous.

CAST—Dick Foran, Monte Blue, Paula Stone and Craig Reynolds. Foran and the army break out now and then in choruses.

DIRECTOR—Frank McDonald. Lots of action.

AUTHOR—Story and screen play by William Jacobs.

COMMENT—Real buffalo.

APPEAL—Horse opera natural.

EXPLOITATION—Historical angle.

"THE SECRET PATROL"

(COLUMBIA)

TIME—59 minutes.

RELEASE DATE—May 20.

PLOT—When Ann Barkley, adopted daughter of Major Barkley, of the Northwest Mounted Police, decides to marry the chief's son, Gene, instead of Alan Craig, another mountie, the latter, thru friendship for the engaged couple, relinquishes to Gene an assignment which, if successfully prosecuted, means a promotion. Gene, however, misses out on the job when he is man-handled by the villains, who have been carrying on sabotage activities at the McCord lumber camp in order to make the owner sell out cheaply. Craig, ostensibly in cahoots with the gang as a spurious mountie, finds Gene, long thought dead, and gets the goods on the bad men. In the final fray Gene clears his reputation by getting into the way of a bullet meant for Craig. The gal, it seems, has loved Craig all along, and the ending simplifies the love affair.

CAST—Charles Starrett, Henry Mellison, Flins Barton and J. P. McGowan. McGowan as the menace turns in best performance.

DIRECTOR—David Selman. Okeh.

AUTHORS—Screen play by Robert Watson and J. P. McGowan from story by Peter B. Kyne.

COMMENT—Usual Northwest mountie business. Given fair production.

APPEAL—Somewhat wider than ordinary horse opera.

EXPLOITATION—Kyne story and routine.

Thru Sugar's Domino

The Broadway Beat

By GEORGE SPELVIN

IN THE Gay Nineties it used to be said that a gentleman according to the Chesterfieldian standard could be distinguished from a Bowery bum by the way he wore his hat. In every sphere of activity and in every strata of life there are distinguishing marks that serve as guides to observers; not always are these marks reliable but in general they point the way to foolproof conclusions.

In the operation of night clubs there is a guide that is infallible in judging whether a spot is run by a business man with constructive ideas for future or by a gyp who flies in the night. This guide has been used for years by observers of our acquaintance and it has proved to be as reliable as a Mickey Finn. It is, stated in simple terms, the manner in which an establishment services table drinkers. The gyp joint has its waiters pick up your glass when you aren't half thru. Without a word or gesture of approval the drink is duplicated and as the patron devotes his attention to the show or to his companions the drinks pile up—and so does the bill. The result is that an exorbitant charge is made for drinks. The house cashes in and most of the time loses a customer. But this type of spot doesn't shed any tears over the loss. It is laying its nets for the next sucker as the last one is walking out in tipsy disgust.

It is this practice that gives the night-club business a black eye; that causes the public to regard with skepticism claims made in advertisements by night spots of reasonable charges. Such handling of the drink orders was all right perhaps in the speakeasy era—when patrons of joints were inferred to be well versed in the caveat emptor principle. But today, when night spots are operating out in the open with the blessing of the taxing government and with nods of approval from business men who feel the effect of the buying activities of spots, it is a pity that certain spots in the larger centers should still use speakeasy tactics.

The night clubs catering to the masses—the large capacity spots—assume a similar attitude toward patrons as theaters run by efficient circuits. The customer is almost always given the benefit of the doubt. He is accorded the same treatment as a guest in a hospitable home. This is, of course, as it should be. No night club can exist for long if it continues to pull fast ones on its customers. No night club can exist, in other words, solely on the bounty of transients. For that matter, even transients do lots of talking and can spread the word quicker than the plague in their home towns about a certain spot being of the clip genre.

But regardless of the ability of transients to blacken the reputation of a spot it is the steady patron who forms the backbone of a spot's business. A steady patron—unless he is a hopeless sōp—will not tolerate drink rushing. It can therefore be assumed with every assurance that the spot that rushes drinks is a fly-by-night proposition and from this performers can take their cue as to its ability and willingness to pay off. One of the best known spots in Greenwich Village, New York, is notorious for its piling on of drinks. It went along like a house afire for two seasons, but it has been falling off definitely of late. Which might help to prove, more or less, that drink rushing doesn't pay in the long-run. The trouble, however, lies in the fact that the clip joints usually don't last long enough to permit judging them on the endurance basis.

DUE principally to the poor economic state of the theater there is a mounting demand for greater restrictions on foreign artists here. Reflecting this trend—or perhaps as a stimulant to it—is the increased agitation abroad against the booking of American turns. On either side of the big pond this movement is stupid and unbusinesslike. Interchange of artists helps show business as a whole. New faces, novel routines and all that goes with importations stimulate the interest of theatergoers and has the effect, too, of promoting mutually beneficial talent markets in the countries involved in the exchange.

It is inconceivable, except in rare cases like the French Casino in New York, that any night club or theater in this country would book foreign acts exclusively. If foreign acts as a program backbone are the means of stage or floor policies being inaugurated and if they are responsible for new spots being opened after seasons of unoccupation, foreign acts are a blessing rather than a curse as some would at this time make them out to be. It is often the case that foreign acts remain here to become good citizens. Which is a good thing, too. The show business is not designed for any particular set or clique. Even among the domestic acts the race goes to the strong. Competition—that is, good clean competition—never hurt anybody who didn't deserve to be hurt.

We are unalterably opposed to any restrictions being placed on the importation of foreign turns. In pursuing this policy we have in mind not only the favorable effect on American show business of importations but the enormous amount of work American performers have found in Europe and other parts of the world during the depression years here. It is quite possible that the performer who yells loudest here about foreign acts throwing him out of work is the selfsame ingrate who couldn't get a job here for nothing and played a solid year's dates in London and the provinces. We've heard of such cases before.

IN THESE United States money talks more eloquently than a Max Steiner or an Earl Rogers in a court pleading. Take the Sunday show situation. In Pennsylvania and in many other States films can be shown Sundays but not stage shows. In New York Sunday vaude is illegal but the exhibition of films on the Sabbath is permissible. Universal disobedience characterizes the ban against Sunday vaude in New York. Which hardly remedies the situation when it is considered that theater managers in attempting to get a fair break for their stage shows are winking at the law.

Laws that approve of certain types of shows on Sundays and ban others are hypocritical, discriminatory and—as has been shown in New York—impractical. Films have had comparatively little Sunday exhibition trouble. Naively we ask whether it is really true that the tremendous capital behind the film business has something to do with this. Maybe Will Hays and Charley Pettijohn can answer this.

Perhaps if the Sabbath laws were revamped in accordance with the dictates of common sense and justice there would no longer be any need for lobbying and palm smearing. Maybe the film industry would save itself many thousands of dollars yearly. But there is also the possibility that the film folk wouldn't want it to be that way; that they would rather dig deeper and deeper under the present cockeyed arrangement so long as stage shows continue to be slugged on the head with discriminatory laws. It is difficult to tell.

HERB MEADOW (positively not Herbert Meadows), who is a budding playwright down at Chapel Hill, N. C., working under the tutelage of Paul Green, has gone strictly native, as witness the following note he dashed off to Mr. Spelvin: "Ain't had no chance to write you-all a decent letter, but mebbe this'll hold you-all fo' a spell. Ah'll come thru in propah style in jest a mite o' days. . . . Now don't you-all wait fo' me to write—jest drap a few lines a-tellin' how things is a-goin'." . . . P. S.—Mr. Medder is a sho' nuff native of Brooklyn.

Gene Tunney isn't the only boxer who's gone social; Jack Dempsey, as chairman of the West Side Hospital Development Committee, is being tendered a dinner sponsored by such social biggies as Mr. and Mrs. Morgan Belmont, Mr. and Mrs. E. Roland Harriman and Mr. and Mrs. Herbert B. Swope. . . . Jimmy James, NBC sales promotion head, will summer at Candlewood Lake, and has a new boat to go with it. . . . Eric Madrignera, who has two press agents, no less, claims that his name is misspelled more often than that of any other band leader. . . . Shep Fields says he received the inspiration for his rippling arrangements by listening to the noise of cascades near his father's home. . . . Joey Nash, pianist, has changed his first name to Joel. . . . Too many Joey Nashes in the music field. . . . Hy Gardner has joined the staff of *Hooey*, national comic mag, as contributing editor. . . . Jones' Beach has nothing on the cement roof over the Radio City Music Hall, used for the recreation of employees and equipped with everything from shuffleboard and tennis to beach chairs. . . . Tenants of near-by buildings enjoy watching the short-costumed gals disporting themselves. . . . One lass recently, who revealed a catcher's mitt and a right smart pitching arm, caught a hard-thrown ball on her eyebrow, but came up smiling. . . . Norman Cordon got his *Metrop* fall contract, and a lot of people are glad. . . . Julie Benell, who opened in *To My Husband*, got a number of picture calls the day after the opening. . . . She comes from the Coast, where, of course, she couldn't get a tumble.

Amplifying on the recently carried retort of Billy Glason in New Haven, when he used the district manager's crack about the cost of picture production to introduce a stump speech for vaude: Harry Shaw, Loew New England district manager, told the customers the cost of producing *The Great Ziegfeld* and impressed on them the fact that they should encourage bigger and better pictures. So when Glason was introduced as emcee (it was a benefit performance) he cracked, "Yes, I agree with Mr. Shaw. That's what you people should do—encourage more and bigger and better pictures and make it possible for thousands and thousands more actors to starve to death." He then went into a harangue in favor of vaude, with the customers responding enthusiastically. Later, thanking Glason for his work, Shaw said that the doors of the theater would always be open to him, to which Glason replied, "What good are the doors being open if you only run pictures?" Shaw threw his hands in the air and quit, while the audience, so they say, thundered its applause. It's a good example of taking the issue direct to the constituents.

Murray Hart, pianist, who is out after a minor rap, is peddling 26 tunes written at the "college" up-State in collaboration with Al Brooks, who has until August to go. . . . One has been submitted to Al Jolson and another to Eddie Cantor. . . . Danny Marshall is developing for commercial distribution a combo harmonica and accordion called the accordionica. . . . You figure it out; Mr. Spelvin can't.

Chicago Chat

By NAT GREEN

CHICAGO will have an indoor circus this summer—believe it or not. . . . We can't conceive of anyone wanting to go to an indoor circus along about July 1, but in all probability the promotion department of the store that is sponsoring the engagement of the Tom Mix Circus will succeed in packing the Coliseum most of the 10 nights. . . . Speaking of circuses, it looks as if there might be a new era in the offing. . . . At least it would appear so from the agreement reported to have been made between the Ringling-Barnum Circus and the Cole Bros.-Clyde Beatty Circus. . . . It is our understanding that in return for the latter show giving up certain stands in Wisconsin and elsewhere the Ringling show has agreed not to engage in any billing war with them. . . . This no doubt will react to the advantage of both. . . . Ringling could do a lot of harm if it adopted the policy of using "wait" paper, especially on the Cole show's West Coast trip, and any billing war would increase the expense of both shows. . . . An amicable agreement as to routing is the sensible thing, but is so unusual as to be almost too good to be true!

Frank Hartless, president of the CPA, back in town after months in the Southwest, but departs again for Texas almost immediately. . . . Is still in doubt as to where the annual convention will be held. . . . Rumors again current that the old Majestic is to be converted into a cabaret to be known as the Casino de Faree, which might be okeh next fall but suicide if tried now. . . . Another summer rumor to the effect that a colored band will soon occupy a prominent Loop hotel spot and will be followed in four weeks by Paul Whiteman. . . . Sounds like somebody was "crazy with the heat." . . . When Fat Kennedy plays the State-Lake week of June 20 it will be his eighth appearance at that house. . . . Floyd Young, director of the Lincoln Park Zoo, welcomed two five-year-old Bengal tigers this week. . . . Zoo already has two Bengals, one 27 years old, the other 30. . . . It is rumored that Ben Bernie will have an entirely new band with the exception of two of his musicians when he returns to New York following his West Coast engagements. . . . Ted Leary and his wife, Aurole Craven, back in Chi after a year of playing theaters in Australia. . . . Professional Entertainers' Club planning a vaude show, Chinese supper and a trip thru Chinatown the night of June 15 at a buck a throw. . . . Supper will be at Guey Sam's.

St. Joan, with Katharine Cornell, is now the Loop's only legit show aside from the WPA offerings. . . . She's in for two weeks. . . . *Three Men on a Horse*, which came in with hopes of a summer run, folded last week, bid being away off. . . . The "Ravelero," new dance creation introduced by Ramon and Renita in the Continental Room of the Stevens, is a variation of some of the earlier favorites with some new twists and has made quite a hit. . . . Manfred Gotthelf, whose band usually plays some summer spot in Chicago territory, is going east this summer and will play 12 weeks at the Hotel Jermyn, Scranton, Pa., starting this week. . . . Ed Sullivan is probably more at home on the stage than any other columnist we can think of. . . . Did a swell job at the Palace last week. . . . Incidentally, Rasputin, publicity man, well and favorably known in these parts, handled the press for Sullivan during his Chi engagement.

Golden Rod Opens With Ams June 17

PITTSBURGH, June 6.—Golden Rod Showboat, which will tour this season with a Major Bowes amateur unit, opens for a one-night stand here June 17 and moves to Monongahela City for its next stay. Capt. W. J. Menke, owner of the boat, reports that he is taking along the steamer Liberty, which will be used for power, heat and living quarters.

George Alabama Florida, veteran advance man, has been engaged to serve as company manager. He arrived last week from San Francisco, where he has been managing three theaters. Associated with him will be Harry McWilliams, advance man, and Charles Cohen, billposter. Colorful paper will be used to ballyhoo the show.

The Golden Rod is now being re-decorated and will be in shape for the June 17 opening. A company of 25 amateurs, including a band, will be used. During its one-night-stand tour the band will play a concert preceding each show.

Current tour mapped out by Florida and Captain Menke will take the Golden Rod from Pittsburgh to New Orleans, covering a period of 40 weeks. Where distance permits matinees only will be given in some towns and evening shows in others. If the tour proves successful the boat will return to Pittsburgh, repeating its engagements in all towns with a new show.

Admission prices will vary in different towns. A popular-priced scale will prevail at all times, however, the management reports. The talent for the current show has been picked from several units which are now closing on the road.

Chick Boyes Troupe Slated To Open in Lincoln June 15

LINCOLN, Neb., June 8.—Chick Boyes' tent stock will set up here on the West Lincoln lot some time this month, according to word received here.

Tent group has been located at Broken Bow, Neb., for some time and playing a small circle of houses, but tentative opening date here is June 15.

The Boyes show has been here for the last two seasons and made a summer of it, but will probably stay only a few weeks this time while waiting for the picnic and fair dates to open. Paul Delman, show's biller, was in town last week.

Lakewood Players Get Going

SKOWHEGAN, Me., June 6.—The Lakewood Players opened their 36th consecutive season in Skowhegan May 30 with the presentation of a new play by and with J. C. Nugent. Among those in support of the actor-playwright were his daughter, Ruth Nugent; Mary Rogers, daughter of Will Rogers; Helen Carew, Jessamine Newcombe, Don Dillaway, A. H. Van Buren, J. Hammond Dalley, Grant Mills and Tom Tempest. Play was staged by Melville Burke and the premier was attended by a capacity audience which included Gov. Louis J. Brann and his staff.

With the Tolbert Show

SPENCER, W. Va., June 6.—Rain, cold weather and winds were in vogue all last week, but nevertheless it turned out to be a winner.

Not thoroughly acquainted with the gang on here, but here's hoping they don't get peeved.

Dorothy (Mermaid) Cannon out daily looking for the isolated streams of West Virginia to take her dip. And they say in the "rah-rah."

Toby (Crowdad) Eastman and Herman (Red) Jenks are dunking the worms every day for fish, but I have never seen any of their catches. (Where's Shorty?) Fee-Wee Joe Morgan still walking around in circles, wondering what it's all about.

Cecil Kristal finally admitting the world's right and he is all wet.

Phyllis (Hands Off) Cannon is an occasional visitor on the lot to see that the top goes up right.

"Champion" Hale doing a brody while carrying friend wife over a stream. Then the fun began!

Mrs. Jack Hutchinson and children arrived from Valdosta, Ga., where the kids have just finished school.

Well, here I am with a working crew of 18 men and according to my own allegations, TOM HUTCHISON.

Rep Ripples

JACK RIFFEL postcards from Fredericksburg, Va., under date of June 1: "Note where Ed Douglas wonders about my whereabouts. I'm home on my little farm near Fredericksburg, after spending the last year working on seven different tent operas, taking a post-graduate course after 30 years' tent show experience. Yes, I learned several things about living conditions for performers and miniature wages. An opening here June 25, making week stands under a 40 by 50 top with talkies and vaude. Intention is to run until December 1. If I don't show a profit in 30 days will switch to a platform show of five people. Conditions look good or I would not invest. My show has been on the shelf for three years."

RED AND MARIE CORLEY joined the Milt Tolbert Show in West Virginia last week.

ELLA WAGONER, wife of Billy Wagoner, general agent ahead of the Milt Tolbert Show, stricken suddenly ill recently, is recuperating at the home of Mrs. Lew Childs in Elizabethtown, Tenn., but it will be several weeks before she will be able to resume her duties with the show. She takes this means to thank her many friends who wrote to her during her confinement. Billy Doss Wagoner, youngest member of the family, is at present in Dothan, Ala., with H. D. Hale, owner of the Tolbert Show, but will soon join the outfit to assist his mother with the concessions.

ROY E. HOGAN'S Original Orpheum Players, which has been operating out of Springfield, Mo., since last Christmas, closed June 6. Company is slated to resume in the fall.

CARL PARK, leading man with the Roy E. Hogan Company, which closed last Saturday, will spend the summer at his home in Springfield, Mo. Midge Hiatt, leading woman with the troupe, left immediately after the closing for an extended visit in Miami, Fla.

MACK LONG and wife are back in Houston, where Mack is appearing with the Monroe Hopkins Players.

MRS. SAM C. MAJOR (Almee Commin) has been indisposed during recent weeks but is again on the upgrade.

DOLLY LEE, pianist and aerial artist, formerly with various tent rep organizations, has joined up with Blinks' Circus Revue, playing week stands in theaters and taverns thru Wisconsin. Miss Lee has just finished 11 months of club work thru Ohio and Indiana. She will (See REP RIPPLES on opposite page)

Kilbuck Group Augments Cast for Summer Season

PITTSBURGH, June 6.—Kilbuck Theater, Robert Alan Green's air-conditioned Northside playhouse which recently celebrated its second birthday, has augmented its acting company for the production of the premiere of Florence B. Diffenderfer's new play, *Contracts*, opening tonight and continuing at six performances a week until July 15.

Margaret Hortenstine, Clayton Alan Gearhart and Leonard Talenfeld have been added to the cast. From the winter company remain Eula Mae Jackson, Kay Harmon, Mary Jo Rodriguez, Mary Hopper, Charles Kearns Jr. and Stanley Russ. Robert Alan Green is directing. Company broadcasts every Sunday evening over WWSV.

Elitch Garden Stock Gets Going June 13

DENVER, June 6.—Elitch Garden's summer stock company is all set to open next Saturday with Irene Purcell and Kenneth MacKenna heading a capable cast in Jay Mallory's *Sweet Aloes*.

In the supporting cast will be Lynn Kendall, Henry Richards, Phyllis Welch, Frank Wilcox, Edith Gresham, Forrest Orr, John Seager and Lucian Self. Direction will be from George Somnes, formerly with Stuart Walker and Cape Playhouse and now under the Paramount banner.

Arnold Gurtler, Elitch president, will offer a season of Broadway hit shows, with a new play every week.

Henderson Stock In "Memory Tour"

LANSING, Mich., June 6.—Henderson Stock Company, one of the oldest dramatic companies in Michigan, will tour again this season under the management of Mrs. Fannie Henderson, widow of Richard Henderson, co-founder of the company, who died last November at his home at Mason, Mich.

The 1936 swing, marking the 39th season of the company, will be known as the "Memory Tour," and all billings will carry photos of the two founders, W. J. and R. R.—Wade and Dick Henderson.

The company opened the season with a three-day engagement at Muir, Mich., this week, with Mal Murray, of Kansas City, Mo., as the director.

Members of the company include Kate Mason, character woman; Frank Sherman; Edith Walters, ingenue; Eldon Johnson, leading man, and Toby Wilson, comedian. Murrill Murray will assist Mrs. Henderson as second business woman.

Original Showboat Patter

ELIZABETH CITY, N. C., June 6.—Past week was one of the best the Original Showboat has enjoyed so far this season. Things started easily, but picked up sensationally the last of the week, with the smile on Mrs. Nina Howard's face broadening as the week progressed.

Everything on here working with clock-like precision. Looks like the old rainbow means something after all.

Al Klein blew in from the Windy City last week. It took him five days to get here. Apparently his sax was too heavy. He holds down the hot seat in the sax section. Roy Steadman filled him full of table groceries, introduced him to the pit and rehearsed it all out of him. "It's 50-50," Roy says, "the more you eat, the more you play."

The picture, *Show Boat*, was the current feature at the local theater. Everybody took in the matinee up town and then the town came down to see us at night, making good business for both. Capt. Charley Hunter, in a mutual tieup, did a prelude for the Uptown Theater in the afternoons, with a lecture before the picture.

We are heading now for the upper end of Chesapeake Bay.

MARSHALL WALKER.

California Players Open Season in Ohio

MARYSVILLE, O., June 6.—H. Ray Snedeker's California Players opened their season in Johnstown, O., May 25 to favorable business. Show clicked in good style despite the short rehearsals. Company opened here Monday and held over for the balance of the week.

In the roster are Ralph Wordley, H. Ray Snedeker, Earl Ball, Carl Rowland, Earl Hunter, Dave Russell, Grace Peters, Marie Fuller and Esther Ball. Girl pit orchestra is composed of Misses Brauch, Smith, Johnson, Murray and Ramsey, with the last named as leader.

Company is playing all auspices, under the direction of Sovereign Productions, H. C. Bailey, manager. Top is a 60-footer, with a 40-foot middle. A sound truck and hand trailer take care of the bally. A new line of paper is being used to bill the attraction.

Conditions More Favorable In M. & M. Show's Territory

LINCOLN, Neb., June 6.—After opening the season at their winter quarters here, the Mitchell & Mitchell, familiarly known as the M. & M. Show, made its first outside stand at Brunville, Ia., last week.

Show will play thru Iowa for a while, then hop back home in South Sioux City, Neb., and take to the South Dakota territory, where it is well known.

Doc Barrett and Paul Schroeder, the former an old tent rep operator, and both of Lincoln, visited M. E. (Skip) Dean, who is comic and press agent for the show.

Crop conditions in general are forecasting an excellent rep season in these parts. Rain in the last month has allayed all the duststorm recurrence fears.

HARRY HEARNE, who formerly had the Madcap Players at Meadowmere Club, Fort Worth, is now appearing in *Dream Dramas*, broadcast each Thursday night over Station WBAF, Fort Worth.

Stock Notes

DOROTHEE BATES, Margaret Fuller, Sunda Love and Don Merrifield are among those who have already been cast in *The Old Maid*, which will be presented by the Chicago Group Theater for one week beginning June 22 at the Chicago Woman's Club Theater. Miss Bates is also director of the group.

AL GOLDEN, director of the Y Playhouse, Pittsburgh, has finished a new three-act satirical comedy, *It's a Catch*, which will be tried out in a Long Island summer theater late this month.

LOUIS TAPPE, well known in Chicago, opens his summer theater in Spring Lake, N. J., July 1 and will present eight plays. Charles Lammers will go from Cincinnati to direct and players are now being recruited. Among shows to be offered will be *Apron Strings*, *First Mrs. Frazer*, *Just Suppose*, *Peg o' My Heart* and a revival of *Ten Nights in a Bar-room*. Group, known as Warren Players, were a success last year, with Kathryn Cameron starring in most of the productions.

J. FREEMAN HAMMOND and Elizabeth Drake will spend the summer at Keene, N. H., playing leads with Herbert V. Gellendres' group.

Billroy Show Briefs

CAMBRIDGE, Md., June 6.—Just like the postman who on his day off took a walk, practically the entire Billroy gang stopped over in Washington Sunday to feast upon the local theatrical fare in general and upon Henry Hull's magnificent characterization of Jester Lester in *Tobacco Road* in particular. Cal West and the writer had the pleasure of meeting Mr. Hull backstage. It was his 804th portrayal of the role and, incidentally, his closing performance.

Mrs. Billy Wehle and daughter, Winona, dropped in on us in Annapolis Monday night, having arrived by plane from Gulfport, Miss., where Winona recently graduated from Gulf Park College. Billy Wehle Jr. is also on from Cincinnati, where he has been attending Ohio Military Institute.

Things we sometimes wonder about: If Billy Wehle, Shorty Duncan and Harry Rollins really catch the fish they bring in. Where Ray King spends those week-ends. If Gretchen Nicholson's life is still sad. If Cora Mae Davis Floyd Butler ever intends adding more to her name. If Cal West enjoyed his dance partner in Baltimore.

JOHN D. FINCH.

Kansas City Jottings

KANSAS CITY, Mo., June 6.—Princess Stock Company, management of Ed C. Ward, showed at Pleasantville, Mo., near here, this week. Company reports good business. Many troupers motored out nightly from here to catch the show.

Benton and Clark, who recently closed with the Rosewall-Terhune Show, are playing night clubs in and around St. Louis.

Eddie Hart, many years with Justus-Romain, opened his tent show this week at Hooper, Neb.

Buddy Norton has joined Cliff Carl's Comedians, showing under canvas in Kansas.

Oscar Johnson and Lola LaRue are reported to be closing with the Kennedy Sisters' Stock Company in Texas.

Jack O. Bell, after closing with Hart's Comedians in Oklahoma, sojourned briefly in the village this week en route to Iowa to visit friends.

Roster of Skippy LaMore's Comedians, now in their third week under canvas in Michigan, includes Skippy LaMore, manager; William McEnroe, Eddie Lane, Jean Rossell, Emma Mae Cooke, William McEnroe Jr., Louise Shaw and Emile Conley.

Reports reaching here are that the Ted North Show, located for the summer in Wichita, is doing excellent business.

Jack Schaaf has joined Jack Daul's Comedians in Wisconsin for the summer run under canvas.

WANTED MEDICINE PEOPLE

All lines—Teams, Song and Dance Comedian and Novelty Acts.

DR. PANGBORN
138 S. Negley Ave., Pittsburgh, Pa.

BAA Election Subject of Much Talk and Activity

Report that several candidates on opposition ticket dispute authority to use names—official slate to include treasurer also—chorus girls to hold meeting

NEW YORK, June 6.—According to reliable reports, several of the candidates on the independent opposition slate sent into the Burlesque Artists' Association last week for the election of officers at the end of this month have disputed the authority to include their names on an opposition ticket. This is understood to cover one of the opposition's main offices as well as several nominees for the executive board. In view of the fact that the opposition ticket calls for a treasurer a petition is being prepared by the official slate to include such an office on its ticket also. This situation as to opposition tickets has caused a disturbance within the ranks of the organization, chorus girl members starting a movement to call a special closed meeting for themselves and showing that they are opposed to the opposition movement.

The official BAA slate, nominated by Carrie Fimmel, Herbert Faye, Irving Selig and Jack Ryan, comprises T. J. Phillips, president; Frank Penny, first vice-president; Gene Schuler, second v.-p.; Allen Forth, third v.-p.; Charles McNally, recording secretary; Phillips, executive secretary, and John Ragland, sergeant at arms. Nominated for the executive board, eight to be elected for two-year terms, are Pat Kearney, Frank X. Silk, Jack Coyle, Charles Marshall, Charles McNally, Gene Schuler, Bobby Faye, Carrie Fimmel, Marvin Harmon, Steve Mills, Charles Harris, Bobby Morris, Benny Moore and Herbert Faye.

The opposition ticket, as sent in by 12 petition signers, comprises Marvin Harmon, president; Sam Raynor, first v.-p.; (See BAA ELECTION on opposite page)

Frisco House's Producer

SAN FRANCISCO, June 6.—Jess Mendelson has taken over the work of creating and directing the chorus and picture numbers at the New Capitol Theater, local burly house. Winnie Smith is the Capitol's new "burlesque queen." Jerry Franklin and Jerry Kay also have been added to the cast, which features Jack (Peanuts) Greenman, Tillie Griffin, Dot Farley and the Wood Sisters (Mary and Virginia).

Bijou's New Cast

PHILADELPHIA, June 8.—Practically an entire new cast moves into the Bijou Theater here today, with Betty Palmer the only holdover from the last show. The new principals include Tom Bundy, Art Neely, Connie Ryan, Lou Devins, George Murray, Jean Caton, Nazarro Hailo and Louise Keller.

U-Notes

By UNO

BERT AND BEVERLY CARR, comic and pro, respectively, left after 16 straight weeks at the Eltinge, New York, to take a needed rest. Will vacash via a motor tour to the Coast, Toronto, Wisconsin, Colorado and other points therabouts. Back about August 1. And, if they like, again at the Eltinge.

CHARLES F. EDWARDS played host recently to Mr. and Mrs. Charles Franklyn, Charles Franklyn Jr. and Mr. and Mrs. Harry (Kid) Morrison at his Hillcrest in the Pocono Mountains, Effort, Pa.

GYPSY ROSE LEE writes she signed with the Shuberts for the reopening of the Follies and is awfully pleased.

MILT BRONSON, recently closed with an indie show, now resting at his home on upper Broadway, New York. Canceled an offer from the Howard, Boston, preferring to stay at home with his ailing mother.

DAGMAR, dancer, now at the Round Up, a night club in Spokane, Wash.

HERB LEPSIG and Patricia Morgan, indie show principals all season, postcard they are vacationing at their summer place, Walled Lake, Mich., and will be back on the circuit next season.

BILLY ELLIOTT tenored over Decoration Day week-end at the Commodore Hotel, Swan Lake, N. Y., in Sammy Weston's revue.

JIMMIE ALLERTON, pro at the People's, New York, nursing a wound on his back as the result of an accidental discharge of a pistol loaded with blanks in the men's dressing room May 27.

JIMMIE LEWIS, baritone and straight, celebrated June 11 an eight-month run without a single day's layoff at the (See U-NOTES on opposite page)

Burlesque Reviews

Bijou, Philadelphia

(Reviewed Monday Afternoon, June 1)

It's old home week at the Bijou. After a couple of months on the indie wheel Izzy Hirst has brought back a flock of old faves for a summer season of stock. Principals and chorus remain intact, feature strippers being added each week. This is the second week, the cast showing up as a corking crew for entertainment, which will be even better after a bit of polishing and the injection of more punchy stuff in the comic section.

Current show is more than a stripper's picnic. Frank Bryan production chief for the house, has whipped together a

chorus of 14 who can dance and present a precision unit in both tap and toe. Girls work hard and earnestly.

Mary Murray, Jean Lee, Sugar Farrell and Feaches (Gloria Gale) maneuver themselves around in the various strip routines. Sugar stirs up interest as a starter; Miss Murray shows a nice voice and is plenty revealing in her arty way; Miss Lee, a gorgeous platinum, is beautiful tabasco, and Feaches, the added attraction, teases no end. The quartet are plenty for the peepers, both draped and un, giving the customers a lot for their money.

Billy Fields and Bob Ferguson carry the bulk of the comedy. Betty Palmer, ever the dependable, foils in the bits. Fields and Palmer are standbys at this house, Ferguson being a newcomer. A recruit from vaude, coming in from the Midwest, he's a cross between a Tom Howard, a Bobby Clark and a Robert Woolsey. That's saying a lot, but the proof lies in the fact that he doesn't (See Burlesque Review on opposite page)

Burly Briefs

EMMETT LYNN is opening a summer musical stock company at Romona Park, Grand Rapids, Mich. . . . Dot Dabney is spending her vacation at Canton, O. She was recently married to P. Goldman. . . . Leonard Kramer and Billy Diamond closed a 16-week engagement at the Follies Theater, Los Angeles, June 6. . . . Bert Saunders, Dorothy DeHaven, I. B. Hemp and Gertie Beck are closing at the Roxy, Cleveland, June 11. . . . Mabel White is now working in a Cincinnati night club. . . . Pearl Mylle, Ruth Leland and Dimples Rogers are vacationing at Milt Schuster's home at Ingleisle, Ill., and in their spare moments are part of the floor show at Milt and Jimmie Lennon's Fox Lake night spot, Ptomaine Pete's. . . . Dorothy Dee has leased a home for the summer at Long Lake, where she will vacation with her mother at the conclusion of her Roxy Theater, Cleveland, engagement.

CONNIE FONSLAU, Louise Stewart, Sunya Slane and a couple of others went joyriding one warm night last week thru the park in a hansom cab. . . . Dave Cohn's bookings include Jack Ryan and Bates and Hunt, Palace, Buffalo, opening Friday; Jewel Sothorn, Gotham, New York, this week; Tommy Raft, Jimmy Francis and Mary Brown, Galety, New York, this week; Frank Silk and Russell Trent, Apollo, New York, this week, and Peggy Reynolds, June Morgan and Roxanne, Star, Brooklyn, this week. . . . Among Nat Mortan's bookings are Louise Stewart and Harry Myers, Galety, New York, this week, and Billy Fields, Eltinge, New York, this week. . . . Mortan has hopes of making chorine Dot Darling, sister of June, a principal next season. . . . He got a case of fruit last week from Annette's folks in Florida and in return shipped on some leather purses to them.

JACK DIAMOND, Joey Faye and Ethel DeVoe left New York Wednesday by auto for Chicago, where they open Friday at the Rialto. . . . Phil Rosenberg booked them out there. . . . Sue Phil-

lips, wife of Tom Phillips, BAA head, lost her sister last week. . . . She was Lulu Beasley, wife of Harry Beasley, straight. . . . Star, Brooklyn, is expected to fold up at the end of this month for the summer, leaving the boro without a burly house during the summer. . . . Betty Rowland is adding to her talents by taking accordion lessons (See BURLY BRIEFS on opposite page)

PROFESSIONAL CARDS

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

MARY WOODS
THE VERSATILE SENSATION.
Burbank Theatre, Los Angeles, Calif.

BOOTS BURNS
THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON
Striping, Singing, Talking, on the
Indie Circuit—Dir. PHIL ROSENBERG.

NEW IN THE EAST
TOMMY RAFT
EGOCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR
The Million-Dollar Personality Stripper.

Pretty Pattie Lee
BURLESK'S NEWEST TEASE SENSATION

EVELINE DAILEY
Formerly of the Dailly Twins.
Five Feet of Dainty Aero Strip-Tease.

BOWER SISTERS
HARMONIZING STRIPTEES.

beverly carr

number producer

Now vacationing after a very pleasant engagement of sixteen weeks at the Eltinge, New York City. Thanks to Messrs. Rudnick, Quitner & Madden.

Returning about August 1st with a complete catalog of new ideas.

What some of the critics thought of my productions the past season:

CHESTER B. BAHN, Syracuse Herald—
"Members of the audience marvel at the unusual scenic and lighting effects introduced with regularity each week. For those interpolated scenes, scenes snacking of another field than travesty, patrons of the Civic are indebted to Miss Beverly Carr, the 'Little Edison of Burlesque,' erstwhile University of Wisconsin student and embryonic English teacher until a few short years ago. Miss Carr, whose ambition is leading her rapidly toward Radio City, is doing a neat job with the somewhat scanty material available. At 27, she has already made considerable stir in the production world, the 'Little Edison' title coming from H. K. Minsky, who took her out of a chorus a few years ago and started her on her directorial career."
"There is a little lady by the name of Beverly Carr who has staged the show. Miss Carr, among other things, can make you forget that there are only 14 dancing girls on the stage while her knowledge of formations, colors, drapes and lights is seldom met with in burlesque shows."

FRANKLIN H. CHASE, Syracuse Post—
"The colorful and garish vistas which Beverly Carr creates especially appeals to me at the Civic Theatre. Prettiest ballet yet invented in the flower shop and the credit for being in such form goes to the producer, Miss Carr."

SID RANKIN, Zip's Weekly—
"Beverly Carr staged numbers that were worth while at the Oxford, Brooklyn, where she has very little stage room but sure put on some clever numbers. That's why business has been so much on the up at this house."
"The only outstanding things in last week's show at the Eltinge were the numbers staged by Beverly Carr. Miss Carr surely extended herself in producing smart dance, parade and posing numbers and her efforts were crowned with success."

SIDNEY HARRIS, The Billboard—
"Beverly Carr, now producing at the Eltinge, is doing a commendable job, providing the show with much color and what's more, giving it unusual speed. Production of the show is highlighted by the many scenic drops employed, as well as an extensive wardrobe. In addition, Miss Carr has staged some excellent picture numbers. A troupe of 16 girls further add to the show's production with energetic and better than usual precision in clever chorus numbers."

A SMASH OF A RECORD ! !

JIMMIE LEWIS

BARITONE and STRAIGHT

Completing Eight Consecutive Months of Engagement at the
42d Street Apollo Theatre, New York City.

Tab Tattles

GUS SUN, president of the Gus Sun Booking Exchange, Springfield, O., is in charge of arrangements for the mammoth benefit show to be staged at the Fairbanks Theater, Springfield, O., Thursday midnight, June 25, the proceeds of which are to be used in paying accumulated bills left by the late Hal Hoyt, veteran tabloid manager and producer, who passed on December 31 last. Money derived from the benefit will be turned over to Mrs. Anna Hoyt, his widow, for this purpose. All of Hal Hoyt's show friends in the Springfield territory are behind the benefit plan. A 30-people musical tab has given its services for the affair, while the local union stagehands, operators and musicians have volunteered to work free for the occasion. Phil Chakers, of the Regent State Corporation, has donated the use of his theater, while the Gus Sun Booking Exchange and its staff are devoting their services to the cause. Tickets for the affair are going at 50 cents a copy and a drive by mail has already resulted in a heavy advance sale.

BEN McATEE, comedian with the A. B. Marcus Show, current at the Teatro Lirico, Mexico City, postcards: "Been here two months. Business great. Probably another month in Mexico." . . . Marshall Walker, this season producing the concerts on the Original Showboat, pipes: "Bill, ask somebody where in the hell is Hy Heath?" . . . Jack Lawrence, who has been touring the South with various tab units, opens for the season at the Candee Club, Syracuse, N. Y., July 4. . . Owen Bennett's Jolly Jester, currently playing Southern spots, will move eastward soon. Included in the lineup are Jerry Manning, Collins and Anita, Al Barte, Marion Setzer, Adele Phillips, Rita and Bob Foster and his Royal Jesters. . . With Earl Meyer's Hollywood Revue on the Gooding Greater Shows No. 2, this season are Midge Eppley, Ray Kolb, Silvia Sarrell, Virginia Rogers, Tanya Cortez, Ruth Bahrs, Marion Young, Cleo Owens, Ruby Wadsworth and Kitty Ames. Carl Savage is in charge of the unit's org, made up of Tex Owens, Virgil Connor, Arvil Adams and Tom Plok. There are two stagehands with it.

VIC FAUST, Swiss bell ringer of tab and showboat fame, is still located in Detroit, where he went several months ago from Cincinnati. "I've made a good living since I've been here." Vic pencils. "Worked most of the stuff around, but can't save money." What's the matter with that system to beat the nags, Vic? Faust may again line up with a floating theater for the summer. . . Sam Reed, veteran tab man, who has been presenting his old-time act with his wife and son with a WFA unit in the Pittsburgh area, will spend his Sundays this summer emceeing amateur shows at West View Park, Pittsburgh. . . With Paul Reno's troupe at the Old Vienna Gardens on Indian Lake at Russells Point, O., are Bobby Jones, emcee and leader of the 16-piece org; Belmont Brothers, spinners and jugglers; Evans and Renato, dancers; Thomas Charles, hand balancer; John and Fanny Armstrong, comedy dancers; Sunny Jim Valdere, comedy cyclist, and a 12-girl line. Pete Lodice, Detroit, and Bob Shaw, of the Sun office headquarters, are booking the spot.

New Summer Cast For Rialto, Chicago

CHICAGO, June 6.—Pursuant with his policy of changing principals during the summer months, N. S. Barger, operator of the Rialto Theater here, is installing an entire new cast with the show that opens June 12. Diamond and Fay are replacing Charlie Country and Kenny Berna as the comedy team; Ray Parsons succeeds Jack Buckley as straight man; George Kay replaces Buster Lorenzo; June St. Clair will take Ada Leonard's place as featured woman; Jack Richards, who has just recovered from a six months' illness, will be the new stage manager in place of Johnny Kane, and Ione

O'Donnell will be added to the cast as prima donna. Other new faces will be Gay LaBarr, Gloria Gale and Mickey Dennis. Fred Clark continues as producer, with "Chuck" Gregory staging the dance numbers. The entire new cast was recruited by Milton Schuster.

BURLY BRIEFS

(Continued from opposite page)
sons once a week in the Publicity Building, New York. . . Irving Selig lost a watch and some girls lost money last week backstage at the Republic, New York, the activities of a sneak thief. . . Phyllis Kenny, showgirl, back in New York after a short vacation at her Boston home and will probably go into one of the local night spots. . . Cornish and Dean have been set by Nat Mortan to open June 26 at the Globe, Atlantic City.

MACK DENNISON and Brownie Sick went into the Republic, New York, Friday, with Buddy Abbott exiting, altho Lou Costello continues on. Dyna Dell went into the Howard, Boston, Monday for two weeks, moving from the Eltinge, New York. . . Mollie Gorman replaced Jean Delmar at the People's, New York, last week. . . Joan Carroll closed Saturday night at the Republic, New York. . . New at the Galety, New York, this week are Jimmy Francis, Mary Brown, Tommy Raft, Gordon Clark, Bubbles Yvonne and Louise Stewart. . . Chiqui Rlone and Charles Kane were replaced at the Eltinge, New York, Friday by Peggy Hill and Al Golden. . . Dolores Weeks replaced Mille Convey the same day. . . Joan Collette closed at the Rialto, Chicago, last week and went into the National, Detroit. . . Gus Flagg, manager of the Gayety, Baltimore, reports that he and the missus (Dorothy Bell) will motor to California for the summer, stopping off at Cincinnati to visit Gus' mother.

BAA ELECTION

(Continued from opposite page)
John Cook, second v.-p.; Herbert Faye, third v.-p.; Charlie Harris, treasurer; Murray Brisco, executive secretary; Bobby Morris, recording secretary, and John Ragland, sergeant at arms. Executive board candidates are Sam Raynor, Johnny Cook, Charlie Harris, Herbert Faye, Bobby Morris, Joe Faye, Jack Diamond, Phil Stone, Charles Kane, Russell Trent, Sidney Stone, Max Furman, Stanley Simmons, Lew Petel, George

Murray, Hap Hyatt, Benny Moore, Phil Silvers, Joe DeRita, Frank Silk and Connie Ryan.

The petition signers were Bobby Morris, Sam Raynor, Charlie Harris, Al Golden, Joey Faye, Phil Stone, Charles Kane, Jack Diamond, Sam Gould, Mille Convey, Madeline Winters, Roxanne, Murray Brisco and Ethel DeVoe.

The reports as to several members of the opposition ticket refusing to be a part of it comes from reliable sources, and it is understood that several letters were sent to the BAA to that effect. Chorus girls have been meeting among themselves, showing a tendency to swing with the official slate and intend holding a special meeting late next week.

BURLESQUE REVIEW

(Continued from opposite page)
have to stoop low for a laugh. Should go places.

Plenty of specialties in the roster. Carolyn Frieze steps out of the chorus to contribute some clean-cut tapping and another for acro work. Nothing out of the routine for that type of work, but plenty good enough. Art Nealy and Sunny Day do some okeh vocalizing.

Altho the show falls down on the comedy end thru no fault of the comics, the girl numbers are very good. And the most exciting element of the entire production is the scenery. Not forgetting that the costumer rates sincere nods. Most pretentious for a stock burlesque show.

In spite of the warm weather, being the only burly spot open, lineup should have no trouble sticking it out for the summer. Biz brisk at opening matinee. Layout runs two and a half hours, one and a half hours for the first act.

ORO.

U-NOTES

(Continued from opposite page)
Apollo, New York. Operator Max Wilner took Jimmie October 11, 1935, put him under a vocal teacher's care and has plans of a golden future for his protegee.

ABE MINSKY, operator of Minsky's Gotham and the Galety, New York, together with Mrs. Mollie Minsky and daughter, Sylvia, leaves June 30 on the Normandie on a two months' cruise to France, Italy, Switzerland and adjacent countries and returns at the end of August. The trip is in the nature of a gift from Harold Minsky, who inherited a fortune recently.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Spear 14-Hour Show Looks Like Winner

OAKLAND, Calif., June 6.—Into its third week, Hal Spear's Thrill-A-Thon, first one-fall, 14-hour show to be run in California, is moving along at a fast pace at the old Oakland Ice Rink here, and is proving popular with Greater Oaklanders, attendance increasing nightly.

Starting May 21 with 30 teams, the floor is down to 12 couples and five solos. Zombie treadmills, of 75 minutes' duration, with its tom-tom tunes, weird music and soft lights, which puts contestants to sleep, has taken its toll.

Duke Hall is topping the emcee staff, with valuable and able assistance by Bill Owens and Eddie Cotton. Forrest Bailey is doing some mighty able floor judging. Clyde Bartels and his six Rhythm Masters provide the music. Dr. Charles T. Johnson and Dr. O. V. Robinson are official physician and dentist, respectively. Hal Spear is president and general manager of the R-M-S Amusement Corporation, which is presenting the Thrill-A-Thon. Broadcasts are twice nightly over KROW, with Hal handling the mike.

Contestants still going after 12 days of competition include Johnny Russo and Vera McGill, Phil Maitsa and Billie Pezzalo, Mickey Britten and Barbara Krigen, Charlie Leob and Patsy Ryan, Johnny Azevedo and Helen Maurer, Steve Stevens and Billie Ryan, Dick and Rose DeLong, Stewart Guthrie and Dee Adams, Frenchie Boisjolie and Chad Alviso, Lawrence Hitchcock and Jean Dixon, Schnozzola Roth and Bella Jacobs, Billie LaForrest and Ethel Porter. Solos are Harry Meredith, Scotty Reed, Jack Olark, Buddy DuRay and Glen Donnelly.

JAN LAUBACK, of the Jan and Janet team, is in Atlanta resting between shows. He would like letters care the Letter List.

EDDIE GILMARTIN, well-known emcee and manager, formerly associated with Fred Crockett, Jack Curley, Ray Dunlap and others, has temporarily left the field and is associated now with the Screeno Amusement Company. Screeno is being operated in over 2,000 theaters thruout the country, headquarters for the company being in Chicago. Eddie is also active in ballroom circles, having recently taken over the management of the Lake Lawn, Delavan, Wis., summer development, built by the Commonwealth Edison Company, Chicago. The resort is said to have the largest and one of the most attractive ballrooms in Wisconsin. However, Eddie mentioned in a recent letter that he thinks endurance shows will shortly stage a real comeback and that when that much to be desired millennium arrives he will probably be back on a show in short order. He would like to hear from some of the old bunch.

"HAVE BEEN out of the Endurance field since February," writes Bob Madison from Oklahoma City. "Am working in a shoe store here and doing fine. I would like to read 'em from Madge Brecht, Jean O'Neil, Jimmy Ferrer, Tom Day, Helen Sebel and Bob Cole. Plan on entering another show in the fall, taking a good rest in the meantime."

KENNY WERKMAN, ex-walkathoner of Setzer, Alvis and Swartz shows, wants to hear from the old bunch, via the Letter List, especially Ducky Naccarato, Nick Winrick, Frank LaVecchio, Ray C. Alvis, Morn Mullins and Eddie Burke. Kenny is working in Wheeling, W. Va.,

HERE IT IS \$ \$ \$
HAL. J. ROSS
AND
CHAS. HAYDEN
America's and Europe's leading producers of clean and high-class Walkathons are opening their next sensational contest at
PEORIA, ILL.
Thursday, JUNE 18
in the beautiful canvas stadium now being erected to seat 5,000 people. This looks like best spot of our career.
\$1600.00
IN CASH PRIZES TO THE WINNERS \$800.00, 1st; \$400.00, 2d; \$200.00, 3d; \$100.00, 4th; \$50.00, 5th; \$50.00, 6th.
HI-CLASS CONTESTANTS
SEND YOUR ENTRY AT ONCE TO
MARK JONES, Jefferson Hotel
PEORIA, ILL.

LAST CALL
Opening **JUNE 16**
DES MOINES, IOWA
Need entertaining teams with wardrobe who want to make a natural. We will take care of accepted teams after June 12.
Transportation to those we know. No collect wires or calls.
We guarantee prize money and a weekly salary to every team. Town is noted for sponsors and floor money. Can use a good air man.
Rajah Bergman, Freddy Hall, Jimmy Horan, Blancy Lyons and others contact at once.
JACK STEINEL
523 Flynn Bldg., Des Moines, Ia.

WALKATHON
CONTESTANTS WANTED
Opening Two Shows.
STARTING JUNE 15.
Aleyon Amusement Park Stadium
75,000 Population To Draw From Within Five Miles.
VIRGIN SPOT AT PITMAN, N. J.
Also Opening **WILDWOOD, N. J.** By the Sea, the Heart of the Boardwalk, in Hunt's Beautiful Auditorium. Will take care of you on arrival. Flash Teams guaranteed Sponsors. M. C. and Help communicate at once. Up to \$1,750.00 Prize Money. No transportation or collect wires accepted.
JERSEY AMUSEMENT
ZEKE YOUNGBLOOD, Manager,
ATLANTIC CITY, N. J.

WANTED CONTESTANTS
Must Have Wardrobe.
COME ON, DON'T MISS THIS SHOW ON THE SEASHORE.
EMSEE'S WANTED
Communicate at Once. Permit Granted.
OPENING WEDNESDAY
JUNE 17th
ASBURY PARK, N. J., SPONSORS.
Don't Delay—Write or Wire.
BOB COLE or W. MISHKIND
1207 Main Street, Asbury Park, N. J.

and says that others also working there include Toni Pinion, Rocky Boggs, Eddie Sands, Louie Shushok, Eddie Blessing, Al Baker and Roylein Lincoln.
HIE HILL, Farrandsville, Pa., says he will be back in a show after he gets his

WANTED
Line Girls who can do Specialties, Singers and Musicians. Also Two Sock Acts. Reorganizing show.
SOLLIE CHILDS' PARISIAN FOLLIES
ARCADE HOTEL, SPRINGFIELD, O.

bonus from Uncle Sam: He leaves this week for Erie, Pa., and will be looking for a good partner. Letters care the Letter List will always reach him.

A ROLLER MARATHON under management of Oscar Seltzer is scheduled to start in a few days at Arena Gardens, Detroit.

BLACKY KIRBY, trainer and floor judge, is in New York and would appreciate letters care the New York Letter List.

MABEL MADEIROS, New Bedford, Mass., wants to know if Rosie Fink is still dancing with Tad Black; also how many couples are still on the floor of the Washington, D. C., walk, and whether Jim (King Kong) Coffee is on the staff.

AFTER ALMOST TWO YEARS of pleasant and successful partnership with Hal J. Ross, Ray E. (Pop) Dunlap again takes the helm of his own ship and in doing so has gathered one of the most successful and highest-paid staffs ever organized in one company, and will announce the personnel in *The Billboard* next week. Ray Dunlap has been in the field for over nine years and today is said to be the oldest continuously active man in the business, with a host of friends and business associates. Little does the public who follow walkathons and fol-

lowed marathons in their heyday realize how many of the big shows were backed and financed by Dunlap, but it can be safely said that approximately half the shows east of the Mississippi were responsible to Pop Dunlap. Announcement will appear in the next issue of *The Billboard* as to the location of the contest, as it is the aim of Mr. Dunlap to get away from the idea of contestants who make it a point to come on to a contest without a partner or the management knowing anything about them or their ability. With this announcement it is understood that almost all of the old Dunlap organization will be together again, with the addition of a number of new people to make it an outstanding combination.

"HAVEN'T MISSED an issue of *The Billboard* since dropping out of the game some time ago," tells Eddie Jamieson, writing from Hickory, N. O. "I can see just what kind of a spot the promoters are in. I have been with the largest group of coin-machine operators in the State. After some considerable inquiry I have found that there are several sections of the State that are locally controlled and given a strong auspices the new type of derby show should be able to open and stay open. This section is in good shape. I will gladly give the information to Richard Kaplan on who to see, etc. I have lately settled down

and bought the Key Hole night club here and am doing a good business. I would like to hear from old friends and especially Elmer Dupree, Doug Mills, Dick Edwards, Zeke Youngblood, Hugh Talbott, Ethel Kendall, Cliff Real and Billie Willis."

"STILL HAVE a warm spot in my heart for all contestants," writes Madge Brecht from Nyack, N. Y. "Am connected with a supper club here. My co-partner, Joe Olfen, is an old marathon fan. Kids from the Secaucus show will probably remember him well. I would like to hear from Dick Buckley, Helen Chester, Frank Costello, Jean King, Jimmy Perry, Betty Lee Dorla and Eric Lawson care Letter List."

MRS. E. T. KELLY, Boston, in common with numerous others, would like to read news of the Zeke Youngblood Egg Harbor (N. J.) show, including staff and contestants.

TONIE LEE, Fort Worth, Tex., wants to see a writeup of the George W. Pugh Duluth (Minn.) walkie. Also notes from Skipper Spiegle, Sam Gore, Minnie Thompson, Austy Dowdell, Bobbie Ryan, Ruthie Carroll, Ben Whaley, Bobo McGinnis, Billy and Billie Curtis, Porky Jacobs, Otto Brunette and Edna Nowell.

KENNETH GRUWELL, Pasadena, Calif., says that his ex-partner, Billie Toms, is leaving the endurance field to be married soon. Ken says he will soon be in another show with his new partner.

JOE AND DOT SOLAR are in Chicago and write that they can always be reached via the Letter List.

BOB COLE, Asbury Park, N. J., wants to get in touch with H. K. Clark, dope-sheet man.

42d YEAR
The Billboard

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DISPLAY ADVERTISING—Fifty Cents per Square Line. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement containing less than 10 lines accepted. Last advertising form goes to press noon Monday. No telegraphed advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. XLVIII. JUNE 13, 1936. No. 24

ATTENTION CONTESTANTS!

Atlantic Beach Park Walkathon

New Jersey and New York's Popular Picnic and Playground,
Atlantic Highlands, New Jersey.

OPENING THURSDAY, JUNE 18

Want Entertaining Teams with flashy wardrobe who can entertain and take a fast one-fall sprint show.

This is a virgin spot, reached by boat, bus, auto and railroad. Lots of floor money and sponsors guaranteed after 500 hours. This is one of the leading summer resorts on New York Bay, fed by large excursion boats from New York City, only 10 miles away.

\$2,000 IN PRIZES

Prize Money Guaranteed by Atlantic Beach Park.

Why Take a Chance on Prize Money?

Want Help in All Departments—Floor Judges, Nurses, Trainers, Candy Butchers, etc., etc. King Brady, Rajah Bergman, Bobby Reed, wire at once. Can use good Walkathon Orchestra. Clarence Schenck and Jimmy Zummo, wire.. No boozers or weed hounds.. No collect wires or phone calls. Address all communications to

JOSH KITCHENS

Atlantic Beach Park, Atlantic Highlands, N. J.

HURRY-WALKATHON

100% VIRGIN SPOT BELLEVILLE, ILL.

Many wanted this town—We succeeded. Over 1,000,000 population to draw from.

OPENING JUNE 18—TURNER HALL—IN THE HEART OF THE CITY CONTESTANTS WITH WARDROBE AND ENTERTAINING ABILITY WANTED, ALSO TRAINERS, NURSES, JUDGES AND M. C.'s.

Joe Palooka and Red Davis, come at once.

CONCESSION RIGHTS OPEN FOR RIGHT PARTY

ADDRESS: JACK MCBRIAR, TURNER HALL, BELLEVILLE, ILL.

No collect wires or phone calls accepted. Prize money guaranteed (in bank)

The Oldest, Most Reputable and Original Walkathon Producer ever in the game announces the greatest BATTLE OF THE CHAMPIONS—EUROPEAN TYPE

ONE FALL and OUT WALKATHON

PRIZE MONEY \$2,000.00 LOCATION BEST EASTERN LOCATION IN HEART OF TWO MILLION PEOPLE!

AND BEST OF ALL RAY (POP) DUNLAP, PRODUCER

"Pop" Dunlap has never failed to pay prize money and every other obligation connected with a contest. His contests have been the biggest, most successful in the country and his organization the best and highest paid in the endurance field and his contestants the most outstanding, and an affiliation with a "Pop" Dunlap show is a feather in your hat and a credit to you.

WHAT AN ORGANIZATION — WHAT A CONTEST When you see the line up for this contest you will see the greatest endurance organization the game has ever known and second to none financially. The contestants must be the likeliest type and able to take a fast ONE FALL AND OUT CONTEST. All of Mr. Dunlap's old contestants will vouch for his treatment, food, etc., so if you want a real winner get in touch with us immediately and you will be notified of your acceptance, so

DON'T STOP TILL YOU PLAY A WINNER WITH POP DICK EDWARDS, Manager Address: All Mail to "POP" DUNLAP, Robert Treat Hotel, Newark, N. J. (Watch Next Week's Billboard Too)

The Forum

This department of *The Billboard* is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 500 words are preferred. Send communications to *The Forum*, *The Billboard*, Box 872, Cincinnati, O.

Hollywood, Calif.
I was very interested in yours recent Rajah Raboid breaking into *The Pittsburgh Sun-Telegraph* recently with his claims to the Thurston throne. To begin with, this enveloping oneself with the mantle of another has as much against as for it in this especial instance. Obviously the Thurston name carries much weight from an advertising angle, and for this Rajah Raboid cannot be blamed. He realizes the possibilities, but can he capitalize on them as well as maintain them regardless of whether he merits the distinction? Mind you, I don't question Raboid's ability as a performer or his right to be included among magic's showmen, but as the late Thurston's successor, well, that is something else. Primarily the Rajah has devoted his talents largely to that phase of mysterious entertainment by which he is classed and known as a mentalist. On the other hand, Thurston was an illusionist and decidedly different in his line of work. It matters not that Raboid may have entered into an agreement with the late magician whereby the latter was to appear only as a feature act with the former's show. This is not of sufficient strength to entitle him to any legitimate claims to the throne recently vacated by Thurston. I don't dispute the fact that Raboid does magic as well as mind reading, but the latter is by which he is known and not for his magical exhibitions. So why should a mentalist succeed a magician or seek to don the mantle of one whose calling was but of secondary importance to that of him with ambitions to occupy the paramount position in the realm of magic, even tho it may be largely honorary? Yet, without any apparent connection or literal association as teammates, Raboid desires to step into the shoes of magic's recent headman, while several American mystifiers are more deserving of the honor and title and have a greater right to them. As for the use of the Thurston name, it appears this rests with the widow. And possibly Jane's right to it for performance

purposes may cause some controversy. But whatever her personal thoughts in the matter she is not of sufficient ability as a magical performer to fill the void created by the passing of her foster father. Furthermore, the fair sex has never been able to function as outstanding mystifiers, nor have they even partially enjoyed the prominence and success of those whom they tried to follow. Apparently magic—I exclude the mentalist—is something that only the male of the species succeeds at. Of all Blackstone has a greater claim to the mantle than any other American magician. It is not necessary to detail his experience in the field of magic, but his performances are in substance similar to those offered by the late mystifier man. And Harry's ability as an entertainer, as well as his right to be classed among topnotchers in the field of magic showmen, can and is not to be disputed. I speak of the magi in this country, not of those who may be appearing elsewhere upon the globe, altho Americans. By the same token as expressed by Raboid, Dante, Tampa and even Birch might easily lay claim to the Thurston crown; Dante and Tampa, yes, H. T.'s brother also, because of their association in business, could really feel they had some legitimate hold upon the honorary title. With Birch, however, the claim would be rather removed because of the fact that he could not reach a satisfactory agreement with Thurston; hence they were never business partners. It is my knowledge that H. T. was greatly interested in Birch at one time. It is my belief that Thurston entertained an idea to groom Birch for the spot the former would one day relinquish. Too bad that it was never to be, for McDonald Birch would go far with the Thurston name. But as it is, logically Blackstone is the legitimate successor to Thurston. His experience and prominence as a magician insure this. However, it may be that Harry feels he does not require the honor and title of being H. T.'s successor to give him any greater prominence as a box-office attraction. Yet I can see the possibilities that exist in the association of Blackstone and the Thurston name, which undoubtedly would form a most profitable combination.

KELLMAN HOUSTON.

Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

JANE THURSTON has hung up her hat in Los Angeles for the present, where she is taking a much-needed rest and, as she puts it, "picking up the loose ends of a very much mixed up life." Miss Thurston has made no immediate plans for the show to date, but she is working and thinking along lines that will place the Thurston show back on the road in the future. Jane received the entire show in an agreement with Howard Thurston's executor.

Writing under date of June 1, Miss Thurston says: "I know nothing concerning Rajah Raboid, with the exception that his contract with dad became void with dad's passing; also that it did not mention Mr. Raboid as the successor to my dad. That is a tough job to fill and, with due consideration and respect to the many clever artists in the magic world, I still feel that the world lost the greatest artist and showman in the magic business when my dad passed on. He was tops as a man, as a performer and to me as my dad. I am going to try to carry on in my small way as best I can. There is a spot in my heart that keeps missing the pal that left and keeps the old fire burning for the grease paint and odors of the stage. I can never do anything else. It's in the blood I guess."

DON'T FAIL TO READ the article relative to Howard Thurston's successor on The Forum page in this issue. Magicians and those interested in magic will find it extremely interesting.

C. THOMAS MAGRUM, youthful magic worker, is set for a run at the Monte Carlo night club, Iron River, Wis., with other club engagements to follow in and around Eagle River, Wis. His present tour, which began the middle of March, has carried him all over Iowa and Wisconsin.

EQUALITY MAGICIANS' CLUB OF AMERICA will hold its second annual convention at its new headquarters at 604 Third avenue, Minneapolis, June 16 to 20, inclusive. Collins Pentz is convention chairman; Arthur Harris is looking after the entertainment, while R. N. Holsapple heads the reception committee. The club has added nearly 100 new members since its 1935 convention.

VANTINE, the "dippy mad magician," and his mystery revue, featuring Millicent Cazan, the "girl Houdini," are playing a string of top-notch night clubs along the West Coast. Vantine and his company were until recently at the Club Lido, San Francisco, and last week concluded a fortnight's stay at Lo Curtos Gardens, San Jose, Calif. Vantine and Miss Cazan are aided by three assistants. The turn is lavishly dressed. Vantine and his company have been offered three months in China. Members of Mystic 13, San Jose, and Claude Burke and Lloyd Jones, of the Golden Gate Assembly, SAM, San Francisco, caught the Vantine act recently.

GALI GALI, magician, and his mystic chicks are currently featured at Blossom Heath, Detroit. The Egyptian magician was recently at the Rainbow Room in Radio City, New York.

HARRY BLACKSTONE played to big business at RKO's Orpheum Theater, Minneapolis, last week. He was the honored guest of the Hanky Panky Magic Club at a stag party in the King Cole Hotel Monday night. A. F. Beter, pres-

dent, and J. E. Conrad, vice-president, were in charge of arrangements.

PRINCE HASSAN, mentalist, after a tour of the South and Southwest, is located for an indefinite engagement in the Merry-Go-Round Bar of the Ritz-Carlton, Atlantic City.

BERNARD ZUFALL, memory expert and mental magician, was the subject for a full-page article by Howard B. MacDonald in the widely syndicated Sunday magazine section, *This Week*, May 31. The article tells of Zufall's owning a huge library of 5,000 volumes devoted to memory training and the functions of the human mind in general. It also reveals Zufall has more books on mnemonics than the British Museum, the New York Public Library and the Library of Congress combined. Zufall has been invited to perform at the coming IBM convention in Batavia, N. Y.

MCDONALD BIRCH and wife, Mabel Sperry, left the former's home in McConnellsville, O., last Friday for Chicago, where Mabel is slated to undergo an appendectomy some time this week. The operation will prevent the Birches from taking in the IBM conclave in Batavia, O. Mack and Mabel last week closed a deal for a cottage and 29 acres on the Muskingum River, near Malta, O. They are rebuilding the cottage to suit their tastes and will make it their summer home in the future. It will be known as Birchwood Lodge. Birch advises that *The Hindu Rope* trick will be one of the new things in his repertoire the coming season.

FETA SAJIL, young Hindu manipulator, is back with the Mighty Haag Show this season. He is also working his Punch and Judy turn.

PROF. EUGENE SONDA, mentalist, reports that he's going along nicely in Northern and Eastern Indiana. He is moving into Ohio soon and then into New York State.

MYSTIC SANOFF has just opened a magic display in the lobby of the Hotel Sherman, Chicago.

MONTAGUE THE MAGICIAN and his novelty fun show opened its new season May 23 at Koosharem, Utah, to good results. Company will tour the same territory as last year, playing Boy Scout auspices in halls and in theaters, where available. In the roster are Montague; Little Mary Alice, 11-year-old mentalist; Pearl Morrell and Myrtle Montague, assistants; Mrs. E. C. Osgood, secretary, and Ben Morell, publicity. Business, with the exception of the opening stand, has been very bad, Montague says.

JESSE D. THORNTON is doing his watch and clock routine with Jim Skelly's *Hollywood Holiday* Company, billed as Billy Thornton and Company in "Magical Moments." Magic is well represented in the unit. "Spud" Seal, comedian, is a clever manipulator, and Joe Donaldson, stage manager and Thornton's assistant, is a cousin of the Great Nicola and was formerly his chief assistant for seven years. Donaldson is planning on launching his own show in the spring. The *Hollywood Holiday* unit is booked far ahead, including a trip to Australia.

BILL KINNAIRD, formerly for six years stage manager and mechanic with S. S. Henry, is now in the installation department of the Western Electric Company and will be stationed in Miami until next December. Bill says he's still active in magic and that he's working on a new type of club act for next winter.

REP RIPPLES (Continued from opposite page) remain with the revue until fair season, at which time she will join the Flying Moores for a long string of fair dates.

MR. AND MRS. MONROE HOPKINS, Dayne Totheroh, Crystal Morse, Mr. and Mrs. Mack Long and several other members of the Hopkins Players took in the federal theater's performance of *Pioneer Texas* in Houston last week.



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 FILMS

JULIE BENELL—young legit actress who made her Broadway debut in the lead of *To My Husband*. Hard to judge her work because of rock-bottom script and direction, but in the few chances provided she showed signs of real ability. In addition, she is strikingly lovely and should screen as a very attractive and highly individual type. Charming personality, too.

New York. Lovely brunet who performs the concert-type native Spanish dances. Not flashy enough for vaude but should be a great bet for the concert stage. Work shows great artistry, even when cramped by a small club floor.

For VAUDE

OLIVE WHITE—young brunet now at the Village Barn night club, New York. Sings pops, working in imitations of pix celebs, closing with hot sax and violining. Has the appearance and the talent and should certainly be able to click in vaude, with revue as a later possibility.

For RADIO

LESTER LEE—16-year-old motion picture actor who recently did a break-in date at the Grand Opera House, New York. Not only a capable actor, as shown by his many film roles, but also an extremely fine concert violinist. Good bet for radio where a kid actor would fit in with a Hollywood background, for bits from pix he has done, imitations of stars and his splendid violin playing.

For LEGIT MUSICAL

JOAN CARROLL—platinum lovely now appearing in burlesque. Plenty of looks in both face and figure, and on that alone she should qualify for a featured showgal spot. She is also a good talking woman. With her looks and her ability to handle lines she'd be a valuable asset for skits

For RECITALS

SENORITA CELINDA—new importation at the El Chico night club,

Minstrelsy

By BOB EMMET
(Cincinnati Office)

DANA LEE HUBBARD, old-time minstrel, is now living in Detroit, where he is working for a railroad.

AL BERNARD, the "gentleman from the South," left New York last Saturday for New Orleans, where he expects to organize a minstrel show for one of the local radio stations.

GUS HILL, well-known producer of cartoon comedy shows and who in the past has had his own minstrel attractions on the road, was a feature of the mammoth minstrel show recently presented by the New York Lodge of Elks No. 1 at the St. James Theater, New York. The veteran Hill, now nearly 80 years of age, presented an act which he did in the music halls nearly 50 years ago. Hill was introduced by Joe Humphreys, nationally known fight announcer, and was given an ovation at the conclusion of his novelty turn, which had been labeled "A Peek Into the Past." "It was a grand minstrel show," Hill writes, "and it proves to me that the public will go for an attraction of that kind. Have seen minstrel show and it's very good. It opens soon on Broadway in one of the government-leased theaters. I'm very anxious to see how it will catch on, as minstrelsy is one of my first loves. The road is ripe for a big show (40-count 'em—40) and I may put one out if the local government minstrel clicks."

resented were Rudy Hoff, orchestra leader; "Weedy" Pinard, drums; Carl Babcock, trombone; Harry LaToy, Billy O'Brien and Mr. Roberts on the front. Features include Roddy Jordan and wife, a good comedy quartet; Lyle and Virginia, the Driscolls, Miss Nadine and Uncle Ezra and Elmer on comedy. Mack Ferguson, straight man, is a convincing talker and makes all the announcements. Van has a great setup and a swell show."

JOHN W. VOGEL, the "minstrel king," was recently erroneously reported a guest at the Elks' National Home at Bedford, Va. In correcting the report Vogel writes from Columbus, O., that he has been located in the latter city for the last two years, where he has been associated in an executive capacity with various places of amusement. "I am getting a bank roll together," John W. typewrites, "and when I can get enough to launch a first-class minstrel show the John W. Vogel Big City Minstrels will again be among the topnotchers. Am pleased to say that I am in excellent health. Passed the 73d milestone May 16."



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THE FILM WEEKLY AUSTRALIA

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BAXTER-CROOKER—Billy Baxter, film actor and stand-in for Jack Haley, comedian, to Eleanor Crooker, actress and dancer, in Los Angeles June 7.

BEASLEY—Lulu, wife of Harry Beasley, burlesque straight man, June 2 in Crown Heights Hospital, Brooklyn. Survived by three sisters, one of whom is Sue Phillips, wife of Tom Phillips, president of the Burlesque Artists' Association, and another of whom is Mrs. Sam Carlton, wife of the radio author. She also leaves her father, mother and two brothers.

BROWN—Rudy, 24, brother of J. A. Brown, president of the Theatrical Concession Managers' Association and formerly connected with the concession staff of the Gaiety Theater, New York, May 28 in Long Island Hospital, Brooklyn, from burns sustained in an explosion of a coffee urn aboard the Hudson River Line steamer Bear Mountain, Ray Parson's showboat, May 22. Four other brothers and his father survive. Burial May 29 from Stuyvesant Funeral Parlors, New York.

CHANNEY—Norman (Chubby), 17, former fat boy in Our Gang comedies, at the home of his parents in Baltimore May 30. He returned to Baltimore in 1932 after two years in Hollywood. He entered Johns Hopkins Hospital, Baltimore, recently for a glandular ailment but failed to rally from an operation.

COSTA-DUNBAR—Lino Costa, artist, and Dorothy Dunbar, actress and former wife of Max Baer, at Santa Barbara, Calif., May 28.

DE NACREDE—Edith, 59, founder and director of the Hull House Actors' Guild, Chicago, in that city May 31.

DORAN—Mrs. Margaret, mother of Bill and Leo Doran, dancers, formerly with Al G. Field and other minstrel shows, at her home in Poughkeepsie, N. Y., May 31 after a long illness.

FAY—William, 82, veteran vaudeville performer and father of Frank Fay, film, stage and radio actor, at his son's home in Brentwood Heights, Calif., May 28 after a brief illness.

POWLER—Allene Peggy, ballet dancer, was killed when the car in which she was being driven from Chicago to Indianapolis to fill an engagement turned over on a dangerous curve near Peru, Ind., June 4.

FRIDMAN—Isadore (Lizzy), 72, member of the IATSE, Local 27, Cleveland, and grand marshal of the Grand Lodge of the Theatrical Mutual Association, recently at his home in Cleveland after a week's illness. He had been actively engaged in show business for 50 years and had a host of friends in profession. He was stage carpenter at the old Star Theater, Cleveland, for many years, and was a member of the TMA Lodge No. 3, that city, for 46 years. Surviving are his widow, Carrie, a daughter, one son, two brothers and three sisters.

GLENN—Mrs. Alice, 68, recently at N. W. Hospital, Supply, Okla. She was known as Alice Adair, foot juggler and

The Final Curtain

aerialist. Survived by her husband, W. E. Glenn, Oklahoma City.

GORDON-BLAKESLY—Jack Gordon and Ellen Blakesly, both of Crafts 20 Big Shows, at Modesto, Calif., recently.

HASTINGS-TAYLOR—Ross Hastings, composer, and Louise Taylor, secretary for *Symphony Under the Stars* series, at Hollywood Bowl, in Hollywood May 30.

HILTON—E. B., 21, concession agent, at Griffin, Ga., recently. Survived by widow, Betty, concession agent with Alamo Shows, Burial at Auburn, Ind.

INGERSOLL—Daniel, 83, former orchestra leader and well known in Cincinnati and Hamilton County orchestra circuits, at his home in Miamitown, O., near Cincinnati, June 2 of cerebral hemorrhage. He had been ill 10 days. Four sons, four daughters and two sisters survive.

ISAACSON—Isadore, 47, rabbi of the Temple Israel, Hollywood, whose congregation was composed mainly of film people, in Los Angeles June 2 following a heart attack. Survived by his widow and two children.

JACOBS—Ben, 62, well-known horse-racing official, in Detroit May 28. He had been paddock judge at Michigan State Fair track since racing was revived three years ago, was racing secretary of the Orpen organization 30 years and discoverer of the noted Negro jockey Jimmy Lee. His widow survives. Burial in Grand Lawn Cemetery, Detroit.

KELSO—Harry, 48, of the vaude team of Kelso Brothers, in Melbourne, Australia, recently.

LAVAL—Mme., French dramatic artist, in Paris May 20.

LAZARR—Irving, dancer, at one time with the Sally Rand troupe, suddenly in Phoenix, Ariz., June 4.

LEWIS-HOWARD—Eugene Lewis, film dialog director, and Virginia Lee Howard, actress, in Yuma, Ariz., May 31.

LICARI—Peter, manager of Belvedere Beach Amusement Park, Keansburg, N. J., recently.

MACDONALD—Albert, 25, of Kaus United Shows, at Stroudsburg, Pa., recently, from a knife wound.

MASCAGNI—Eduardo, son of the noted opera composer Petro Mascagni, in Rome May 31.

MUDER—George, 72, musician and former vaudeville artist, May 31 at the home of a brother at Saxonburg, near Butler, Pa. He taught music in Pittsburgh and was professor of music at Wells College seven years. Later he went into vaudeville and played the Proctor and Keith circuits.

MYERS—Mrs. Allen P., known on the stage as Jeanne Harrison, June 1 at Knickerbocker Hospital, New York. She was formerly a member of Joe Howard's *Time, Place and the Girl* and *The Rose of the Rancho* companies. Miss Harrison also appeared with Florence Gear and John J. McCowan in *Fluffy Ruffles*. She introduced Gus Edwards' song *School Days* for Hurtig & Seamon, with Billy Watson. Deceased was also formerly with the Percy Williams Crescent and Gotham stock companies in Brooklyn. Her husband survives. Funeral services June 3, with interment in Greenwood Cemetery, Brooklyn.

NIERSEN—Erasmus I., 53, church organist and brother of Alice Nielsen, opera singer, May 1 in Broad Channel, L. I., N. Y.

O'BRIEN—John J., 50, manager of the Allegheny Theater, Philadelphia, and formerly on the Keith Circuit as a member of the team of O'Brien and Rule, at his home in Philadelphia May 31. Surviving are his widow and four children.

PARK—Donna, Los Angeles dancer, was shot to death by Irving LaZarr, dancer, formerly with the Sally Rand company, in Phoenix, Ariz., June 4.

PIERSON—William T., 56, composer and former program director of WCAP, and known as the discoverer of Kate Smith, in Washington May 31. In addition to his composing Pierson aided in the inception of news feature broadcasts by *The Washington Evening Star*.

REICHLUM—Alexander, 46, a native of Cincinnati and well-known Upper Ohio Valley motion picture exhibitor, recently in Atlantic City following a heart attack. For years he had been engaged in the jewelry business in Wheeling, W. Va., but five years ago he retired from that business to become associated with his brothers in the operation of a chain of motion picture houses in Eastern Ohio and the Upper Ohio Valley. His mother, two sisters and four brothers survive.

Funeral services from the Bertschy Memorial Mortuary, Wheeling, with burial in Mount Wood Cemetery there.

ROBERTS—Robert (Bob), 61, sword swallower with Snapp Shows, June 4 at Jacksonville, Ill., when fatally injured by a faulty discharge of a gun used in his act.

ROLAND—Fredric, 50, stage and screen actor, June 2 in Hollywood after a lingering illness. The veteran thespian, who had played with Maude Adams, Sothern and Marlowe, Katharine Cornell and other stars, went to the West Coast a year ago to act in pictures. His film work, after playing with Wheeler and Woolsey in *The Rainmaker*, was impeded because of his illness. He was a member of the Masquers and of the Lambs Club, New York. He leaves a widow, Beverly Roland, actress. Burial in Hollywood Cemetery.

ROSE—Robert, 68, veteran film actor, June 1 in Hollywood. Rose was a stage actor for many years before entering pictures 14 years ago. His last picture was *One Rainy Afternoon*. Surviving is his widow, Hermine, actress.

SAVARESE-ROBERTS—J. Savarese, nonprofessional, and Marion (Kiki) Roberts, former Ziegfeld showgirl, June 4 in Bronx, N. Y.

SCOTT—David, 30, supervisor of scenic designs and construction for the San Francisco Federal Theater Project, at his home in that city May 27 from cerebral hemorrhage. He was well known in Pacific Coast professional and little theater circles. Survived by his mother, Mrs. Nettie R. Scott. Burial May 29 in Woodlawn Cemetery, San Mateo County, Calif.

SINGER-FREIBERG—Mort Singer Jr., Coast representative for Mort Singer chain of Midwest theaters, to Eileen Freiberg, nonpro, in Los Angeles June 1.

STEVENS—Horace S., husband of Mrs. Caroline Stevens, a member of the Robinson Circus family of Cincinnati, of a heart attack at his home in Rye, N. Y., June 1. Mrs. Stevens is a daughter of the late John F. Robinson and a sister of John G. Robinson, who died a year ago. A son also survives. Burial in the Robinson vault in Spring Grove Cemetery, Cincinnati, June 4.

UHALT—W. J., 39, an employee of the United States Airways Radio Department and former owner of Station KTUE, Houston, May 23 at Houston.

VERNE—Mathilde, 68, well-known concert pianist and teacher, in London June 4 during a concert. She made her first New York appearance in Aeolian Hall, December 6, 1928.

WALSH—James, 62, business agent of Local 59 of the stagehands' union of Jersey City, June 3 in that city.

WATTS—W. H. (Daddy), 64, many years a showman, May 30 at Parkland Hospital, Dallas, after a long illness. With his wife he operated a rooming house in Dallas for the last seven years. He had been with prominent carnivals years ago as concessioner and in other capacities, among them Gaskill-Mundy Shows, K. G. Barkoot Shows, Smith Greater Shows and, last, as operator cookhouse, with S. W. Brundage Shows. Survived by his widow, Margaret. Funeral services at Sacred Heart Cathedral, Dallas, June 1, with interment in Calvary Hill Cemetery there.

WEAVER—Stella Boniface, 79, well-known actress a generation ago and last seen in John Golden's *First Year*, at the Percy Williams Home, East Islip, L. I., N. Y., June 3. The daughter of George C. Boniface, a popular actor of his time, Stella Boniface was born in Virginia, adopted the stage in girlhood, and played with Sol Smith Russell, John McCullough, John T. Raymond, Lawrence Barrett, and was for a half dozen years a prominent member of Wallack's company at 13th street and Broadway, with which she first acted in *False Shame*, November 12, 1877, to be followed by parts in *School for Scandal*, *Our Club* and *My Son*. In 1878 with Charles and Rose Coghlan and John Gilbert she appeared in *The Snowball* and *Our Girls*, *The Shaughraun*. Soon after she played in *A Child of State* and *My Awful Dad*. She was with Frank Chanfrau in *Kit*, and was the original Alice Barney in *Forget Me Not*, with Rose Coghlan at Wallack's. In later years she created the role of Mabel Huntingford in *The World*. With Edward Harrigan at Harrigan's Park Theater in Manhattan, later known as the Herald Square Theater, she

appeared in *Old Lavender* and more recently played Amrah in Erlanger's *Ben Hur*. Survived by a sister, and a niece. Services and interment at Fairview Cemetery, Red Bank, N. J.

WELLBROOKE—Charles, blacksmith and horseshoer, veteran of many rail-road shows, last 12 years with Hagenbeck-Wallace, at Wells Hotel, Peru, Ind., June 4.

WRIGHT—Walter, 41, musical comedy and vaudeville performer and former juvenile lead with the Lole Bridge and Billy House companies, May 28 in Honolulu, where he operated a dance school for the last four years. With his wife, Myrtle, he went to Honolulu with the H. R. Seaman Players and at the conclusion of the company's engagement decided to remain there. Surviving are his widow; a daughter, Mitzi; his mother; a brother, Elmer, of Oklahoma City, and a sister, Mrs. Marie Justice, Independence, Kan. Funeral services and burial in Honolulu May 30.

YATES—James, 75, who spent many years with the big tops, in the County Home, Quincy, Ill., May 31. He was with the Barnum & Bailey and Ringling Bros.' circuses and gained fame for his ability to handle 10-horse teams.

ZIER—Mrs. Edith, 44, wife of Zier, magician and pitchman, also known as the Original Orlando, at St. Joseph's Hospital, Chicago, May 30.

ZIG—Well-known Paris designer of stage settings and theatrical posters, suddenly in Paris May 19.

Marriages

FICOCELLI-COLLA—Michael Fico-celli, conductor of the Youngstown (O.) Little Symphony Orchestra, May 31 at St. Patrick's Church, Youngstown, to Nancy Colla, nonprofessional.

GARDNER-BACKUS—Harry (Larry) Gardner, minstrel and radio singer, and Edythe Kathryn Backus, nonprofessional, at Cleveland June 5.

GRIFFIN-DOUGHERTY—Al Griffin and Peggy Dougherty, former member of the George Sharp Players in Pittsburgh, in that city June 2.

KEARNEY-MILES—Al Kearney, impersonator and master of ceremonies, and Elinor Miles, dancer and entertainer, in Philadelphia May 30. Bride is a daughter of Gordon Miller, playwright and dramatic director.

LAKE-CHILDS—Buddy Lake, comedian, and Dell Childs, showgirl, both with the *Oo-La-La Continental Revue*, on the stage of the Denham Theater, Denver, following the last performance Thursday night, May 29. Earl Taylor, company manager, was best man and Virginia Shannon maid of honor.

LEWIS-HOWARD—Eugene Lewis, film director, and Virginia Lee Howard, actress, in Yuma, Ariz., May 30.

STANGEL-FRANKEN—J. Wallace Stangel, radio technician for Stations WHBY and WTAQ, De Pere, Wis., and Gertrude Franken in De Pere June 3.

TOLIN-THOMAS—George W. Tolin, KGGC special features announcer, and Dorothy Edna Thomas, vocalist, both of San Francisco, in that city June 6.

Coming Marriages

Florenza D'Arneiro Johnson, daughter of Edward Johnson, general manager of the Metropolitan Opera Association, and George A. Drew, nonprofessional, in September.

Herb Baylson, Philadelphia motion picture exhibitor, and Edna Weingast, of Philadelphia, early this summer.

Bill Smith, orchestra booking agent and manager of Jan Savitt's Orchestra, and Marjorie Stokely, of Philadelphia, June 26.

Harold W. Cohen, movie and drama editor of *The Post-Gazette*, Pittsburgh, and Stephanie Diamond, staff member of Station WCAE, Pittsburgh, and recently featured on the Joe Penner programs, this summer.

Walter Paterson, NBC actor in San Francisco, and Helen Clifford, nonprofessional. Date will be set soon.

Births

To Mr. and Mrs. Otis Williams a 10-pound boy May 28. Father is with the WOR sales staff.

An eight-pound son May 31 to Mr. and Mrs. William Lucas, tattooed couple, at Ankor Hospital, St. Paul.

A seven-pound daughter to Mr. and Mrs. Donald Woods in Los Angeles June 6. (See BIRTHS on page 77)

William H. Leahy

William H. (Doc) Leahy, 73, for many years one of the outstanding theatrical managers and producers in the country, at his home in San Francisco May 28 from heart trouble. He had been ill more than a year.

Born in San Francisco January 1, 1863, he spent 50 years of his life active in theaters and was manager of the present Tiroll Theater, that city, at the time of his death. He became manager of the old Tiroll in 1893 and brought to San Francisco the finest plays and operas, presenting such reigning stars as Zella de Lussan, Camille D'Aville, Avedano and the great Salassa. Many noted artists graduated from the Tiroll under his guidance, including Alice Nielsen and Luisa Tetrazzini, whom he found in Mexico as a member of an obscure opera company.

After the San Francisco earthquake and fire he was appointed a member of the committee in charge of rehabilitation of the city. He served as president of the San Francisco Police Commission in 1906, and four months ago retired as vice-president of the playground commission in that city.

He was a charter member of San Francisco Lodge of Elks and for more than 30 years an active member of the Bohemian Club, serving as a director.

Survived by his widow, Mrs. Ernestine Leahy, and a brother, James F. Leahy. Funeral services June 1, with burial at Holy Cross Cemetery, San Mateo County, Calif.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A
 ABC Trio (El Chico) NYC, nc.
 Abbott Dancers (Palmer House) Chi, h.
 Abbott & Tanner (Royale-Froiles) Chi, nc.
 Adler & Taubman (Ambassador) NYC, h.
 Adreon, Emilee (French Casino) NYC, nc.
 Aida (Radio City Rainbow) NYC, nc.
 Allen, Jean (Swaine Club) NYC, nc.
 Allen, Martha (Fifth Avenue) NYC, h.
 Alvin, James (Leon & Eddie's) NYC, nc.
 Ambrose, Billy & Ruth (Roxy) NYC 8-11, t.
 Amstel, Felix (Russian Troika) New York, nc.
 Andrews, Ted & Catherine (Barlizon-Plaza) New York, h.
 Anise & Aland (Connie's Inn) NYC, nc.
 Anthony, the Bird Man (McAlpin) NYC, h.
 Apollon, Al (Trocadero) West End, N. J., nc.
 Apollon, Dave, Revue (Century) Baltimore 8-11.
 Archer, Gene (Weber's Summit) Baltimore, nc.
 Arnaud, Peggy & Ready (National Scala) Copenhagen, Denmark, 1-30, t.
 Arnaud, Eric, (Tivoli), Stockholm, Sweden.
 Arrel, Joe, & Co. (Wivel's) NYC, re. 1-30, t.
 Ash, Flo (Chez Amy) Buffalo, nc.
 Ash, Paul (Roxy) NYC 8-11, t.

B
 Bacon, Faith (Paradise) NYC, re.
 Baduc, Ray (New Yorker) NYC, h.
 Bain, Estey (Clementon Inn) Clementon, N. J., c.
 Baines, Pearl (Ubangi Club) NYC, nc.
 Baker, Belle (Versailles) NYC, nc.
 Baker, Babe (Howdy Club) NYC, re.
 Baker, Jerry (Beau Rivage) Sheephead Bay, NYC, nc.
 Baplle & Lamb (New Yorker) NYC, h.
 Barbetle (Michigan) Detroit 8-11, t.
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Baronesse Von Brennecke (Club Normandie) NYC, nc.
 Barr & Estes (Palladium) London 1-13, t.
 Barra, Cappy, Harmonica Orch. (Roxy) NYC 8-11, t.
 Barrie, Gracie (Paramount) NYC 8-11, t.
 Barrie, Kathleen (Radio City Rainbow Room) NYC, nc.
 Barrina, Olga (Buckingham) NYC, h.
 Barron, Judy (Pennsylvania) NYC, h.
 Barry, Eileen & Wally (Marbro) Chi, t.
 Bartholemey, Lillian (Dan Healy's) NYC, nc.
 Beale St. Boys (Broadway Room) NYC, nc.
 Beatty, George (Chicago) Chi, t.
 Beaujean, Pierre (Buckingham) NYC, h.
 Beauvel & Tova (Chateaur) NYC, h.
 Becke, Eva (Plaza) NYC, h.
 Bee, Connie (Broadway Room) New York, nc.
 Beekman, Jack (Walton) Phila, h.
 Behim, Arthur (Gay Nineties) NYC, nc.
 Bell & Grey (Hector's) Washington, Del., nc.
 Bell, Jimmy & Nois (Lido) Montreal, nc.
 Bell, Rita (Club Trocadero) West End, N. J., nc.
 Belmont Bros. (Neibolos Cafe) Detroit, c.
 Belostozky, Boris (St. Regis) NYC, h.
 Bennett, Edith (Paramount) NYC, nc.
 Beno, Ben (Bloomington, Ind.), 8-13.
 Benson, Ina (Paradise) NYC, re.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Bergeres Sisters (Le Mirage) NYC, nc.
 Berle, Milton (Met.) Brooklyn 8-11, t.
 Bernard & Rich (Babette) Atlantic City, nc.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Bernhardt & Graham (Pennsylvania) NYC, h.
 Bernie, Al (Marden's Riviera) Fort Lee, N. J., nc.
 Bernie, Harry (All Stars Club) NYC, re.
 Berry Bros. (Chicago) Chi, t.
 Berry, Robert (Buckingham) NYC, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Bestor, Don, & Orin (Met.) Brooklyn 8-11, t.
 Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc.
 Billy, Milly & Baby (Leon & Eddie's) NYC, nc.
 Black, Frances (Wivel's) NYC, re.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Jerry (Arcadia) Phila, re.
 Boreo, Emil (London Casino) London 1-30, nc.
 Boston Sisters, Three (L'Esergort D'Or Pent-house) NYC, nc.
 Bowan, Sybil (Howdy Club) Chi, t.
 Bowyer Sisters (Chin Lee's) NYC, nc.
 Bowers, Cookie (Uptown) Chi, t.
 Boves, Major, Amateurs (Oriental) Chi, t.
 Boves, Major, Amateurs (Paramount) Waterloo, Ia., 8-11, t.
 Bowker, Betty (Governor Clinton) NYC, h.
 Brandt & Fowler (Arcadia) Phila, re.
 Brandwynne, Nat (Stork Club) NYC, nc.
 Branker, Bill (Kit Kat Club) NYC, nc.
 Braatz, Mickey (Park Central) NYC, nc.
 Bradwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bay Intime) New York, nc.
 Brent, Romney (Wyndham's) London 1-30, t.
 Brito, Phil (Mount Royal) Montreal, h.
 Britton, Frank & Mill (Palisades Park) Palisades, N. J., p.
 Bruns, Howard (Sul Jen) Galveston, Tex., c.
 Brooks Twins (Club Vogue) NYC, nc.
 Brown, Ada (Connie's Inn) NYC, nc.
 Brown & Ames (Michigan) Detroit 8-11, t.
 Brown, Arthur (Hector's Club New York) New York, nc.
 Brown, Evans (Old Vienna) Indianapolis, nc.
 Brown, Susaye (Kit Kat Club) NYC, nc.
 Browne, Louise (Galley) London 1-30, t.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Ercan, Bernice (Club Minuet) NYC, nc.
 Buck & Chic (National Scala) Copenhagen, Denmark, 1-30, t.
 Buckley, Art (Harry's N. Y. CaBarEt) Chi, nc.
 Buckley, Nell (Roosevelt) NYC, h.
 Budd, Arthur (Barrel of Fun) NYC, nc.
 Bunchuk, Yasha (Fox) Washington, D. C., 8-11, t.
 Burns, Dave (Wyndham's) London 1-30, t.
 Burrage, Allee Hathaway (Chateau Moderne) New York, nc.
 Byrd & Martini (Anna Held's) NYC, re.

Caldwell, Edith (Waldorf-Astoria) NYC, h.
 Callison, Jim (Von Thenen's) Chi, c.
 Campbell's, Roy, Eight Continentals (Roxy) NYC 8-11, t.
 Campo, George (London Casino) London 1-30, nc.
 Cardona, Kay (Dizzy Club) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS
 a—auditorium; b—ballroom; c—cafe; ch—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; r—road house; re—restaurant; t—theater.

Carolina, Lena (Club Gauchon) New York, nc.
 Caperton & Columbus (Pierre) NYC, h.
 Carlisle, Chas. (Earle) Phila 8-11, t.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlton, Jack (French Casino) NYC, nc.
 Carrell, Albert (College Inn) Chi, nc.
 Carroll, Nita (Snelton Hotel) NYC, h.
 Carson, Jack (Tower) Kansas City, t.
 Carter, Freddy (Lido) Montreal, nc.
 Castaine & Barry (St. Moritz) NYC, h.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Cazan, Millicent (The Lido) San Francisco, nc.
 Celia & Renelis (Bon Air) Wheeling, Ill., cc.
 Celinda (El Chico) NYC, nc.
 Charles, Ernest (Normandie) New York, nc.
 Chener & Joe (French Casino) NYC, nc.
 Chilton & Thomas (Palladium) London 8-13, t.
 Christie, Floyd, Co. (State) NYC 8-11, t.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Churchhill, Stuart (Paramount) NYC 8-11, t.
 Clark, Joan (Harry's N. Y. CaBarEt) Chi, nc.
 Clark, Pat (Vogue Club) NYC, nc.
 Clifford & Marlon (State-Lake) Chi, t.
 Coloban, Cornelius (St. Regis) New York, h.
 Coe, Jerry, & Rhythm Boys (Riverside) Milwaukee, t.
 Coey, Curtis (Club Diamond) Wheeling, W. Va., nc.
 Collette & Barry (Hollywood) NYC, re.
 Condos Bros. (Riverside) Milwaukee, t.
 Connelly & Radcliffe (McConville Club) Ogdenburg, N. Y., nc.
 Connors G., Chuck (Tin Pan Alley) New York, nc.
 Conti, Jean (Maurice) NYC, re.
 Continental Varieties (Club Chiquet) NYC, nc.
 Conville, Frank (Earle) Phila 8-11, t.

Dossena, Adellina (Club Minuet) Chi, nc.
 Dougherty, Marie (All-Stars Club) NYC, nc.
 Downey, Morton (Holborn Empire) London 8-13, t.
 Drake, Connie (Deauville) New York, nc.
 Draper, Paul (Chez Paree) Chi, nc.
 Drena & Her Dancers (London Casino) London 1-30, nc.
 Drew, Cholly (Number One Bar) NYC, nc.
 Drew, Doryce & Freddy (Royal York) Toronto, h.
 Drew, Hoteha (Ubangi Club) NYC, nc.
 Duke, Darlene (Lido) Montreal, nc.
 Drum, Doty (Hector's Club New Yorker) New York, nc.
 Duncan, Midget Jackie (Falon's Gardens) Alton, O., nc.
 Dunn, Francis (Barrel of Fun) NYC, nc.
 Dupont, Bob (Morrison) Chi, h.
 Duran, Adeline (El Chico) NYC, nc.
 Durante, Jimmy (Palladium) London 1-13; (Empire) Glasgow, Scotland, 15-20; (Palace) Manchester, Eng., 22-27, t.
 Duval, Sheila (New Town Bar) New York, nc.
 Ebony Rascals, Four (Club Caliente) NYC, nc.
 Edwards Sisters (Club Oasis) San Francisco, nc.
 Elida Ballet (Fox) Washington, D. C., 8-11, t.
 Elissa, Senorita (Nini's French Cabaret) New York, c.
 Elsworth, "Rocky" (Casino) Chi, nc.
 Emerald, Gene (Silver Cloud) Chi, nc.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Enos, Rue, Trio (Park) Vancouver, Can., 1-13.
 Eno Troupe (State-Lake) Chi, t.
 Enos, Rue, Trio (Park) Vancouver, Can., 8-13.
 Ernie, Gypsy (New Town Bar) New York, nc.
 Errante, Charles "Happy" (Place Elegante) NYC, nc.
 Estelle & Leroy (French Casino) N. Y. C., nc.
 Evans, Rex (Horchow Bar) NYC, nc.
 Everett & Conway (Shrine Circus) Cairo, Ill.; Decatur 15-20.

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

Conway & Parks (Kit Kat Club) NYC, nc.
 Coogan, Mac (Edison) New York, h.
 Cook, Alline (Greenwich Village Inn) NYC, nc.
 Cook Jr., Joe (Roxy) NYC 8-11, t.
 Cooley, Marion (Stork Club) NYC, nc.
 Cooper, Jane (Met.) Brooklyn 8-11, t.
 Corday & Lamonte (Club Ballyho) Columbus, O., nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornwell, Frank (Edison) NYC, nc.
 Corvino & Yorita (Connie's Inn) NYC, nc.
 Cotto, Dorothy (Club Dawn) San Francisco, nc.
 Craig, Henry "Giggles" (Jungle Inn) Youngstown, O., nc.
 Crawford & Caskey (Sul Jen) Galveston, Tex., c.
 Crpne, Roberta (New Casino) Toledo, nc.
 Cropper, Roy (Washington) NYC, h.
 Crosby, June (Victoria) NYC, h.
 Cuneo, Dave (Mansfield) NYC, h.

D
 D'Arcy Girls: Cherry Tree, Pa., 8-13.
 D'Arcy, Marie (Chateau Moderne) NYC, nc.
 Dancing Debutantes (Nut Club) NYC, nc.
 Daniels, Bebe (Theater Royal) Dublin, Ireland, 15-20; (Palladium) London, Eng., 22-July 11, t.
 Danni, Mary (McAlpin) NYC, h.
 Dancy, Edith (Kit Kat Club) NYC, nc.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dario & Diane (Morrison) Chi, h.
 Dau, Rilla (Club Gauchon) New York, nc.
 Dawson, Cleo (Princess) Nashville 12-15, t.
 Davis, Dorothy (Club Caliente) NYC, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, George (Pal) Chi 8-11, t.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Dayton, Joe & Eddie (Princess) Nashville 12-15, t.
 Deane, Laura (Glen Island Casino) Westchester, N. Y.
 Defrees, Lois (Dizzy Club) NYC, nc.
 DeCardos, The (Loew) Montreal 8-11, t.
 DeVege & Ynoz (Le Mirage) NYC, re.
 DeWitt, Three (Gall's Circus, Playland) N. Y., nc.
 De Soter, Madeline (Man About Town Club) NYC, nc.
 Deussen, Four (Times Square) NYC, h.
 De Wolfe, Metcalf & Ford (Paramount Astoria) London 1-20, t.
 Di Fil, Mae (Madison Casino) Chi, nc.
 Dimitri & Helen (Club Gauchon) New York, nc.
 Dion & Sparkettes (Golden Pheasant) James-town, N. Y., nc.
 Dixon, Dixie (New Casino) Toledo, O., nc.
 Dickson, Dorothy (Saville) London 1-30, t.
 Dodd, Benita (All Stars Club) NYC, nc.
 Donahue, Walter (Pennsylvania) Phila, nc.
 Dorne, Corotcha (Summit) Westport, Pa., h.
 Dorfheld, W. C. (Hi-Hat Club) Chi, nc.
 Dorothy & King (Meadowbrook) St. Louis, cc.

Everett, Ruth (Town Casino) NYC, nc.
F
 Faery, Irene (Hi-Hat Club) Chi, nc.
 Fahrner, Eddie (Anne Millstone's) Chi, nc.
 Fairfax the Magician (Pennsylvania) NYC, h.
 Faith, Yvonne (Silver Tavern) Chi, nc.
 Fairall, Frances (Town Casino) NYC, nc.
 Farrell, Marita (French Casino) New York, nc.
 Farrell, Billy, Co. (Riverside) Milwaukee, t.
 Farrell, Bunny (Place Elegante) NYC, nc.
 Farries, Jean, & Dean Godelle (Vanderbilt) 1-30, t.
 Fay, Paul (Club 428) Chi, nc.
 Fay & Parvis (Club Moderne) San Francisco, nc.
 Faye, Vivien (Fox) Washington, D. O., 8-11, t.
 Feindt, Chly (French Casino) New York, nc.
 Felkin & DeRey (Club Avalon) Cleveland, nc.
 Fernin & Mary Lou (El Torador) N.Y.C., nc.
 Fields, Benny (State) NYC 8-11, t.
 Fields, Irving (Buckingham) NYC, h.
 Fields, Lillian (Monte Carlo) NYC, nc.
 Fields, Irving (Chesapeake House) NYC, re.
 Fishermen, Three (Villeguig's) Sheephead Bay, Brooklyn, re.
 Five Nit Wits (Tin Pan Alley) New York, nc.
 Flash, Derge (Uptown) Chi, h.
 Flore, Dany (French Casino) NYC, nc.
 Flowerton, Consuelo (St. Regis) NYC, h.
 Fogarty, Alec (Weylin) NYC, h.
 Follies Comiques (Mainstreet) Kansas City 8-11, t.
 Fontaine & Lorraine (Chez Parce) New Orleans, nc.
 Forsythe, Seamon & Farrell (Palladium) London 1-13, t.
 Fordham, Louise (Number One Bar) NYC, nc.
 Fowler & Walsh (Madison Casino) Chi, nc.
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Polly (London Casino) London 1-30, nc.
 Franks, Four (Opera House) Blackpool, Eng., nc.
 Franz & Fuller (Old Vienna Gardens) Russell's Point, O., nc.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Frazer, Jack (Playland Park) Rye, N. Y., nc.
 Frazer & His Dogs (French Casino) New York, nc.
 Fredez & Laureza (Ye Olde Tavern) Ft. Wayne, Ind., nc.
 Frohman, Bert (Yacht Club) NYC, nc.
 Frye, Bob & Virginia (Man About Town) New York, nc.
G
 Galloyd Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
 Gale, Tracy & Leonard (Royale-Froiles) Chi, nc.
 Garcia, Louis (Congress) NYC, b.
 Garner, Woolf & Harkins (Yacht Club) NYC, nc.
 Gardner, "Poison" (Dizzy Club) NYC, nc.
 Gaston & Edouard (Monte Carlo) NYC, c.

Garbell, Al (Tuite & Dean's) Chi, c.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gay, Shirley (Chez Paree) New Orleans, nc.
 Gene, Gory & Roberta (Fair, Stadium) Yankton, S. D., 8-13.
 Gentlemen Songsters (Astor) NYC, h.
 Geraldine & Joe (Pal) Manchester, Eng., 13, t.
 Gerity, Julia (Royale-Froiles) Chi, nc.
 Gerilla, Paul (St. Regis) NYC, h.
 Ghezzi, Paul & Nino (Troxy) London 8-13, t.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gilbert, Ethel (Gay Nineties) NYC, nc.
 Gilbert, Gloria (London Casino) London 1-30, nc.
 Gile, Patricia (Marden's Riviera) Fort Lee, N. J., nc.
 Glover, Allee, & Walter Le Nay (Park Central) NYC, h.
 Gomez & Whiona (Marden's Riviera) Fort Lee, N. J., nc.
 Gonzalez & Sterbenz (Chez Paree) New Orleans, nc.
 Gonan, Inez (Silver Cloud) Chi, nc.
 Gonzalez & Rangel (Barlizon-Plaza) NYC, h.
 Gooding, Sally (Club NYC) NYC, nc.
 Goodman, Jack (Club Caliente) NYC, nc.
 Goodwin, Jack (Yacht Club) NYC, nc.
 Graces, Three (Astor) NYC, h.
 Greenwood, Dawn (Paradise) NYC, re.
 Green, Bennett (Barrel of Fun) NYC, nc.
 Green, Eddie (Connie's Inn) NYC, nc.
 Green, Jackie (Yacht Club) Chi, nc.
 Grenadiers & Louise (Tower) Kansas City, t.
 Griffith, Edith (State-Lake) Chi, t.
 Growler Man, The (Gang Plank) NYC, nc.
 Guibor & Eva (Jurvin's, Rumanian Rendez-vous) NYC, nc.
 Guilford, Jack (Met.) Brooklyn 8-11, t.
 Gulba - har, Mme. (Sherry - Netherland) NYC, h.
 Gydentker, Baron Ebbe (Wivel's) N.Y.C., re.
 Gyp, Albert, Trio (Beverly Bar) NYC, nc.
 Gypsy Lee (Dizzy Club) NYC, nc.
 Gypsy Nina (St. Moritz) NYC, h.

H
 Haakon, Paul (Pal) Chi 8-11, t.
 Hacker & Sidell (Chez Paree) Chi, nc.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzl (Hollywood) NYC, re.
 Haile Sisters (Yacht Club) NYC, nc.
 Hall, Bob (Marbro) Chi, t.
 Hall, Reading & Boyce (Empire) Nottingham, Eng., 8-13, t.
 Handel, Ida May (Paree) Chi, nc.
 Hardy, Moore (Gabel's) NYC, re.
 Harlemonia Kings, Five (Oriental) Chi, t.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris, Bud, Co. (Michigan) Detroit 8-11, t.
 Harris, Twins & Loretta (Holborn Empire) London 8-13, t.
 Harter, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (Marden's Riviera) Fort Lee, N. J., nc.
 Haslett, Talbot (Fox) Washington, D. C., 8-11, t.
 Hayes, Evie (Pal) Blackpool, Eng., 1-30, t.
 Charles, La., nc.
 Hayes & Ginger (Bat Gormley's) Lake Nealy, Dan (Broadway Room) New York, nc.
 Healy & Garnella (Blackland Inn) Denver, Colo., nc.
 Healy & Mack (Tower) Kansas City, t.
 Healy, Nancy (Arcadia) Phila, re.
 Hearn, Bobby (New Yorker) NYC, h.
 Hector & Pals (Shea's Hipp.) Toronto 8-11, t.
 Hecart, Grace & Charlie (Paddock Club) Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hess, Jimmie & Chuckie (Marquette Club) Chi, nc.
 Hildegarde (Galety) London 1-30, t.
 Hilliard, Harriet (Stanley) Pittsburgh 8-11, t.
 Hoorer, Harriet (Chicago) Chi, t.
 Hodges, Jimmie, Revue (Capitol) Hazleton, Pa., 10-11, t.
 Holman, Dr. Charles (Mayfair Casino) Kansas City, nc.
 Holland & Hart (Ambassadeur) Paris 1-16, nc.
 Hollis, Marie (Royale-Froiles) Chi, nc.
 Holly, Edna Mae (Uptown Club) New York, nc.
 Hollywood Octet (Monte Carlo) Oklahoma City, t.
 Horn, Helen (State-Lake) Chi, t.
 Honorable Mr. Wu (Radio City Rainbow Room) NYC, nc.
 Host, Joe (Glen Island Casino) New Rochelle, N. Y., nc.

Howard, Belle (Colosimo's) Chi, nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howell, David (Archmont Club) NYC, nc.
 Hull Brothers (Bat Gormley's) Lake Charles, nc.
 Hunt, Pee Wee (Radio City Rainbow Room) NYC, nc.
 Hurok, Jemma (Sherry-Netherland) NYC, h.
 Hyton, Jack, & Orch. & Revue (Earle) Washington, D. C., 8-11, t.

J
 Jackson, Lawrence (President) New York, h.
 Jackson, Irving & Revs (Yacht Club) NYC, nc.
 Jameson, Dixie (Club Silhouette) Chi, nc.
 Jarrett, Lucille (Madeleine's) New York, nc.
 Jeanne & Gloria (Leon & Eddie's) NYC, nc.
 Johnson, Bruce (Bruno Palm Garden) Chi, t.
 Johnson, Joyce (Paradise) NYC, re.
 Johnson, Mae (Kit Kat Club) NYC, nc.
 Joyce & Freddie (Kit Kat Club) NYC, nc.
 Joyce, Marlon (Leon & Eddie's) NYC, nc.
 Joyce, Vicki (Yacht Club) NYC, nc.
K
 Kafka, Stanley & Gray Co. (Hipp.) Manchester, Eng., 8-13, t.
 Kahn, Roger Wolfe, & Orch. (Earle) Phila 8-11, t.
 Kaiser & McKenna (Froiles) Niagara Falls, N. Y., c.
 Kalms, Bee (Caliente) NYC, nc.
 Kaloon (Connie's Inn) NYC, nc.
 Kane, Patsy (Roosevelt) NYC, h.
 Kaufman, Sam Jack (Book-Cadillac) Detroit, h.
 Kay, Beatrice (Tony's) NYC, nc.
 Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.
 Kaye, Johnny (Troita's) Baltimore, nc.
 Kaye, Phil (S. S. Zee) Chi, nc.
 Keane, Betty (Paramount) NYC, nc.
 Keckrow, Lill (St. Moritz) NYC, nc.
 Keckrow & Nellie (Colony Club) Chi, nc.
 Kemple, Lettie (Hollywood) NYC, re.
 Kenandy, Billie (Howdy Club) New York, nc.
 Kennedy, May (Butler's Tap Room) NYC, nc.

Cole-Beatty Doubling Back

Will again play Pennsylvania, Ohio and Indiana—big day at Akron

CORNING, N. Y., June 6.—With the tour eight weeks old, 114 performances have been registered by the Cole Bros.-Clyde Beatty Circus. Not an exhibition has been over 15 minutes late. Tomorrow in Binghamton will be the first open day since the band started playing in the Chicago Stadium.

The New York State tour will be nearly over by the time this is published in *The Billboard* and then the circus moves back into Pennsylvania for nine stands before returning to Ohio. Ohio and Indiana gave the show such wonderful business the management decided to eliminate some Eastern cities and return to the Buckeye and Hoosier States.

Acron proved wonderful for the big show and all departments Decoration Day. Lou Delmore registered a new high for Side-Show business, while Ernest Tucker, superintendent of concessions, also reported a new high for a single day. More paid patrons attended the afternoon big show than any other performance this year; night business practically capacity.

Canton came thru with splendid business on Sunday. The city officials cooperated with the show executives and aided in getting a new lot, right at edge of city with good parking facilities. All of the officials of *The Canton Repository* were in attendance at the shows, including John D. Raridan, editor; Joseph K. Vodrey, managing editor; P. F. Morgan, business manager, and D. W. Buchanan, city editor. Other Canton visitors included Rex McConnell, Canton staff writer for *The Cleveland Plain-Dealer*; K. C. DeLong, of *The Massillon Independent*; W. P. Nedrow, owner of the billboard plant at Massillon, and a number of folks from Russell Bros.' Circus. Jack Mills, advertising representative, entertained his mother and family of Cleveland at Akron.

Cole Bros. followed two carnivals into Sharon, Pa., but they had no effect on business. Erie came thru with two smashing houses and Niagara Falls business was in excess of 1935. John E. Lowe, Maurice Lowe and others from the Erie Lithograph and Printing Company, were on the lot all day at Erie. Other visitors included Sheriff Dell Darling, a great circus fan. John Mead, editor of *The Times*, made a visit to the lot to call on many of his circus friends.

Soft-Ball Season Open

The Cole-Beatty soft-ball league is in full swing and eight teams are now in the pennant chase. The teams are made up of attaches of ticket department, performers, ushers, property men, concessioners, cookhouse, menagerie and baggage stock. The Side Show wanted to enter a team, but insisted on Cliff Thompson, giant, and Major Mite, midge, playing. They were ruled out by Joe Lewis, president and schedule maker, as the league is a serious affair with Lewis and other players. The first round of games will be concluded Monday at Binghamton.

Concerts have been establishing high attendance figures with "Tiger" Tigerson appearing in a wrestling match with a local man. Jimmy Foster's Wild West is also clicking and he is giving a great show with the assistance of "Wild Bill" Hobson, Frank Galbraith, Al Mann, Al Stevens, Sultan Shakmanoff, Prince Orskloff, Cecil Tatum, Ralph Clark, Georgia Sweet, Alice Foster, Estelle Tatum, Louise Mann, Mabel Hornett and Al Jones.

Report Says Mix To Play Chicago

CHICAGO, June 6.—The Tom Mix Circus will play a 10-day engagement in the Coliseum here, starting June 23, according to information believed to be reliable. Show, it is said, has been bought by the Goldblatt department store, which has worked out a ticket-arrangement whereby purchasers of goods in any of the Goldblatt stores obtain a ticket which upon payment of a small amount will be good for admission to the circus.

"Circus Misses Town"

AURORA, Neb., June 6.—Kuhn's Trained Animal Circus failed to show up here recently, the driver leading the caravan of trucks explaining: "We drove right thru the town at night—without seeing it."

On behalf of the citizens The Aurora Republican ran the following: "Aurora, didn't miss the show so much, but for the show to miss Aurora! It is to be red in the face."

Montreal Was Big For Morton-Hamid

CINCINNATI, June 6.—Bob Morton states that the Montreal engagement of the Morton-Hamid Circus, no surprises, exceeded anything in his 20 years' experience. Show played to 68,000 paid admissions. This date concluded one season for the Morton-Hamid Circus, which had a very successful year. Morton is now planning for next fall and winter.

Program at Montreal: Homer F. Lee's Band; Torelli's and Robert's dogs and ponies; the Arleys, Ullaine Malloy, trapeze; the Harls, the Averys, comedy acrobats; Aunt Jemima and company; Martin and Martin, aerial contortionists; Powers and Diaz, Merrill, on wire; Hoaglan's menage horses and Pallenberg's Boberman pinchers; Carl Duo, the Fratis, perch; Flying Flemings; Rose Ellis and company, barrel jumping; Hoaglan's jumping horses; Bernard's elephants; Merrill Bros. and Sister, balancing and acrobatics; Tudor family, the DeCardos, aerialists; Pallenberg's bears; Mickey King, aerialist; Robert's and Torelli's comedy mules; Captain Proske's wild animals.

Betsy Ross Wild West With Seal Bros.' Show

CINCINNATI, June 6.—Margery Mack, doing publicity for Wild West department of Seal Bros.' Circus, reports that Betsy King Ross' Hollywood Wild West is scoring and a high percentage of big-show audience is remaining for concert.

The program: Bud Anderson, owner-manager of the circus, rope spinning and working his menage horse Pal; introduction of Miss Ross; Jimmy Smith, clown and whip cracker, assisted by his wife; Miss Ross with her pony Roanie; Gwenyvere Marrs, fancy shooting, assisted by an emcee and Smith clowning the shots; dramatic scene portrayed by Miss Ross and her movie horse Spooky; Miss Ross, trick and fancy riding.

Company travels in two cars and trailers and a large semi-trailer. Miss Ross carries her three personal mounts and five other saddle horses are carried for lineups, etc. Special one and three sheets are used to exploit the concert.

Judgment for \$517 Filed Against Maynard

NORTH STONINGTON, Conn., June 6.—A judgment for \$517 against the property of Maynard Bros.' Circus, attached by the employees for arrears of pay, was filed May 28. The equipment, which has been stored, will have to be sold to satisfy the judgment. The wild and domestic animals belonging to the circus were not included in the attachment. They had been on the farm of Curtis Eccleston until May 27, when they were taken to the show's headquarters at Springfield, Mass.

Title of Brydon's Show Changed To Dan Rice; Signs Manuel King

CINCINNATI, June 6.—Ray Marsh Brydon has changed the title of his show from Rice Bros.' Circus to the Dan Rice Circus and has added a feature in Manuel King, with his wild animal act. Will join at Springfield, Ill., next Wednesday. Special paper will be used for the act. A new 20-foot Studebaker truck for ticket wagon has been received from Milwaukee. It is white enameled. John Dusch, band leader, has increased the personnel and now has 18 men in the stand, and the advance has been increased to 12 men and four trucks. Danny McPride has added six

Columbus Big For Russell

Best spot this season for show—first truck organization in Ohio capital

COLUMBUS, O., June 6.—Russell Bros.' Circus, the first in here this year and the first motorized show ever to exhibit in the capital city, recently closed a two-day stand, reporting the best business of the season and from the standpoint of attendance, two of the largest days in the history of the show. Show was on the Cleveland avenue lot.

Altho the matinee was light the first day, the evening crowds necessitated two performances, the first to a ring-banked audience. Attendance records reached their peak the following day when four shows were given, three of which were straw houses and the last a tent about two-thirds full.

The Indian Village or annex was also favored with the best business in the history of the Russell Bros.' kid show.

The circus was sponsored by *The Dispatch*, *The Ohio State Journal*, *The Sunday Star* and the Pepper Club, all of which lent their whole-hearted support. A straight admission of 25 and 55 cents was charged.

Reo Show Closes For Reorganization

CINCINNATI, June 6.—Kenneth Wheeler, business manager of Reo Bros.' Circus, states that the show has closed for reorganization and that the management plans to resume in time to fulfill contracted fair bookings.

Rapid City Banner Day For Joe B. Webb Show

BUFFALO, S. D., June 6.—The Joe B. Webb Circus has been enjoying splendid houses thru this State. At Rapid City two straw houses—banner day of season, following in two circuses.

Monty Lewis is now banner man and L. B. Sanders is purchasing agent. Bob Stevens is in charge of candy stands for Mrs. Webb. Wilma Willis, Mrs. Webb's sister, is now working in big show. Tex Orton is going over big with his impalement act in Ralph Noble's Side Show.

Mr. and Mrs. V. L. Son, of Fredonia, Kan., have been visiting the show thru the Black Hills. Folks from Barney Bros.' Circus were recent visitors. Betty Webb recently received a large hamadryad to be used as a pit attraction.

Charles Rooney Retires

CANTON, O., June 6.—Charles Rooney, for many years with leading circuses, with the Riding Rooneys, has retired, at least temporarily, because of ill health, he said here this week. Rooney while here sold his best riding mare to the Cole-Beatty Circus.

Rooney, for the last several years piloted his own one-ring circus, under title of Rooney Bros., playing thru Ohio. He recently left the stage unit *Jombo*, acting as equestrian director. He left here this week with his truck props and one remaining horse.

joys and there are now 14 in clown alley. The show has eight new maskings, also new curtains in front of the seats around the track, the colors being red, white and blue.

The show has been having some very good days. At Marion, Ind., two-thirds house in afternoon and turnaway at night; Crawfordsville, Ind., on Decoration Day, was big; Danville, Ill., on Sunday, May 31, very good. It was the first Sunday date of the season and five more are contracted. At Terre Haute, Ind., there was capacity at the matinee and a turnaway at night, the biggest day of the season.

Cole-Beatty First In Alliance on Sunday

ALLIANCE, O., June 6.—The Cole-Beatty Circus will play here Sunday, June 21, on a lot just outside the corporate limits in Mahoning County. It will be the first time Alliance has had a circus on Sunday. The show will pick up Alliance on its swing back west and will also play several other Ohio stands before going into Indiana.

The show already has played one Sunday stand in Mahoning County and no interference from authorities is anticipated. No parade will be given here.

Wisconsin Is Good For Atterbury Show

MARSHFIELD, Wis., June 6.—The second week in this State for Atterbury Bros.' Circus was much better than the first due to weather conditions, and the third week was swell.

The third Sunday of season was played at West Salem May 24, capacity matinee and nice night biz. At Galesville, first circus in five years, matinee fair, night house capacity. At Alma, first one in five years, matinee good, night show fair; Arcadia, strawed them at matinee and capacity at night; Osseo, first one in eight years, strawed them at matinee and fair night house; Eau Claire, two-thirds house at matinee, fair night house; Chippewa Falls, Sunday, May 31, half house at matinee and no performance at night due to rain and heavy halstorm. Big and Side-Show tops taken down at 7 p.m. Kid Show has been getting four openings every day and doing fair.

Featured in program are Robert and Mary Atterbury, double traps, tight wire, and closing with Mary's muscle grind. The entire Atterbury family is with the show, two of the younger children doing iron jaw.

Barnes Biz Good In Western Cities

POCATELLO, Ida., June 6.—For the first time this season the Al G. Barnes Circus turned southward on leaving Spokane, Wash., Walla Walla being the first stop. The show train arrived late, but with an extremely short haul, the doors opened but a half hour after schedule. Good trade chalked up here. Two stops followed in Oregon—Pendleton and Baker—with substantial turnouts in both places, everything moving on time.

At Pendleton, Bill Colp, who has not been well for some time, left for Hot Springs, Ark., to go under a doctor's care. All wished him a speedy recovery and return to his duties with the show.

With a swing into Southeastern Idaho, Nampa was the first stand. The run from Nampa to Boise for Decoration Day was one of the short ones of the season, 20 miles. Boise seems to be enjoying a sort of mild boom with the streets crowded and no vacant stores. Business very satisfactory.

It was a long run to Burley, Ida., where one show, Sunday afternoon, was billed to commence at 3 p.m. Arrival was not until 11 a.m., but performance started as advertised. The sky was darkened here by an approaching duststorm and strong winds had to be contended with. An unusually large crowd attended. Rain was encountered when show was being packed. The rain continued all night and the next day in Twin Falls.

A short run from Burley made it possible to start unloading at 4 a.m. at Twin Falls, and with a soft, slippery lot, it was work right up to time for opening of doors at 1 p.m. Despite the continued rain and bad lot, good crowds were on hand at both shows.

The run from Twin Falls to Pocatello is not an unusual long one, but a hot box on an elephant car delayed arrival until 9:15 o'clock. However, the show was made ready on time. The show was made ready in 3 hours and 14 minutes. Because of the 170-mile run from here to Salt Lake City, doors opened at 6:30 for the night show and performance started at 7:30.

ALBANY, N. Y., June 6.—Mayor James D. Tweed of Newburgh, N. Y., had asked the city council to adopt an ordinance prohibiting circuses in that city on Saturdays and holidays. The recommendation was adopted and the Corporation Counsel will draft the necessary ordinance for formal passage.

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

June 10—New Haven, Conn.
11—New London, Conn.
12—Stamford, Conn.
13—Bridgeport, Ct.
14—Providence, R. I.
15—New Bedford, Mass.

June 17—Fall River, Mass.
18—Worcester, Mass.
19—Hartford, Conn.
20—Springfield, Mass.

THE GREATEST SHOW ON EARTH

With the Circus Fans

By THE RINGMASTER

CFA, President, FRANK H. HARTLESS, 2980 West Lake Street, Chicago, Ill.
Secretary, W. M. BUCKINGHAM, Phames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rubelle, Ill.)

CFA President Frank Hartless, of Chicago, and wife left June 5 for Houston, Tex., where Mr. Hartless will attend the Linen Supply Association convention, of which he is national secretary. They were accompanied by Mr. and Mrs. Morris Kaplan, of Chicago, and Mr. and Mrs. George Freeman, of Peoria.

Ed M. Hilleary and Bill Reed Jr. renewed acquaintances when Ringling-Barnum played Baltimore May 20-21.

S. H. Schults Jr., of Galesburg, Ill., writes that on May 11 he and his wife drove to Burlington, Ia., and attended matinee performance of Seils-Sterling and met Fred Schlotzhauser, of Oquawka, on the lot. On May 25 they drove to Cambridge, Ill., and spent the day on the lot of Atterbury's show. They were guests of Mr. and Mrs. Frank Hall at supper in clubhouse.

Elmer A. Kemp, of Trenton, N. J., fractured two ribs when he fell from the top row of the blues on Jones Bros.' Wild West Circus May 22, attempting to help a boy who was trying to get a rope loose from a side pole. The top seat slipped, causing him to fall to ground, striking a stringer.

Ruth Larson, secretary to W. H. Hohenadel, editor of White Tops, and Harold Elch were married at Rochelle, Ill., May 6. Miss Larson has been with the W. H. Hohenadel Printing Company for last five years. After a wedding trip Mrs. Elch will again assume her position.

Eugene L. Williams, old-time circus fan, now resides at 57 North Parkside avenue, Chicago. For some time his address has been unknown to the editor of White Tops, but he was "rediscovered" a few months ago by Bob Shepard, who lives but three blocks north of him on same street. Williams is still greatly interested in the circus and his memory goes back to the early '70s and even the late '60s. He is also well acquainted with many showmen of present and wishes to be remembered to them. He was for years an engineer on the O. & N. W. Railway out of Chicago, and when a fireman was on an engine which hauled the Adam Forepaugh Circus.

Leonard Gross, of Tacoma, and Harold Kyte, Yakima, Wash., visited the Barnes show at Aberdeen, Tacoma, Seattle and Everett. The show played Yakima, Kyte's home town, May 18.

Earl Chapin May and wife visited the Harper Joys in Spokane May 27. The Mays are on a motor tour, obtaining material for a humanized history of the canning business.

Spokane Circus Fans put in a busy week-end when Al G. Barnes Circus Sunday there May 24. At matinee performance May 25 the Fans and the Lions' Club jointly staged their sixth annual Lions' Day at the circus, taking children from the orphanages to the show. Harry Hart, of Metaline Falls, Wash., there to visit show, assisted in taking care of the children. After the show Monday evening the Fans staged a party for a number of performers at Coeur d'Alene Hotel. Harry Goetz, Spokane CFA, presided.

S. H. SHULTS JR. and wife, of Galesburg, Ill., drove to Cambridge, Ill., to see Vanderburg Bros.' Show and says that Frank Hall has a nice outfit. Business light at matinee, on straw at night. Show features the Hollands, riding act, and Vera and Lester Orton, double traps, slack wire and iron jaw. Closing act, two hogs, one sheep, goat and dog, directed by Hall, is very good. Concert is given by Chief Sky Eagle and wife. Free act is a high-diving dog. Several cases of wild animals are in Side Show. Cal-Hope, played by Keen, is used for ballyhoo, also during performance.

Atterbury Top Flattened

MANSON, Ia., June 6.—The big top of Atterbury Bros.' Circus was flattened by a cyclone here May 25 shortly after being emptied of a crowd of children. The twister struck without warning, bending poles and ripping the canvas top. No persons or animals were injured.

CLIFF McDOUGALL, with Tom Mix Circus, pens that his pal, Dan Pyne, director of public relations for the show, has a mascot, a Great Dane dog.

Miller Contracting Agent With Seils-Sterling Show

APPLETON, Wis., June 6.—Arthur W. Miller, of Seils-Sterling Circus, is now general contracting agent. Advance crew: Curtis L. Thornton, manager; Bill Page, Jess Hartman, Al Wiley, Fred Seamon, Joe West, billposters; Ralph Bliss, Charles Payne, Mike Lindeman, Doc Arthur, Arthur Sampson, Al Best, lithographers and banner men.

Theo Weber has a crew of 10 busy on the show's two new electric light plants recently installed in a big semi-trailer. The big and side shows have been playing to very good business. At Jefferson, Wis., matinee only, auspices of fair association, capacity; at Dixon, Ill., turnaways.

At Racine, Wis., in evening crowd was so big that Side-Show Manager King Baile worked all his acts at one time. Big show had two-thirds house at matinee and strawed them at night performance there.

Gary Owen and company, in after-show, have had fine turnouts, and Otto Zabel, with his candy butchers and novelty workers, also has been doing good business. F. ROBERT SAUL.

Cooper Doing Well in Can.

COBALT, Ont., June 6.—Cooper Bros. Circus, E. H. Jones, manager, is doing good business in Canada. Among the acts are Captain Irwin, with his talking pony Prince, performing dogs and leaping greyhounds; Barth Quintet, aerialists and acrobats; Lersch Duo, aerialists and comedy acrobats; Arness Duo; Cowley Carmen and Cowley Parento; DeShon, producing clown, with five assistants.

William Grant, equestrian director, has the 22 numbers well arranged, and Frank P. Meister, director of 12-piece band, has appropriate music for every act.

Wild West concert is presented by Joe and Marion Clarke, Blondy and Peggy Ward, Johnny Ryan, Carmen and Irwin and Jiggs and Jumps, riders; Professor Oram manages Side Show and does Punch; Nellie King has girl revue; Lee and Alecia Ginger, Bertie Long and Ann Crosby present ballet and dancing numbers.

Russell Into Michigan

HUNTINGTON, Ind., June 6.—Russell Bros. Circus will invade Michigan next week. Enters at Sturgis tomorrow and will show there Monday. It is the home town of Athleta (Mrs. H. E. Brooks), a featured aerialist with show, and she will visit with relatives and friends. The Brookses entertained Frank Shepherd's daughter, Peggy, at Sandusky, O. Cheerful Gardner and wife, Bessie, joined recently. Cheerful is boss elephant man and menagerie superintendent and his wife is working elephants and riding menage.

The Madge Kinney dramatic show was on same lot when circus arrived in Findlay last Sunday, closing a two-week engagement there that night. Many of the circus people attended. Francis Kitzman, boss billposter, visited show at Findlay.

Nice Biz for Norris Bros.

CALHOUN, Mo., June 6.—Norris Bros. Circus, had nice business at Eldorado Springs, Mo., both afternoon and night. At Osceola biz was good at night. Ed Hiler, general agent, is stepping right along. Contracted four towns in one day. Harry Hartley and family recently spent a day on the lot. Hartley was formerly bandmaster of the show four years.

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HERBERT MARSHALL, former Side Show band leader, is ill and would like to hear from acquaintances. Address is 218 W. 11th street, Indianapolis, Ind.

DAN RICE'S CIRCUS Augmented By
MANUEL KING'S WILD ANIMAL EXHIBITION
WANTS TO JOIN AT ONCE AT DECATUR, ILL., THURSDAY, JUNE 11

FOR THE SIDE SHOW, a real Musical Act, Lady or Gent Pianist-Accordionist, genuine Troupe of NATIVE HAWAIIANS, or a Scotch Band. JACK McCLERNY WIRE ME. ALSO CAN PLACE A GOOD SNAKE ACT. Would Edward Von Scheen wire me AT ONCE, please? AAR good Side Show Freak or Novelty Act, I will place you. Ray Cramer is Side Show Manager.

JOHN (BIG STRIKE) STERCHIE wants to hear from Scotty, Big Joe or Andy Kelly.

JOHN DUTCH can place in the Big Show Band real Solo Clarinet, one more Saxophone and a real circus Snare Drummer with complete set of Traps. All persons with this show are paid every Sunday in full, furnished with the best of Cook House and the Sleeper Accommodations.

CAN ALWAYS PLACE oldtime Big Top Big Canvasmen, Seat Men or Riggers. Bill O'Day is Superintendent Big Show Canvas.

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RAY MARSH BRYDON, Gen. Mgr., Dan Rice Circus, Decatur, Ill., Thursday, June 11.

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LEWIS BROS. CIRCUS WANTS
FOR SIDE SHOW—Musical Acts, Magician, Grinders for Ticket Boxes, Oriental Dancers, Novelty Acts. Harry Leonard, Cuban Mack come on. All others write or wire JAKE FRIEDMAN, Side Show Manager. ALSO WANT FOR BIG SHOW—Ungers, Big Top Men, also Press Agent back with the show. WANT FOR STANDS, real live Butchers that can handle, Griddle Man, Get in touch with FRANK YOUNG, Charge Concessions. Guaranteed salary and percentage. Kewanee, June 10; Princeton, 11; Sterling, 12; Moline, 13; all Illinois.

Under the Marquee

By CIRCUS SOLLY

DOWNE BROS. had two big houses at Pittsfield, Mass.

WALTER L. MAIN CIRCUS did a capacity business in Auburn, N. Y., June 2.

GEORGE C. JOHNSON recently visited Sells-Sterling Circus and speaks well of it.

KOZAK, "the Man from Moscow," with Rice Bros' Circus, continues to obtain some fine after-notice in the press.

JOE MARTINI, formerly of Mighty Haag Shows, advises that he is putting on a Streets of Paris show at Dallas, Tex.

K. E. SIMMONS visited Rice Bros' Circus at Crawfordsville, Ind., May 30, reporting two very good houses and good weather.

FRED GUTHRIE, who was with Reo Bros' Circus here, has returned to Cincinnati. He is working at the Cat and Fiddle night club this week.

J. D. NEWMAN, traffic manager of Cole Bros., was in Chicago for a few days on business connected with the show. Show plays Hammond, Ind., June 28.

EDWARD RILEY, old-time trouper, is special agent and brigade manager of Cooper Bros' Circus. States that advance is going thru snow and wet weather in Canada.

OSCAR DECKER, brigade agent of Eddy Bros' Circus, postcards from St. Albans, Vt., to info that in his crew are Jack Fitzpatrick, J. C. Sutra, Harold Hunter and William Wilson.

LOUIS L. BARLOW saw Sells-Sterling Circus at Oshkosh, Wis., and was well pleased with performance. Barlow, who has been playing a number of Boy Scout circuses, is getting ready for the fairs.

KAY BROS' CIRCUS played Middletown, N. Y., Memorial Day, being the first in this year. Despite cold weather a good crowd at matinee and capacity at night. Business has been fair this season considering weather conditions.

TEDDY LA TOUR, formerly with the Downie and Main shows, is featured at Lucky 11 Night Club, Baltimore. In his revue are Jean Gray, Sylvia Mason, Bobby Allen and Jackie Scott. It is his second season at the club.

MARTIN SNITZER, of the Philadelphia Municipal Band, states that the Ringling-Barnum show is greater than ever and that Merle Evans has an excellent band. Snitzer saw the show in Philly.

OBSERVER DISPATCH of Utica, N. Y., stated that William Cunningham, of Walter L. Main Circus, was struck on left ankle with a heavy mallet by an elephant. Examination showed that ankle was bruised and swollen.

MAUDE MILETTE and daughter, Mildred, motored from Newark to Long Branch, N. J., May 31, visiting Ida Showles, Della Cran Brown and A. J. Meyer. Mildred is of the fourth generation of the lineage of Dan Rice.

COURTESIES were exchanged when Barney Bros' Circus and Siebrand Bros' Shows played day and date at Deadwood, S. D. Equestrian Director Bill Leturno gave a special performance at 11:30 p.m. for the management and employees of the Barney show.

CHARLES B. PAUL, trouper, and O. Shields, circus fan, drove from Winona, Minn., to La Crosse, Wis., to see the Sells-Sterling Circus, enjoyed the show and were entertained by the folks. Paul passed his 74th milestone May 20 and can still turn over a little.

NATE LEON, advertising solicitor for Kay Bros' Circus last several seasons, has returned to his home, 2005 Pingree avenue, Detroit, Mich., from hospital. He is recovering from an injured knee and a few abrasions suffered in an auto

accident May 10 near Waverly, N. Y. **JAMES M. TODD**, manager of James Todd Players, wife and daughter caught Joe E. Webb Circus at Butte, Neb., reporting nice show and biz in spite of heavy wind and rain storm. Webb will soon have a new big top. Band is directed by Pete Kramer.

H. L. FILBERT, general agent of the X Bar Ranch Rodeo, was guest of Manager Paul M. Lewis of Lewis Bros' Circus when show was at Elkhart, Ind. Afternoon attendance was good and night capacity. Reports good show. He met an old friend, George O'Connor, who handles tickets on kid show.

FOUR ORTONS, on May 30, closed a 12 weeks' engagement with "All Alight at Oxford Circus" at the Palladium, London. Were originally set for four weeks, but after the second week were engaged for run of show. They have five more weeks of foreign dates following the Palladium date.

KENTON C. DeLONG, Massillon, O., newspaper man and friend of showfolk, had as his guests during the week-end showing of the Cole-Beatty Circus at Akron and Canton, O., Mr. and Mrs. Arnold Maley, old friends. Mrs. Maley (Esma Wilson), aerialist, has fully recovered from recent injuries and is back in program.

JOHN H. WILSON, who has a 10-act unit which will play at fairs and celebrations, visited friends on Sells-Sterling Circus. Among them were Tom Beckman, who has the flying act, and King Baile, Side-Show manager. Reports that the big show is excellently balanced and is among the best on the road. Baile's show has 15 platforms and is enjoying big business in Wisconsin.

CRAWFORD DROEGE and Frank A. Norton visited with Walter L. Main and his agent, F. J. Frink, when they contracted Dunkirk, N. Y., for June 10, also had a fine time with the advance crew, aiding them in obtaining hits and daubs in that city and Fredonia. In crew are Mike Covitch, Stubby Smith, Frank Battella, E. W. Easley, Harry Patterson, Burton Savage and Ben Holmes. Almond has charge of crew and trucks.

THE VIKING PRESS staged a soiree at the swank Chatham Hotel, New York, in honor of Dexter Fellows' autobiography, *This Way to the Big Show*. Affair fairly dazzled with drinks and didoes, and among big Fourth Estaters present were Edward Anthony, of *Collier's*, who's

manager of Clyde Beatty; Louis Sherwin, lieutenant to Lowell Thomas; Carolyn Marx, literary gossip of *The World-Telegram*; reporters, news service men, publishers' representatives and a whole tribe of others.

BERNIE BLACK, of Black Brothers, tramp pantomime comedians with Polack Bros' Circus, recently had a severe attack of inflammatory rheumatism in an arm and wrist. He endeavored to work the last two performances at Ft. Smith, Ark., when he was in pain. He bruised the bone and doctor said he would be unable to work for three or four weeks. Bernie and Trixie have been doing aerial ring act and Vicky Van, acrobatic contortion turn. Trixie also is doing loop-the-loop. Bernie is sorry that he cannot write to his friends. He asks that they drop him a few lines.

NOT IN A DECADE has a circus press agent landed so much space in newspapers in Akron and Canton, O., as did Robert E. Hickey in exploiting the Cole-Beatty Circus. He grabbed off several stories and plenty of art in *The Akron Beacon Journal*, on which paper a long-time friend, Eddie Gloss, heads the amusement department. At Canton Hickey landed a story a day for eight days prior to the play date in addition to seven art layouts. A most flattering after-notice was written by Joe Vodyrey, managing editor of *The Canton Repository*, something seldom seen in the Canton paper.

CHARLES A. O'CONNOR (Chuck), who saw the Big One several times in Philadelphia, contributes these items: "Ray Milton is trainmaster, a mighty fine young fellow. Jack Bigger, one of the assistants, goes with the squadron. Franz Woske, who formerly worked the tiger act on Sparks Circus, is boss animal man. Frank Miller has candy stands concession with about 20 butchers. Charlie Carroll is checker-up for Miller. Jimmy Whalen, superintendent of canvas, is one of the best informed showmen I have talked with. Tom Kirby, assistant on big top, is confined to his home in Bridgeport with illness. Red Hibbard, an oldtimer, is filling in Kirby's place. The one-minute movie flashes showed Chick Bell dispensing his 50,000,000th ticket to a woman purchaser, and Bobby Worth remarked it took Chick a long time to make the movies. Worth has a very capable bunch of hustling ushers. Pat Greer, assistant trainmaster, who is a member of the IATSE, spent the winter in Miami and worked floor shows and theaters. At one time he was trainmaster of the 101 Ranch Show. Joe Farnan, of McKeesport, spent evening of May 24 with Mr. and Mrs. Charles O'Connor at their apartment. Joe has been with Ringling-Barnum for last three years as usher. Jim Fleming is porter on Car No. 91, fourth section."

Circus Saints and Sinners Club

For the Troupers—and a Home



RICHMOND, Va., June 6.—When Ham Watson, president of the W. W. Workman Tent, banged the gavel at the monthly meeting held May 22 at the offices of Saint Charles Somma, Virginia State Fair Association Building, more than 100 members, active and inactive, answered to the roll call. This was Past President Night.

Sinner Colonel John F. O'Grady kept up a running fire of comment on the way the Tent's business was conducted. At one time it was thought that Sinner Charles Fox would have to escort Colonel O'Grady to the rear. Sinner Dr. Rudd, past national president of the CSSCA, made a few remarks in the Rudd style—no other style like it.

Judges Gunn and Haddon told stories and reminiscences of the early days of the Tent and compared them with the present. Now we have a waiting list of 50 candidates for membership and money in the bank. The Honorable Dave Satterfield, former Commonwealth's Attorney and candidate for Congress against the present incumbent, the Honorable Andrew Jackson Montague, told some funny stories but did not dare make a political address at this meeting.

Sinner Bill Adams was our first president. He had much to say about his administration and the charter members of the club, many of whom are still active. The boys certainly did give old Sinner Joe Kass the raspberry when he

undertook to tell of the accomplishments of his administration. Joe is treasurer of everything, including his church. This story would be incomplete without a few words about our present president, Ham Watson. He is fair and just in his rulings and dispatches the club's business with speed.

Sinner Ernest Lemay made a report of his committee. He and his associates have been considering the possibilities of the establishment of new Tents in the larger cities in this section and have now decided to proceed with the work which is outlined to organize at least 8 to 12 Tents between now and the end of the year. It should be of interest to members of Tents in other cities to know that Sinner Harry Tucker, writer of "Main Street" in *The Richmond Times-Dispatch*, has recovered from illness. Harry is one of the founders of the GSSCA, having conceived the idea on a visit to New York City.

The honorable Sinner Morgan Shepherd, mayor of Ashland, Va., told us how he always advertises Richmond wherever he goes by telling people that Richmond is situated in the vicinity of Ashland. The writer will not say more about Sinner Shepherd because he is, in addition to being mayor of Ashland, also an editor and wields a mighty pen.

After the business meeting and speeches the meeting adjourned to the refreshment room.

CHES GOLDSTON, Natl. Secy.

Dressing Room Gossip

AL G. BARNES—Roland Simpson, who has been in the dressing room for two years and before that worked with Merle Rittenour on ring stock for several seasons, left at Twin Falls, Ida., for Southern California. Daviso Cristiani, a benedict and father of a three months' old child, is still out of the family riding act. His left ankle is slowly healing from a pulled tendon.

Octavio Canestrelli has had some bad luck lately. First, he had a sore throat that was very painful but he managed to keep working but was out for a few days past week with a touch of the flu. He is a linguist and is fast mastering the English language with the help of a large dictionary that he is always reading.

Helen Wight, who has been on the show for several seasons, observed her birthday anniversary at Burley, Ida. Helen is quite popular and a little party was given that night.

COLE BROS.-CLYDE BEATTY—Outcome of the ball game—ticket sellers, 2; dressing room, 1.

New for parade. Along comes Harry McFarlan, riding in lead car. Has the roughest and a contented look. Then comes the captain, John Smith, driving two beautiful white horses hitched to bicycle-wheeled buggy, followed by Norma Humes and Gladys Wykof with huge flags. Then the bugle girls, Pat Lindsey, Ruby Cutshall, Hilda Burkhardt and Bertha Denham. In blue costumes. Mounted are Mrs. Orman Cook, Sylvester, Joyce and Edna Sullivan. Mrs. Goodenough, Tucker and Barnett are atop a tableau, in purple we see Bobbie Patterson, Clara Lavine, Hanna Griebling and Betty Stevens. Along comes Anna Butler driving a two-horse tandem.

The "Old Lady in the Shoe" is that able entertainer Joe Short. In nice orange costumes are Dorothy Carter, Mary Kinko, Mabel McGraph, Wanda Wentz, Gertrude Scott and Mabel Kestler. In green we have Andrea Gallagher, Virginia Ward, Jean Evans and Helen Sharon. Girls are mounted on various colored horses.

Looking up on clown band wagon I see Jimmie McCoy in charge, assisted by Mal Bates, Spencer Allen, Harvey and Herman Wells, Walter Goodenough, Tom Allen, Joe Lewis and Kinko. Joe's mule is lame and Kinko lost his cart. The Wells Trio coming along on a cage waving at the natives. No. 2 band is headed by Art Lind, assisted by Otto Griebling, bass drum; Jimmie Foster, snare; Horace Laird and others.

In Wild West we see Georgia Sweet, Mrs. Foster, Paul Nelson, Frank Gilberth, Jean Allen, John and Prince (the Cossacks), Josephine Tatum and Mr. and Mrs. Al Mann. Have not the space to list Side Show, band boys and many others in parade.

Joe Short, the pinch-hitting emcee, looks real "golffy" in his knickers. Had a ball game with the Butler (Pa.) Aces the other day, score 13 to 2 in favor of Aces. Show team probably would have done better but the boys said the sun was bad and infield slippery.—EMMETT KELLY.

RINGLING-BARNUM—Col. Tim McCoy is setting a swell record with his sharpshooting. In 20 shows he has missed only six clay pigeons out of over 250. Some shooting, we call it! The Ringling Ramblers took the Liberty Sport Club, of Newark, N. J., into camp, 5 to 2. The second varsity soccer team won by the same score from the Venice High team in Philadelphia. Mildred (Hold That Tiger) Millette was the envy of the girls' dressing room when she received a grand week-end bag as a belated birthday gift. Her mother, "Mom" Millette, had a visit in Newark from her nephew, Lawrence Wolf, of North Carolina.

Altho the season is barely rounding into midseason form, romance has rung the bell another time on the lot. Bow Young, of the Yong Kam Troupe, said her "I Do's" the early part of the week. Mr. and Mrs. Harold Genders were visited by Mrs. Genders' brother, Tommy Moore. Wee Willie Mosier is doubling in brass this season. Taking care of the mail isn't enough, so he's Judge of Gentlemen Conduct in the men's dressing room and metes out justice with that lethal length of rubber hose. Late reports had everything under control.

Mickey King was a welcome visitor in the backyard recently when she came to see Art and Toni Concello. Bobby Cropper is back in spec again after a few weeks' absence while recovering from a broken collar bone. R. A. GRAM.

The Corral

By ROWDY WADDY

THIS YEAR there are less "conflicting" rodeos dated around the "Fourth"—granting some exceptions.

JOHN A. STRYKER recently contracted to manage the rodeo department of this year's Mid-South Fair-Rodeo at Memphis.

FRANK CLANCY, Buck Barbour and Eddie Costigan are handling the weekly shows at the Lincoln Dude Ranch, Carmel, N. Y.

TEX McDANIELS, with his saddle steer and camera, was working near the Frontier Centennial grounds at Fort Worth on Decoration Day.

PEGGY LONG was injured by a falling bucking horse at the Ardmore (Okla.) Rodeo May 29. While seemingly serious the extent of her injury had not been determined that afternoon.

FOG HORN CLANCY, with a week's rest at home after the close of the Tulsa Rodeo, is at Craterville Park, Okla., where he is assisting Mrs. Frank Rush and son in preparation for their rodeo.

MERCED, Calif.—Postponement of the annual Merced Roundup until fall, instead of holding it in June as in previous years, was recommended by the Chamber of Commerce here.

C. F. HAFLEY (California Frank) has rented a bungalow and a 10-acre tract at Fort Worth, and it is reported that he and Mamie Francis are booked at the Frontier Centennial at that city.

FORT WORTH — Verne Elliott, co-director of the "Last Frontier" to be presented here, has selected more rodeo performers to appear in the show, among them Donald Nesbit, Buck Lucas, Ward Watkins, Ruth Roach, Bea Kirnan, Chuck Williams and George MacIntosh.

REPORT REACHED The Corral editor last week that John Bowman, 67, father of Ed Bowman, rodeoist, died May 26 of a heart attack at the family home at Mt. Pleasant, Tex. Ed and Tillie Bowman have been working rodeos in California.

GEORGE PITMAN will trick ride and rope at a string of Western rodeos this year. Says George: "The fellows who do both trick riding and roping want to whip up, as I am ready. Have a new horse that 'burns oil,' so won't use the 'paint' horse I had in England and used the last 10 years."

TAD LUCAS worked in the trick riding of the Ardmore Rodeo and although still handicapped by a bad arm the artistry which once was hers still makes her an outstanding trick rider, and her many friends will be glad to know that the game little rider is still able to carry on.

TEX HARRISON and wife, Ginger, of Tex Harrison's Buckeroos (stage and radio), formerly about nine years ago with Jim Eskew's Wild West with Rubin & Cherry Shows, visited Jim and the bunch during the Rodeo-Show at Pittsburgh. Tex called at *The Billboard* while in Cincy last week.

THE ANNUAL Livermore (Calif.) Rodeo starts Saturday of this week. The following are reported as among the participants: Johnny Schneider, Pete Knight, Smoky Snyder, Skeet Bowman, Earl Thode, John Rhodes, John Bowman, Breezy Cox, Eddie Woods, Kl Silacci, Perry Ivory, Buck Sorrells, Everett Bowman, Frank Schneider, Canada Kid, Ed Lopez, Donna Cowan, Laura Walters, Revs Gray and Leah Farris.

WINNERS at Pawnee Bill's Rodeo, Tulsa, Okla.: Steer Wrestling—second steer, Hub Whiteman (6 4/5 seconds), Jim Irvin (7 4/5), Herschell Ross (10); third steer, Dick Truitt (9 2/5), Glenn Soward (10 4/5), Shorty Ricker (11); Finals (three-steer total), Hub Whiteman (40), Jimmy Nesbitt (40 2/5), Herschell Ross (40 2/5). Calf Roping—second calf, Buck Goodspeed (14 3/5), Amey Gambin (17), Gene Ross (18 3/5); Finals (two-calf total), Buck Goodspeed (33), Everett Shaw (35 1/5), Jonas De Armand (36), Amey Gambin (36). Last day bronk riding—Lonnie Rooney, Joe Farrell, Jackie Cooper. Last day steer

riding—Eddie Curtis, J. D. West, Slatts Jacobs and Earl West tied.

NOTES FROM Major Scott's Wild West—Preparations are under way to open the season at Salisbury, N. C., late in June. The staff includes Jack Bewley, business manager and general agent; Bessie Bewley, advance tickets and promotions; Clarence Smith, advertising; Justine Gaylord, secretary-treasurer; George Hennessey, announcer and publicity; Frank Watson, charge of stock; Arthur Gaylor, arena secretary; Alfred Pilz Sr., grounds superintendent. Bob Follette will furnish 22 head of stock. Show will travel on motor trucks and railroad.

DES MOINES, Ia.—The Texas Rangers' Rodeo here, sponsored by the local unit of the Iowa Policemen's Association, despite that it attracted a reported 10,000 customers, was a financial blob, with a preliminary check of figures showing the sponsor between \$700 and \$800 in the red. It was the second attempt of police to raise funds for the State convention of the association to be held here next September. A football game last Thanksgiving was also a financial failure. Curley Bell was seriously injured when thrown from a bucking steer. A checkup at Mercy Hospital showed he suffered a crushed chest, concussion of the brain and possible skull fracture. Hyke Walrich was taken to Broadlawn General Hospital suffering injuries received in bull-dogging. Dived over his steer, when the wary beast ducked its head. He suffered a badly wrenched left knee, the tendon being torn. Jimmy Nesbitt was slightly injured while riding in a chariot drawn by a steer, and Buck Wyatt got an ankle injury while attempting to bulldog a steer.

Dexter Fellows

(CSSCA)

Tent Tattles

By FRED FITZER

NEW YORK, June 6.—Barry Buchanan has finished his encyclopedia of the amusement world which defines more than 20,000 technical, parlance and slang terms used in theater, motion pictures, radio, circus, etc.

The circular created by Tony Sarg for his colossal preview of Streets of Paris, by which it is intended to move Park avenue to Luna Park, Coney Island, is a masterpiece of originality. The committee, of which Sarg is chairman, is a veritable who's who, and the side shows include everything from Folies Bergere to Tiny Venus on a half shell. The preview is to be held on night of June 11 and the charge including chow is five bucks per.

Jack Dempsey, who is chairman West Side Hospital Development Committee, will be featured at a dinner arranged for by a committee consisting of Park avenue well-knowns.

A business meeting of the tent was held at Hotel Gotham June 3. Many members attended and constructive

Several Plans for Financing of Home Heard at Annual CSSC Meet

NEW YORK, June 6.—No dearth of ideas in support of a home for troupers was lacking at the annual meeting of the Dexter Fellows Tent, Circus Saints and Sinners Club of America, projector of the proposed sanctuary, when it held its annual meeting in the Gotham Hotel Wednesday in conjunction with a buffet luncheon.

A personal sliding scale tax assessment on circus performers, membership drive, benefit parties and shows, bequests from those known to be friendly to the circus industry, national circus day benefit, WPA or Federal Housing co-operation and other ideas for raising money were advanced, with executive committee instructed to consider all proposals. Orson Kilborn, newly elected president, announced that a broadside is being drafted, which will include a design of the physical layout, situated in Sarasota, Fla., to be sent thruout the country in the first of a series of drives for national publicity and fund-raising.

Meeting was featured by the presence of Stanley W. Wathcn, England's leading circus and novelty act booker, who was greatly impressed with the humanitarian work of the club and donated two memberships; Ralph A. Whitehead, executive

speeches were made respecting the Old Troupers' Home. An account of this meeting appears elsewhere in *The Billboard*. Stanley Wathcn contributed \$25 towards the home. The talk by E. E. Sugarman, of *The Billboard*, was very enlightening, and George A. Hamid's straight-from-the-shoulder comment was well received.

We visited the Kay Bros. Circus at Caldwell, N. J., and must confess that all we have so often heard about this big little show is true. Boss Ketrov reflects his 47 years in show business in all that is done. We were interested in some innovations. There is an unsupported center pole augmenting the regular center pole; wagons built to fit props so that there is no overloading or under-loading of wagons; reserved-seat section is all chairs, no star backs, and Ketrov supervises all that is done. Ketrov stopped parading long ago. "I wouldn't parade," he told me, "because it doesn't bring an extra dollar into the tent."

We visited a bit with Milt Robbins, whose father, Frank A., used to winter his show in our neighborhood years ago, and we were happy to see Harry Baugh. He is general utility man. In our party were Mr. and Mrs. E. D. Thornburgh with their son, Douglas; the writer and Mrs. Pitzer, Melville Pitzer and Elsie Vaughn.

Good Day for Cole At Canton on Sunday

CANTON, O., June 6.—The Cole-Beatty Circus wound up the first month of its 1936 tour under canvas here Sunday with not a losing day, executives of the show told a representative of *The Billboard*. The show here used a new lot just outside the corporate limits. There is a possibility that the larger shows will use this lot in the future, as it means a saving of \$140 license fee and the rental is less than the fair-grounds. City water is available and the street bordering the lot to the east is within the city. There is plenty of parking space.

Ideal weather favored the show here. Lew Delmore's Side Show had a good day. Big show business at matinee exceeded expectations and night house was highly satisfactory.

Ann Arbor Council Revises Sign Ordinance

ANN ARBOR, Mich., June 6.—The city council has revised its sign ordinance. In place of the \$3 fee for all types of signs which is now charged a graduate fee system is to be inaugurated. This would establish the following scale of licenses: Temporary signs, \$1; flat signs, \$1.50; projecting and vertical signs, \$2.50; column signs, \$1.50; roof signs, \$5; poster boards, \$2.50; portable signs, no fee; special signs, minimum fee of \$1.50.

Circus bills are to be erected on one permit for all such bills, with fee for each circus to be \$25.

secretary American Federation of Actors, who spoke on behalf of the vaude-night club-outdoor performer and was inducted into membership with the probability that he will be asked to co-operate with the executive committee; George A. Hamid, head of the booking office bearing his name, who is a member of the exec committee; Elias E. Sugarman, of *The Billboard*, and others. Tony Sarg, ringmaster, presided, and speakers were Richard P. Ettinger, Tex O'Rourke, C. R. Haffenden, F. Darius Benham, Walter C. B. Schlesinger, Elmer Q. Oliphant, Fred P. Pitzer, E. D. Thornburgh and President Kilborn.

Elections: Orson Kilborn, president; Tony Sarg, ringmaster; Fred P. Pitzer, vice-president; Elmer Q. Oliphant, secretary; E. D. Thornburgh, treasurer; William Steinke, master of ceremonies. Executive committee, to serve for one year: Carlton Hub, Henry Havemeyer Jr., Charles E. Crowley, Richard P. Ettinger, Tex O'Rourke, C. R. Haffenden, Charles Parks, William T. Van Atten, to serve for two years: Tony Sarg, James B. Pond, E. L. Robbins, F. Darius Benham, Raymond C. Schindler, John Carey, Walter C. B. Schlesinger, George Hamid.

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox

By STARR DE BELLE

KNOX, O., May 30, 1936.

Dear Circus Solly:

The last week's weather both good and bad. Business the same. Altho show has only been open since April 15, program is running smoothly. The only hitch is in the cookhouse program. The Won Family, Chinese performers, insist on a chop suey and rice menu. The Horse Family, Indian entertainers, almost demand venison, while the Upp Family, palmists and horse traders, cry for Irish stew. Regardless of their positions, they get balcony for breakfast with the remainder of the troupe.

Many new features added to big-show program. Two more swinging ladders in the Frolie. A high-diving dog now the free-act thriller. The act announced from callope while on parade. "Just follow the parade to the circus grounds. Sensational free high dive by the world's champion high diver." Quite a pleasant surprise for the natives when they find out it's a dog instead of an ordinary human. To build up a more friendly feeling we pick a committee of 10 to hold the net. This makes them feel as tho they are a part of the great combined circus.

The vaudeville concert will soon be discarded and a Wild West show will take its place. We are using the paper already. So strong is our billing a big commercial enterprise sent on three salesmen to solicit our business.

So far this season show hasn't played a second-hand town. First in and no opposition. And so far a winner on the season. The rumor that the show is 10 weeks behind in salaries is all wrong. According to our auditor, it is only four at the most. This doesn't include the six weeks' holdback.

A wire from Manager Upp just arrived from Lancaster. He is bringing on two elephants, a sea cow, two umbrellas for ticket boxes, a howdah, a trunkful of trappings, six lengths of blues and a tintype machine. Bigger, better and grander than ever, our slogan.

OAK BRAND: HY-TEX BALLOONS

STARS and STRIPES

A great flash on the lot, or any location. Four and five-color effects. (Or patriotic colors only, if desired.) These two designs are new this season—and they're getting big money.



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The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

Wanted Cowboys-Cowgirls

CAN USE more good Riders, boys and girls. Also place organized Unit for summer. Stock with or without riders. Louis season, money sure. PLACE Troupe Dogs, Ponies, Bucking Mule. You all know the Major. Open June 24. Write or come on. Address 4 BULLET RANCH RODEO, Salisbury, N. C.

14th ANNUAL ANVIL PARK RODEO

JULY 2-3-4. For Prize List write C. A. STUDER, Secretary, Canadian, Tex.

WANTED AGENT WITH CAR

JONES BROS. WILD WEST CIRCUS General Delivery, Knox, Conn.

HOLIDAY GROSSES HOLD UP

Reports Good In Ohio Area

Managements of major resorts encouraged by biz—spending is more liberal

CANTON, O., June 6.—Unusually cool weather kept down attendance at opening on Decoration Day of Eastern Ohio amusement parks, but despite this operators report grosses for the day were in excess of those of many former years. At night patronage increased to witness fireworks presented in all major resorts. Executives of most of the parks voiced optimism over the outlook and predicted the best year since 1929. Opening crowds were good spenders, operators reported. Bathing beaches and pools lost the day. In Meyers Lake Park, Canton, while attendance was not up to some former years, inaugural was satisfactory, General Manager Carl Sinclair reported. When fireworks were shot thousands jammed the park. Thousands of dollars have been spent, particularly on expanding the bathing beach. A new Ferris Wheel has been installed near the entrance and a Caterpillar will go on the midway in a few days.

Summit Beach, Akron

H. W. Perry, who is in his first season as directing head, has done wonders with rides and concessions that remain in the park, and he reports listing a number of outings and special events. Dance pavilion is grossing better than a year ago and he is again operating a beer garden in connection, in addition to a beer garden out in the park. Merry-Go-Round, pool and 25 concessions are under his supervision.

Chippewa Lake, Medina

Under management of Parker Beach, there was big attendance on the holiday. There are many new faces about the rides and concessions but executive staff remains much the same. New rides have been installed. Picnic bookings are heavy, as usual, according to Mr. Beach. Dance pavilion is using occasional name bands and is operating nightly to excel. (See HOLIDAY GROSSES on page 44)

Denver Lakeside Has Good Start in Adverse Weather

DENVER, June 6.—Rain on May 23 prevented Lakeside Park from having one of its biggest openings in years, but weather cleared the next day and the season got under way, when more than 12,000 paid admissions were registered, Manager Benjamin Krasner said.

Several thousand dollars have been spent in remodeling, painting and landscaping, making the park look like new. Herbie Kay's Orchestra in El Patio Ballroom is a drawing card. Ballroom did capacity, while concessions suffered because of rain. Manager Krasner expects records to be made, not only in the park in general but in the ballroom as well.

Geiser in Again at Tuscora

NEW PHILADELPHIA, O., June 6.—Ed Geiser will again manage Tuscora Park here, municipally owned. Season opened on Decoration Day for the 29th consecutive summer. Dance pavilion will operate three nights weekly and pool opened this week. Picnic bookings are heavy. Approval by voters at a recent election of a one-mill levy will insure uninterrupted operation for two years.

Pittsburgh Openings Hit

PITTSBURGH, June 6.—Threatening weather on Decoration Day kept down holiday crowds in parks and pools. Considering these conditions, however, business has been good. Ideal weather on Sunday brought out heaviest crowds so far this season. Kennywood Park headed the parade, offering a number of free features, including the radio and vaude act, Landt Trio and White.

RUN-OF-THE-SEASON FREE ACTS IN PARKS

By WILLIAM MUAR

Watch for This in The Summer Number Of The Billboard

Glazier Projecting New Michigan Spot

DETROIT, June 6.—A new major amusement park for the Detroit area was announced this week by Douglas Glazier, operator of Park Island, Lake Orion, 15 miles north of Pontiac, for the past nine years. Mr. Glazier's lease on Park Island expires at end of this year.

Mr. Glazier has three sites under consideration in the district north of Pontiac and will select one of these for the park which he will develop next year.

Dance hall would be built at once and other attractions added, with adequate room for expansion. Announcement of the site will not be made until fall.

Sterling Pilot in Scranton

SCRANTON, Pa., June 6.—Rocky Glen Park, which reopened on Decoration Day to one of the largest opening crowds in its history, with all buildings and devices newly decorated, is under management of Ben Sterling, who started his park career in Rocky Glen 14 years ago with a Penny Arcade. He is being aided by his two sons, both reared at the park. Rides include two Roller Coasters, Merry-Go-Round, Miniature Railroad, Dogem, Whip, Heyday, Caterpillar and Aerial Swing. There are roller skating and other amusements. Fireworks were used at the opening.

Colter Sees Best Season

INDIANAPOLIS, June 6.—Cement walks have been laid in Riverside Amusement Park and the big horseshoe-shaped promenade almost a half-mile long, is not only roofed over but dry underfoot. Manager A. W. Colter, basing his opinions on the first weeks of business, predicts the largest season in the park's history. It is planned to operate big rides and other attractions afternoons as well as evenings as soon as schools' vacation begins. Heretofore, for several seasons, larger devices were in operation only at night.

Acts Used in North Europe

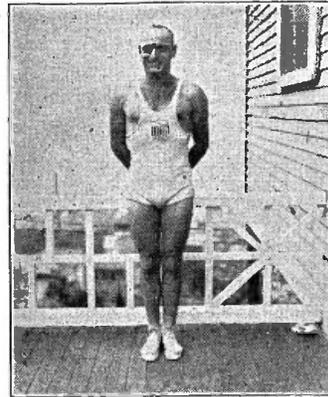
PARIS, June 6.—Amusement park season in Denmark, Sweden and Norway is in full swing, with practically all parks featuring circus and vaude shows. In Nofesfaltet Park, Stockholm, are Show Boys, musical novelty; Lupesco Sisters, bar act, and Milcar Company, eccentrics, while the novel Skansen, open-air museum and park, offers band concerts. Copenhagen Tivoli Gardens features Three Glaesners, bar act, and Original Demons. "Folketsparks," with rides and shows, are abundant in all three countries.

Fire Levels Iowa Pavilion

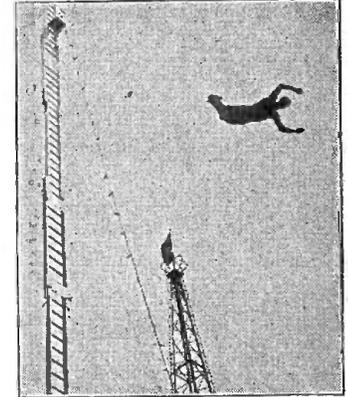
MAQUOKETA, Ia., June 6.—Lakehurst Pavilion, one of the largest summer resorts in Eastern Iowa, was leveled by fire here on May 25, with damage estimated at \$15,000 by A. A. Hurst, owner. Since its erection in 1923 scores of noted radio and dance bands have appeared there. Damage was partly covered by insurance, and the owner is undecided on plans to rebuild.

Island Park, N. Y., Readied

AUBURN, N. Y., June 6.—For several weeks crews have been readying Island Park, foot of Owasco Lake, for business. Park is open, but the official inaugural has been deferred until latter part of June. Extensive remodeling has been done at the hotel.



SOME WINNERS in World's High-Diving Championship, portable tank, free style, in Palisades Amusement Park, Palisade, N. J., on May 30 and 31. Upper photos show Captain Sol Solomon, Miami, youngest entrant, in diving togs and executing winning dive, a full gainer from 122-foot pedestal, said to be highest dive known into a shallow-water tank. He won \$500 award and six weeks' booking thru George A. Hamid, Inc. Lower left—Captain Kenneth Blake, Chicago fire-diver, runnerup, with back layout of 105 feet, winning \$200 award. Lower right—Lucille Anderson, New York City, winner in women's division with 102-foot swan dive, said to be highest ever made by a woman into a portable tank. She won \$100 for women's title and \$50 for fourth place in mixed division. Jack Latowski, Albany, N. Y., 104 feet, won \$75. Bernie Keesecker, West Virginia, 100 feet, fourth among men, won \$25. Pauline Black, Salt Lake City, 99 feet, won \$25 for second women's place and \$25 for sixth in mixed division. Vicia Moss, Chicago, 60 feet, placed third in women's tourney. Cash awards totaled \$1,000.



Jefferson Off To Real Start

Beach near Detroit sets 10-year record on rides—setup entails big outlay

DETROIT, June 6.—Opening of Jefferson Beach Amusement Park at St. Clair Shores on May 22 was well publicized and, with Don Redman's Band the first three days in the ballroom, attendance jammed rides and attractions to capacity and nearly every metered ride broke 10 years' records for grosses, altho the spot opened late and much construction work was still under way.

This year sees the most thorough reconstruction program in any Detroit park since the three major parks were erected in 1927-'28. More than \$50,000 is being spent and the pay roll was swelled beyond 100 employees by addition of a construction crew to work this summer. Three new cars, to make a third train on the Coaster, were ordered when increased business showed necessity of handling crowds faster. A new parking lot has been leased, addition will handle 3,000 cars.

Major construction items include \$3,500 spent on the ballroom, with installation of new ventilating system, redecoration in modernistic gold and blue and indirect lighting. Band stand has been moved forward, amplifying system put in and second band stand installed at the beach end. A new double-crossing beacon light, 1,000,000 candle-power from each beam, is visible some 10 miles. Beach grading allows a gentle slope to deep water, where new diving facilities are being provided and playground de- (See JEFFERSON OFF on page 41)

White City Makes An Impressive Bow

NEW YORK, June 6.—Back from Worcester, Mass., George Hamid said that White City Park, of which he is proprietor, followed its May 24 opening with a sizzling showing over the holiday week-end.

Rink, operated by Ernest Neale, and ballroom, run by Danny Duggan, played to fine business. First act in the Atenos, followed by Janet May, aerialist, giving three shows daily.

Mr. Hamid announced that a new beach and bathhouse are being developed.

McComb in Buckroé Pavilion

NEWPORT NEWS, Va., June 6.—Buckroé Beach, which reopened this week, has about the same lineup of attractions as last year. Pavilion is under management of T. M. McComb, and traveling bands will be played in one-week stands. There will be amateur nights once a week.

Peak Gate for Detroit Zoo

DETROIT, June 6.—Attendance in Detroit Zoological Park last Sunday reached the peak of eight years of the zoo's existence, more than 100,000, said Director John T. Millen. Revenue exceeded that of Decoration Day, \$3,382.12, Sunday's receipts being \$4,319.33.

DRINKING SANITATION AS A BUSINESS ASSET

By EMBREE C. JAILLITE

Watch for This in The Summer Number Of The Billboard

American Recreational Equipment Association

By R. S. UZZELL

Leonard B. Schloss tells us his first five weeks in Glen Echo Park, Washington, D. C., are ahead of the first five weeks of 1935. This confirms many reports of better earnings this year and is just what we need to create the new urge for amusement park betterment.

George Baker, brother of Harry C. Baker, has been chosen to fill the place made vacant in Playland, Rye, N. Y., by the tragic death of Fred Church. Character and good habits were no small factor in this selection. A choice for such a responsibility is not made without careful weighing of the requirements necessary in a man to maintain such high efficiency. We congratulate you, George, and wish you success. It will be an experience for you to remain in one place after having traveled so much. Some of us who travel so much count it a luxury to remain at home for two whole months at any one time. You would travel far to find as beautiful a place to anchor.

Up-to-Date Contracts

Decoration Day had us anxious about weather. It looked like rain much of the day and was unusually cold. Sunday following was colder and most of the afternoon looked more like rain than on Saturday, yet with cold weather and constant threat of rain the results were ahead of last year for the corresponding time. This still points toward a good season. Things can reverse themselves any time, but we surely are still going in the right direction. Smiles are coming back where few or none have been seen for several seasons. Already some are regretting their lack of courage earlier in the year when they could have done something new that would have benefited them and the industry as a whole.

One of the new members has asked for information on how to recover devices sold on conditional sales agreements where his customers are not paying installments long past due. Unfortunately when the contract does not comply with State requirements and has not been properly executed, witnessed and recorded there is little we can do to help our fellow members. His own lawyer draws a contract that will hold for the State in which he practices, but is worse than useless for any other State unless said lawyer has been prodded into a special study of each State. That in itself is little protection unless the lawyer keeps up to date.

Carlin Idea Again

This is all old stuff to most of us, but remember it was once a maze to each of us, and if we did not keep on the alert we should be out of date in some

places in one year. The laws changed in one-third of the States in 1935. At any rate we must have saved him the equivalent of 20 years due in starting him in the right direction and showing him where and how to beware. And, best of all, showing him how to keep up to date.

John J. Carlin in Baltimore had the pipes in his dance hall for making ice for skating and hockey. Dancing in all parks does not pay these days. He did not take up the pipes this year so as to revert to dancing for the summer, but is utilizing them to cool and air-condition the place for the Showboat. Carlin is usually found leading the way on some line worth while to the industry. Best of all, he is perfectly willing to pass on his experience for the asking. His is the spirit that made America and is needed now to give courage to the despondent.

Luna Park, Coney Island, N. Y., just had to have something new to arrest attention on entering the place. Streets of Paris fills that need and if it succeeds, as we think it will, Luna also is on the way back. Give it another boost next year, Charley Miller, and you will have won your spurs.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Decoration Day week-end, scheduled as the signal for the start of the season around Long Island, was a pretty gloomy affair. Old Man Weather frowned on the amusement tribe, and we hate to think of all the foodstuffs stocked in by the concession troupe, that went bad. Around these parts, as elsewhere, there are three big days for the amusement gang, Decoration Day, July 4 and Labor Day. The aggregate biz of these three important days should, concessioners figure, be about 20 per cent of the season's trade.

Governor Lehman, Mayor La Guardia and a host of other biggies dashed thru the Island via motor, giving the landscape the double "o" as part of the Long Island Tercentenary, which, by the way, isn't clicking too popularly with the locals, because Brooklyn, which the geographically a part of Long Island but really isn't, has been getting most of the spotlight. Islanders figured there would be more attention given to Queens, Nassau and Suffolk counties. Instead the historical significance of these places was being shouted by the Tercentenary sponsors while the important events of the celebration were being staged in Brooklyn. Naturally, most of the spending took place in the latter region. If nothing else, there's been a lot of good publicity and prestige scattered about for the Island, which will have its day in '39 when the World's Fair hits here.

Long Island State Park Commish is giving golf a buildup.—Holmes Airport, Jackson Heights, functioning.—Broad Channel pool running true to form and doing the most ambitious promotion stunts of any swimatorium on the Island.—Stan Ross' Ork due to hold on thru the summer at Long Island Casino.—No info on the royal band that'll play the Pavillon Royal, Valley Stream, this year as yet.—New Broad Channel kid park doing swell.

ROCKAWAY BEACH: Two boat rides, one on the Walk, the other on the Bowery, getting big play.—Cool weather made it necessary for the Thunderbolt, Coaster ride, to shut down for a couple of days.—Jack O'Connell's bar a cheerful spot, with Jack's jesting good enough to make other entertainment unnecessary.—Old life guards coming back to the beaches, some of them passing their 10th year.—Playland Park will concentrate heavily on its pool and bathing pavilion, with capable Hans Klein directing these efforts.—Matt McGovern's dance spot okeh and the popular operator, tripped the first light fantastic of the season to prove he's still able and that the floor is still good.—Additional busses put on between Rockaway and Brooklyn.—Steeplechase pool gets off to a late opening.—Phil Addison, electrician, has at least a half dozen interests on the Walk.—Three balls for a nickel is the standard offer at most of the "throw games."

LONG BEACH: Plenty of beer spots, we say.—Lot of empties among the cottages yet.—Charles Hanson back from Florida, where he says business was "mentionable."—La Cabana opening due soon.—High Tide Inn, drinkery, prepped.—City of Long Beach publicity now being sent out in organized fashion. Will try to get summer visitors

to consider the spot for a year-round resort.—Lot of bridge tournaments slated for this place, lasting thru the summer.—We can't understand why that rumor about a race track in Long Beach still persists. Must be a realty boom motive behind it.

Kaydeross

SARATOGA SPRINGS, N. Y.

Fred H. Ponty, managing director, has engaged Freddie Mayers and his Hotel Edison Band for ballroom, which has elaborate decorative scheme along modernistic lines. . . . Stein & Goldstein, who had contract for Caroussel, were compelled to cancel owing to serious illness of Mr. Stein. Operated on a few months ago, he was taken ill after a strenuous day at park and after being X-rayed was ordered by his physician to take a long rest. Timothy Murphy, of Rockaway Beach, N. Y., immediately took over the lease and is installing a four-abreast ride. . . . Rose Jones, of New Mexico, has taken the palmistry concession. . . . Edward Sobiecki, Albany, has pony and goat rides.

Week-end preceding holiday brought good crowds to park and its white sand beach. . . . Summer bungalow colony all occupied and there's much boating activity on lake, canoeing being popular with colonists. . . . New York State reservation draws many visitors to the springs, one of the most famous of health resorts.

Cantonites Lease Pavilion

AKRON, June 6.—Dance pavilion in Springfield Lake Park, near here, operated on part-time basis several seasons, has been leased by the interests that operate Meyers Lake Park, Canton, O., and was opened May 18 with George Duffy's Orchestra. Policy will be Saturdays and Sundays until June 1, when Monday nights will be added. Nick Sutmaler, identified with Moonlight Ballroom, Meyers Lake Park, who will also be manager of the lake pavilion, reported a big opening.

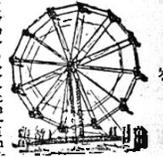
Free Gate Rules at Akron

AKRON, June 6.—Sandy Beach Park, reopened on Decoration Day, is again under management of W. I. Warrensford, Akron. A Ferris Wheel has been added and spacious bathing beach has been improved. There are a Merry-Go-Round, dance hall and other attractions, and the park has never had a pay gate.

AKRON, O.—Crystal pool in Summit Beach Park reopened on Decoration Day. Built several years ago at a cost of about \$100,000, it is now owned by Ed Sheck and associates, of Akron. It will be operated daily, day and night, until Labor Day.

THE ARISTOCRAT OF RIDES

The No. 10 BIG ELI Wheel. Recent new installations include a No. 16 at Blackpool Pleasure Beach, Blackpool, England, and a No. 10 purchased by F. E. Gooding for the Great Lakes Exposition in Cleveland. The largest of all BIG ELI Wheels. A Real Flash and a Real Money-maker. Write for information.



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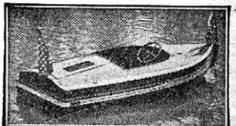
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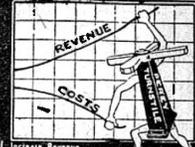


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We also manufacture equipment for the following devices: Coasters, Fun Houses, Water Rides, Miniature Railroads and Auto-Air Way Racers.

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\$20,000 Park for \$8,000; only \$950 cash, balance yearly. Has Pavilion, Swimming Pool, Billiard Hall, Arcade, Stands, Ball Diamonds, etc. Buildings just painted and repaired, everything good condition. Now operating to good business. Come take possession and so ahead. Want to retire.

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BATHING PRIVILEGE

VIRGINIA BEACH, VA.

Best Resort on Atlantic Coast.

Lockers, Swimming Pool, Sale of Bathing Accessories, Etc. Attractive terms. Applicant must be experienced and have equipment.

PLAYLAND, INC., Virginia Beach, Va.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

The Winnahs!

With the results made known in news columns, the first world's high-diving championships have come and gone, giving the solution to the great problem which has perplexed the aquatic world for years.

I think of many things I've wanted to state about the high-diving championships ever since the last dive was made. I want to thank each of the contestants for the swell co-operation. They all were as agreeable as a unanimous jury. And that, more than anything else, helped make the affair the big success it was.

Jack and Irving Rosenthal, operators of Palisades Amusement Park, who donated the \$1,000 in cash prizes, say the high-diving meet greatly aided in attracting the record-breaking crowds to the Jersey play center over Decoration Day week-end. And concessioners were delighted at the results. And when park concessioners are delighted, you can imagine what patronage the meet enticed.

A word of thanks is due to Buster Gordon, of the Diving Gordons; Capt. Jimmy Jamafson and Arthur Holden, all of whom came to compete but arrived a bit too late. Their kind understanding of the rules which prevented them from entering after they had come from long distances is appreciated.

Special mention is also in order for Harald Arias, Berlin, Germany, who, ironically enough, was among those who started this high-diving controversy. After watching some of the dives executed into the portable tank Harald felt that he could not successfully compete with the others, who seemed more

(See POOL WHIRL on page 44)

Long Island Orbing Playland, Rye, N. Y. July and Aug. Sol

By THE VOICE

VALLEY STREAM, L. I., N. Y., June 6.—The 1936 season for Long Island's outdoor biz is on. Weather to date hasn't been encouraging, and amusement clique is trying to restrain its gloom by thinking of all the hot days that come in July and August.

Rockaway Beach concessioners' cash registers are geared for high speed. Long Beach has been without a Boardwalk since the old promenade was torn down to make room for a new one. Jones Beach has had its facilities increased.

More roadside stands around these parts than ever before, reports the Long Island Chamber of Commerce. Night spots are about the same in number, a few are adding floor shows and other forms of entertainment.

Prices for bathing lockers are still satisfactory all around. Beach clubs have done plenty of renting. From now on it all depends on how the weather man deals the cards.

Biz Increases in Wichita

WICHITA, Kan., June 6.—Sandy Beach and Park-o-Fun are beginning to get an increased play.

Norris Stauffet, owner of Sandy Beach, will present acts later. Last year *The Beacon's* bathing beauty contest, with a water show, was one of the events. Beach drew about 55,000 last year. Park-o-Fun has been gaining in popularity since fire wiped out the first plant two years ago.

Coney Island, N. Y.

By LEONARD TRAUBE

Coney was no better off than the other Atlantic Coast resorts over the Decoration Day chukkers, which brought high winds and cut down Sunday attendance to a "mere" half million. Nevertheless most amusement agencies received steady plays. Luna opened to fair business and is still awaiting the bow of its chief feature, Tony Sarg's Streets of Paris, which gets a preview on June 11. Incidentally, your correspondent and others are amused by a publicity release which says:

"A great part of the atmosphere of Luna Park this season will be high hat, since Tony Sarg has a hand in the decoration and new amusement novelties." (See CONEY ISLAND on page 44)

ATLANTIC CITY, June 6.—Boardwalk mercantile licenses took an overnight jump this week following a long session of the city fathers and has the whole boardwalk crew in a bad state of jitters. Ordinance will go into effect July 1, the life of the present licenses, which normally expire June 1, having been extended a month. Games including radio, basketball, fortune, keno, po-keno and bingo, and auction shows are affected. The coin-machine industry is also hit hard by the new fees, likewise airplanes used to advertise amusements; bathhouses; card readers, spiritualists, gypsies, etc., holding forth on side streets, and guess-weight men.

Biz continues good at big Westchester spot despite cool weather, tho some days last week were plenty oppressive. Memorial Day attendance big. Current free attractions, Will Morris' and Bobby, and the Ricardos, clicking nicely. Lester Powell getting more than his share with Laff in the Dark. So is Navy Salth with his European One-Ring Circus. . . . Walter DeLuna's Hill-billy Farm attracting many visitors. . . . Madama Jordan and Yogi are back at the old stand, House of Palmistry, forecasting the future. . . . Col. Austin Kelley opened his beach cafeteria. . . . Min Bossert has been very ill, but now on the mend.

Booking office (picnic) staff is as follows Kenneth Neisser, manager; Charley Werner, reformed wire walker; Harry Summerville, Mary Lou Brigham and Mrs. Vreeland. . . . Harry Carne, managing Old Mill; Eddie Bruner, Dragon Coaster; J. Dooley, Derby Racer; Mrs. Kmetz and Mrs. Taylor, restroom attendants; Mrs. Briggs, uniform manager; Charley Johnson, Bill Stoot and Ed Hallburton, maintenance crew. Paul Morris' new assistant, Arthur Johnson, doin' swell in publicity office. . . . Joe and Julie Cavanna are with Colonel Kelley, as are Joe Helsen, Louis Russo, Millard Nichols and many others. . . . Ormonde Meniere, of Downie Bros' Circus, visited on Sunday, his first Playland look, and was greatly impressed. Ormonde hails from the capital of the world (so he says), Orlando, Fla., and told the Voice that the mayor of Gulfport, Miss., made the flag every morning on those short runs. Bill Swan was not so fortunate.

Messrs. Hannan and Rowley and George Staple and Don Seavy are again members of O. O. Lindborg's auditing staff. So are Messrs. Cronin and Gus Hudler, the latter being the Pagliacci of the park. . . . Peggy, daughter of General Manager Lee Brown, and Lillian, daughter of the late Fred Fein, are very much in evidence around park. . . . Kid Bain is at the Ark and Ed Bogart, Beau Brummell of North Boardwalk, is managing the Swooper. . . . Hasta manana.

Revere Beach, Mass.

By BEACHCOMBER

The "stranger" comes to town, or right next door. New Bockus-Killonis Circus showed Winthrop to two nice houses, and the beach went circus and circus went beach. No parade with the new mud show and plenty of time exchanging visits. Famed team of DeMarlo and La Marletta with it and for it. During two-year layoff, Harry and Freda have been "shooting for the moon." even as (See REVERE BEACH on page 61)

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, June 6.—In addition to bringing thousands to the shore, this week-end brings one of the special events to attract extra patronage, third annual Flower Mart, with a Little Theater as one of the attractions. It also sees permanent installation of life guards for summer and start of work of redecking central town Boardwalk. Inlet docks for tuna fishermen were completed this week and Steel Pier model home is expected to be ready for inspection.

Plans are being completed for entertainment of leading newspaper men, newsreel men and radio news announcers at third annual Headliners' Frolic and the committee is going in for talent in a big way, bringing in a name emcee and name band. A unit show will be booked for final night, with CBS giving the affair a broadcast hookup as well as airing over WPG.

Songwriters' contest is drawing to a close. When judges have completed going over hundreds of songs for the \$1,000 prize final affair will be held on Steel Pier. A midget circus has been arranged for M.-D. Pier. Frank P. Gravatt and Steel Pier have taken over Atlantic City Blues baseball team for advertisement and team is now known as Steel Pier Blues. The outfit started with Charlie Doolin, minstrel man, at the reins, but he dropped out due to pressure of his night-club biz.

Decoration Day Is Atlantic City's Best

ATLANTIC CITY, June 6.—The greatest Decoration Day in its history, twice the business of Easter and topping last July 4, was the consensus of amusement men concerning the week-end holiday, when every house running on the Boardwalk had SRO and there was more money left behind than any similar holiday on record.

It was estimated 250,000 came for the holiday. Bright sun and warm weather started the bathing season. Almost 100 excursion trains, busses and thousands of autos made the traffic teup one of the worst experienced. Dr. Charles Bossert, head of the Beach Patrol, estimated 10,000 were in bathing.

Late Saturday night crowds were so great in front of Steel Pier that a special squad of police was summoned to keep things moving. Pier reported that visitors, altho numbers were not available, were almost 50 per cent ahead of any previous similar holiday. At Million-Dollar Pier net hauls drew a record crowd for this attraction.

Palisades, N. J.

By MARION CAHN

Biz terrific over Decoration Day week-end, due probably to much interest in world's high-diving championships held here. . . . Tremendous crowd came early and hung around all day to watch. . . . Even business-minded concessioners left stands to see, and that's something. . . . Doc Vita kept on run all day patching up sore spots of divers. . . . Tho my boss "let me out" to look, I turned sissy and closed my eyes when it began getting dangerous. . . . Broke Temple, of WHEN did swell broadcasts both days, going up the ladder with the contestants and othering from there. . . . Oh, for the life of a radio announcer! . . . We asked Dave (Fiddler) Rubinfoff, who was watching, whether he wanted to enter. . . . Reply by Rubinfoff: "No speaka English." Governor Harold G. Hoffman said on meeting divers: "I thought I had a hard job!"

Mardi Gras Ballroom swung in line with plenty gorgeous and entirely new trimmings. . . . Milton Berle there to open and plenty funny as usual. . . . Frank and Milt Britton proved sensational with their screwy arrangements. . . . Red Tompkins Swing Band followed in.

Saw Irving Rosenthal grinning happily the other p.m. with a glass cigaret holder that Bill Hart gave him. . . . Hart, glass blower, back in park again after few years' absence. . . . In front of Rose Guttenmacher's photo gallery we overheard: "But suppose my husband should see it." . . . Despite colossal business Bernie Silverman complains, "nothing ever happens." . . . Fred Lusse up from Philly to look over progress of Water Skooter. . . . Celebs here this week included Marvin Schenck, Ed Sullivan and Rev. Vincent Byrnes. . . . By the way, thanks to Adolph Schwarz and Sadie Harris for the things they gave Governor Hoffman for his kids. . . . Bert Nevins and Clem White too, too happy over success of high diving. . . . Me, too.

Park Casino bar opened with a bang. Very swanky. . . . Reminder from me to me: Look up background of bartender. He looks like he had a past, but interesting. . . . Kimaris went in as free act. They waited around for a week, first to set rigging, and then had to wait for finish of high diving. They're in for two weeks. . . . Palisades Sun and Surf Club proving big business getter for season lockers for pool. . . . Under Rosenthal's ownership it begins to look like a tremendous season for everyone.

Asbury Park, N. J.

By RICHARD T. HOPPER

With the biggest Memorial Day week-end in the city's history comfortably behind them, concessioners and Boardwalk spot operators are looking ahead with a glint in their eyes for a record season. Most people here feel they will get it, too. . . . Beaches about here open, with rest scheduled to officially open next week. . . . Ed Mitchell opened Fourth avenue group for the holiday and did nice biz despite cool weather. Claude Newberry back as chief of Mitchell's life-guard patrol, assisted by Joe Erwin and (See ASBURY PARK on page 63)

OAK BRAND HY-TEX BALLOONS

SPECIAL PRINTS

OAK Balloons printed with the name of your park give you a distinctive and popular souvenir.

Or your name one side and our stock prints on the other side.

Glad to have you write us about such special prints!



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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

ROLLER hockey teams within reaching distance will have opportunity to play in Cleveland during Great Lakes Exposition on June 27-October 4, advises P. J. Galley, Cleveland, who has a team booked to play there during the expo. He is on the lookout for teams that are fully equipped, uniformed and can put on a show for the public. It is likely teams in Chicago and Detroit will respond. Lineup of Galley's Cleveland team is: Kenneth Walsh, goalie; Cliff Denning, right wing; Pete Hallek, left wing; Paul Galley, manager and center; Al Grey, right defense; Nick Bradle, left defense; subs, Johnnie Walker, goalie; Joe Dombrowski, right defense; Charles Fertig, left defense; Clayton Kelso, right wing. Galley writes that it is expected a league started in Cleveland will have teams from Newark, N. J.; Buffalo, Philadelphia, Pittsburgh, Brooklyn, Cleveland; Albany, N. Y.; Erie, Pa., and Canton, O.

"KEEP THE rink admission up to the scheduled price regularly," comments Frank Kutzen, manager of Eastwood Park Roller Rink, Detroit. "Sunday afternoons, for instance, we could cut our admission of 25 cents to 15 cents and get in a lot more kids, perhaps, but gross of the rink would not be increased any. And there would be a comeback. Rinks are no place for youngsters when there is a fast crowd on the floor. They just get in the way. Aside from risk of accident, they are a nuisance to adult skaters, who have to watch out for them instead of enjoying themselves. Saturday afternoon is the best time for youngsters. Club nights are not a very satisfactory cut-price proposition either. People will just get into the habit of coming on those nights when there is a bargain rate and will patronize, say, the 10-cent night and not others. Why should they pay a higher price when they can come another night and get in for less?"

GOOD winter season is reported by Harold H. Keetle and J. G. Shuman in Green Mill Gardens, Findlay, O., which will continue in operation during summer. Keetle and Shuman are readying Coliseum Rink, Cedar Point, O., where the 45,000-foot floor has been resurfaced and a 60-watt amplifying system, calliope and organ installed. There will be daily sessions, skating acts and races during the season.

SLIPPERY ROCK (PA.) PARK, "Coney Island" of Western Pennsylvania, opened its new Skating Rink Palace on May 30 for sessions daily thruout summer. Floor can comfortably accommodate several hundred. Free pro skating acts are planned to be used.

THRUOUT summer there will be roller skating in the convention hall in Buckeye Lake Park, near Newark, O. A. M. Brown, park manager, said sessions will be held nightly, with floor recondi-

tioned, hall redecorated and some new equipment installed.

RIVIERA Roller Rink, Pittsburgh, opened its summer season on June 1. On Mondays two ladies are admitted for one admission and Tuesdays and Thursdays are beginners' nights, when special attention is given by instructors to new roller-skating fans. Other features include Lucky Night, Two-Step Dance Contest and Popular Girl Contest. An orchestra is used four nights a week.

JOE LAUREY, Bill Henning and several other skaters are planning a road race, Milwaukee to Chicago, in an attempt to break the old record of eight hours and five minutes established last year by Laurey, with Henning as pace-maker. Laurey says he is ready to meet any skater in a world's long-distance championship race at any time and anywhere.

Notes From Philly

By E. M. MOOAR

Closing date of Chez Vous Rink is June 18. Circus Gardens will close on June 15. Carman Rink closed on May 30 and Adelphi Rink several weeks before that. Its equipment being moved to Woodside Park Roller-drome, which operated two nights a week and Sundays until Decoration Day, when it began daily operation under management of Joe Barnes, who reported good business on the two-day schedule. Barnes' Wildwood Rink got away to a good start.

On May 1 Chez Vous staged its annual spring revue; like the fall event, this proved a box-office winner. Eight high-school girls, in blue and white satin Colonial soldier costumes, executed several difficult figures and ended with a snappy tap dance on the little wheels which drew rounds of applause from the large gathering. Credit for this revue is due William Stuart, floor manager. On night of May 24 a reunion of regular patrons of the rink was held, with over 300 skaters braving the heat wave that swept the East. After the regular session lunch was served to skaters and dancers.

While announcement was somewhat late, Mrs. Elizabeth Fogel, owner of the Chez Vous, and Joseph Kelley, who has been her assistant since opening of the rink, were married early in May and, altho somewhat of a surprise to many, hearty congratulations were in order, and with Joe now a sure enough right bower, we predict further improvement in Chez Vous.

William Stuart, who has been floor manager at Chez Vous, left on May 24 for Worcester, Mass., where he assumed management of White City Rink for summer.

Ben Morey, Bridgeport, Conn., opened his Riverview Beach Rink, Pennsville, N. J., on Decoration Day for his second season. He had a successful season there last summer, and with considerable publicity given him by friends in Philadelphia this winter will undoubtedly draw large patronage from there this summer, as the place is accessible by boat, bus and auto from Philly.

Al Flath, Brooklyn, N. Y., rink, visited Philadelphia on May 26 and reported he had a good winter season and that his closing night was a banner one.

Mrs. Betty Williams, who has presided over Circus Gardens checkroom the past season, left on May 29 to join Ben Morey's staff at Riverview Beach. She has many friends among skaters in the East and is an asset to any rink.

Jesse (Pop) Carey opened his Carsonia Park Rink several weeks ago and business came with a rush, making it necessary to draw equipment from his Philadelphia rinks to supply demands.

Boulevard Pools Rink, now called the Showboat, opened on May 17 under Pools management. Summer weather opening night drew good attendance and, as the pools are well patronized, undoubtedly will fare well when summer gets into its stride.

these very men, it will be found in most cases, have never been connected in a managerial capacity nor have they ever operated a really successful rink. Perhaps they may have operated a rink many years ago and still have ideas of the "horse and buggy" days, with their opinions still clinging to the old skating fads or 20 or 25 years ago.

We are now in the year of 1936 and things have changed considerably since the days of these men's contacts with rinks. We are living in a very large country, where roller skating is prominent and there is plenty of room for everyone. Why do they not get into the business, try their various plans, see how successful they will be and then tell the world about it? But instead they appear only to come out with statements as to what rinks should do to be successful. I can inform the writer of the article referred to that there is a lot more he should know about the rinks in Detroit and what they are doing. But he is welcome to come in and find out for himself, we being always more than glad to give any beneficial information and to help any rink operator or manager. There are no secrets; we have at all times tried to be of assistance to everyone.

I am happy to inform the gentleman from the so-called National Skating Association that Arena Gardens, one of the largest and best equipped rinks in Michigan, has enjoyed wonderful business up to date from a class of patronage of highest caliber. Our club members are not privileged skaters but carry on under strict rules and regulations of the management, and I am proud to say that this splendid body of skaters, representing Arena Skating Club, is one of the finest, co-operating and helping to hold up the highest standards of this wonderful recreation. Much credit is due also to the other rinks which have been operating in Detroit thruout the depression period. They may have been small, but they have held their heads above water and are still going today, so why try to tell them what is wrong with skating?

I have kept complete data on most rinks in America, present and of the old days. I could probably give the writer referred to much data on past experiences and management of rinks in Detroit from 1910 to the present time. But I do not want to be a broadcaster of fiction. I might add that I do enjoy writing of things that I know about. So why not tell us more about the National Skating Association, which apparently is his business? And I am sure that the Detroit rink operators and managers can handle the roller-skating situation pleasantly and to good advantage, for, after all, we expect to be here a long time.

JEFFERSON OFF

(Continued from page 38)

vices installed. Former beach beer garden has been moved back and its place taken by a beach pavilion and shelter.

Much Fencing Down

A new bingo game, to seat 200, is being installed in center of the park. The Swooper, out of operation four years, has been put in service in a better location. It has been doing near-capacity business. Fences have been largely taken down, "giving the park back to the people, and formerly inclosed spaces are now used for picnics and recreation. Ten additional acres were leased for a picnic ground at the east end. New beer garden on the east side seats 200, with outdoor garden being built to seat 500. A new building housing five concessions replaces former Kiddieland. Laff-in-the-Dark, rebuilt, is renamed Dungeon Dipper. Bozo Drop and Duck Slide have been installed next to this.

Kiddieland has been moved to center of the park, with five rides together, pony track adjoining. Funhouse has been lengthened by 100 feet and made into a major attraction, with many new devices. Two cars have been added to the Bug Ride, the Tilt-a-Whirl having been removed. A new candy stand is

being put in the former restaurant building and a modern restaurant has been erected next door. Penny Arcade, with some 40 new machines installed and others to be added. A new photo gallery is adjacent to the bathhouse. An electric fountain at the entrance is in many-colored pastel design. Twenty new floodlights are in the park and total wattage is more than doubled. Fire equipment, 300 picnic tables and benches and refrigeration in all refreshment stands are among other additions.

Pearce Vice-President

Park is operated by the newly incorporated Jefferson Beach Company, of which R. C. Mahon is president; Fred W. Pearce, vice-president; Albert Lowrie, secretary and treasurer; Fred J. Robinson, assistant secretary and treasurer. General park staff includes L. P. Wagner, managing director; Jack Stevens, manager; W. H. Knieren, cashier; F. M. Benton, bookkeeper; Jerry Smith, publicity director; Anderson, Inc., in charge of promotion and advertising; John Thomson, Mrs. Grace Godfrey, solicitors; George St. Pierre, head gardener; Leo Allegato, head carpenter; Emil Fischer, Pete Benoit, Paul Beaugard, maintenance staff; Frank Welsh, electrician; Andy Dillard, Leonard Mason, Art Olson, J. S. Ulinski, A. Ljeki, assistants; George Heacock, chief of police; William Powell, Joseph Labadie, M. Sheehy, Edgar Moses, George Brent, Charles Trask, police; R. P. Clark, safety man; Edward Lacy, painter; Richard Bartly, relief man.

Operators of rides and concessions owned by park company: Roller Coaster, Harvey Bigras, manager; Joe Trombly, Whip, R. Alexander; Swooper, George Meldrum; Dungeon Dipper, R. Jackson; Merry-Go-Round, Leo Adler; Bug, Joe Fressard; Scooter, Floyd Shafer; Airplane, Jack Fisher; Kiddieland, H. Heacock; Funhouse, Leo Rose, manager; Emil Minard, Neil M. Bush, H. W. Nations, Penny Arcade, Jimmy Rodda; Bathhouse, Ralph Miller, manager. Ballroom, Stanton Welsh, manager; Don Moore, R. Paten, Gore Trombly, Charlie Slenek, Ken Walkman. Shooting Gallery, Ralph Cuthbert, Cashiers, Evelyn Kerr, Margaret Olson, Clarice Mysel, Bernice McMillan, Tommy Downing, Bonnie Kerr, Norma Kay, Ervina Callis, Lorraine McDougall, Maxine Trombly, Patsy Bobo, Mary L. Logan, Larion Gough, Eleanor Kormmaier, Cell Doctor, Mildred Kilgore, Virginia McGeagh, Nora Johnson, Muriel Mysel, Doris Olson, Margaret Mason, Edith Rodda, Rose Dodd, Lorraine Shay. Ferry staff, Tom Herbert, A. Sutt, Harry Perry, C. Berglund, W. Fressard, Roy Chapoton, Gordon Woolery, F. Benna, John Walker, Lawrence W. Lipard, R. Hanshaw, L. C. McLean, Walter Forton; Tom Taubitz, George Arnott, Gerald Basney, John Butchard, J. Leykauf, Edward Kurtzhals, Bill Henretta, Jack Kormmaier.

Staff of Independents

Independent concessions are operated with this staff: Charlie Darrah, lessee, candy stand and cigaret gallery; cotton candy, A. J. Steveling, lessee; W. R. Brown, lessee, eight stands; J. H. Myre, Bozo Drop, duck slide and weighing scales; Mrs. L. Schaff, character reader; H. Wild, photographer; Clark Kittinger, high striker; Pete Sayers, speedboats; Ray Williams, lessee all refreshment concessions, with this staff: Jack Lanz, manager; Don Sharpe, assistant. Eat Shop, William King, manager; May McCann, Althea Sova, Irving Carrievau, Beer garden, Lester Knight, manager; Earl Schmidt, Doris King. General stand, Irene Cawley, Arlene Sharp. Garden Lunch, Ed McCann, Donald Knight, Stanley Fox. Ballroom, Norine Fowler, Fred Brown, Dale Morrison, Iva Beagle, Edith Norwell.

PROVIDENCE. — Crescent Park, East Providence, opened on May 24, altho several rides, stands and ballroom have been operating for a few weeks, with cool weather handicapping patronage.



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Made To Last
WOOD (Guaranteed) ALUMINUM
ROLL-AWAY SKATE CO.,
12435 Euclid Ave., Cleveland, O.
Be Up To Date

'Horse and Buggy'

By FRED MARTIN

Gen. Mgr. Arena Gardens Rink, Detroit

There having appeared in the May 30 issue of *The Billboard* an article, *Slant on Detroit*, by a C. J. Melody, president of a so-called National Skating Association, I take it for granted that an answer is in line. It seems peculiar that there are still so many men who, from time to time, write stories on *What Is the Trouble With Skating Today?* and a lot of other things, and that

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4427 W. Lake St., Chicago, Ill.

FRISCO EXPO NAMED

"Golden Gate International" Is Selected as Title for 1939 Show

"Pageant of the Pacific" handle chosen from more than 12,000 names submitted in contest conducted by press of met district—huge finance program being laid out

SAN FRANCISCO, June 6.—Official name for 1939 San Francisco World's Fair is Golden Gate International Exposition—A Pageant of the Pacific. It was chosen from more than 12,000 names submitted in a contest conducted by San Francisco and Oakland metropolitan newspapers. Up to now the fair has been known as San Francisco Bay Exposition. Directors of the exposition company will formally approve the new name when they meet on Monday. Elizabeth Whitney, San Francisco salesgirl, the winner, is to receive season tickets for four persons to the exposition and all concessions and exhibits, according to Leland W. Cutler, president of San Francisco Bay Exposition Company, Inc.

In the meantime the House of Representatives, by resolution on Tuesday, authorized President Roosevelt to invite foreign nations to participate in the exposition. House action paralleled a similar resolution approved by the Senate on May 7. With Presidential approval, it is expected that formal invitations will be sent out shortly to give various nations ample time to prepare plans for participation.

Fair board has pledged itself to raise \$7,500,000 by private subscription to finance the exposition. Buildings alone are expected to cost \$3,500,000. No estimate of foreign exhibition costs is yet possible, but, based on 1915 Panama-Pacific Exposition figures, it is believed they will run into millions.

County Buys Plant in S. D.

ABERDEEN, S. D., June 6.—Property of Tri-State Fair, which has been operating 15 years, has been purchased by the county and the fair will continue under direction of county commissioners, to be known as Brown County Fair, reported Secretary-Manager Lee Truman. Original cost of the plant, with fine set of buildings and 160 acres, was \$250,000. Buildings are being reconditioned, new streets laid out and landscaping done under a WPA project.

City in Pittsburgh Project

PITTSBURGH, June 6.—City council has agreed to lend the city's name to application for a PWA grant to build a \$6,250,000 exposition building at the Point. PWA has been asked for \$2,579,000, or 45 per cent of entire cost of the project. Previous application of Greater Pittsburgh Exposition Society, sponsor of the building, having been refused, amended ordinance calls for the society to put up \$3,670,000 as well as a surety bond, before the city accepts any PWA grant.

18-Year Revival in Texas

ARLINGTON, Tex., June 6.—For the first time in 18 years a Tarrant County Fair will be held here in September. It was announced by General Manager A. H. Wheeler after a conference with county and home demonstration agents and Chairman L. F. Johnson, County Agricultural Council. Site is to be chosen soon, said Secretary Mrs. W. B. Joiner, and fair will be sponsored by Arlington Civic League, which plans to move exhibits to Fort Worth Frontier Centennial when it closes.

Court Rules for Fair Board

McARTHUR, O., June 6.—Vinton County commissioners have been ordered by a Common Pleas Court judge to pay Vinton County Agricultural Society \$1,500 due on expenses of 1935 Vinton County Fair. Commissioners claim the county has no money available for the payment, which is made mandatory by law.

SPRINGFIELD, Mass.—Milton Danziger, assistant general manager of Eastern States Exposition here, writes in *The Springfield Republican* that George H. Bean, secretary of Northampton (Mass.) Fair, was auctioneer and emcee at the recent Calvin Coolidge rummage sale, thus making the national headlines.

Crew Revamping Trenton's Layout

TRENTON, N. J., June 6.—Harry E. LaBrequé, resident manager of the reorganized Trenton Fair, with Col. J. Fred Margerum and Helen G. Laffan co-operating, put a large crew to work reshaping grounds, installing new fence around the plant, planting trees, whitewashing thruout and doing general duties.

George Hamid, lessee, conferred with the trio on Wednesday and paid his respects to S. W. Gumpertz, general manager of Ringling-Barnum Circus, which exhibited there that day. A scheduled dinner with Governor Harold G. Hoffman was postponed because of a storm. Colonel Margerum representing the chief executive.

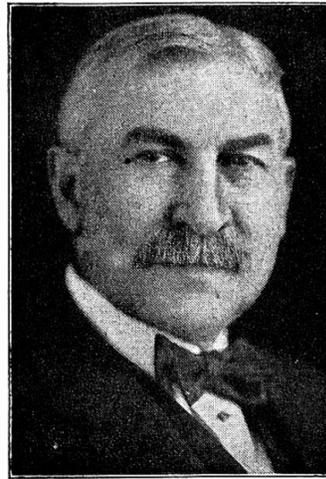
Mr. Hamid announced that three press agents, already appointed, will start work within two weeks, one to be assigned to Trenton and the other two to work out of New York and Philadelphia. Stunts and exploitation for national headlines is first move planned for the trio, who will work in concert under LaBrequé and Hamid supervision, with Colonel Margerum and Miss Laffan concentrating on local direction.

Cleveland Lakefront Transformed Thru Great Lakes Show Buildings

CLEVELAND, June 6.—More than 150 gayly colored and picturesque show and concession buildings depict the greatest transformation ever effected along Cleveland's downtown lake front. Almon R. Shaffer, director of amusements and concessions for Great Lakes Exposition, has dovetailed the amusement zone plan so that individual attractiveness for each show and concession is not destroyed. It is pleasingly compact and with smooth-surfaced streets.

Attractions reported ready for immediate placement include Captain Christensen's Submarine, H. H. Hammond's Water Scooters; S. S. Moses Cleveland, million-dollar showboat of Admiralty Club; Things, Inc., de luxe speedboats; Goodyear Company's Baby Blimp. Administration Building, Sportsmen's Paradise, Cliff Wilson's Snake Show, Orrin Davenport's unique riding school; Thrills, Inc., Loop-o-Plane and Loop-the-Loop rides; Admiral Byrd's Antarctic supply ship and Old Boat Club.

Amusement and concession contracts have been awarded to Stanley Graham's Midget Circus, presenting the Robinson Military Elephants; John Hix, Strange as It Seems Show; Murray Goldberg, guess weight scales; Gay Paree, femme



W. G. BROREIN, re-elected president of Florida Fair and Gasparilla Association, who announced plans for erection of three additional exhibit buildings for Tampa Fair and for a DeSoto Celebration to be held under association auspices, a bill now being before Congress for appropriation of \$500,000 for the event.

N. Y. State Aid \$250,000

ALBANY, N. Y., June 6.—A total of 58 town and county fair associations will receive apportionments of the \$250,000 State aid fund, checks having been forwarded to the organizations' officials, Commissioner Peter G. Ten Eyck, State department of agriculture and markets, announced. These associations paid out \$308,086.58 in premiums at fairs in 1935. The \$250,000 fund is appropriated by law to reimburse the societies for premiums paid for promotion of agriculture and domestic arts.

extravaganza; Thrills, Inc., Loop-the-Loop and Loop-o-Plane rides; Michael Roderick's Television; Hollywood Secrets, showing production of movies; George Young, vice-president of Miles Amusement Company, Number 13 Spook Street, walk thru; Howard D. Kraus, Sportsmen's Paradise, fishpond; Herman Pirschner's Alpine Village Cafe and Bavarian Entertainers; W. S. Richards, Maple Sugar Camp; Herman Zapf, penny arcade; J. Gilbert Noon, mechanical shooting gallery; E. J. Reicher, Skeeball; Grant Photo Corporation, photo gallery; J. E. Gooding's numerous rides and kiddie attractions; Rene J. Zouary, Bouquet of Life exhibition; Messmore & Damon, Inc., walk thru, the World a Million Years Ago; Walter E. Chilo and J. M. Greenbaum's Creation, illusion show; Mammy's Cabin, Southern barbecue; Artists' Colony, presented by Pasquale Coreno; Paul R. Trexler, palmistry; H. H. Hammond, Tumblebug; John F. Branson, motordrome and flying trapeze; Great Lakes Flying Scooters; Lake City Tours, roller chairs and rickshaws; F. E. Gooding, Lusse Auto Scooters; Ben Lexel and Joseph A. Sanford, horoscopes; Things, Inc., de luxe speed boats; Good-

(See Cleveland Lakefront opposite page)

THE REVUE AS A FAIR FEATURE

By WILL L. DAVIS

Watch for This in
The Summer Number
Of The Billboard

DeSoto Fete Set in Tampa

Celebration planned under auspices of fair — three buildings in expansion

TAMPA, June 6.—Florida Fair and Gasparilla Carnival of 1937 will be held here on January 26-February 6, it was decided at the annual meeting of directors. All officers and directors on June 2 were re-elected and W. L. Blocks was added as a new director. Plans for erection of three additional exposition buildings under a WPA project were announced by President W. G. Brorein in his annual report. He also told of improvements that have been made on present buildings and reported that all bills have been paid by the association, leaving the financial position better than at this time last year.

Board Is Re-Elected

President Brorein also told of plans of the United States Hernando DeSoto Exposition Commission to observe the 400th anniversary of landing of DeSoto in Tampa Bay with appropriate celebrations. Mr. Brorein is Florida member of the commission. A bill is now before Congress for appropriation of \$500,000 for the celebration to be under auspices of the fair association.

Other officers of Florida Fair and Gasparilla Association are: J. Edgar Wall, C. A. McKay, vice-presidents; H. T. Lykes, treasurer; Albert S. Thornton, executive secretary; Russell Kay, secretary; E. P. Tallafiero, John O. Perry, assistant treasurers; M. G. Gibbons, general counsel; Gunby Gibbons, associate counsel; Dr. L. S. Oppenheimer, general surgeon; Dr. A. R. Beyer, associate surgeon.

Strieder Named Again

P. T. Strieder was reappointed general manager. Directors of the association include T. F. Alexander, E. J. Binnicker, L. A. Bize, Carl D. Brorein, A. L. Cuesta Sr., E. C. Culbreath, David Falk, T. D. Fisher, James W. Foley, F. J. Gannon, J. A. Griffin, F. D. Jackson, Russell Kay, L. E. Knight, P. O. Knight, C. W. Lyons, H. T. Lykes, C. A. McKay, D. B. McKay, D. E. Smiley, A. E. Steuart Jr., J. T. Swann, William M. Tallafiero, S. E. Thomson, Albert S. Thornton, J. E. Wall, J. A. Waterman, D. H. Woodberry and W. L. Blocks. Blocks was elected to fill a vacancy caused by the resignation some time ago of A. L. Cuesta Jr.

Members of the administration and advisory committee include Mr. Lykes, Mr. Jackson and C. D. Brorein. Executive committee is comprised of Mr. Brorein, president; Mr. Bize, Mr. Lykes, Mr. Thornton, Mr. Wall, Mr. Gannon, C. A. McKay, Mr. Jackson, Mr. Kay, Mr. Binnicker, Mr. Griffin, Carl Brorein, Mr. Lyons and Mr. Fisher. Budget board members are Mr. Jackson, Carl Brorein, Mr. Lykes, Mr. Binnicker, Mr. Griffin, Mr. Gannon, W. G. Brorein and Mr. Thornton.

MACON, Mo.—Gerald H. Fox is president; R. O. Miller Jr., vice-president; O. J. Lamb, treasurer, and B. H. McQuay, secretary of Macon County Fair, which will be revived this year because of public demand, after a lapse of two years.

NEW YORK—Henry L. Rapp, president of American Fireworks Company, in from Boston, said his firm had been awarded repeat contracts for Brockton (Mass.) Fair and Eastern States Exposition, Springfield, Mass.

MISSISSIPPI Fair and Dairy Association, Meridian, Miss., has booked Barnes-Carruthers attractions for the grand stand at its 1936 fair, said Secretary Hillman Taylor.

If Your Are Interested in the Festivities of Veteran, Lodge and Other Sponsoring Groups Where Professional Amusements Are Concerned Read

"Sponsored Events"

This Department Immediately Follows the Carnival Section

Holiday Mark At San Diego

Exposition makes day's record for season—birthday ceremonies are held

By FELIX BLEY

SAN DIEGO, June 6.—Decoration Day brought 32,000 people to California Pacific International Exposition, a record for this year for one-day attendance. Exposition celebrated its first birthday on Friday. At a dinner party and dance in Cafe of the World, President Frank G. Belcher cut the fair's birthday cake and told his audience there and on the radio that the exposition will close its season in September with a record surpassing last year's. G. Aubrey Davidson, chairman of directors, commented on the celebration, comparable in spirit, he said, with the fair of 1915-16. Elwood T. Bailey, executive vice-president, looked at the year's effort thru the eyes of business when he traced the exposition's material benefits and progress. Executive Manager Wayne W. Dallard spoke of the definite plans for the season. To Frank Drugan, executive secretary, the day was one filled with congratulations, he being generally credited with "birth of the exposition."

Festivities started with *Modern Varieties*, headlined by Don Julian and Marjorie, dance team; Barbarina and Her Poms; Fred Scott, lyric tenor, and Chiquita De Montes, Spanish singer, giving two shows daily as free attraction, on the stage in the south lagoon, Tuesday, Wednesday and Thursday.

Free Attractions Staged

Olsen and Johnson with their show, *Anything Happens*, opened a week's engagement on Friday, appearing twice daily at the organ amphitheater as free attraction. Cast includes Hanlon and Taggart, Kemper and Melford, Gae and Allyn, Jimmy Hadreas, Caron Sisters, Ruth Faber, Ole Olsen, Chic Johnson, Harry Webb, June Johnson, John Callaghan, "Pop" Allen, Ernest Recco, Nitzza Torres and Gae Foster Girls.

Decoration Day was marked by numerous special events preceded by a parade in which more than 10,000 participated. Attractions included a Style Show, motion pictures; Spanish Fiesta with Maris-fa Flores, Spanish dancer, as queen; Exposition Cash Night, with \$500 for gate prize; concert in House of Hospitality with program by Dorothy Starird, Florence Winn, Gertrude McKensan, Grace Prescott, Marie Culp Lowrie, Edith Weaver, Bess Johnson, Susanne Greenlee, Bessie Kintler, Blanche Caldwell, Constance Virtue, Bertha Farette and Lota Ehmeke; a spectacular program of classic and modern dances staged by Mary Roberts with 65 girls in the Palace of Entertainment with instrumental solos rendered by Bessie Merriel, Don Smith and Leonard Bruno; Exposition Negro Chorus, featuring the 11-year-old Billbrew twins and Plantation Singers; organ music by Royal A. Brown on the Speckles organ and concert by Kiwanis Junior Boys' Band of 72.

On Summer Schedule

An unusual exhibition was presented as a free attraction in Spanish Village by the Samoan Drill Team from the Elsinore Naval and Military School under Capt. Lester W. Davis and a varied program by students at the Army and Navy Academy with Coach Werner Peterson in charge at the Organ Amphitheater with the 41-piece academy band, directed by Major William C. Atkinson in an hour's concert.

Three wrestling matches were a free attraction on Athletic Field and attracted large crowds and Carnival Night was held in the Cafe of the World. Anniversary week also inaugurated the seven-day summer schedule, it was announced by Executive Manager Dallard.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

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Rehearsals on In Fort Worth

Directors whip productions into shape—administration building is contracted

FORT WORTH, Tex., June 6.—Hyman Maurice, orchestra leader at Worth Theater here a number of years, has been appointed musical director for Fort Worth Frontier Centennial by Billy Rose, managing director. He will conduct the orchestra for *Jumbo*, assemble and train an orchestra for *Last Frontier*, another to serve as relief orchestra in the cafe-theater to play when the main orchestra is not playing, and another for Pioneer Palace. About 100 musicians will be under Maurice's supervision.

Alexander Oumansky, ballet director, has been employed to direct special dancing at the show, square dancers in *Last Frontier* and to organize dancers for special shows in the Casino.

Board of control has awarded contracts for an Administration Building on the grounds, to cost about \$3,500 and to be ready for occupancy about a week before the shows open.

Old Station Progresses

Advance sale of admission ticket books, started on June 1 and to last 30 days; has a sales force of 100, under direction of W. E. Bilheimer and John E. Davis. Officers hope to dispose of 30,000 books, each with \$25 worth of admission tickets for \$10.

A mountain with 200 monkeys will be set up as a free attraction for children. The most nearly completed building is a replica of the first railroad station here. To get an aged weather-beaten effect for the station and other pioneer buildings lumber is burned in a pit furnace and charred surfaces are scraped with steel wire brushes until they appear to have been aged for years. Joe Lescoule and Ray DeLacy, Hollywood, have charge of this work.

Show Equipment Arrives

Capt. Irving O'Hay, Taos, N. M., has been engaged as operator for *Last Frontier*. Chester Rakeman, president of Vall Construction Company, is here to supervise painting of 10 huge sets for the Casa Manana show.

Faye Cotton, Borger, Tex., won the title of Texas Sweetheart No. 1 over 87 other contestants at finals on May 30 in Robert Lee Paschal Auditorium. Judges were Billy Rose, John Murray Anderson and Lucius Beebe. Many beauty contestants were given parts in the various shows. A working crew and several carloads of equipment for *Jumbo* arrived from New York. Rehearsals for all the show have begun.

Fair Grounds

FINCASTLE, Va.—For 1936 Botetourt County Fair, Dr. W. N. Breckinridge, chairman, said a contract for a new grand stand will be let soon.

TRACY CITY, Tenn.—Officials of Grundy County Fair Association said two buildings under construction will be completed for this year's fair. Main

building will be two stories, with grand stand across the front, and other building will be used for live stock.

KEWAUNEE, Wis.—A \$3,000 building program will be started on Kewaunee County Fair grounds, Luxemburg, shortly, Secretary Julius Cahn said.

HUNTINGDON, Tenn.—Old buildings are being dismantled and moved to the new grounds of Carroll County Fair, reported Secretary W. L. Noell.

SACRAMENTO—Demand for space at 1936 California State Fair has caused officials to predict this year's annual will be the largest in its history. More applications for commercial exhibits had been received up to May 15 than ever before, said Secretary-Manager Charles W. Paine.

CLARKSDALE, Miss.—Mississippi congressmen have been asked by the Cotton Festival Association to back up its request for erection of an armory and community building here for housing the Delta annual event. It is planned to build on ground donated by city and county. President E. W. Still says Mississippi has not received an armory thru WPA, while other States have had several.

MERIDIAN, Miss.—Hillman Taylor is secretary of Mississippi Fair and Dairy Association, and A. H. Yeomans, president of Mississippi Theaters, Inc., is manager of 1936 Meridian Fair.

URBANA, O.—Several new buildings have been erected on Champaign County Fair grounds here and old buildings repaired for the annual fair, reported Secretary John Yoder.

MONROE, Ill.—No Monroe District Fair will be held here this year, it was announced by Secretary Harry J. Conrad.

CLEVELAND LAKEFRONT

(Continued from opposite page)
year Tire and Rubber Company, Baby Bilmps, passenger air service; Hollywood Cafeteria, Harry Hameroff, *The Billboard* and out-of-town newspapers; Golden Book, Inc., registration; Monkeyland, with monkeys racing cars and looping-the-loop; Telling Belle Vernon Company, ice cream and dairy products; Orrin Davenport, riding school; Theo De Witt's ritzy Showboat; Vishnu Kanada's Hindu Village; Florida National Exhibits; Acme Toys, Inc., souvenirs and novelties.

Attaches Being Trained
Streets of the World will feature more



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N. Y.

than 30 nationality groups, operating gift, souvenir and candy shops, restaurants, beer gardens and native entertainment, John Gourley, head man of International Village, announced. Workmen are laboring to complete construction before opening on June 27. Albert N. Gonslor, chief of construction, said opening will be on schedule. Watchmen, policemen and firemen, said to number more than 400, are being trained by Colonel Hughes, expo commissioner of public safety. Lincoln G. Dickey, general manager, announced opening of a downtown housing bureau for visitors.

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WANT
Flying Act, Skating Act, also other acts for fairs. Also acts for July 4th. Write **WILLIAMS and LEE** 117 Mackubin St., St. Paul, Minn.

WANTED SEPT. 23-26, 1936
Rides, Shows and Concessions. **AKRON AGRICULTURAL FAIR ASSOCIATION** A Good Spot. F. M. FULTZ, Secretary, Akron, Ind.

WANTED
Ferris Wheel and Merry-Go-Round, AUGUST 27-28-29. **V. E. MARSTELLER**, Secretary Sioux County Agricultural Society, Harrison, Neb.

WANTED
FOR MACON COUNTY FAIR AUGUST 10 TO 13. Rides, Concessions of all kinds, Shows of all kinds. Address B. H. McQuay, Secretary, Macon, Mo.

WANTED
A Show or Rodeo on Percentage, for **McDONALD RAWLINS COUNTY FAIR** Also Carnival, August 11-14. DR. M. N. MILLER, Secretary, McDonald, Kan.

WANTED RELIABLE CARNIVAL
Madison County Fair AUGUST 30 TO SEPTEMBER 5. BOX 554, Madison, Neb.

CARNIVAL WANTED
PERRY COUNTY FAIR October 8-9-10. NEW AUGUSTA, MISS.

Previews Herald Dallas Inaugural

Villages are hosts on eve of opening—midway called suitable for all shows

DALLAS, June 6.—Texas Centennial Exposition, opening today, before the day is over will cater to one of the largest gatherings ever assembled in the Southwest, exposition officials said. Two-and-a-half-hour parade thru the business district to the grounds and four national radio hookups are major events. Last night the villages, including Streets of Paris, Midget Village and Hollywood, had previews for press and invited guests. Warden Lawe's Crime Prevention show, Show Boat, Old Globe Theater and Cavalcade of Texas also had previews.

Clyde Elliott's Screenshot has been operating the greater part of the week, playing to its employees, a week of rehearsals. Screenshot will use merchandise premiums. Captain Kenneth Blake and his Water Show is booked in Streets of Paris for exhibition on the center stage.

Garden Cafe, Dufour-Bogues concession, which opened the second week in May, has been doing tremendous business the past 10 days, averaging 4 1/2 hours a day of capacity. Midway, according to old-time exposition men, has an arrangement suitable to every attraction in that area. Frank P. Duffield gave a fireworks rehearsal Wednesday night, working the spec in with the novel expo lighting system, Duffield company having a contract to furnish \$50,000 (minimum) in displays.

A Modernized Rickisha

An item of interest to concessioners at parks, beaches, summer resorts and State fairs has been designed and manufactured by the Musselman Products Company in the form of a modernized rickisha for pulling two people instead of pushing them. The vehicle is constructed entirely of tubular steel, electrically welded thruout. Both the seat cushions and back cushion are upholstered with coil springs and finished with fabricoid. The rickisha has a double safety in the rear so it cannot tip over backwards. Yet it can lean back on its heel rests for a comfortable sitting position while parking. Its plated disc wheels are equipped with adjustable ball bearings and the tires require only 12 to 15 pounds air pressure for carrying two people. Its entire tubular structure is finished in a beautiful orange-baked enamel, while all the upholstery, as well as the rubber-matted floor board, is a jet black. Its appeal lies not only in its design, but also its easy rolling and shock-absorbing tires. Only one man is required to pull the vehicle.

Crump P. A. for Wisconsin

WEST ALLIS, Wis., June 6.—Gordon Crump, editor of *The Cambridge* (Wis.) News, who was named publicity director of 1936 Wisconsin State Fair by Manager Ralph E. Ammon, began his duties on June 1.

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The OAK RUBBER CO. RAVENNA, OHIO. Selling Through Jobbers Only

HOLIDAY GROSSES

(Continued from page 38) lent business. Cottage reservations indicate a capacity season.

Lake Brady, Ravenna

Under lease by Sarchet Amusement Company, headed by C. A. Sarchet, Akron, Lake Brady Park, near Ravenna, is open, with dance pavilion business so far considerably ahead of last year. Mr. Sarchet reports picnic bookings better than a year ago and is optimistic over the outlook. Some improvements have been made to the midway and beach, which is also open.

Idora, Youngstown

Idora attracted near-capacity crowds in spite of chilly weather. Operators had exploited the holiday program for more than 25 miles and the ballyhoo is believed responsible for heavy out-of-town patronage. Midway never has looked better, with much new paint in evidence. A Loop-o-Plane has been installed, a large cage of tropical birds is an added attraction, landscaping has been furthered and new walks installed. Manager Charles Deibel looks for the best season in several years, due to heavy outing bookings and improved industrial conditions in the area. Dance pavilion will play name bands thruout the season.

Craig Beach, Diamond

A. R. Mallory is at the helm in Craig Beach Park, near Diamond, for the ninth consecutive year. A new Loop-o-Plane has been added, bathing beach improved and all rides and concessions renovated. Cab Calloway's Band was there for the opening and George Williams and his new orchestra will remain at the pavilion until end of the season.

Rock Springs, Chester

Rock Springs Park, West Virginia spot, noted for its natural beauty, had a pre-season of school outings from all over the Ohio Valley. Some construction work has been done. Lew Platt is manager of the dance pavilion and R. L. Hand continues as park manager for Lessee, C. C. Macdonald. Radio entertainers, will be featured at weekly outdoor concerts. Mr. Hand reported picnic bookings better than a year ago and predicts the season will be a winner. Excursion steamer George Washington will bring pleasure-seekers from many river points again.

CONEY ISLAND

(Continued from page 40) 'Twould be easier to attract the masses if this high-hat business were left unsaid. The communique continues:

"Luna is the largest and most famous amusement park in the world." Now your correspondent and others are pulling for old Luna in every way possible, but this kind of publicity stuff is plain piffle. The press agent goes on to say that "millions file in and out of its gates from spring until fall." This is pure moonshine. I am surprised that Luna permits such rot to go to newspapers and feel the management will profit by the hint.

Along the Funway . . . Soldier Meyers, the one-man showman, is back with his 3-cent snake attraction on Stillwell avenue. . . Sealie the Seal Boy, of World Circus, favors the Surf Avenue Coffee Shop after the day's work. It's also the place where the fraternity swaps tales on the day's take. . . Andy Melillo, who has a cat game on Surf avenue, feeds the felines cream. Must be a bet-

ter season, because he fed 'em milk (even the Grade A) last year. Assisting Andy is Irv Shapiro, formerly with Louis Rifkin. . . Little Willie is operating a scale on Stillwell and the Bowery. . . Mother Merkle and her son-in-law have dolled up their Parkway Restaurant at Surf and Fifth. . . George Frijenti, better known as Battling George, claims that he hasn't lost an argument on sports statistics in 33 years. Before that he couldn't lose any because he didn't argue. . . Paul Bergfield and Luke Gallien, agents of *The Billboard*, are servicing concessioners and showmen with rapid delivery on Wednesdays. . . Pop, oldest ball-game man in Coney, staged a birthday party for his pooch, Skippy. Pop is very, very proud of his young hopeful junior, in addition to being proud of the canine.

I. H. Klein, as most of you already know, was elected head man of the Chamber of Commerce, succeeding George F. Kister. Vice-presidents chosen were Frank S. Tilyou, Max Goldberg, Walter E. Burgess, C. J. Hilbert and Joseph J. Sartori; William J. Ward, treasurer; William C. Meinch, assistant; and Charles A. Feltman, secretary. Directors are Mrs. Henry Adler, Mr. Kister, David J. Martin, Mrs. Helen S. Steers, Edward F. Tilyou, Kenneth F. Sutherland and Walter Cleary, all to serve to 1939. Elected to serve to 1937 were William Billharz, Martin J. Hahn, Philip Baas, Morris Goldberg, Irving Rosenthal, Robert D. Sangunitto, Mrs. C. A. Cox and A. F. Kramer; to 1938, Arthur E. French, Mary E. Dillon, William Dau, Joseph Goldberg, Nathan Handwerker, G. R. Mason, Alfred Feltman, W. F. Mangels, Louis Katzman and Philip Colemaris.

Colleagues are mourning loss of Arthur Ross, veteran mechano. . . Ken Casey and his ork are at the Half Moon. . . Those electric rolldowns known as Fascination (and other labels) are making the folks forget all about Penni-Arts, if you can remember as far back as three years or so ago. . . Albert-Alberta is thinking seriously of conducting a beauty contest on the Isle. He's a feature of the Wagner-Newman Side Showmanship.

POOL WHIRL

(Continued from page 40) familiar with the tank conditions. Arias arrived in this country only one day before the meet and, being used to bridge jumping, felt that it would be dangerous for him to take the chance. Lest there be a misunderstanding, Harold Arias is not yellow and did not compete because he was afraid of his own safety. But he knew that he could not cope with such conditions and, in the opinion of all those who participated, he chose wisely.

This business of bridge jumping is still undecided. No one connected with the contest is foolish enough to believe that the 122 feet set by Solomon is the highest dive ever made. It isn't and there is a possibility that many stunt men can make higher dives off bridges or into pools. But, as has been stated here many times before, there is no way to legitimately stage a high-diving contest on a bridge. And so, after much consideration, competition into a portable tank as that which was held was finally decided.

It so happens that one diver who specializes in bridge jumping fared pretty well in the tournament. He is Dare-Devil Jack Latowski, Albany, another one of the instigators of the controversy in this column. And, boy! he certainly lived up to his nickname. First, he tried a front jackknife from the 90-foot perch and barely missed hitting the side of the tank. And then he jumped 100

feet for his second leap, concluding with a 104-foot jump to take third place in the competish. And what isn't generally known is that Jack was in the midst of recuperating from an automobile accident which wrenched his back.

Black and Blake

Capt. Kenneth Blake, Chicago, who took second with 105 feet, scored the fastest dives in the championships. He didn't take any time in making his leaps but went right off after arriving at the pedestal. As a matter of fact, he took his final dive so fast that cameramen from newsreels nearly didn't get him in time. Incidentally, Ken obliged by doing his sensational fire dive as a preliminary to the competition. He so impressed with this fire dive that he was immediately booked for six weeks at the Dallas Exposition.

Plenty of praise is due Pauline Black, Salt Lake City, a close runner-up among the women. She was one of the pluckiest in the tourney. Others who deserve credit are Frank Cushing, Brooklyn, known as the Flying Gob, and Bernie Keesacker, West Virginia, who not only were strong contenders for the title but worked day and night on the rigging to help put the meet over with a bang. And also pretty Viola Moss, the girl who co-operated so much on advance publicity.

And so thanks again to all of you for a grand contest. Understand there is to be a similar meet held in the West later on this summer. But more of this later.

Pretzel Replacing Burned Jungle Show for Eastwood

DETROIT, June 6.—Eastwood Park is repairing damage to the former Jungle Show and two adjacent concessions hit by fire recently. The show is being replaced by a Pretzel ride, to be operated by Riala McLain, in charge of all Eastwood ride operations. It is designed for 15-car operation. Victor Norris will be ride manager.

Shirley Temple store, owned by Lew Wish, has been rebuilt. A new item of construction in front of the Showboat is Rabbittville, an inclosure about 20 by 30 feet, housing a colony of rabbits. Week-ends have been drawing good business, but midweek business has been poor because of cool weather.

Scott Humbert is again producing in Cocoonat Palms night club, using five acts in addition to the line of girls, with weekly change of bill. Business is reported good by Manager Ted Lipsitz, this attraction being less dependent on weather than other park features.

Heavy Patronage Keeps Up In Elitch's Gardens, Denver

DENVER, June 6. — Elitch's Gardens has been handling record crowds since the biggest opening in its history on May 16. President Arnold B. Gurtler thinks the Garden's greatest season is under way, as concessions, rides and dancing show heavy patronage.

In the Trocadero Ballroom Bernie Cummins and his orchestra, with Dorothy Crane and the Sophisticates, girl singers, were succeeded today by Paul Pendarvis and his orchestra. At the Wildcat, rebuilt Coaster, lines wait for trips each night. The Pretzel holds the popularity it had on opening night when 15,000 filled the 46-year-old Gardens. All concessions, buildings and rides were refinished this year.

This spring 200,000 plants were set in the park and more than 700 hanging baskets of live blossoms are suspended from covered walks thruout the 26-acre grounds. On June 13 Elitch's summer stock company will open with Irene Purcell and Kenneth MacKenna heading the cast.

Taylor, Ballroom Manager, To Retire From White City

WORCESTER, Mass., June 6.—Harry W. Taylor, 73, builder, owner and manager of Spanish Villa Ballroom in White City Park, will retire after 54 years in show business. He retains an interest in the ballroom, but plans to take a trip west to visit relatives. He has been at White City the past five years as park treasurer and later at ballroom manager.

While his interest has been in parks in late years, for 40 years he managed touring theater companies and often acted roles. His first job in show business was as assistant treasurer of Leland Opera House, Albany, N. Y., in 1882. In 1891 he was manager of the musical comedy, *Irish Luck*.

ACTS . . . SHOWS . . . FREE ATTRACTIONS . . .

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Cyclone Hits Vaught Show

Much equipment damaged — immediate reconstruction and replacements

CINCINNATI, June 6.—State Fair Shows, exhibiting at Rawlins, Wyo., were in the path of a cyclone Thursday and suffered a great deal of damage, according to a telegraphic communication from that organization.

Equipment of the Wild Animal Circus was destroyed, including the steel arena. Other tents and paraphernalia were badly damaged, one of the riding devices probably beyond repair.

Following the storm the personnel sprang into rebuilding and replacements action. Manager Mel H. Vaught announced that all damaged canvas would be replaced within a week.

J. R. Edwards Shows Open at Massillon

MASSILLON, O., June 6.—The J. R. Edwards Shows inaugurated their season here Saturday on the Schuster lot near the main business section. The attractions this season include four riding devices and five shows.

The staff: J. R. Edwards, owner and general manager; Mrs. J. R. Edwards, secretary-treasurer; G. Gorman, special agent; Mrs. Gorman, special exploitation work.

The rides consist of a Ferris Wheel, Merry-Go-Round, Chairplane and kiddie ride.

The Hawaiian Show is managed by O. J. Reick. The Will Rogers-Wylie Post walk-thru show managed by Pat Patterson. Dr. Wilson has "Life" and "Little Egypt."

Among the concessions: Picture shooting gallery, managed by S. A. Roose; Jack Wilson, palmistry and scales; Otto-baucher, three; Vernon Moore, one; Charles Robbins, two; Fred A. Cox, carmel corn; G. M. Camburn, photo gallery; Sam Hummerson, one; cookhouse in charge of Mr. and Mrs. Max Chevrier.

The entrance to the midway made very attractive by an arch with exhibits behind it.

Weather Man Gives Conklin Bad Break

TIMMINS, Ont., June 6.—Conklin's All-Canadian Shows have had some extremely cold and rainy weather since opening the season about six weeks ago at Windsor. Some days as much as four inches of snow fell. However, the people with the show are in good spirit and hoping for a break in the near future. This week the show started some long railroading to get out west.

Prospects in Ontario so far as general conditions go are much improved over last year. The mining district in which the Conklin show has been appearing is producing more gold than ever before. Latest reports from the prairie provinces, where the show is headed, are that crop conditions look better than at any time during the past 10 years.

English Leaves, Bagarry Joins the Dodson Shows

UNIONTOWN, Pa., June 6.—Harold English, genial secretary-treasurer Dodson's World's Fair Shows for several years, has left for his home at Lamar, Mo., and his place has been taken by Jules Bagarry, erstwhile secretary-treasurer the S. W. Brundage Shows, who joined the show from Opelousas, La. George H. McSparron is assisting Bagarry in the office.

B. & G. Get Milwaukee Fest

CHICAGO, June 6.—The Beckmann & Gerety Shows have been awarded contract to play the Midsummer Festival to be held on the lake front in Milwaukee late in July.

ALBEMARLE, N. C., June 6.—F. B. Patterson, secretary the Stanly County Fair Association, advises that the De Luxe Shows of America have been booked for the third annual fair, which will be held in October.

Concession Games Article Brings More Responses

NEW YORK, June 6.—The Billboard has received numerous replies regarding the game concession situation, evoked by an article on the subject titled *Purging Midway Magic*, which appeared in the *Out in the Open* columns of May 23. Reaction has come from leaders and workers in all outdoor amusement fields. A majority amounting to virtual unanimity agree that co-operation, especially between fair and carnival managements, can bring the problem to a successful solution.

Early answers, published in *Open* department of last issue, were from Joe Hughes, of sales staff of George A. Hamid, Inc.; E. H. Patrick, manager of this publication's Philadelphia outdoor bureau; A. W. Lombard, secretary-treasurer Massachusetts Agricultural Fairs' Association, and Art Lewis, of Art Lewis Shows.

Among later contributors to the subject are the following:

Charles A. Nash, general manager (See *CONCESSION GAMES* on page 53)

Pounds Out of Hospital; Crockett Still Confined

CINCINNATI, June 6.—Clarence Pounds, of Mighty Sheesley Midway, who underwent an appendicitis operation at Christ Hospital here recently, was discharged from that institution Tuesday and after a few days' recuperation at the home of Mr. and Mrs. C. J. Worley, near Sharonville, plans to return to the show. John Crockett, also of Sheesley Midway, who received a fractured leg the night of May 23, is still at Christ Hospital and reported as getting along "fairly well."

Showfolk Like "Other People," Comments Newspaper Columnist

AMARILLO, Tex., June 6.—The following comment appeared in the "Short Grass, By Garford Wilkinson" column of *The Amarillo Globe-News* early last week:

"Please forgive us if we wander from the usual path today. We aren't entirely responsible. Spring, mingled with approaching summer time, is in the air, and with these seasons come the carnival and the circus. Just now the Western State Shows—a carnival—provides a varied sort of entertainment for Amarilloans.

"More often than not, the claim is made by the stay-at-homes that car-

nivals bring to town objectionable persons. Any fair person will readily recognize the unfairness of this claim. Communities cannot expect all persons to fit their local mold. In the opinion of Max Cohen, general counsel American Carnivals Association, more often than not a locality raises this hue and cry merely from its self-conscious dislike to have its own inhabitants fare unfavorably by the comparison. It is necessarily true that there are all sorts of persons in any large group—be it a carnival, a church or a community that does not have within its corporate confines all types and elements—good, fair, bad and worse. We believe that 'carney' men are no more dishonest than the rank and file of their customers. A 'carney' is in business to make a living. Along come you and I. We immediately give him what he wants and do our level best to beat his racket. Sometimes we do; he's happy. If he beats us (and it's his game) we protest that he's dishonest. Persons who cannot afford to lose should not attempt to win, but the element of chance is there for the man who runs the joint, too. For those men and women who chant of colossal collections of celebrities, astounding aggregations of altitudinous aerial acts and unparalleled, unmatched, unprecedented performers, we have a strong passion. We've known many of them for years. They're just about the same sort as you and I, except they know more answers.

"Of course, it would be presumptuous and insincere to claim that the carnival is wholly free from faults. If the operator of a carnival concession couldn't win more times than he loses—he'd be out of business long before the band strikes up *Home, Sweet Home*. This show business is a tough racket—at its best. It's sort of like farming, trusting it will rain, but not too much or at the wrong time. Any kind of business is a gamble, some worse than others.

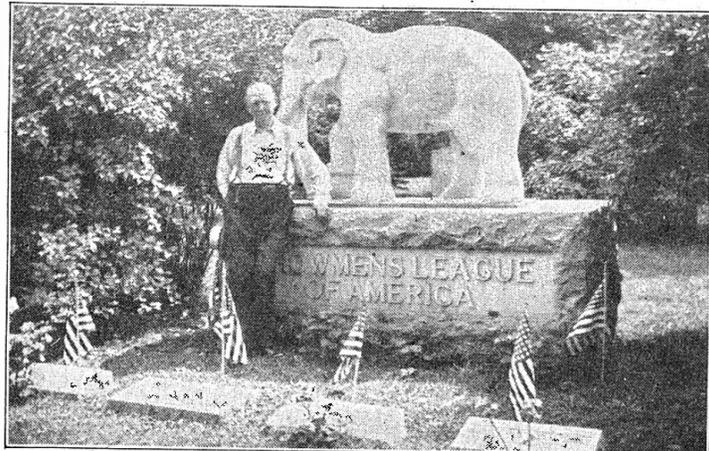
"My advice is this: If you can spare the money and want to play the carnival, do it with a spirit of fun. Be surprised if you win, laugh and then forget it if you lose."

N. J. Stands Okeh For World-Mirth

NEW YORK, June 6.—Up from Philly, World of Mirth Shows reached metropolitan territory, playing Arbor, near Plainfield, N. J., last week, where a representative of *The Billboard* visited this organization. Show is current at Clifton, a repeat date, and goes to outskirts of Hackensack next week.

Max Linderman, general manager, and Gerald (Frenchy) Snellens, special agent, greeted visitors at the front gate, escorting them around the large midway, which is superbly lighted and well laid out. Shows taken in were T. W. (Slim) Kelly's Odditorium, Mabelle Kidder's Temple of Mystery, the Sterling-Smithley-Younger-Hyatt Crimes of the Century, the Goll-Langley Deep Sea Exhibition, Earl Purdie's Pit of Fury, Medusa.

(See N. J. STANDS on page 53)



"GRAND OLD MAN OF THE LEAGUE"—Harry Coddington, chairman of the cemetery committee of Showmen's League of America, snapped while taking a moment's rest beside one of the big stone elephants that guard Showmen's Rest after he had completed beautifying the burial plot, a labor of love that Harry performs every year just before Memorial Day.

PCSA Aux. Holds 1st Summer Party

LOS ANGELES, June 6.—The Ladies' Auxiliary of the Pacific Coast Showmen's Association staged its inaugural summer party Thursday night of last week in the clubrooms of PCSA. It was a glad-some affair and a considerable sum was realized. All the lunch, flowers, refreshments and floor show were donated by members of the Auxiliary and PCSA and their friends.

The clubrooms were handsomely decorated for the occasion with ribbons. (See *PCSA AUX.* on page 49)

Mrs. Roy Gray Feted on Birthday

EAGLE LAKE, Tex., June 6.—Members of Big State Shows, which played here recently, and more than 20 invited local guests honored Mrs. Roy Gray on her 42d birthday. Among those present were her mother, Mrs. Elizabeth Johnson, and her sister, Frances McQuestion, both of Indianapolis, Ind., and Reverends Ralph and Russell Gray, brothers of her husband, from California. Doc Waddell was master of ceremonies. Mrs. Gray received many gifts and large and novel cake was baked by a local bakery—in the form of a show-grounds with tents and, instead of candies were 42 "center poles," holding aloft the spread of delicious dough. Bob Paulson, crooning cowboy, with guitar, and his wife, Louise, entertained with songs.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

PING PONG, Vt. Week ended June 13, 1936.

Dear Charlie:

This the world's most unusual city. The citizens here all pin-game minded and all own from 5 to 10 amusement machines. Even the city streets are named after the different games. Our lot located on the corner of Whiz Bang and Skee Dunk avenues. Auspices here, the Slot and Trigger Fans. One of the best committees that the show ever played under.

Ten different carnivals bid for the spot. The town was almost filled with different show representatives. The booking was finally settled with a pin-game contest. Lem Trucklow, the Ballyhoo Bros.' general agent, made the highest score and was awarded the contract.

Most of our stock concessions worked with marble games and enjoyed their

season's best week. The big pin and swinging ball fit in nicely. Our spill-the-milk ball games changed their titles to "Seven Pin." All attractions on the midway changed their titles to fit in with the marble machine titles. The minstrels named Seven or Eleven. The girl show, Hi-Sky, and the Funhouse Tall-Spin—and proved it with the chute.

Along the side of the showgrounds was a used-pin-game lot. Showmen spent the week buying and trading in, local finance company backing the deals. Everybody has one now and no two alike.

Our new water circus all set to open next week. Besses intend to feature this attraction. The Cistern Brothers will be the operators and diving instructors. Reported the girls coming along nicely with their tanking lessons. Most of them are now wading and will be ready (See *BALLYHOO* on page 53)

THE CARNIVAL PASS QUESTION

By WALTER D. NEALAND

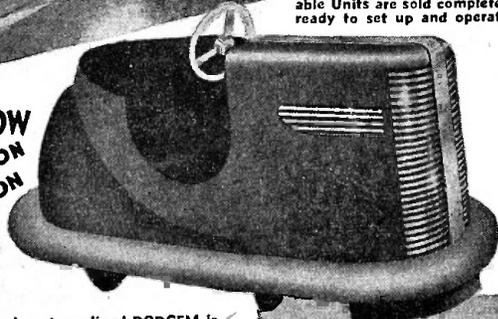
Watch for This in The Summer Number Of The Billboard

DODGEM PORTABLE UNITS

Now Available for CARNIVALS at 40% Savings!

This is the first time a truly light-weight building has ever been offered which is adaptable to carnivals. The new improved platform, easy to assemble, may be erected in six hours and taken down in three hours. It is very moderately priced at 40% less than the former cost of heavier, more clumsy buildings. New Dodgem Portable Units are sold complete with cars ready to set up and operate.

Send NOW for DESCRIPTION and QUOTATION!



Complete 15-car unit may be carried on one trailer, as shown below.

The new, flashy, streamlined DODGEM is the last word in amusement devices—a sure-fire winner wherever operated, smashing all records for gate receipts. Remember DODGEM WAS FIRST to adopt the efficient FRONT WHEEL DRIVE . . . DODGEM was first with modern STREAMLINING . . . and now DODGEM IS FIRST with a really practical, light-weight portable unit at a reasonable price. Don't delay. Investigate at once.



DODGEM CORPORATION
706 BAY STATE BLDG. LAWRENCE, MASS.
A.B. Miller, 4018 Woodlawn Ave. Seattle, Wash.
West Coast Representative

DEE LANG'S FAMOUS SHOWS

WANTS FOR BIG LEGION CELEBRATION AT IOWA CITY, IA. FIRST SHOW TO SHOW THERE IN TWO YEARS, DOWNTOWN LOCATION. ALSO 16 FAIRS AND CELEBRATIONS, STARTING EARLY IN JULY.

CONCESSIONS—Stock Wheels that work for stock. No G Wheels wanted. Also 10c Grind Stores.

SHOWS—Can place Monkey Show. CAN USE several Talkers and Grinders. WANT Chorus Girls for Colored Minstrel Show. This is an office show. Salaries paid out of office. Also can use outstanding Comedian and other outstanding Acts for Colored Minstrels.

Mr. H. B. Blackburn wants to hear from Dr. Angel. All others address DEE LANG, General Manager, Muscatine, Ia., week of June 8; Iowa City, Ia., week of June 15. Eddie Kelker wire me.

WANTED FREE ACT WANTED

Good, reliable Aerial Act that has nice flash and has transportation. Scotty Norton wants Coak for Snake Show. CAN PLACE Frozen Custard Machine. Have first-class Platform Show Frame-Up for a good, capable showman. This show stays out until December 5. Bill Johnson can place Freaks for Pit Show. June 8 to 13, Trinidad, Colo.; June 15 to 20, Fort Collins, Colo.; week of July 4, Lander, Wyo. Address

JACK RUBACK, Western State Shows, Trinidad, Colo.

21st ANNUAL TOUR—21st PLAYING THE CREAM OF MAINE AND CANADIAN FAIRS.

BEN WILLIAMS SHOWS

SEASON OPENS THURSDAY, JULY 30, AT HALLOWELL, ME., FIREMEN'S OLD HOME WEEK—CIRCUS CELEBRATION.

WANTED—Circus Side Show, Monkey Speedway, Mechanical City, or any other shows capable and accustomed to doing big business. NOTICE TO CAPABLE AND RELIABLE SHOWMEN—Have equipment, and will finance showmen who are capable and experienced in framing High-Class Attractions. WANTED—Legitimate Concessions of all kinds. Show train leaves New York City July 25th. Address all correspondence to

BEN WILLIAMS, 5025 71st St., Winfield, L. I., N.Y., Phone Havemoyer 9-2929

RUBIN & CHERRY EXPOSITION, INC.

Can place Manager to take complete charge of newly built Illusion Show. Preference given to man who has some illusions of his own and knows what it's all about. Also high-class Mental Act for Side Show. Appleton, Wis., this week; Green Bay, next week. Write or wire

RUBIN GRUBERG, Pres.

Is Your Subscription to The Billboard About To Expire?

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 6.—Activities at present include preparations for the 1938 Cemetery Fund Drive, which will be carried out along the same lines as last year, also getting lined up for the Membership Drive, which is expected to be put over bigger than ever—recent results in this drive include five applications from Brother Sam Solomon (in addition to reinstatements received by the secretary), the applicants being T. A. Stevens, Harry Hennies, Frank W. Bering, Sid Hoey, Tom Berry, A. C. Holt and George H. Liger.

Notice has been received that SLA is one of beneficiaries in the will of the late Brother Fred L. Clarke.

Secretary Streblich visited Hennies Bros. Shows at Elgin and Sol's Liberty Shows at De Kalb. Brother Solomon has started to show action in the Membership Drive and Brothers Orville and Harry Hennies promise results ere the season closes. Other visitors from Chicago were Lew Keller, A. L. Rossman, Alice R. Streblich, Ralph Pacini, Zebbie Fisher, Lorraine Anton and Jack Benjamin.

Brother Fizzle Brown sends in his dues and asked for applications.

Alex Wilson, of Beckmann & Gerety Shows, confined at American Hospital, is in hopes of being able to go back to the show in a few weeks. . . . Brother Petty Ernst is still at the hospital showing marked improvement and is getting nervous to get back home.

Brother Simpson in for a visit. . . . Larry Hogan in for a short call. . . . Harry Hargrave in town long enough to call up by phone while on his way to Dallas. . . . Nate Eagle did not have time for a visit while here; left to join the R. & C. Exposition. . . . Julius Wagner back and may stay here for the summer. . . . Forest Scott in for a short call, also J. P. McHale. Other visitors during the week were Lou Leonard, H. A. Lehrter, Harry Coddington, Zebbie Fisher, A. L. Rossman, Charles H. Hall, Lew Keller and John Lempert.

T. A. Stevens sent a letter of appreciation for the assistance given him by members at time of the burial of Mrs. Stevens.

President Patty Conklin writes that he is busy making plans for his work on the cemetery and membership drives. Says they "must go over bigger and better" and all know that he means it and will do more than his share to make it so.

Well, boys, remember you can take applications for membership and the applicant will receive his 1937 membership card by paying the regular fee of \$20—will have no further dues to pay until September, 1937. Keep this in mind and let's all put our shoulders to the wheel. Remember the objective is 300 new members. Your neighbor may be just waiting for you to ask him to join.

Have you noticed the new Showmen's League ad showing reasons why you should be a member of the "greatest showmen's organization in the world." You will find it each week in *The Billboard*. Look for it.

Another thing to remember is your

THERE ARE "SCORES" OF REASONS Why YOU SHOULD BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

Reason No. 2—

In addition to being the oldest institution of its kind in America it also is outstanding among fraternal organizations.

LEADING CARNIVALS

WHICH INVITE

Your Investigation and Inspection

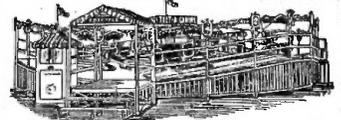
WORLD OF MIRTH SHOWS • Strongest, Largest, Finest—Now or Ever.

WANTED, IMMEDIATELY

Talkers and Grinders for NEW TROPICAL ATTRACTION.

Address MAX LINDERMAN, Gen. Mgr., As Per Route.

"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.

CONCESSION TENTS

Our Specialty for Over 48 Years.

UNITED STATES TENT & AWNING CO. 701 North Sangamon Street, Chicago, Ill.

GOLDEN VALLEY SHOWS

Wants to Join at Savannah or Wayneboro, Tenn., for the South's Biggest 4th of July Celebration, Tusculumba, Ala.

50,000 people to draw from. Billed for 30 miles. Legitimate Concessions of all kinds, \$10.00 and \$15.00. Organized Minstrel or any other show with or without own outfit. Good opening for Cookshops and Bingo. Can Place Kiddie Rides. Want experienced help for Merry-Go-Round and Ferris Wheel. Our fairs start in August. Fair secretaries in Tennessee, Mississippi and Alabama have few open dates. Answer as per route, Selmer, Tenn., this week; Savannah and Wayneboro, Tenn., follows; then the Big One. All mail and wires to

MANAGER GOLDEN VALLEY SHOWS.

dues. Perhaps you have just neglected it. Give this your immediate attention, for it will not be long ere the period for 1937 dues is at hand.

Philadelphia

PHILADELPHIA, June 6.—Cetlin & Wilson Shows moved to Darby this week. Opening was fair. Show's week at 68th and Market was fair. Several nights were very cold, which kept people away.

Jere Shaw Show, with Mike Zeigler rides and about 15 concessions, is having fair success playing under auspices in surrounding territory.

Whitey Madden, well-known talker, this year on the front of Speedy Merrill's Drome on Cetlin & Wilson Shows, still going strong for his age.

E. K. Johnson, who joined Cetlin & Wilson Shows as promoter, was visited during the week by his daughter, Mrs. Marion Coppola, from California.

Curley Ingram, who has concessions with Jere Shaw this season, reports doing nicely. His brother, Frank, is with Cetlin & Wilson with a concession.

Hot weather this week has hit the museums quite hard. Eighth Street has Three Hot Shots, colored trio; Yuano, juggler; Leo, magic and illusions; "Venus in the Well"; Princess Zeldia, mentalist; in the annex, dancing girls and Mary Morris, a new addition to the dancing girls, Caroline Ross.

South Street Museum this week has Colored Revue; Jack Stetson, cartoonist; Mme. Excella, contortionist; Lady Betty, mentalist; Mystery Box illusion; in the annex, dancing girls.



**NOT STOCK POSTERS
NO TWO ALIKE**

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

We will submit designs, created
exclusively for your show.

**H.W.M. POLLACK
POSTER PRINT
SHOW PRINT
DIVISION
BUFFALO, N.Y. PHONE GRANT 8205**

WANTED

Men to operate Wheels and Grind Joints for
Milton Morris and John Moran.

WILLIAM GLICK SHOWS

Glens Falls, N. Y., week June 9. Those that
have worked for either of us before come on.

FREE ACTS WANTED

ALSO SHOWS AND CONCESSIONS.
(All Rides Booked)

**FOR BIG ANNUAL HOME-COMING
and JULY 4th CELEBRATION**

TOUCA, ILL.

7—Big, one and a half Nights—7
JUNE 29 TO JULY 5 INCLUSIVE.
Several Other Good Celebrations to Follow.
Wire or Write
TONY R. BERRETTINI, Touca, Ill.

ASTRO FORECASTS AND ANALYSES

Your Individual Horoscope, with Birth Data, Read-
ings, Etc., by

MYRA KINGSLEY
World's Famous Astrologist.

Four Pages, Printed, in Sealed Blue Covered Envel-
opes, 25c.

ADVERTISED AND SOLD BY ALL DEPART-
MENT AND CHAIN STORES FOR 15c EACH
Now Available in Quantities at 2 Cents Each.
Samples, Mailed, 5 Cents.

METROPOLITAN SYNDICATE PUBLISHERS
11 W. 42nd St., Room 1302, New York City.

FRISK GREATER SHOWS

WANT experienced Ride Help, one more good Show.
Will book or buy Tilt-a-Whirl, Concessions—Good
opening for Candy Floss, High Striker, Darts, Wheels
that put out stock (no racks), Country Store, Pen-
ny Arcade. Celebration Committees write. Madella,
Nlun., week June 8 to 16.

WANT

FOR: BELOIT '49er CELEBRATION WEEK
June 15, on Streets,
More Good Celebrations to Follow.
Loop-o-Plane, Auto Ride, Cook House, Mer-
chandise Concessions. CAN PLACE Mechanical
and Pitt Shows. FOR SALE—Penny Arcade.
Lyons, Kan., week June 8; Beloit, week June 15.

JOE'S PLAYLAND SHOWS

WANT

Two-Abreast Merry-Go-Round. Must be in good
shape and cheap for cash. Prefer Little Beauty.
Give complete details. FOR SALE—Three-Abreast
with new Top and Side Walls, Motor, Organ. Can
be seen in operation here.

MRS. MABLE REID,
Box 5,
Jacksonville Beach, Fla.

WANTED

For the Biggest 4th of July Celebration in the
State of Ohio,
MARIETTA, O.

Shows of all kinds. Mabel Mack, Jolly Jene answer.
All Concessions except Cook House and Bingo.

CUNNINGHAM SHOWS
McConnelsville, O., this week.

V. F. W.—STATE CONVENTION—V. F. W.
BARDSTOWN, KY.
5 Days and Nights, June 16-20. Location on Streets.
WANT Tilt-a-Whirl, Chairplane, Kiddie Autos,
Mickey Mouse Circus, Mechanical Show, Monkey
Circus or Autodrome, or any clean Shows. Legiti-
mate Concessions of all kinds come on. Girl Shows
and Gift save your gas. WANT Ride Help, espe-
cially good Kill Operator. J. HARRY SIX AT-
TRACTIONS, Letchfield, this week; West End
village, Ky., June 22-28; then the Best July 4th in
Kentucky.

**Pacific Coast
Showmen's Assn**

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, June 6.—There were
31 members at Monday night's meeting.
Dr. Ralph E. Smith, first vice-president,
called the meeting to order, then turned
the gavel over to O. H. (Red) Hilder-
brand, third vice-president, who was in
town for a short stop, and he did a first-
rate job. John T. Backman read the
financial statement and other items of
moment, and it was noted that all funds
were "holding their own"—as was re-
marked by Hilderbrand. Two new mem-
bers were accepted, Ernest E. Howell,
hotel manager in San Francisco and for-
mer trouper, credited to Thomas William
Wright, and Ted Le Fors scored his usual
new member, Harold G. Long, of State
Fair Shows.

Communications: Long wire from
President Theo Forstall. Said he was
mailing eight new members, holding 26
more, and that this was the initial
effort of Mark Kirkendall. He added
that the 15th annual Charity Banquet
and Ball would outdo, outshine and out-
attendance any previous affair of the
PCSA. Ross Ogilvie sends weekly weather
report from Idaho "wilds." Regret was
expressed on account of news from Joe
Streiblich, secretary Showmen's League
of America, Chicago, of the passing of
Fred L. Clarke. Many of this organiza-
tion were friends of the deceased.

Meetings are now run thru in quick
time and this gives opportunity for the
diversion period and what-not before
adjournment. Dr. Smith announced the
diversion, "Autobiographies." The sub-
ject seemed popular, as indicated by all
wanting the "first tell." A. Samuel
Goldman drew post-position and narrated
of early life in and around New York,
high spot of his tale, his being ap-
proached in New York by two friends to
invest a paltry \$200; could not see it; one
of the men who did see it was William
H. Fox, later screen magnate. Sam also
laid claim to being the first movie
censor in Massachusetts and was tied
for honor of being the first censor of
the movie industry. Jack Schaller, own-
er numerous acts on tour, wished to be
a minister when a young boy, then the
glamour of the circus got him. In 30
years has had many acts and stated the
recent death of one of his girls in ac-
cident on Conklin's All-Canadian Shows
was first major accident, and paid high
tribute to Patty Conklin for his remark-
able kindness at the time and to Rubin
Gruberg, on whose show the husband of
the girl was working. Felix Burk said
he had wanted to be an "actor" with
Shakespearean roles as objective. Joined
one of the many rep shows that at the
time were organized in Iowa. Admitted
that he was a "genteele heavy" and near-
est to Hamlet he ever got was being cast
as first grave digger. Claude Barie started
walking clotheslines, then acrobatics.
Getting tired of "work" he learned to
play various stringed instruments, vaude-
villian, on big time, then Western rep
of one of the largest music houses. This
he said was also work, too, so he went
for himself as dealer in musical in-
struments, instructor and booker—this,
he said, was "overwork."

Al Onken, who had provided the lunch
for the evening (a splendid one), said
that his having done so permitted him
to talk at lib and announced his sub-
ject "Zoology and Theology." Of special
interest was stories of his early days in.
(See PACIFIC COAST on page 56)

PARIS, June 6.—One of the best
situated street fairs of the season is at
St. Cloud. Is in a magnificent park
along the River Seine, near Paris. This
year has 160 rides and concessions, in-
cluding Auto Scooters, Caterpillar, 12
kiddie rides, Loop-the-Loop Swings,
Cirque Fanni, Van de Walle's Menagerie,
Dog Show, Musee of Anatomy and Girl
Show. Fireworks and special events pull
the crowds.

Harris Amusements

WANTS a Ride, legitimate Grind Stores (\$7.00 a
week), Free Act for Stage.
CHARS. F. HARRIS, Manager,
Tenns., Ga., this week; Cooco, Tenn., next week.

FOR SALE

A real Cook House, well equipped and in A-1 shape.
Now booked. Priced right. Other business.
WILLY'S CAFE,
Care Peerless Exposition, Philippi, W. Va., June 8
to 13; Salem, W. Va., June 15 to 20.

HEY, BROTHER—
PULL THE MOBS IN!
WITH THIS LAFAYETTE



PA. AMPLIFYING SYSTEM

FIFTEEN WATTS COMPLETE WITH TWO SPEAKERS

Give 'em music! Give 'em sound! This P. A. sys-
tem has yank: Two big 8 1/2" speakers, and you can
put them 25 and 50 feet away from the mike. Fifteen
watts output with plenty of sock. Light weight, port-
able, this job has all the features . . . plug-in con-
nections on input and output, high amplification for
use with sound cell and velocity mikes. Listed at
\$79.00 . . . you get the dealer's low price of only
\$39.50. Order from this ad . . . full instructions
furnished. 100% guaranteed. Don't forget . . .
only \$39.50!



IF YOU OPERATE A

Carnival . . . Fair . . . Circus . . .
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Care World of Mirth Shows, Hackensack, N. J.,
this week; Bloomsburg, Pa., next week.

Thomas, operators of Side Show, and Doral-Dina, who has been with the Thomases about six years, were Sunday night visitors to Rev. John McCauley, pastor Holy Trinity Church, The Mixer was informed a few days ago.

IN HOSPITAL: A. (Dutch) Wilson, with the concession department of Beckmann & Gerety Shows for a number of years, is now in American Hospital, Chicago, suffering a leg infection. Wilson injured one of his legs a couple of years ago, but, according to report, only recently has it given him serious trouble.

GLADYS McDUFFY, secretary to W. R. Hirsch, of Louisiana State Fair and president United Shows of America, has recovered from a tonsillitis operation at Tri-State Hospital, Shreveport. Joe Mon-sour, assistant manager the State Fair and purchasing agent for the United, recently underwent an operation for appendicitis at North Louisiana Hospital. Is reported getting along nicely.

SHORTLY AFTER taking over the management of Streets of Paris with Gooding Greater Shows (No. 1) Dewey Stein was taken ill (pneumonia) and was placed in St. Joseph Hospital, Parkersburg, W. Va. At last report was nearing recovery. On hearing of the illness Jimmie Terry took management of the show until Dewey is able to resume his duties.

The condition of Claude D. Oederkirk, who suffered a stroke May 27 while with Volunteer State Shows at Hazard, Ky. (is in Hurst Snyder Hospital, Hazard), was not improved the middle of last week, according to report to Billy C. Marshall, who had phoned the hospital. Marshall was with Oederkirk when he was stricken, visited him several times at the hospital and planned to again visit him last Sunday.

W. J. (SLIM) WINSLOW, of guess-weight scales note, spent a few hours in Cincinnati last week while en route to work to the Great Lakes Exposition at Cleveland. While in Cincy had a phone talk with Eddie and Mollie Owens, with whom he trouped years ago with Johnny J. Jones Exposition. Early this season Winslow spent a few weeks with Rubin & Cherry Exposition. Had since been hooptoching.

PAUL HUBBARD (formerly with circuses, also concessions at special events in the East—now of San Jose, Calif.) was in Cincinnati early last week on an across-continent trip aboard his 36-year-old "horseless buggy," his destination being New York City. While at The Billboard stated that since leaving Dallas he has been doing publicity for the Centennial Exposition. Had a large scrapbook with clippings of stories and cuts of himself and his car (which he said was made in Cincinnati) from newspapers at cities he had visited, including The Cincinnati Enquirer. With its high rubber-tired wheels, etc.—of many years ago vintage—his auto a wow!

MADAME JAZINTO, formerly better known to midway folks as Dot McCarty, who suffered a stroke while in Cincinnati years ago and returned to the road in 1933 with Al Hansen Shows, after residing in Florida for a few years, has lately been at Americus, Ga., with her "home on wheels" and working palmistry, a letter from O. P. Johnson, secretary Sumter County District Fair, informs. Johnson states that Dot has been wondering what has become of all the other members of the "Over There Club," which was formed at the late Mrs. O. C. Johnson's home in 1917, while the J. Stanley Roberts Shows were at Americus.

George (Mechano) Stevens writes a tribute to the trouper generosity of the late W. M. (Daddy) Watts, who passed away at Dallas recently (see Final Curtain column). It includes: "For those in need he was the first one to share. He always said that following the 'good old Golden Rule' was the real schooling. He was always jolly and joked and made it his concern to make others happy. Up until his death he gave and shared all he possessed." Stevens states that many old-time trouper acquaintances attended the funeral and that Thomas LaRose, Dave (Waxo) Williams, Lawrence Shelby, Ted Temquette, Robert Usher and himself (Stevens) were pallbearers; also that the 61-year-old widow, Mrs. Margaret Watts, 1716 Peabody street, Dallas, would appreciate receiving letters from showfolk acquaintances.

MR. AND MRS. Kenneth W. Stogner, of Scranton, Pa., were guests of West's World's Wonder Shows recently. Following are excerpts from a letter from them: Secretary George S. Marr and other members of show made the visit (at

Port Jarvis, N. Y., and on train to Stroudsburg, Pa.) a pleasant one. . . . On Memorial Day showfolks placed flowers on grave of Charles Celestine in St. Mary's Cemetery, Port Jarvis—Celestine died while with the show six years ago. . . . Fitzle Brown's outfits, including new truck-trailer job, look fine. . . . Free act of Larry Saunders and Irene praised. . . . Buck Weaver and wife doing fine with frozen custard. . . . Mr. and Mrs. Eugene O'Donnell looking forward to the date at Stroudsburg, where they were married on the midway last year.

NEW YORK.—Matthew J. Riley, general agent Strates Shows, hit out for Albany after attending the recent hearing on freight rates. . . . Artie Steinhardt, of Billy Lynch's Canadian show, reports spell of unusually cold weather. "My nose is frost-bitten and if you remember my nose, you can imagine the cold," he writes. . . . Phil Iser, carnival operator, sporting new outfit. His chapeau is really the pecans. . . . Prof. Charlie Wagner, famous New York tattooist, got himself a two-column interview in The Times. Plenty informative stuff.

Gooding No. 2 Has Spotty Biz in Ohio

CANTON, O., June 6.—Gooding Greater Shows No. 2, managed by Dave Ten-nynson, have been playing to both good and poor stands in Ohio. Manager Ten-nynson informed a representative of The Billboard. However, on the road a few weeks the organization has been enlarged at each stand.

The midway makes a very attractive appearance. A new marquee, 36 by 42, graces the entrance, also provides space for mercantile exhibits. There is a gate charge this year. Captain W. H. Dodd's high dive is the free attraction. The roster includes the following, as found by The Billboard representative on a visit to the show this week:

At the main entrance, Carl Dill, Joseph Menly and John W. Jones. Harry Fox is chief electrician. Rides and shows: Merry-Go-Round—Louis Bishop, manager; Samuel Jones, William Dixon and F. D. Woodruff. Ferris Wheel—Blaine Gooding, manager; Mike Zigler and Paul Wise. Sky Ride—Roy Fourman and Carl Schroeder. Whip—Ralph Childers, manager; Harry Thompson, William Stiffey and Charles Hartley. Kiddie Ride—Gene Saddler, manager. Loop-the-Loop—Curt Free, manager; William Pitts and William Free. Chairplane—H. G. Arnold, manager. Leslie Wheeler and John Reynolds. Motordrome—J. O. Luck and F. W. Bauer; Mrs. J. O. Luck, tickets. You Drive It Cars—Sherman Hawley, Mrs. Sherman Hawley (tickets) and George Said. Monkey Speedway—J. R. Brown, manager; Mrs. Brown, tickets; Thomas Richardson. "Life"—Doc Wilson, manager; Al Davidoff, tickets. Two-Headed Baby—Frank Zorda, manager. Side Show—Art L. Converse, manager-lecturer; Paul D. Sprague, emcee; Bill McLaughlin and Delno Updegraff, tickets. Leo Milo, Lobster Boy; Daisy Hartwell, mentalist, assisted by Paul Sprague;

Fritz Landes, trained birds; Rosa Lee, armless wonder; Bamboola, heat and fire act; Loy San Toy, torture cabinet; Romona; Crystal Clouse and Bessie Hammond, bally and illusions; in the annex, Clara-Leroy and Kay. Man Killer's Show—Cliff Patton, manager. Arcade—Glenn Tenynson.

Among the concessioners: Cookhouse—Mrs. Charlotte Tenynson, owner; Bob O'Neil, cashier; Ben Coburn, chef; Whirly West, griddle; Virgil Jester, Don Elliott, George Jones and Hiram Walker, waiters; Sleepy Johnson, dishwasher. Other concession operators and agents, Charles Owen, Bobby Revolt, Charles Dinglehurst, Dan Mullins, Mrs. Irene Hart, Barney Hart, Esther Coburn, Arthur Woods, Mr. and Mrs. Charles Harbaugh, Mrs. Myrtle Mullin, Metha Clark, Maxine Luck, Mr. and Mrs. Porter Bred-sus, Mme. Kay, Mr. and Mrs. Bill Stokes, Mr. and Mrs. William Davis, Mr. and Mrs. Addington, Mr. and Mrs. R. R. Rollins and Morris Goodman.

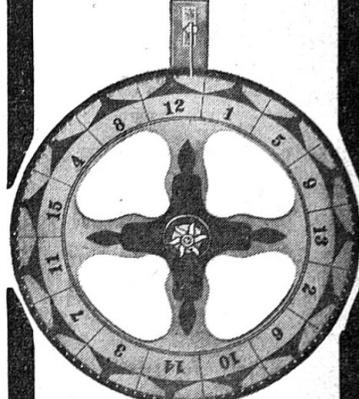
PCSA AUX. (Continued from page 45)

festoons and flowers. Details were in the hands of Mrs. Ruby Kirkendall, first vice-president, acting as president during the absence of President Ethel Krug, with Mrs. Ed Walsh, Mrs. Milt Runkle, Mrs. Harry B. Levine, Mrs. J. J. Klein and others. The entertainment included cards, dancing with a splendid orchestra, floor show and a delectable luncheon. Door prizes were won by Mabel Noth-stine and Ed Walsh. Bridge favors went to Marie Bailey and Bobby Carson.

The floor show, presented by Claude Barle, had the following: Hagar Hartman, songs and novel instrumental music; Hedda Hjalmar with her violin; Tony Aretta and concert piano-accordion group; Luther (Red) Allen, pianologue; All Baba, magic; Stehle and Knowles, songs, patter and dance numbers; Ardeth Dondanville, juvenile contortionist; Three Harmonists—Misses Gale, Thomas and Perry. Mr. and Mrs. Harry B. Chipman, newly-weds, were introduced and received congratulations.

The attendance included Mr. and Mrs. Ed Walsh, Mr. and Mrs. Harry B. Levine, Mr. and Mrs. Steve Henry, Mr. and Mrs. John J. Klein, Mr. and Mrs. Leo Hag-gerty, Mrs. Mabel Nothstein, Mrs. Mark Kirkendall, Stella Brake, Ada Mae Moore, Gladys Forrest, Jackie Gentry, Nat Recht, Mrs. L. Head, Mr. and Mrs. Milt Runkle, Pearl Jones, Mathilde and Mollie Hoonmaert, Mrs. Adam Krug, Mrs. Marie Bailey, Tille Palmattier, Mr. and Mrs. Harry B. Chipman, Mr. and Mrs. Claude Barle, Lew Keller, Al Onken, Mignon Goldberg, Olga Celeste, Bobby Carson, Louis J. Dondanville, Mr. and Mrs. Joe Glacey, Felix Burk, Doc Hall, John T. Backman, Mrs. Stella Linton, William Pickering, Anna Luchtsinger, Mrs. May Kiefer, Norma Dondanville, Mrs. Frank Hartman, Hagar Hartman, Mr. and Mrs. Jack Schaller, Alfreda Avalon, Capt. W. D. Ament, Harry Fraser, Violet Zoub, Gwendolyn Gale, Mitzl Thomas, Charlotte Perry, Capt. E. Mundy, Mr. and Mrs. E. C. Wendell, Louis Bacigalupi, Mr. and Mrs. Harry C. Rawlings, Mr. and Mrs. Joe Metcalfe, Mr. and Mrs. P. A. Bowman, Marge Senter, Ada Bowlin, Ellonor and Elaine Powers, Mr. and Mrs. Rank C. Moorman, Mr. and Mrs. James

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Overholt, Mrs. Mabelle Chipman, Ted Merne, Pat Thorpe. It was announced that the next affair would be held at one of the beach ball-rooms.

West Coast Amusement Co. Susanville, Calif. Auspices, VFW. Weather, fine. Business, good. Bert Claussen gave the Whip a new coat of paint and decorated it with new pennants—makes a great flash. Larry Ferris had a fine week with his Loop-o-Plane. Frank Forest did the honors as midway topper with his big Side Show. Mr. and Mrs. Charles Walpert gave several dinner parties during the week. Manager Krekos away on business. General Agent Jessup managing the show. Louis Leos, secretary and auditor, busy greeting friends of yesterday. Show opened its engagement at Klamath Falls, Ore., on May 28 (to close June 7). Business on Decoration Day was the largest in the history of the show despite cold and threatening weather. People came on hot after the forenoon parade and stayed till long after midnight, and they spent money. Manager Krekos returned here for the opening. General Agent Jessup used his "Merchants' Carnival Day" radio hour, and it clicked. Mr. and Mrs. Charles Walpert, Mr. and Mrs. Jessup, Mr. and Mrs. George Kocan, Mike Krekos and Louise Leos staged a party at the Lake Shore Club at this spot. All of which is from an executive of the show.

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JUNE 27

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American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 6.—At this writing we are patiently awaiting the decision of the freight traffic managers' committee of the Trunk Line Association upon the application of the ACA for a reduction in rates and the elimination of the demurrage charges. We were informed at the time of the hearing that the Trunk Line Association committee would want some time within which to study the facts and figures presented in the ACA brief and to check the allegations of fact presented by the carnival industry in support of its application.

As soon as the decision has been handed down by the Trunk Line Association we will, of course, send copies of it to the railroad show members in the association and reprint a copy thereof in this column.

On May 27 we had the pleasure of unofficially visiting World of Mirth Shows at Plainfield, N. J., as guest of Manager Max Linderman. We were delighted with the appearance of the show and to note that the aggregation is somewhat larger than when we saw it last fall. At the request of Manager Linderman we have agreed to make our official visitation for this season to his show later at Kenmore, N. Y.

We should appreciate member shows writing us their preference as to when and where they would prefer to have us pay them visits and we will try to oblige as to date and place. It is our aim to visit all of our members at least once each summer, as in this way only can shows and their personnel be fully apprised of the many activities in which the association is engaged.

Blanks for employee memberships have been sent each member show and it will be very helpful if each member show sends in the information requested on the last bulletin.

The new passenger railroad rates have now been in effect for six days and all reports indicate a tremendous increase in the volume of traffic. This will bear out the contention of the ACA that a reduction in freight rates will make for an increase in volume, and all in all the carriers will actually be benefited from extending relief at this time. Notwithstanding the passenger increase, we learn that the Eastern carriers, with the exception of the Baltimore & Ohio, have entered suit to test the legality of the ICC order in the Federal Court at New York City. What the outcome will be no one can tell at this time, but we shall keep the carnival industry informed of developments.

There seems to be some further agitation in Congress against present rates for electricity. Some time ago this subject was mentioned in this column and several shows inquired about it. Within the last few days we have received additional information on the subject, which is available to ACA members. We also have on file a speech of Congressman Finly H. Gray, of Indiana, in which he attacks present rates

as being overcharges. This address appeared in the Congressional Record for May 28.

Crafts 20 Big Shows

Modesto, Calif. Week ended May 30. Auspices, VFW. Location, Maze road and Franklin street. Weather, cool nights, with rain one evening. Business, fair.

Heavy attendance the last two nights. Location the same as used the past five years. The entire midway covered with a sawdust carpet and made a picturesque layout. Harry Bernard, Monte Morgan, Karl Klark, Laddy Cose and several other members of concession row made a near-by picnic and reported good business. Ferris Wheel, Kiddie Seaplanes and several concessions were sent from this show last week to the Livermore (Calif.) Fiesta. Frank Lentini, Speedy Babbs, Ed Kanthe, Karl Miller, all operating ballys, were located close together this week account of all the depth for shows being in the back end of the lot. Another shipment of fish received from O. N. Crafts, on his weekly fishing cruises, and distributed to several members and city and county officials here. Pollock Kitchener, of Golden States Shows, visited one night. Eddie Bliss, scenic artist, completed the last of the intricate scrolls on the rolling stock. The wedding of Ellen Blakesley, youngest daughter of Mr. and Mrs. Gene Blakesley, operating the cookhouse, and Jack Gordon, of the Heyday Hide, was a surprise to all until Jack started passing out cigars. They received the well wishes of their many friends. Roger Warren, superintendent utilities, getting equipment serviced for the long jumps ahead. Tommy Myers, auditor, looking forward to the four engagements in the Bay district. Tommy lived in Oakland for years and managed the Pantages theaters a few years back. W. H. McCormack installing new ideas in Josh's Red Barn, funhouse. W. M. Riley, lot custodian, complimented here on the immaculate condition of the grounds.
 ROY SCOTT.

Beckmann & Gerety Shows

Hannibal, Mo. Week ended May 30. Auspices, Company L, Missouri National Guard. Location, Clayton circus grounds. Weather, good. Business, good.

It had been seven years since the show played this city, but it was gratifying to find that the impression left by the show and its personnel at that time still lived in the memory of many of the townfolk, who came out in large numbers to welcome the show in Sunday afternoon, hung around until the entire train was unloaded and further showed their appreciation by liberally patronizing the attractions during the week. This city, the home of Harry Smith, well-known carnival agent, who has been forced to retire from the road temporarily account of sickness. Harry has many friends in his home city and was helpful to the show prior to and during the show's Hannibal engagement. E. L. Sparks, publisher of The Hannibal Courier-Post, accorded the show four pictures and several nice stories during the week. Twenty-eight orphans from "The Home" were entertained by the show Saturday afternoon. A. M. (Jake) Brauer, superintendent of admissions, acted as host and showed the children a good time. John Cisell, official front-gate announcer, has a new loud-speaker system and is doing some good work from his booth/atop the main entrance arch. Don Stephano received another movie monkey from the farm of Cal Norris. The animal is well trained and does many unusual stunts. Mr. and Mrs. Harry Hoffer, former showfolks, now residing in Quincy, were visitors during the week, also Charlie Goss, of Standard Chevrolet, Inc. KENT HOSMER.

Dee Lang's Famous Shows

Kirkville, Mo. Week ended May 30. Location, ball park. Auspices, softball association. Weather, perfect. Business, good.

Exhibited in this city for the first time. Week was off to a flying start, with one of the best opening nights in the history of this show. Memorial Day, a fair matinee and an excellent night crowd. Especially well liked was the Dixieland on Parade, colored minstrel show. With Billy Canney, Irish McGee worked up some strong matches on Friday and Saturday nights in his Athletic Show. Frank Kline has the cookhouse completely overhauled and the tasty meals served there are the talk of the midway.
 MARK WILLIAMS.

Cetlin & Wilson Shows

Philadelphia. Week ended May 30. Location, 68th and Market. Auspices, Milburne Fire Company. Weather, cold. Business, mediocre.

This location should have been a wonderful engagement, as it is located where thousands of people pass daily, but nevertheless the attendance was poor. Cold weather, especially the last three nights, was partly the cause of it. The new Scooter was delivered this week and was put into operation on Thursday night. It is a real improvement to the midway. Incidentally, the ride was christened by Mrs. Patrick, wife of the Philadelphia representative of The Billboard, and Lusse Brothers, the manufacturers, who were on hand nightly to see that everything was okeh. Visits were exchanged nightly between this show and the Glick Shows, exhibiting about seven miles away in Ardmore, Pa. Professor Blanca and his band joined here and now there are three bands playing nightly in front of the marquee. The others are Blair's Scottish Highlanders and Johnson's Hot Harlem Swingers. Also J. R. Holt, with the public-address system, which gives plenty of bally for the front. New blue and orange walls now adorn the marquee. Jack King joined here with his Wild West Show. E. K. Johnson joined as special agent. Duke Jeannete was home (Baltimore) on business during the week. New window displays for Wilmo, human cannonball, are now prominently displayed in local store windows. Lawrence Hawkins was hurt in a fall, requiring eight stitches in his leg, but is doing very nicely. Kitty McCarthy, of Paradise Revue, had her mother as her guest for a week.
 GEORGE HIRSHBERG.

Art Lewis Shows

Waterbury, Conn. Week ended May 30. Location, West Main street and Thomas-ton avenue. Weather, good. Business, good.

Opened Monday night with a parade thru the streets, led by a squad of motorcycle police, followed by one of the advertising callopes, the mayor's car and 57 cars of the committee and another advertising truck on the back end, every car carrying banners. All attractions reported good business. Many visitors complimented this owner and manager, Art Lewis. On Thursday Downie Bros', Circus played across the street and there was much visiting by people of both shows. Tuesday afternoon Manager Lewis entertained the school children of Waterbury and about 150 newsboys, all shows and rides being free to them, and after it was all over each child was given an ice-cream cone and a "hot dog." Mrs. Art Lewis was a visitor on the show during the week-end. Mrs. Max Gleen, of the eating emporium with the show, visited her daughter in New York, this week-end. Dan Fitzgerald, manager of Poli's Theater here, a daily visitor, and the show people daily visitors at the theater. Taking it all in all everyone had most pleasant engagement. All of which is from an executive of the show.

J. J. Page Shows

Harlan, Ky. Week ended May 23. Location, baseball grounds. Pay gate. Weather, fair. Business, fair. Pikeville, Ky. Week ended May 30. Auspices, American Legion. Pay gate. Location, baseball grounds. Weather, fair and cool. Business, mediocre.

Col. Buck Denby left at Harlan to join another show. Mrs. Pearl Sheppard, wife of Frank Sheppard, who orates on the Minstrel Show, left to go to her home in Cornelia, Ga., to attend her mother, who was seriously ill. J. J. Page made a trip over the route the show is to play prior to its fair dates. On his return he went to Johnson City, Tenn., to bring his daughter, Dorothy Lee, back to the show; she having concluded her school studies for the first part of the year. Among concessioners who joined at this spot: Pete Smith with two; Nuger Bros., two; Joe Eule, two; F. E. Jewell, one; Homer Ayers, one. Charlie Phillips, of cookhouse note, bought a new Chevrolet truck from Charlie Goss. At Pikeville show made a change in lots. The local drum and bugle corps (children) turned out one night and swelled attendance a bit and Messrs. Sanders and Hall are due credit for their whole-hearted support. Pop Erbe has taken charge of a Snake Show for Mr. Page. Visitors were many during the week, among them Roy Blake and Jim Simms, of Volunteer State Shows.
 R. E. SAVAGE.

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Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., June 6. — Bob Westcott, scenic artist, left for Dallas to join staff of John McMahon at Streets of Paris. . . Mr. and Mrs. Barry Grey, Mr. and Mrs. Joe Brooks and Doc Curtis and son left for Dallas to join the Duffour & Rogers attractions. . . Leo Haggerty, special agent Ken Maynard's Wild West, visited with Charley Dodson, manager Midget Circus. . . Bon Davis, who took pictures in Spanish Village, left for Dallas. . . Scotty Thomas visiting in Los Angeles. . . W. C. Davis entertained Jack LaRue and party in Fun-house. . . Tin Pan Alley opened last week with a bang. . . Esther Merkle, pianist, and Max Etzkorn, of "Sweet Viollets fame," have been re-engaged at Eckert's Beer Garden. . . Harry Lipman, clowning for Enchanted Land, a great favorite with kiddies. . . Pearl Alton, "Sweetheart of the midway," announced her engagement to Whitey Woods; left for Dallas, escorting Walter Miller, Nona Cooper, Ruth Evans, Princess Dennis and Lady Esther, midgits, from Midget Circus, who join Stanley Graham's Midget City at Centennial Exposition.

Jack Clements is on the front of Hollywood Secrets. . . Roy Bowen, who was on the front of Monte Wax Log Rollers, left for Dallas to join the Streets of Paris. . . Harry Wooding made a baggage car movement for his animals to Cleveland, via Dallas, where he will unload some equipment for Stanley Graham's enterprises. . . Night ball made its debut at Athletic Field with the first three games of an inter-fair series run off last week. A soft-ball league has been formed among the employees and concessioners with eight teams making up the roster. . . Ralph Stevens, talker on front of Hollywood Revue, leaving for Cleveland to assume management of the Hollywood Doubles and Making Movie show at Great Lakes Exposition. . . Mr. and Mrs. Happy Johnson motored to Los Angeles last week.

World of Mirth Shows

Philadelphia. Week ended May 23. Weather, cold but fair, except Monday, when wind caused some damage. Location, Frankford avenue and Deveraux street. Business, good.

Wind of gale proportions, accompanied by rain and hail, swept over the midway Monday afternoon three hours before the opening to disrupt schedules. Russell Judy's week-old 40x80 Minstrel Show top badly damaged, Mabelle Kidder's Temple of Mystery front leveled to the ground, Hans Merten's Waltzer tunnel tipped off and other lesser damages sustained during the blow. Despite the rain, however, shows opened to good business. Probably was helped when midget auto races at adjacent speedway were called off at last minute, due to wet track. Show had the best Saturday night so far this season. Four shows playing Philadelphia lots this week, so visiting between organizations frequent. Many from the World of Mirth were guests of Jimmy Strates, of the Strates Shows, at a mid-night get-together Wednesday night. Carlson fat sisters, Dot and Flo, joined here after indoor engagement with Ringling-Barnum Circus at New York and Boston. Visitors during the week included Charles W. Swoyer, secretary Reading (Pa.) Fair, and son, Hugh; Jack Wilson and Izzy Cetlin, of Cetlin & Wilson Shows; B. H. Patrick, The Billboard's Philadelphia representative; Ralph A. Hankinson and members of his Langhorne Speedway staff and many others. Among baseball guests were Jerome H. (Dizzy) Dean, his brother Paul (Daffy)

STATE CONVENTION

D. A. V., COLDWATER, MICH., JUNE 16-20 On the street in the heart of the city. Can Place Legitimate Concessions of all kinds, except corn game, photo gallery and popcorn; very reasonable rates. Good route follows Coldwater. Address all inquiries to NORTHWESTERN SHOWS, 36 E. Woodbridge St., Detroit, Mich.

WANTED

Novelty and Working Acts for long season.

FRED J. THOMAS

Manages Shows Corporation, as per route.

and Pepper Martin, stars of the St. Louis Cardinals, who came clad in overalls to win some of W. J. Tucker's ballgame prizes—and a ream of publicity. Business at Purtle's Motordrome flourished here, with Wallace (Chief) Smithley working four new lions inside, putting them thru their training paces and not billing it as a finished act—act was being rushed to replace King, the riding lion, which was operated on for an internal abscess the first day here.

GAYLORD WHITE.

Hilderbrand's United Shows

Roseburg, Ore. Week ended May 30. Location, Rice and Jackson streets. Auspices, Jackson High School Band. Weather, rain. Business, fair.

Downpours of rain all week hampered the attendance and one night was lost by a cloudburst. The school band entertained nightly with concerts and parades. Daily broadcasts were made over KRNR by the "Four Jacks," Lillian La France and Capt. Charles Soderberg. A floor show was produced for the Elks' banquet with marked success. The shows participating were Fred Webster's Hawaiian Show and Artist Models' Show, Jane Godfrey's Ten-in-One, Thomas Lee's Hillbillies, Mrs. Herman Van Dee's "Lady Elysia" and Will Robinson, magician. Wally Reese and Thomas O'Connell were emcees. The writer gave a dinner party and dance at a local night club in honor of Mr. and Mrs. Johnnie Gibson's anniversary. Those attending were Mrs. O. H. Hilderbrand, Mr. and Mrs. E. W. Coe, Mr. and Mrs. Johnnie Gibson, Kay Rogers, Charles Marshall, Verna Seeborg, Hazel Fisher and Lucille King. Ruth Groff celebrated her 18th birthday with a grand party. Mrs. Fred Stewart also celebrated her birthday. Charles Soderberg broke his hand, which necessitated canceling his high-dive act latter part of the Roseburg engagement. Wally Reese serving as talker in the "Lady Elysia" show, also Thomas O'Connell at the Ten-in-One. Mr. and Mrs. H. A. (Red) Growe arrived from Los Angeles, William Groff building three new concessions. Johnnie Levaglie arrived from San Francisco. Mrs. Jack Elhart and son, Tommy, left for a week's visit to her home in Pendosa, Ore. Mr. and Mrs. E. H. Taylor, of the Marine Monsters Show, returned from a visit to Portland. Joe White's ball game doing nicely. Mr. and Mrs. Earl Kelly won the laurels this week as champion fishermen. James Scraggs joined the Groff concession. Thomas Duke joined Lillian La France's Motordrome as a rider.

WALTON DE PELLATON.

Marks Shows

Vineland, N. J. Week ended May 30. Location, Landis avenue grounds. Auspices, American Legion. Pay gate. Weather, cool to cold. Business, shows, rides and gate, excellent; concessions, fair.

The first of a string of New Jersey towns formerly played by John H. Marks until he broke away last season for new territory, hence it was "Hello, John" many times daily. John F. Schneider, post commander, and other Legionnaires were tireless workers toward success of the engagement. George Rody, with Carlock, and Willard (Doc) Wilson, with Beaudet's Autodrome, had good business all week. Bill Bruce and wife closed, and Dare-Devil Bud Turner joined the drome with fancy riding. While riding the last show Turner fell from top of the wall and was injured. He was taken to a hospital, but his injuries were reported as not being serious. Jack Rich, Allen and Mitze Rich filled in a week here with their high-pole dancing free act before going to Atlantic City. Larry Kohler joined the midway cafe staff as griddle man. Vito Cerrone and wife joined with one concession. E. H. (Happy) Hawkins had a nice week with his diggers. George (Whitey) Usher doing excellent job emceeing and orating at Knute Kelly's Side Show. Frank Lafferty, show's bill sticker, visited Friday night. General Agent William (Billy) Breesee also back for a short visit. Walter, Bill and Jackie Holliday, George Hartley and George Jr., Turk Laird, James (Shorty) Anderson, W. R. Powers, James A. Roach and Happy Millieoanah made a successful fishing trip. Secretary Rattery informed the writer that Saturday night was the biggest of the season for shows, rides and gate. Mrs. James Zebreskie underwent an operation at Newcomb Hospital for acute appendicitis. Was said to be recovering nicely Saturday.

CARLETON COLLINS.

LOOP-O-PLANE

a sure, fast money maker

PARK OWNERS AND SHOWMEN
 desiring one or two weeks' demonstration of our dual or single Loop-o-Planes, write or wire Robin Reed, Salem, Ore., for dates. Sales of dual units this year are double those of 1935 season.

VETERANS
 I WILL ACCEPT AT PAR VALUE
SOLDIERS' BONUS BONDS
 as payments on or in full on this ride

Scores of single units made handsome profits for their owners. Names mailed on request.

OUT OF 14 DUAL LOOP-O-PLANES MANUFACTURED, SOLD AND EXPORTED LAST YEAR

8 GROSSED OVER \$10,000.00

3 GROSSED OVER \$12,000.00

1 GROSSED \$15,000.00 in nine weeks

Special Low Terms to Parks and Permanent Locations.

Write **ROBIN REED, Jobber**

Box 237, SALEM, OREGON

Eyerly Loop-O-Planes



F.O.B. SALEM
 4 Passenger with Cables \$1,800.00
 4 Passenger without Cables \$2,000.00
 8 Passenger (12 Children) \$3,200.00

FRUIT CONCENTRATES

Don't start the season without trying GOLD MEDAL FRUIT Concentrates for your Soft Drink or Ice-Ball stands. They all have the natural fruit flavor, that extra-rich goodness that you have never been able to get heretofore.

It costs you nothing to try them out. Absolute satisfaction guaranteed or money refunded. All standard flavors shipped the same day order is received. Price, \$2.00 per Quart, makes 48 gallons of drink. Terms: Half Cash with Order, Balance C. O. D. F. O. B. Cincinnati.

Get your order off to us today. There's no risk. The concentrates make good or we do.

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

THE ORIGINAL CANDY PULLER

—DISPLAY PULLERS

Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

REBUILT MACHINES AVAILABLE
 Guaranteed Rebuilt Machines at substantial savings

All replacement parts in stock for immediate delivery.
 WRITE OR WIRE FOR DESCRIPTION AND PRICES.

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

WANT! WANT! WANT!

MUTUAL FIREMEN'S CONVENTION

JUNE 15-20, INCLUSIVE, NEW BETHLEHEM, PA.
 50,000 Visitors, Parades Daily. Free Acts Afternoon and Night.

PENNA LAUREL FESTIVAL

JUNE 29-JULY 4, INCLUSIVE, BROOKVILLE, PA.
 100,000 Visitors. Pennsylvania's BIGGEST July 4th Celebration.

SPECIAL DAYS FOR GOV. EARL, EX-GOV. PINCHOT, MAYOR McNAIR OF PITTSBURGH.
 CAN PLACE all kinds of Legitimate Concessions: Lead Gallery, Diggers, American Palmtree, Pitch Games, Fish Pond, Bumper, Bowling Alley, Scales, Ice Cream and Snow, Wheels of all kinds that throw stock. Swinger Agent that can grind; Jimmy Ferron, wire. CAN PLACE 5 or 10 in 1, Snake Show; Billy MacDonald, write; other money-getting shows. Will furnish outfits for reliable showmen. Can Place at once Reliable Promoters. All address

THE BANTLY GREATER SHOWS, Franklin, Pa., this week, and per route.

KLAMATH FALLS, ORE.

MAMMOTH JULY FOURTH CELEBRATION WEEK COMMENCING JUNE 29

On downtown streets. Sponsored by Civic Bodies, American Legion and Merchants' Associations. Note: We do not have a gate at any time.

THE WEST COAST AMUSEMENT CO. WANTS for this Celebration and Pioneer Celebration at Centralia, Wash., and Eight other Fairs and Celebrations, including Lodi Grape Festival and Armistice Day Celebration at Porterville, Calif.: Grind Stores and Shows, Frozen Custard, Hoop La, Cigarette Shooting Gallery, Novelties and all other Legitimate Concessions. Absolutely no grift tolerated. Riding Devices that do not conflict. Pony Ride. Wire or write for choice locations to W. T. JESSUP, Manager of Concessions, Klamath Falls, Ore.

JOYLAND SHOWS

WANTED FOR WEED, CALIF., on downtown streets, all kinds of Legitimate Concessions for Great July 4th Celebration. Four Big Days and Nights. Can Book Loop-o-Plane, Girl Show, Snake Show and all Grind Shows; must have own outfits. Mills working day and night, big pay roll town. First celebration in years. Also free gate. Write or wire MIKE KREKOS, Weed, Calif.

CARNIVAL WANTED

Fourth of July Celebration, town 1,200. Broom factory pay roll, \$10,000 per month. Only town having liquor by drink. Only celebration for radius 75 miles. No concession fee. Crowd last year 5,000. Write
H. SIETLER,
 Deshler Commercial Club, Deshler, Neb.

WANTED

LEGITIMATE SHOWS AND CONCESSIONS.
LADOGA COMMUNITY CENTENNIAL
 LADOGA, IND., JULY 22-26.
 5,000 People Daily—On Main Street.
 F. E. Gooding Rides and St. Julian Attractions booked. This is last call.

WANTED

Rides and Concessions for July 4th Celebration.
80th ANNUAL CELEBRATION
 Twenty acre park. Draws large crowd.
EDWIN BROWN, Secy., Iroquois, Ill.

RIDES WANTED FOR SILVER CITY RODEO JULY 3-4-5

Also Cowboy Clown. Write or wire **SILVER CITY RODEO COMMITTEE,** Silver City, N. M.

2 DAYS 2 NIGHTS Maryville, Mo., CELEBRATION

July 4-5. Wanted Rides, Concessions, Athletic, Hulas. No restrictions.
IKE DAILY, Savannah, Mo.

GLENWOOD REUNION

AUGUST 26-27-28-29, 1936
 Rides and Shows Wanted.
C. V. CHATTIN, Secy., Glenwood, Mo.

CARNIVAL WANTED

100th ANNIVERSARY NEWTON FIRE DEPT.
 Large Drawing Power. Communicate
WALTER POYER, Newton, N. J.
 Newton Fire Dept., Newton, N. J.
 Lee Shafter, kindly communicate with above.

WANT RIDES

HORSE RACES AND CELEBRATION, July 4-5.
TEXAS RANGER RODEO, August 1-2.
TOM MORRISSEY
 Supt. Fair, Pecosville, Ill.

WANTED

FREE ATTRACTIONS FOR
17th ANNUAL HOMECOMING
 Second Week September, Jackson, Mo.
 Get your bids in early. Apply
ROBERT H. WILSON, Jackson, Mo.

FALLON '49 SHOW and RODEO

SEPTEMBER 5-6-7.
 WANTS Merry-Go-Round, Ferris Wheel, Fan
 Dancer on attractive percentage. Address
IRA L. KENT, American Legion, Fallon, Nev.

OREGON TRAIL DAYS

Western Nebraska's Biggest Event,
GERING, JULY 16-17
 Free Acts, write **M. E. DOWNAR,** Gering, Neb.
 Concessions, **FRANK HATTON.**

WHEELING CENTENNIAL

AUGUST 17-21, 1936

Official Carnival and Attraction will be considered. If interested write
WHEELING CENTENNIAL, INC.
 Care Wheeling Chamber of Commerce, Wheeling, W. Va.

BELLE FOURCHE, SO. DAK.

6 DAYS — JUNE 30-JULY 5 — 6 DAYS
WANTED—SHOWS AND CONCESSIONS
 Main Street — A Real Red Spot — Main Street
 Write **WILLIAM FIX,** Parkston, S. D.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
 (Communications to 25-27 Opera Place, Cincinnati, O.)

Introduction

With this issue we introduce a new department, entitled Sponsored Events, a department wherein the festivities of war veterans, lodge and other organizations playing professional amusements will be dealt with weekly.

Special or sponsored events in late years have been covered in The Billboard but only on a small scale because of their declining number, resulting from the depression, but now that the field is looking up and there is every promise of a strong comeback, it warrants a section of its own to aid in this expansion thru bringing to light the features and ideas that will make for better and more successful events for organized carnivals, independent shows, free acts, rides and concessions, and professional promoters who make a specialty of this work.

Revue Is Booked For Big Reunion

SALEM, Ill., June 6.—A revue with more than 50 in the cast has been booked for Marion County Soldiers and Sailors' Reunion here, it was announced by General Chairman Earl W. Merritt, who has been renamed to the post for the seventh consecutive year.

Revue will be presented in the open-air pavilion as part of the free attractions for the week. Days have been set aside for Veterans of Foreign Wars, American Legion, United Spanish War Veterans and two major political parties. Closing day of the reunion last year drew more than 55,000, the committee said.

Johnny J. Jones Exposition has been contracted again, after a successful date last year and one in 1932. Many sub-committees are working on the event.

Attractions, Awards Great Draws at Ruskin Festival

RUSKIN, Fla., June 6.—Attendance and receipts doubled those of the first event last year at Florida Tomato Festival here on May 6-9, sponsored by growers in the section and managed by George D. (Buck) Buchanan. More money was spent for prizes and awards held the crowds as late at 12:30 a.m. A battle of tomato throwers was popular, and on the last two nights festival queen was crowned and finals held in a string-band contest.

Sammy Lawrence's Metropolitan Shows, with five rides and some concessions, were booked by John W. Davis. Sponsors booked independent concessions, and Eddie Lemay had a large cookhouse and beer parlor. Efforts to hold crowds were successful, attractions being open several times until 3 a.m.

Rose Festival Books Shows

PORTLAND, Ore., June 6.—West Coast Shows, under management of W. C. Huggins, will play Portland Rose Festival, using the regular circus lot covering two city blocks. It was announced by the festival association's publicist, Charles P. Ohling. Varied contests, parades, races, tourneys, coronation of queen and ritualistic ceremonies of the Order of Royal Rosarians are programmed by the committee, which is publicizing the West Coast.

Johnson City Will Repeat on Gala Week

JOHNSON CITY, Tenn., June 6.—Decoration Day marked closing of a big Fifty Years of Progress Celebration Week, so successful that the committee voted to make it an annual event. Ted Pio-Rito, with his orchestra, furnished entertainment for a military ball and for a beauty review and queen's coronation ball in Central Exposition Hall.

Pageant of Progress, with 1,000 in the cast, was under direction of Harrington-Russell Company. Blanche Calloway furnished music for a big costume ball, preceded by a mammoth mummies and funmakers' parade, equipment coming from Brazel Novelty Company, Cincinnati. Trophies were from Joseph Hagin, Chicago. Entire program was sponsored by the Chamber of Commerce.

Advertising covered a radius of 50 miles thru radio, press, poster and sound trucks, with heavy advance sale of tickets.

Brownsville's Moose Circus Is Directed by De Coursey

BROWNSVILLE, Pa., June 6.—Fredrick De Coursey is here from his home in Bellefonte, Pa., to direct the Circus and Bazaar to be sponsored by L. O. O. Moose Lodge, No. 108. Advance ticket sale and young women's popularity contests are on, awards of about \$1,000 to be half in cash.

Circus program in Moose Auditorium will run about an hour nightly, with concessions on streets in front of the lodge building and a platform for outside dancing. Mr. De Coursey in 1926-'28 staged indoor circuses here, three for B. P. O. Elks and one for Moose.

Rodeo at Old Fort Fete

GROESBECK-MEXIA, Tex., June 6.—Jack Bothwell's Centennial Rodeo was a feature of the success of Fort Parker Centennial Celebration here on May 19-21, in conjunction with an old settlers' picnic and memorial service at Old Fort Parker. A Cynthia Ann Parker pageant was staged by John B. Rogers Producing Company.

Shorts

CONCESSIONERS R. O. Brown and P. N. Whitley, Houston, were at Fort Parker Celebration, Groesbeck-Mexia, Tex., on May 19-21.

Saga of Transportation at Brownsville (Tex.) Port Celebration on May 14-16, pageant costing \$3,000, was staged by John B. Rogers Producing Company.

BERT DONALDSON is to direct a five-counties celebration in Bald Knob, Ark., with decorated streets, parades, fireworks and carnival.

REPLICAS of Elgin products, such as watches and paper napkins, were distributed by thousands to advertise the third annual Trade and Industrial Show in Elgin, Ill., week of May 11. Acts were

HELP This Department by Telling Committees About It.

JULY 4th ELKS' PICNIC

The Event Which Drew 26,000 People Last Year and Figures To Do Even Better This Year.

WANTED—Rides and Concessions. Everything open. Go into your Fair Dates with some real money. Address
M. L. McGRATH,
 11 Third Street, Troy, N. Y.

WANTED Rides, Concessions and Entertainment REUNION

Craig, Mo., July 30-31-August 1-2
AMERICAN LEGION

WANTED Rides and Concessions for BIG 4TH OF JULY CELEBRATION AND HORSE RACING.

American Legion, Osgood, Ind.
CLARENCE FINKE, Sec'y of Privileges.

CARNIVAL WANTED

For Big Independence Day Celebration, July 1-2-3-4. This Celebration is in connection with the completion of a City Water Works System, and is a well-established event, drawing the largest crowd in this section of the country. For details write **HARLAN STEWART,** Stewart Drug Co., Greenwood, Ark.

WANTED RIDES

All Kinds, for
CELEBRATION JULY 4th and 5th
 Best community in Wisconsin. State proposition in first letter.
CARL F. RUDOLPH, Cashton, Wis.

LEGION-FIREMEN CARNIVAL

Rides, Shows and Concessions Wanted.
 July 27 to August 1.
 Good Crowd. Fourth Successful Year.
 \$5.00 deposit to reserve space.
P. A. BEACH, Chairman, Ohio City, O.

White County Centennial and Strawberry Festival

BALD KNOB, ARK., JULY 13-15.
WANTS
 Shows, Rides and Concessions. No gift. 6 Days, 6 Nights. A real one. Write wire
BERT DONALDSON.

WANTED

Merry-Go-Round, Shows and Concessions.
BUSINESS MEN'S 4TH JULY CELEBRATION,
 HIGGINSVILLE, MO.
A. H. MEINERSHAGEN.

WANTED! WANTED!

Free Acts, Rides and Concessions for two (2) day Horse Show at Marshall, Ind. July 8th and 9th. Rides, Concessions. Free Acts booked by
E. R. PEPLEY, Marshall, Ind.

WANTED

RIDES, CONCESSIONS AND FREE ACTS.
5th ANNUAL CELEBRATION
 July 3 and 4, on Streets.
 Expect 12,000 to 15,000 People.
MONTPELIER POST AMERICAN LEGION,
 Montpelier, O.

WANTED FREE ACT

Homecoming August 5 to 8
 Advise in detail regarding prices and number of people in act. **H. C. BOSWELL,** Carthage, Ill.

WANTED

Shows, Rides and Concessions of All Kinds, for
BIG ANNUAL REUNION
 JULY 9-10-11.
 Write or Wire
JOHN ALLEN, Weaubleau, Mo.

WANTED CONCESSIONS AND SHOWS

JUNE 19 TO 27, 1936
AMERICAN LEGION CARNIVAL
 AMBLER, PA.
A. J. WILLOX, 52 Tennis Ave., Ambler, Pa.

RIDES - CONCESSIONS

or Complete Carnival, JULY 3 & 4 CELEBRATION, Sterling, Colo. JUNIOR CHAMBER OF COMMERCE.

witnessed by more than 31,000, visitors registering from 42 cities and five States.

D'ARCY GIRLS, aerialists, filled a week's engagement at the Firemen's Exposition, Glassmere, Pa., last week as featured attraction.

GEORGE W. DICKINSON, former general manager of Michigan State Fair, is chairman of second annual Oakland County Exposition, featuring International Sportsman Show, to be held in Pontiac, Mich., sponsored by *Pontiac Shoppers' News* and presenting ski jumpers and logrollers.

FREPORT (TEX.) REGATTA always turns in a profitable week, reports Chairman G. C. Hardman. Concessions last two years have gone to Jimmie Phillips, Austin, Tex., and Roy Gray's Big State Shows have been booked the past seven years.

FIREWORKS, rodeo and parades featured the Cottle-King County Pioneer Jubilee in Paducah, Tex., on May 26-28, reports Sam M. Braswell, sale of pioneer badges netting \$1,250 to partly finance the show in addition to rodeo money.

Spelling Contest To Boost 2-Day Canton Homecoming

CANTON, O., June 6.—Mayor James Seecombe heads a committee of almost 100 in plans for a two-day Stark County Homecoming Celebration on Stark County Fairgrounds here.

Rides and shows will be presented. Wallace (Doc) Elliott, Warner Bros. Alhambra Theater manager, is chairman of concessions and attractions, and L. J. Callihan is head of publicity. A similar event two years ago attracted more than 50,000 on one day alone. Fireworks, parade, games, drill contests and other events are scheduled.

A radio campaign will send the county's best speller to Great Lakes Exposition, Cleveland, and an automobile sticker campaign and newspapers are part of the exploitation.

Burgdorf in Pennsy Spot

IRWIN, Pa., June 6.—Westmoreland County Firemen's Convention and Jubilee Week Celebration here will be sponsored by Capital Fire Company and is being directed by Sam Burgdorf, who is working up special features, rides and contests. Some shows and parades have been booked and concessions are to occupy part of the location, City Park playgrounds.

Lawndale, Chi, Celebration

CHICAGO, June 6.—Roosevelt Road Business Men's Association and Lawndale Better Homes Committee are sponsoring a celebration to be held on the streets for 11 days. They have engaged numerous carnival attractions. There also will be exhibits by merchants and industrial concerns and a parade of floats.

Milwaukee Budget \$14,000

MILWAUKEE, June 6.—Milwaukee Midsummer Festival committee approved a seven-day program for the lake-front fete. Attractions will include a carnival, beer garden, fireworks and Chippewa Indian Village from a reservation near Hayward. Festival budget is set at \$14,000 and the fete is expected to be self-sustaining. Some events of the Disabled American Veterans' convention, which will be held coincidentally, are included in the program.

Stanley Opens Office

HOUSTON, June 6.—J. Jack Stanley, for many years a promoter of sponsored events, has opened an amusement broker's office in the Rusk Building here. He will direct, finance, book, rent and sell anything in the amusement line.

CONCESSION GAMES

(Continued from page 45)

Eastern States Exposition, Springfield, Mass., who writes: "I hesitate to talk about the game situation because I have had little, if any, contact with it for many years. I think it is known that I do not condemn the idea of games at the fairs, but it so happens that our local conditions are such that it seems inadvisable to include them. I think at

many fairs something of this kind is almost necessary for two reasons; first, from the angle of operating revenue and, secondly, for the entertainment of patrons. Many fairs are sadly in need of revenue and, by the same token, most of these fairs are quite closely pinched when it comes to bringing in attractions or entertainment features.

"If I were booking this type of concession and attraction—and I like to think of the two together—I would surely insist on a fairly operated game which gave a merchandise value commensurate with the cost of operation, including the charge for the concession. In this connection I would not make my concession charge so high that the operator must get away from that fairness of operation which I think most of us believe so desirable."

Max Cohen, general counsel American Carnivals Association, Inc., said: "It has long been the policy of the respective members of this association voluntarily to adhere to the plan of utilizing legitimate concessions. As you undoubtedly know, the association has never attempted to dictate operating methods to its members.

"One result would necessarily ensue from the adoption of the methods you suggest, namely, the legalizing of legitimate concession games in States where they are barred. In other words, if midway proprietors would attempt to use legitimate concessions only in such States which now permit their use, it would merely be a matter of a relatively short time before States which prohibit all games of chance would let down the bars and permit legitimate games of chance."

"Little" Joe Miller, of Gooding Greatest Shows, puts it this way: "I speak from experience as a wheel operator, having worked straight wheels for 27 years and still getting along. Here's my suggestion. Why not send out a man to every show and make a list of those with and without racket, giving the fair and square shows a break?" Miller then gives a list of shows which he claims do not maintain any controlled stores, says he can name more and notes that "these men don't stand for racket. They all have money and nice shows."

Comment: It is not considered practical to scout shows in the manner suggested, but the hint might lend itself to development. If show owners are really anxious to clean up, they should appoint scouts or censors themselves. Only a person with it from day to day can know what is going on. A traveling scout could report only what he saw on a particular day, and the same might not hold after he left. To staff shows with permanent censors from outside agencies, such as *The Billboard*, might be resented, with justification, it must be added, as that would be dictating methods of operation. As to Miller's list of presumed clean shows, this cannot be published. They belong in the advertising columns.

From A. R. Hodge, secretary National Association of Amusement Parks, Pools and Beaches: "I don't know how the condition can be remedied without the use of a certain amount of printer's ink, but, personally, I have always shunned the practice of admitting mistakes in writing and publicizing bad practices, as sometimes this may bounce up at some later date and crack you on the nose, proving that you had admitted your own guilt.

"Of course I do not pose as any games expert in the case of carnivals playing fairs, celebrations, etc., but have heard plenty about them. I do not believe that you will ever head the situation by any appeal for honesty or morality. Strange to say, honesty is profitable in games as well as in any legitimate line of business, and it is on this basis that I think the trick can be turned. In other words, preach and prove to the crook that he actually can profit by playing straight.

"There are a lot of ordinances and laws which make even this impossible, as crooked politicians, greedy coppers and other politicians actually want game men to cheat if they can profit thru their cheating. They either have to grease them for a legitimate game or else not operate. If they grease, then oftentimes they have to do a certain amount of cheating, and it is difficult to regulate cheating. I do not believe you can ever cure the curse until you can get all parties involved co-operating."

Comment: The article from which the replies spring made the very point which Hodge does—that of appealing to the game operator's business sense rather than his morals. Article also discussed crooked politicians who aid and abet

dishonesty so as to bring about the filling of their own purses.

B. H. Patrick elaborates on his earlier statements with the following: "Philadelphia opened up to carnivals this year for the first time in four years and they all made a fight to get in. What were the consequences? After two weeks they are now out again, for how long no one knows.

"I do not blame the carnivals altogether. Some politicians shook the shows down in two ways: 1. A permit, which costs only \$100 to play the city, cost shows from \$500 to \$1,000, which went to the politicians to put them in. 2. After they got in, another set of politicians shook them to let the concessions run.

"Here is how it was done. When the show opened police closed all wheels. Shortly after, a politician would show up and want to know what was the matter. When informed, he would say he thought it could be fixed up, would name his price, and if the show manager kicked and said he could not pay, he went away. Later an 'inspector' would appear on the lot and find fault with some of the rides, saying foundations were not safe. He had the nerve to tell one manager he would have to put a cement foundation under the Merry-Go-Round. He would close some rides and then, in desperation, would send for a politician and come to some arrangement as to what was to be paid. This was done and everything opened.

"The carnivals were set up and had to submit or lay idle all week with some of the fides and shows, and all concessions, except a few, closed. Rumors then reached the mayor's office as to what was going on and the order came—no more permits."

R. S. Uzzell's American Recreational Equipment Association column of the last issue also contained an article on game concessions.

BALLYHOO

(Continued from page 45)

for the springboard in the near future. The high dive ladder will be the world's highest. Just added 40 feet more to the flagpole.

As a whole, the spot very good for the entire show. The license was paid with a long-shot. The lot paid behind an eight-ball, with a three-ball appeal. The lights, on or off, with several switches. Played Short-Chek for the railroad move and called it a week.

Please contradict the rumor that Ballyhoo Bros.' Shows will be first in at Peoria this season.

MAJOR PRIVILEGE

P. S.—Abbygale Drawhead, general agent for Dfawhead Sisters' Cultured Carnival, is hollering "Foul play!" She claims Lem Trucklow tilted the machine for the contract.—M. P.

N. J. STANDS

(Continued from page 45)

Mervin Rogers' Midget Village, Elaine Owen's Folles Bergere, Rube Nixon's Monkey Speedway and various other attractions.

Kidder layout is a gem, front being unusually wide. Front proper is flanked by two modernistic setbacks which have indirect lighting, a type of illumination which is carried out at the 18-car Skooter and other midway fare. Interior is a model theater, with commodious stage and drops and props in good taste. Monkey Show is a circular affair, performance being given down the center and simian cages, listing half a dozen varieties, lining the circumference. It makes an effective getup. Thruout the show wooden poles have been discarded for the steel and wrought-iron variety. Manager Linderman says there are more durable and much more attractive. Most of them are done in silver paint.

Impressive in the device bracket, at least for pure ballyhoo, are a battery of

six Loop-o-Planes, twin Loop-the-Loops and a trio of Ferris Wheels. Linderman and his party, which included Max Cohen, ACA attorney; Betty Jerome, of New York, and others, attended the Purtle Pit, which was packed. Mrs. Purtle drew a slight injury and Gaylor White, press agent, rushed to the phone to inform the newspapers. She's up and around now. "Chief" Smithley rushed into the breach to coax three lions into pedestal positions around the drome and the act was received with plenty applause.

Noted around were Henry Cogert, emcee of Miss Owen's show; William (Tuba) Helman, concessioner; Ralph Smith, treasurer; Frank Bergen, assistant manager; Mrs. Linderman, custard; Don Montgomery, trainmaster; Leon Blondin and numerous others, all enjoying a busy evening. First half of the week was satisfactory as to grosses, but last half was a boom, winding up on Saturday with what was announced as one of the greatest gate takes ever registered by the show. Attractions likewise did swell business.

With show near New York City, many of the showfolk visited the big town, including Gaylor White; L. C. (Ted) Miller, secretary and front-gate lieutenant, and others.

WANTED FOR DELAWARE SUMMER FESTIVAL
 Legitimate Concessions and some good Small Shows. Gooding Rides booked.
 Address Inquiries,
 J. D. MALONE, Route No. 1, Delaware, O.

WANTED RIDES - CONCESSIONS FOR JULY 2-3-4-5 Celebration
 MORTON, WASH.
 Will Draw 60,000 People.
 Write H. THOMPSON, Business Manager,
 1562 Sixth Street, Onehalls, Wash.

JULY 4th CELEBRATION
 Benefit Chamber of Commerce, CABERY, ILL.
 Small Rides, Shows, Concessions Wanted.
 Two-Two Stand.
 Write E. F. REISING, Chairman.

CARNIVAL WANTED
 Auspices Police Department.
 Money Plentiful, Everybody Working.
 J. H. HIGGINS, Mayor, Woodville, N. J.
 One of the Best Show Towns in New Jersey.

JULY 4th AMERICAN LEGION CELEBRATION
 Want to sell exclusive rights for American Legion Celebration, to be held on July 3.
 J. O. SIDES, Chairman, Coffeewill, Miss.

WANTED CONCESSIONS
 BIGGEST CELEBRATION IN WISCONSIN, AT WINNECONNE, JULY 3-4-5.
 Big Bridge Dedication, Home Comings and American Legion Convention, all combined in one. Shows and Rides booked. Other Home Comings to follow.
 OLIVER M. STILLMAN
 577 Main Street, Oshkosh, Wis.

WANTED RIDES, SHOWS, CONCESSIONS, Big Three-Day Celebration, CLOVERDALE, IND.
 Annual Picnic and Home-Coming. Center of town.
 Plenty Shade.
 July 30-31 and August 1.
 LEGION POST No. 281, H. C. Hurst, Chairman.

KENMORE CENTENNIAL
 Suburb of Buffalo, on the Street, July 1-11
WANTED—Legitimate Concessions of all kinds—Photo Gallery, Diggers, Ball Games, Eating Stands, American Palmistry, Devil's Bowling Alley, Fish Pond, Large Restaurant and Ice Cream Stands. Apply
 WILLIAM FRANK, 3019 Delaware Ave., Kenmore, N. Y.

Classified Advertisements

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FOR THE FOLLOWING WEEK'S ISSUE.

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5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

DEMONSTRATORS, AGENTS—NOVEL 10c
Popular Songs; profit 4 to 5c. List of 50 and sample 10c. **RESTPARK**, Box 315, Forest Park, Springfield, Mass. ju20x

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PIANO ARRANGEMENT FOR YOUR MELODY. \$5.00. Guaranteed. Send four measures for free sample. **MAXWELL**, 517 West 8th Avenue, Flint, Mich. ju20

SNAPPY, ORIGINAL ACTS WRITTEN—GERLER, Author, 1986 Washington Ave., Bronx, New York. x

SONG WRITERS CAN NOW OBTAIN THE services of Julian E. Andino, Broadway's Famous Arranger of "Mother Macchree," "Sweet Adeline," "Japanese Sandman" and 100 others to assist in arranging music for professionals and amateurs. Booklet on request. **J. ANDINO**, 1674 Broadway, New York.

AGENTS AND DISTRIBUTORS WANTED

A KNOCKOUT—12-INCH BROWN BOMBER Status; lifelike fighting pose; \$5.40 dozen. Salesboard deals. Act quick. **GAIR**, 1920 Sunnyside, Chicago. x

AGENTS—DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO.**, Dept. B, Evansville, Ind. ju20x

BARTENDER'S BUDDY—EVERY BARTENDER needs one. New patent bottle breaker. Nothing like it. 75c seller. Territories open. Sample, 50c. Write **IDEAL SPECIALTIES CO.**, 6741 Roosevelt Road, Berwyn, Ill.

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. "**RALCO**," 1084 Washington, Boston, Mass. frfx

BLADES—TEXIDE, LATEX AND SILVERTEX Blades, Electric Razors, Perfume, Sundries, Bandages, Novelties, etc. **KEARNY WHOLESALE DRUG**, 456 Kearny, San Francisco. ju27x

CARTOON BOOKLETS, \$1.50 HUNDRED: FUN Cards, Peppy Diplomas. Generous samples and list, 25c. **BUK**, Box 2, Station W, New York. ju20

GOLD REFLECTING LETTERS FOR STORE windows. Large sizes penny each; letters guaranteed; free samples. **MODERNIST SIGN**, C-3009 Lincoln Ave., Chicago. x

GOOD INCOME SILVERING MIRRORS, PLATING and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO.**, Ave. C, Decatur, Ill. tfx

IMPORTED ART PHOTOS, BOOKS, CARTOONS, Novelties. Catalog 10c. Special interesting offer to mail dealers. **BROWNS**, 353 W. 47th, Chicago. x

175% PROFIT SELLING NELSON LAWN Mower Sharpeners. Simple, economical, efficient. Everybody needs one. Send dollar for prepaid sample. Ask for our quantity prices. **GUY T. LOWNSBERRY**, 30 Euclid Arcade, Cleveland, O.

MEN WANTED AT ONCE TO CALL ON STORES with "biggest line 5c and 10c necessities. Self-selling counter display: Aspirin, Razor Blades, Handkerchiefs, Household Cement, 101 different items, many new, exclusive. Up to 125% profit. Experience unnecessary. Big catalog free. **PROCOPAX**, Dept. 131-ZE, 1956 S. Troy, Chicago. x

NEW FOUR-WAY ELECTRICAL OUTLET, slightly damaged during flood, price was \$2.50. Wanted by every householder, renewed. Sample 50c; no circulars. **ERIE MFG. CO.**, Hartford, Conn.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfit. **ELITE**, 214 Grand, New York. ju27x

NORTH—SOUTH—EAST—WEST—NECK— wear salesmen everywhere obtain better values from Keystone. Special Silk-lined Full Cut Summer Ties, \$18.00 per gross; \$1.50 dozen. One quality, one price only. **KEYSTONE MFG. CO.**, Atlanta, Ga.

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PITCHMENT SOLICITORS! MAKE EXTRA money with new Stamping. Outfit. Stamp checks, plates, fobs. Catalog 69-B free. C. H. **HANSON**, 303 W. Erie, Chicago. x

RAINBOW MIST SPRAY NOZZLES, WATER broken to finest misty spray, 100 or more 54c. **PETERSON FREEZEZ**, 2620 Charlotte, Kansas City, Mo.

PROFIT 2,000%—AGREEABLE EASY WORK applying Gold Initials on Automobiles. Every owner buys. \$3 to \$15 daily earnings. Write for details and free samples. **AMERICAN MONOGRAM COMPANY**, Dept. 20, East Orange, N. J. x

RARE PHOTOS, 100, \$5; CARTOON BOOKS, 100, \$3. Samples, catalog, eugenics, novelties, magazines, 25c. **BOX 468-B**, New Haven, Conn. x

SALESBOARD MEN—NEW PUT AND TAKE Jars, twelve different patterns. A natural. Details, sample free. **TOM THUMB**, Dept. 8B, Nauvoo, Ill. ju27x

SELL HIGH-CLASS COSMETICS—BIG PROFITS; we pay postage. **BOX 125**, Moravia, Ia.

WHERE TO BUY AT WHOLESALE 500,000 ARTICLES. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. ju27x

100 DOUBLE-EDGE BLADES, 60c; 1,000, \$5.50, postpaid. **BONOMO**, Box 87, Sta. A, Brooklyn, N. Y. x

101 PROFITABLE MAIL ORDER AND LOCAL Ideas for starting your own business. Free literature. **PRUITT PRESS**, Dept. D, Elburn, Ill. ju27x

ANIMALS, BIRDS AND PETS

ALL READY FOR SHIPMENT—DWARF PAR-rots for Bird Wheels, Chinese Dragons, Black Iguanas, Mixed Dens Snakes, everything for shows. **SNAKE KING**, Brownsville, Tex. ju27

ALLIGATORS, FAT, HEALTHY, ANY NUMBER, any size, immediate shipment, largest collection in world. No C. O. D.'s. **FLORIDA ALLIGATOR FARM**, Jacksonville, Fla. au1x

ARMADILLOS, \$1.50; HORNED TOADS, Ninety Cents per dozen. Other big bargains. Write for Price Lists. **ZOOLOGICAL SUPPLY COMPANY**, Laredo, Tex. ju27

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CHINESE DRAGONS, IMMEDIATE DELIVERY, \$5.00 to \$10.00 each. **SNAKE KING**, Brownsville, Tex. ju13

FIVE-LEGGED HEIFER CALF FOR SALE, EIGHT months old; details on request. **C. S. PATRICK**, Oskaloosa, Kan. x

DENS LARGE, FAT SNAKES, ALL KINDS, \$10.00. Fast service. Also large Porcupines, \$10.00. **PALMETTO SNAKE FARM**, St. Stephen, S. C.

DONKEYS (BURROS), TAME, WILD, \$18.00; Bargain: Baseball team of 12 donkeys, \$192.00. Larger quantities, lower prices. **LAREDO ZOOLOGICAL**, Laredo, Tex.

BIG BARGAINS—ANIMALS, BIRDS, REPTILES at wholesale. Live arrival guaranteed. Everything for shows. Send for new price lists. **ZOOLOGICAL SUPPLY CO.**, Box No. 705, Laredo, Tex. ju20x

FOR SALE—OLD SATAN, BIG SNAKE, BEST feeder in United States. Neat platform show on 2-ton truck. **MR. HENRY CLAY**, care W. A. Gibbs Shows, Wellington, Kan.

FOR SALE—A DOG, PONY, MONKEY AND Mule Act. Eight animals, props, cages, etc. Write or wire **BOX C-56**, care The Billboard, Cincinnati, O.

GILA MONSTERS, \$5; CHUCKAWALLAS, \$2; Rattlesnakes, \$2; Cactus, 12 species, \$2; Mexican Hairless and Chihuahua Dogs. **EVANS**, Taxidermist, Phoenix, Ariz. ju13

PLENTY SNAKES, ALLIGATORS, HORNED Toads, Dragons, Gila Monsters, Iguanas, Monkeys, Baboons, Prairie Dogs, Bear Cubs, Lions, Kangaroos, Ostriches, Parakeets, Rats, Mice, Parrots. Write **OTTO MARTIN LOCKE**, New Braunfels, Tex.

PRAIRIE DOGS, DOZENS, HUNDREDS; PAIR, \$3.00; pair Kangaroo Rats, \$2.50; Den Harmless Snakes, \$10.00; Coyote Pup, \$5; cash. **LEM LAIRD**, Harper, Kan.

SMALL CUB BEARS FOR SALE—SPECIAL reduced price, \$20.00 each; cash with order. Write now. **RELIABLE BIRD CO.**, Winnipeg, Can. ju20

TWELVE SMALL ASSORTED SNAKES, \$3.00; eight assorted large attractive Snakes, \$10.00. Price list on request. **ROSS ALLEN**, Silver Springs, Fla. ju20x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with Trick Chalk Stunts and Rag Pictures. Catalog free. **BALDA ART SERVICE**, Oshkosh, Wis. ju20

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BUSINESS OPPORTUNITIES

EXPERIENCED GOLD MANAGERS—WE LOAN you and your crew complete gold equipment and pay 6 1/2c for gold bought. **OHIO PRECIOUS METAL CO.**, Canton, O. x

OLD ESTABLISHED SUCCESSFUL OPERATING, jobbing business in Oklahoma where possibility Venders and Automatic Marble Tables will be legal in next ninety days. All present equipment in operation. Sell complete business, including machines, office-shop equipment, trade name and good will for cash. Reason for selling, ill health. **BOX C-55**, Billboard, Cincinnati.

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COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

ARCADE MACHINES—SHOOTING GALLEY. 10 Carnival type machines, 2 Gold Diggers. **ROY MARR**, care Washington Hotel, Kansas City, Mo.

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. **BADGER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. ju4

BARGAINS—75 USED MILLS VENDERS AND Bells Pace Fronts Double Jackpots, serial 270,000, just off location, \$15.00 each; also Ten 1935 Streamline Merchantmen. **SAN DIEGO VENDING CO.**, 1210 Cleveland, San Diego, Calif. x

BLUE FRONTS, CHIEFS, FUTURITIES, ROLA-tops and Comets wanted. Must be this year's stuff. Good, clean and cheap. **NATIONAL AGENCY**, Columbus, Ga.

CARL'S SPECIALS—DAILY LIMITS, \$55.00; Sportsman, 3 for \$20.00; Rockets, 3 for \$20.00; Tit Tat Toes with meters, \$5.00; Penny Packs with meters, \$8.50; without meters, \$7.50. **UNITED AMUSEMENT COMPANY**, 3411 Main St., Kansas City, Mo.

CASH PAID FOR MILLS DEWEYS, JACKPOT chronometers, Calif Century, Counter or Floor Models. State type. **ROCKPORT NOVELTY CO.**, Rockport, Tex. ju13

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. **JARL**, 1704 Leavenworth, Omaha, Neb. x

DRAW POKER AND TURF FLASH—SELL BOTH for \$20.00. **HERMAN BERNAU**, Ogden, Ia.

EIGHTEEN APPELLTON PEANUT MACHINES, chromium plated, like new, sell right; also Gum Vendors. **JOSEPH HEGER**, 1108 Burlington Ave., Worthington, Minn.

ELECTRIC BAFFLE BALLS, \$42.50; CHAM-ptions, \$9.50; Triple Bank, \$14.50; Tit-for-Tat, \$3.95; Three-in-Line, \$3.95; Angle-Lite, \$3.95; 21 Game, \$4.95; Criss Cross-A-Lite, \$4.95; Action Sr., \$3.95; Castle Lite, \$3.95; T. N. T., \$3.95. **CHICAGO VENDING COMPANY**, 231 E. 95th Street, Chicago.

ELECTRIC EYE (EXHIBIT'S AUTOMATIC PAY) Demonstrator, \$109.50; Mills F. O. K. Triple Jackpot, \$19.50. \$60.00 trade in allowance for late Mills Silents. **COLEMAN NOVELTY**, Rockford, Ill.

EXHIBIT'S PLAY BALL, \$35; CARIOCA, \$20; Balls, Batteries and other bargains. Come or write. **SILENT SELLING CO.**, 548 Massachusetts, Indianapolis.

FOR SALE—ONE HUNDRED MILLS TEN Grands, like new, \$67.50 each; half cash, balance C. O. D. **VENDES SERVICE COMPANY**, 1813 W. Third St., Dayton, O. ju20

FOR SALE—MILLS TYCOON AND TEN Grand; also 200 Pair Richardson Skates. **AUTOMATIC VENDER CO.**, 152 Houston St., Mobile, Ala.

FOR SALE—MERCHANTMEN, MUSESCOPE Cranes, Electro Hoists, all late models, thoroughly overhauled. **EXHIBIT NOVELTY CO.**, 1123 Broadway, New York, N. Y. ju4

JENNINGS CENTURY ESCALATOR, TRIPLE Award Vender, \$42.50; Dime Victoria Escalator Bell, Nickel Vender, \$35.00; Duchess, \$24.50. **COLEMAN NOVELTY**, Rockford, Ill.

LIKE NEW ONE BALL PALOOKAS, \$120.00; Tycoons, \$115.00; Bonus, \$55.00; Trojan, \$30.00; Aces, \$15.00; many others. **ROCKPORT NOVELTY CO.**, Rockport, Tex. x

LIKE NEW—18 5-POUND BULK VENDERS. Vendors Peanuts, Pistachios, Candies, \$2.75 each; \$4.50 for all. Panama Digger, \$6.00. JOSEPH RAKOVITS, Coopersville, Mich.

MILLS MYSTERY SIDE VENDORS, \$49.50; Mills Gold Award Side Vendor, \$47.50; Mills Skyscraper Side Vendor, \$35.00; Mills War Eagle Escalator, \$42.50; Mills Indian Head Goose Neck, \$35.00; Jennings Trip Jack Pot Century Front Vendor, \$40.00; Jennings Duchesne, \$20.00; Mysterious Eyes, \$20.00. One-third deposit with order. CONSOLIDATED GAMES, 112 Cortland, Syracuse, N. Y.

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MILLS SCALE, SMALL, \$25.00; MILLS 10c Escalator Double Jackpot, \$35.00; Puritan Ball Gum Machine, \$5.00; Little Dukes Single Jackpots, 1c play, \$15.00; 1c Cigarette Machine, \$2.00. Will trade Pin Games for Ball Gum or Peanut Machines. JACK O'BRIEN, 97 Thines, Newport, R. I.

SPECIAL SALE OF PIN GAMES AND SLOT MACHINES; large variety of Counter Games. Write for list. A. L. KROPP, Box 584, Meridian, Miss. ju20

WANTED—BLUE FRONT MILLS ESCALATORS, any amount. Give price and serial number first letter. BADGER BAY COMPANY, Green Bay, Wis. ju20

WANTED—PACE RACES, SERIAL OVER 1500, cash on barrel if right price. J. D. BOGGS, 1210 Cleveland, San Diego, Calif.

WANTED—WILL PAY CASH FOR USED PAGES Races. State price and serial numbers in first. SANTONE COIN MACHINE CO., 1524 Main Ave., San Antonio, Tex. jy4x

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. GOODBODY, 1826 East Main St., Rochester, N. Y. jy11

2 YANKEE ELECTRIC TRAVELING CRANES, \$50.00 each; 5 Buddy Electric Traveling Cranes, \$35.00 each; 1c or 5c Chutes; perfect condition guaranteed. Remit 1/3 deposit. ROB-BINS CO., 1141 B DeKalb Ave., Brooklyn, N. Y.

3 MILLS FORTUNITY BELLS, 5c PLAY, \$75.00 each; 1c 5c Reliance, Dice, \$72.50; 1 25c Reliance, \$77.50. MARION COMPANY, 564 West Douglas, Wichita, Kan.

5 GROETCHEN—PENNY SMOKE, \$4.00; 2 LIKE NEW, \$5.00; 2 Exhibit Deal 'Em and Selection, \$5.00; 1 like new Hit-Tat-Toe, \$10.00; 2 Cigarette Penny Cigarette Humidor, with 240 Cigarettes, \$10.00 each; 2 National No. 5 Factory Rebuilt Marble Jack Frost finish, like new Cigarette Machines, bargain, \$25.00 each; Rowe 6-Column \$25.00; 2 Robbins 1c Stick Gum Machines, chrome, new, \$5.00 each; 2 Advance Postcards with 1,000 Bit-Tat-Toe, \$10.00; 2 Vistascopes, \$5.00; 10 Yu Chu Chrome Ball Gum, \$3.00; 9 Chrome Yu Chu Peanut, \$5.00; 9 Advance 5c Peanut and 12 Columbus 5c Peanut, new, red enamel refinished, \$4.00 each; 7 Kone Klutch Postage Stamps, sells 1c and 2c stamps, chrome, \$8.00; 1 Scoop, \$5.00; 23 Stak-Ta Hot Peanut Vendors, chrome, like new, \$3.00 each; 150 Bit-Tat-Toe, \$10.00; 100 Cartons, \$3.00 each; 5 Tickettes, \$5.00; 2 Penny 4 Aces Rock-Olas, \$4.00; Dietz Self Service 5c Stick Gum, \$2.00; 12 chrome like new Candy Pellet Machines, \$3.00; 1 Dandy Vender, \$4.00; 1 chrome 1c Calvert Peanut, \$5.00; 1 Staircase 5c, \$3.00; 5 Groetchen Taverns, \$3.00; 1 Magic Clock, \$3.00; 1 Official Sweepstake, \$4.00; 1 Panama 1c Digger, \$3.00; 1 Iron Claw Model E, \$10.00, 1/3 deposit with order. Write JERSEY SPECIALTY CO., Dept. B, Singac, N. J. x

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2 YANKEE ELECTRIC TRAVELING CRANES, \$50.00 each; 5 Buddy Electric Traveling Cranes, \$35.00 each; 1c or 5c Chutes; perfect condition guaranteed. Remit 1/3 deposit. ROB-BINS CO., 1141 B DeKalb Ave., Brooklyn, N. Y.

3 MILLS FORTUNITY BELLS, 5c PLAY, \$75.00 each; 1c 5c Reliance, Dice, \$72.50; 1 25c Reliance, \$77.50. MARION COMPANY, 564 West Douglas, Wichita, Kan.

5 GROETCHEN—PENNY SMOKE, \$4.00; 2 LIKE NEW, \$5.00; 2 Exhibit Deal 'Em and Selection, \$5.00; 1 like new Hit-Tat-Toe, \$10.00; 2 Cigarette Penny Cigarette Humidor, with 240 Cigarettes, \$10.00 each; 2 National No. 5 Factory Rebuilt Marble Jack Frost finish, like new Cigarette Machines, bargain, \$25.00 each; Rowe 6-Column \$25.00; 2 Robbins 1c Stick Gum Machines, chrome, new, \$5.00 each; 2 Advance Postcards with 1,000 Bit-Tat-Toe, \$10.00; 2 Vistascopes, \$5.00; 10 Yu Chu Chrome Ball Gum, \$3.00; 9 Chrome Yu Chu Peanut, \$5.00; 9 Advance 5c Peanut and 12 Columbus 5c Peanut, new, red enamel refinished, \$4.00 each; 7 Kone Klutch Postage Stamps, sells 1c and 2c stamps, chrome, \$8.00; 1 Scoop, \$5.00; 23 Stak-Ta Hot Peanut Vendors, chrome, like new, \$3.00 each; 150 Bit-Tat-Toe, \$10.00; 100 Cartons, \$3.00 each; 5 Tickettes, \$5.00; 2 Penny 4 Aces Rock-Olas, \$4.00; Dietz Self Service 5c Stick Gum, \$2.00; 12 chrome like new Candy Pellet Machines, \$3.00; 1 Dandy Vender, \$4.00; 1 chrome 1c Calvert Peanut, \$5.00; 1 Staircase 5c, \$3.00; 5 Groetchen Taverns, \$3.00; 1 Magic Clock, \$3.00; 1 Official Sweepstake, \$4.00; 1 Panama 1c Digger, \$3.00; 1 Iron Claw Model E, \$10.00, 1/3 deposit with order. Write JERSEY SPECIALTY CO., Dept. B, Singac, N. J. x

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ATTRACTIVE EVENING GOWNS, WRAPS, Chorus Sets, Slippers, Stage and Street Costumes. Lowest prices. C. CONLEY, 310 W. 47th, New York.

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MAKE FAST SELLING PRODUCTS AT HOME without machinery. Easy, interesting, profitable. Guaranteed formulas. Catalog free. KEMICO LABS., 50, Park Ridge, Ill. x

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PORTABLE RINK AND SKATES AND MUSIC for sale, reasonably priced, in first-class condition. Write CORA ANDERSON, Boswell, Ind. SEE ADVERTISEMENT CARNIVAL PAGE—

Largest collection Show Bargains United States. Three floors. Call, write. WEIL'S CURIOSITY SHOP, 20 S. 2d St., Philadelphia, Pa. jr

WAX SHOW, \$300.00; 7 Mummies, \$1.00 each; 2-Headed Wax Baby, \$35.00; 100 Wax Figures. SHAW, 3316 Sidney, St. Louis, Mo.

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FEMALE IMPERSONATORS—CLEAN ACTS; No amateurs need apply; indefinite engagement. Write or wire MANAGER, New Casino Club, Toledo, O. ju13

REP PEOPLE, DOUBLE SPECIALTIES OR ORCHESTRA. Salary \$20.00 single; \$35.00 double; guaranteed year-round work. State if have car. Join or wire. No money advanced until arrival. C-57, Billboard, Cincinnati, O.

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WANT GOOD BLACK FACE WITH NOVELTIES. Write or write DOC ANDERSON'S DOG & PONY SHOW, Paoli, Ind.

WANTED WHEEL FOREMAN AT ONCE—MUST be reliable. Address HARRY D. WEYDT, Tomah, Wis.

WANTED—GIRLS FOR GIRL SHOW. NEAT appearance; tease artist preferred. GUS C. DOLE, Curl Greater Shows, Jackson, O.; this week; Lynchburg, O., next week.

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WANTED—BAR PERFORMER AND CATCHER. State all in first letter, age, weight, height, routines and salary. BOB SAVOY, 112 Spring St., Springfield, Mass.

YOUNG GIRL, ABOUT 100 POUNDS, PRETTY, for dancing bit in novelty act. JAMES PAUL, care AFA, Palace Theatre Building, New York.

YOUNG GENERAL BUSINESS MEN DOUBLING specialties orchestra, vaudeville singles. Send permanent address. New England resort. Experienced. BOX 714, The Billboard, New York.

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CATALOGUE FREE—MAGIC, MENTALISM, Spiritism, Kindred Phenomena, Secret Societies. REILLY COMPANY, 1853 Bryden, Columbus, O.

NEW 124-PAGE ILLUSTRATED CATALOGUE, 8-page supplement, Mental Magic, Mindreading, Spirit Effects, Microscopes and 33-page 1936-'37 forecasts, Graphology sheets, books, crystals and lucky pieces. Most complete line in world. New catalogue, 30c; none free. NELSON ENTERPRISES, 198 S. Third, Columbus, O. ju13

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ROAD SHOW SOUND SPECIALS—WESTERNS, Actions, War and Passion Plays. Write APOLLO EXCHANGE, 117 So. 9th St., Newark, N. J. ju13x

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BIG PROFITS SELLING BABY RUTH, BUTTER Finger and other Candy Bars. Steady employment. F. CASTERLINE, 1916 Sunnyside, Chicago. x

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LARGEST COMMISSIONS—QUICKEST SALES are made on our brushes. Write for proposition. Write GRIP SANITARY BRUSH CORP., 220 Southern Blvd., New York. ju13x

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SCENERY—VELOUR CURTAINS, ARTISTIC Proscenium Drapery Valances, Novelty Settings for bands and vaudeville acts. THE KNOXVILLE SCENIC STUDIOS, Knoxville, Tenn. jy4

TATTOOING SUPPLIES

TATTOOING INSTRUCTIONS FREE WITH Illustrated supply list, amateur and professional outfits lowest prices. Stamps appreciated. WATERS, C-965 Putnam, Detroit, Mich.

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NEARGRAVURE—250 LETTERHEADS, 250 Envelopes, 50 Business Cards, Case, \$2.69; Neargravure Embossed, \$3.69. Cash, postpaid. Salesmen wanted. SOLLDAYS, Knox, Ind.

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100 11x14 TACK CARDS, \$1.50, POSTAGE extra. KING SHOPPRINT, Warren, Ill.

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1,000 COLORED 6x9 DODGERS, \$1.50; 5,000, \$4.50; 1,000 Letterheads or Envelopes, \$2.00; postpaid, zone 4. LAWNDALE PRESS, 6, Franklin, N. H. ju13

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WANTED—CANDY FLOSS MACHINE OR other good money maker. Full particulars, price first letter. BOX C-35, Billboard, Cincinnati, O.

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WANTED—140 PAIRS OF CHICAGO FIBER Skates, large axles. C. D. CARR, Las Cruces, N. M. x

WANTED—DANCING MAT, EIGHT OR TEN footy new or used. Must be in good condition. JAMES ALEXANDER, Harbor Hills, O.

At Liberty Advertisements
50 WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS
BAR PERFORMER—Aerial and Ground Bars. Straight or Comedy. LOUIS OCZYVIRK, 927 10th St., Milwaukee, Wis. ju27

AT LIBERTY AGENTS AND MANAGERS
AT LIBERTY AFTER JUNE
17th. Agent for motorized circus; not a billposter. No merchants tickets. Need car. Can furnish circus title. COLE ROBINSON, 285 E. 10th St., St. Paul, Minn.

AT LIBERTY BANDS AND ORCHESTRAS
AT LIBERTY—10-PIECE ORGANIZED BAND for circus, or what have you? BAND MASTER, Morgan, Tex.

DON RICARDO AND HIS INTERNATIONALLY Famous Orchestra at Liberty due to misunderstanding. 11 men; can cut or aug. uniformed. P. A. System, features Electric Guitar, own style. Sell out commercial organization considered the flashiest in America; go anywhere. Straight salary; union. Write 648 N. Dearborn St., Chicago, Ill. ju13

FIVE-PIECE DANCE CONCERT ORCHESTRA—Plenty doubles, feature singer. Available June 15. First lay off three years. BILLY MERRILL, 126 W. 91st St., New York.

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FIVE TO SEVEN-PIECE DANCE BAND FOR hotel, night club or resort. Uniforms, P. A. System and good library. Have vocalists and novelty numbers. Experienced in radio and floor shows. ORCHESTRA, Box 25, Dravosburg, Pa.

5 TO 7-PIECE ORGANIZED ORCHESTRA FOR club, hotel or resort. Just closed long engagement in Toledo. References. All young, neat, uniforms, flashy stands, vocalists, etc. Address ORCHESTRA DIRECTOR, 1448 South St., Toledo, O.

FAST TEN-PIECE NAME BAND—A different orchestra with a distinctive style and original, colorful entirely of arranging, most appearing, high-class, versatile union musicians. Can cut to nine men if necessary or augment. Band enjoys national reputation and has just done tour of New Mexico, California at Noah Beery's Famous Paradise Resort, exclusively a play spot for the movie stars. An outstanding attraction for spots wanting a featured band at a reasonable salary. Plenty of style and flash, and a band that really swings. Band features Miss Alice Morrell, Personality Girl, and her Modern Rhythm. Prefer hotel job for summer, but will consider board and room as part payment on good location. Cafes, Hotels, Night Clubs, Resorts, Ballrooms in Arizona, Utah, Idaho, Nevada, Colorado, Texas, New Mexico or West Coast States write. Reliable bookers and agents write, stating all. All wires and letters to GEO. REARICK, Manager, Colonial Club Orchestra, 250 N. 10th St., Colton, Calif.

AT LIBERTY CIRCUS AND CARNIVAL

INTERNATIONALLY KNOWN SEA LION Trainer. Just arrived from Europe. Worked with leading European circuses. Immediate engagement desired. BOX 713, Billboard, 1564 Broadway, New York City.

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TATTOOED TATTOOER—CIRCUS OR LARGE carnival. Tattooed in bright colors; good flash; photos on request. LARRY LEUTHOLD, 1105 College, East St. Louis, Ill.

FRED AND MARIE OUTHRIE—Four Acts: Tight Wire, Double Trapeze, Iron Jaw and Single Traps. FRED GUHRIE, Billboard, Cincinnati, O. j20

HIGGINS TRIO—Lady, gent, eight-year-old boy. Circus or med. show. Contortion, Traps, Balancing, other Aerial and Ground Acts. General Delivery, Battle Creek, Mich. j20

AT LIBERTY DRAMATIC ARTISTS

AT LIBERTY—YOUNG MAN WITH EXTENSIVE experience in college and guild theatricals. Reliable and industrious. Height 5 ft. 10 in., weight 165. Desire connection with repertoire or stock company. Start low, but make it sure. Have car. Join immediately. PAUL PHALEN, 1008 Cleveland St., Saginaw, Mich.

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YOUNG ACTRESS—SINGER, 20, attractive, natural blonde, petite, good-looking figure. Ingenue, general business, character. Specialties. Beautiful voice; sing any style—pop, ballads and semi-classic best. Also have dual voice. Appearance, talent and versatility furnishes seek to any show. Prefer reliable Eastern company, but will consider other companies in country. Have complete available salary and full season. Write JOYCE OUNLIFED, 663 Wyandotte Street, Shreveport, La.

AT LIBERTY MISCELLANEOUS

ATTENTION, MR. CIRCUIT MANAGER AND theatre owner—have the latest type Public Address System for street ballyhoo, licensed by Electrical Research Products, Inc., mounted in car and trailer. Trailer painted solid aluminum using water colors for advertising display. Output mixes radio, phonograph and microphone with fade-in announcements reaching a city block. Broke house records at Elks Theatre here and still bringing them in. Will consider playing circuit for them in. Will consider M. P. operator. 11 years' experience, references, reliable, married and sober. Week's notice. Write or wire T. R. SPEER, 301 Pike St., Huntsville, Ala.

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AT LIBERTY—Reader Astrologer, Horoscope. Would like connections responsible party. Travel anywhere; thoroughly experienced. DOC BEN LAZARUS, care The Billboard, 1564 Broadway, New York, N. Y.

AT LIBERTY M. P. OPERATORS

AT LIBERTY—A-1 M. P. SOUND PROJECTIONIST, married and eligible, go anywhere, desires permanent position. VIRGIL WOOD, Paragould, Ark. j13

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PROJECTIONIST—12 years all type Sound and Machines, desire permanent position. Married, reliable. Wire, write JAMES CURRAN, 5210 Theodora St., St. Louis, Mo.

AT LIBERTY MUSICIANS

TRUMPET—EXPERIENCE, reliable, tone, young, single, sober. Dance band; go anywhere. ROBERT BROAS, Albion, Mich.

AT LIBERTY—LEAD TENOR MAN DOUBLING Alto, Flute, Clarinet, Baritone. Name band experience, young, reliable. Wire MUSICIAN, 320 East Waldburg St., Savannah, Ga.

BASSONIST—SEVERAL YEARS EXPERIENCE, travel or locate. WM. O'NEILL, 740 N. Dearborn, Chicago, Ill. j14

DRUMMER—DANCE BAND EXPERIENCE, plenty of swing, young, reliable, willing to work. Write FRED KLINE, 607 Main St., Poplar Bluff, Mo.

DRUMMER, ALTO SAX DOUBLING CLARINET, Baritone. New outfit. Both experienced, young, ride, fake, read. Drummer complete white pearl outfit, doubling Bells, Tom Toms. CHARLES NOBLE, 818 Mulberry, Scranton, Pa.

FIVE-PIECE BAND, SWING OR SWEET, DESIRE resort location. Consider anything. MUSICIAN, 1016 Long St., Hamilton, O.

LEAD TRUMPET, AGE 22, FINE LEGATO Goodman phrasing. Read, nice tone, take off if necessary. No Lombardo. State all. RALPH OSBORN, 1239 Third, Jackson, Mich.

SIX-STRING GUITAR—SING, ARRANGE, Piano. BOB COOKE, 110 W. 34th St., Savannah, Ga.

SIX-STRING GUITAR—READ, FAKE, FILL IN. I try for the groove. Young, neat, congenial, dependable. Desire connection with swing band that works regular. No panics. Write wire, stating all. DAN TERRY, 1307 Summit Ave., Little Rock, Ark.

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STRING BASS DOUBLING SOUPHONAGE. Young, sober, appearance, experienced. DON, Apt. 128, 225 W. 15th St., Minneapolis, Minn.

SWING TENOR—CLARINET—TRANSPOSE, Arrange. Name band experience. Want summer work in New England or New York State only. MUSICIAN, 16 County Park, Oak Bluffs, Mass.

THREE AMBITIOUS, RELIABLE BRASS MEN, teamed three years. Legit and ride Trumpets, two Singers, sweet Trombone, Sound man, can double our Brass Bass. Interesting inquiries answered fully. BOX C-54, Billboard, Cincinnati, O. j20

TRUMPET PLAYER FOR SEVEN-PIECE BAND—Start June 27. Summer location in the Catskill Mountains. State lowest salary, age, experience, etc. Don't misrepresent. Write or wire HI HENRY, 48 Clermont St., Saugerties, N. Y.

TRUMPET—EXPERIENCED. WRITE FULL particulars. F. BELL, 806 Howard Ave. Altoona, Pa. j20

A-1 GUITAR MAN—Voice. Young, neat. Must be reliable and talented job. Start in first. MITZ DEBLING, 651 E. 94th St., Indianapolis, Ind.

AT LIBERTY for Parks, Fairs and Celebrations—Comedy Slack Wire Combination Juggling. Indoors or out. CECIL WOODS, P. O. Box 513, Poplar Bluff, Mo.

ATTRACTIVE GIRL PIANISTE—Excellent sight reading ability, also fake and transpose. Dance orchestra and radio experience. Good accompanist, some arranging, union. Harmonizing. Alto Voice. Write DOROTHY McCOMB, 2424 Cleveland Ave., Terre Haute, Ind.

FIRST TRUMPET—Tone, range, modern go. Double violin, pick horn, entertain. Have specials. Join immediately. MUSICIAN, 118 Sixth, Fond du Lac, Wis.

PIANO ACCORDIONIST—Young, single, reliable. Experienced radio, dance band, solo work. Good sight reader. Available June 15. Non-union, but will join. Prefers reliable connection with good dance band. Write or wire CARL J. JACOBSON, 427 Independence St., Fairport Harbor, O.

TROMBONE MAN—Young, neat, reliable. Good tone, modern swing, takeoff, read anything. Sing and arrange. Go anywhere. Address MUSICIAN, 1432 So. Ridgeway Ave., Chicago, Ill.

TROMBONIST—Tone, range, read, appearance, solo. Young, union, go anywhere. Experience in both stage and dance work. Will join immediately. AL PARKS, 5622 Princeton Avenue, Chicago, Ill. j20

TRUMPET—Legitimate, well schooled and experienced. No jelly bean, weed. Prefers position with concert, institution or good dance combination. Address MUSICIAN, 2119 N. 13th St., Omaha, Neb.

AT LIBERTY PARKS AND FAIRS

BALLOONISTS AND PARACHUTE Jumpers operating from balloons and airplanes. Book early. Builders and operators since 1903. THOMPSON BROS. BALLOON CO., Aurora, Ill. j20

BALLOONIST—PROF. CHAS. SWARTZ, Committees write. Permanent address, Humboldt, Tenn. j13

CLOWNING, COMEDY Acts. ATTILA, Billboard, Chicago.

A STEAM MERRY-GO-ROUND—YES, SIR! Galloping horses, lovers tub, steam engine, whistle and everything. They go wild over it. The largest and only one of its kind on the road. Truly a beauty. Book it and have something others do not. Booked until July 6th. FRANCIS BRIGGS, Lyndon, Ill. j13

AMERICA'S FOREMOST AERONAUTS—BALLOON Ascensions reasonable. TYRONE BALLOON CO., Toledo, O. j13

ARMSTRONG'S FAMOUS COMEDY FORD ACT—Well known. Literature. ROSCOE ARMSTRONG, Montezuma, Ind. j14

BALLOON ASCENSIONS FURNISHED, Reasonable. Death-Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. j27

BALLOON ASCENSIONS, THREE TO SIX PARACHUTE Drops each ascension. Two riders on one balloon, doing Triple Drops. O. E. RUTH, 1021 Collier St., Indianapolis, Ind. j20

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 27. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

NET HIGH DIVER, BOO, the best in this line. Thrilling act and crowd getter. No. 27 West Summit Ave., St. Paul, Minn. j13

COMBINATION FLYING CASTING ACT—Parks, Fairs, Celebrations. FLYING LEROYS, 105 La. Rd. St., Jackson, Mich. j27

DOUBLE TIGHT WIRE—LADY, SLACK WIRE, Rolling Globe. Cent. Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. j20

A THREE ACT COMBINATION, consisting of a High Wire Pole, 130 feet high, with a 500-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has exceptional draw wherever. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spinning, Plate Spinning, Sharpshooting, Rolling and Disarming on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength and agility. Write for equipment. Also furnish bond to guarantee our appearance. Address BOX C-889, Billboard, Cincinnati, O. j27

AT LIBERTY—Rice's Comedy Pigs and Dogs for parks, fairs, celebrations and circuses. This is a new novelty act. 1200 Linwood Ave., Jackson, Mich.

BESSIE HOLLIS & CO.—Three acts, Flying Single Trapeze, Comedy Acrobats, Swinging Ladder. Wardrobe and rigging the best. Fairs, parks, circuses. Write for literature. 3569 Collingwood Ave., Toledo, O. j13

CHARLES LINDAIR—Original Novelty Trapeze Artist. Available for 4th of July Celebrations, Fairs, etc. A high-class Platform Free Attraction. Have own electrical equipment on attractive apparatus for advertising. For full particulars address CHARLES LINDAIR (First Floor) 104 E. Columbia St., Fort Wayne, Ind.

FAMOUS LINDSEY COMIQUE—Recognized Professional Circus Clown. Acrobatic Dancing, Musical, Magical Clown Numbers. Care Billboard, Chicago, Ill.

FORMER WORLD'S Continuous Strength Endurance Actual Body Rocking Champion. The man that astounded all the medical science men, newspapermen at Madison Square Garden, Midtown Health Institute and Boston Arena five years ago now has originated the most unique attraction in the world whereby you will move by my body swings, register the correct time and the body movements which will accomplish 3,000 per hour. An impossible feat, yet accomplished. Exhibitions arranged upon flagpole, side of building, electric signs, show windows, stage, also in marathons where real attraction is needed. Rock Rocking where I need to instruct, train and challenge to defeat others. I work on salary, transportation and percentage because this will be one marathon. Exhibitions arranged upon flagpole, side of building, electric signs, show windows, stage, also in marathons where real attraction is needed. Rock Rocking where I need to instruct, train and challenge to defeat others. 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ROUTES

(Continued from page 33)

Wolfe, Lorna (Springhurst) Lexington, Ky., c.
Woods, Ann (Paradise) NYC, re.
Woods, Glazer (Club Silhouette) Chi, nc.

Duchin, Eddie: (Plaza) NYC, h.
Dunlop, Johnny: (St. John's College) Brook-
lyn, N. Y.
Dunn, Henry: (Colonial Club) Jackson, Miss.,
nc.

Leipold, Arnie: (Olcott Beach) Olcott, N. Y., h.
Leu, Paul: (Dude Ranch) Atlantic City, nc.
Levant, Phil: (Bismarck) Chicago, h.
Lew, Johnny: (Netherland Plaza) Cincin-
nati, h.

Reynolds, Buddy: (Rose Garden) Hannibal,
Mo., b.
Ricard, Joe: (Jimmy Kelly's) Greenwich
Village, NYC, nc.

BANDS AND ORCHESTRAS

(Routes are for current week when no dates
are given.)

Adams, Johnnie: (Merry-Go-Round) Dayton,
O., no.
Adcock, Jack: (Yorktown Tav.) Elkins Park,
Pa., nc.
Aguller, R.: (Palm Room) San Bernardino,
Calif., b.

Ferdinando, Angelo: (Garden City) Garden
City, N. Y., h.
Fidler, Max: (Towns Club) Pittsburgh, nc.
Fleider, Shep: (Pierre) NYC, h.

McCarn, Grace: (Chinese T Gardens) Detroit,
re.
McGoy, Clyde: (Roseland) NYC, b.
McDonald, Music Mixers: (Hi Hat Club)
Boz., W. Va., nc.

Sabin, Paul: (La Mirada) NYC, nc.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.

Billy Bob: (Marquette Club) Chi, nc.
Bent, Charles: (Blen Island Casino) New
Rochelle, N. Y., re.
Barrie, Dick: (Bill Green's Club) Pittsburgh,
nc.

Gaspardo, Dick: (Savoys Plaza) New York, h.
Gendron, Henry: (Curoy's Paradise) Chi, b.
Gentry, Tom: (Walled Lake) Detroit, b.

McGowan, Loop: (Exchange Club) Tampa,
Fla., nc.
McGraw, Ed: (Long Point Park) Geneseo,
N. Y., b.

Schulman, Julius: (Veney Park) St. Peters-
burg, Fla., h.
Snyder, Mitchell: (Stallier) Cleveland, h.

Bas, Paul: (Anna Held's) NYC, re.
Baste, Bob: (Club Parais) Erie, Pa., nc.
Batkin, Alex: (St. Moritz) New York, h.

Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Taff) New York, h.
Hall, Sleepy: (Lord Baltimore) Baltimore, h.

Marshall, Bill: (Bellevue Stratford) Phila, h.
Marr, Milton: (Village Barn) New York, nc.
Mannone, Wincy: (Hickory House) NYC, nc.

Tosouna, Tommy: (All Stars) NYC, nc.
Travis, Vincent: (French Casino) NYC, nc.

Boroff, Mischa: (Morocco) Mountainside,
N. J., nc.
Borden, Ray: (Club Del Rio) Chi, c.
Borich, Ed: (Palm Door) Los Angeles, c.

Harris, Phil: (Fifth Avenue) NYC, h.
Harris, Ralph: (Wesler Hall) Pittsburgh, h.
Heldt, Horace: (Drakes) Chi, h.

Nagel, Harold: (Rainbow Room) New York,
nc.
Nappi, Bill: (Cascades Plunge) Birmingham,
Ala., h.

Wald, Jean: (To Jo Farms) Ithaca, nc.
Waldace, Roy: (Avenue Tavern) Indianapolis,
Ind., nc.

Campbell, Jimmie: (16 Club) Chi, nc.
Carper, Don: (Old Country Club) Phoenix,
Ariz., c.
Carr, Cliff: (El Patio) Mexico City, Mex.,
no.

Jans, Freddie: (Parody Club) Chicago, nc.
Jorge, Charlie: (Small's Paradise) New
York, nc.

O'Connell, Mac: (Larchmont Casino) Larch-
mont, N. Y., nc.
Oman, Phil: (Trocadore) Hollywood,
Calif., h.

Watts, Kenny: (Dicky Wells) Harlem, New
York, nc.
Weeks, Anson: (Meadowbrook) St. Louis, nc.

Carroll, Frank: (Maples Inn) Lakeside, Que.,
Can.
Caruso, Ben: (Old Algiers) NYC, re.
Casey, Ken: (Half-Moon) Coney Island,
Brooklyn, N. Y., h.

Kahn, Roger Wolfe: (Earle) Phila, t.
Karas, Jay: (Oakford) Greensburg, Pa., p.
Kassel, Art: (Washington-Yoursre) Shreveport,
La., nc.

Palmer, Freddy: (Colonial Inn) Singac, N. J.,
re.
Parker, Skeeter: (Westchester Country Club)
Rye, N. Y., cc.

Yates, Billy: (Grotto) Pittsburgh, br.
Zarin, Michael: (Waldorf-Astoria) New York.
Zecher, Joseph: (Biltmore) New York, h.

Damar: (Madeleine) New York, no.
Dantzig, Eli: (St. George) Brooklyn, h.
Darrell, Pat: (Wonder) Danversville, O., no.
Davis, Eddie: (LaRue) NYC, re.
Dils, Fess: (House of Jacques) Oklahoma
City, Okla., nc.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Bally) NYC, re.
Laforte, Manny: (Mano-har) Ardmore, Pa.
La Salle, Frank: (Wivel) New York, re.

Rabucol, Paul: (Post Lodge) Larchmont, N. Y.
Raeburn, Boyd: (Muehlebach) Kansas City, h.
Rainbow Ramblers: (Club Moose) Haverhill,
Mass., nc.

Almond, Jethro, Show: Norwood, N. C., 8-13.
Baker, M. L., Side Show: Marion, Va.,
8-13; Oxford 15-17; Friendship, Wis., 8-13; Ox-
ford 18-19.
Christman's, Mildred, Goats: (Centennial) Dal-
las, Tex., June 8-7 July 5.

DRAMATIC AND MUSICAL

MISCELLANEOUS

(See ROUTES on page 76)

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

Need Moderate Price Levels For Equality of Opportunity

With the larger national advertisers educating the public to appreciate better quality merchandise and with the general trend toward better merchandise, the demand of the merchandise purchaser is toward a reasonable price level.

The purchaser is finding competition more keen than ever. The large retail outlets and the various other sales outlets of merchandise are bringing the public real price attractions. Previous to the public becoming so well educated to the merchandise used in the premium industry it was possible for the average user to gain a warm reception with his merchandise wherever displayed.

Since this development of public opinion in favor of premium merchandise for many home uses the larger outlets have begun to use the merchandise as sales leaders in many instances and therefore have inflicted somewhat of a hardship on the average purchaser.

To overcome this hardship the purchaser is demanding that prices be maintained on a reasonable level. The profit margin he adopts should be taken into consideration by both the manufacturer and the wholesaler. The wholesaler is cutting price in such manner today that he is hurting his own customer.

There is reason to believe that as the wholesaler cuts price to keep within the demand of the purchaser that the purchaser does not take advantage of this lower price, but, in turn, uses the merchandise to sell with the usual profit markup, and thereby causes hardship for himself when the wholesaler must return to the natural sales price to continue in business.

The manufacturer contemplating the introduction of new merchandise to the industry must take into consideration the demand for reasonable price. Low priced merchandise has its own following and is necessary to the welfare of the men engaged in many different divisions of the premium merchandise industry. But the larger majority of the purchasers are using better quality merchandise due to the educational factors which have become involved within the past few years in the introduction of premium merchandise to the large retail outlets. To continue to meet the competition of these outlets, for which the premium user was originally responsible, he must be able to obtain the merchandise at a reasonable price.

The manufacturer will be making a sad mistake to overlook the large quantity buyers in the coin machine, concessioner, pitchmen and other fields, by showering greater attention on the large retail outlets. It was the persistence of these first men as users of better quality merchandise which eventually attracted the large retail outlets and it was their continued feature of the merchandise which created the present demand.

It is well known in the industry that many of the larger retail outlets receive unusually low prices from many manufacturers. There might be rhyme and reason to this action were these outlets tremendous users of this merchandise, but it has been discovered that where one large retail outlet will receive a lower price than even the wholesaler, this outlet will not stock as much of the merchandise nor help push its sale as will the wholesaler.

In the case of the more expensive items, such as are used by the digger operators, it has been proved time and time again that some of the larger operating companies continually purchase more of this sort of merchandise than do any of the large retail outlets on the manufacturer's list, yet it has also been noted that the retail outlet can easily meet the price and many times cut below it.

This lack of co-operation, or possibly understanding, which exists between the manufacturer and the wholesaler is responsible for the wholesaler encouraging many foreign manufacturers to enter the market.

To overcome the effect of dumping on the market the manufacturer should more carefully study his sales fields for certain of his items and adopt the most logical course. This does not mean that he should in any fashion grant concessions to the wholesaler, but he should at least allow the wholesaler the same price that he does many of his large retail outlets so that the purchaser of his merchandise from the wholesaler will be in a position to meet competition.

The coin machines or any other media which are used in the sale of premium (See **NEED MODERATE** on page 60)

Rise in Use of Tin Traced to Mdse. Mfr.

Increased use in merchandise manufacture is largely responsible for an upturn in the world consumption of tin in the 12 months ended April 1, 1936, over the preceding 12 months.

Of the world apparent consumption totaling 147,877 tons in the 12 months, this figure representing an increase of 25,529 tons or 20.9 per cent over the previous 12 months, 139,200 tons went into manufacturing uses, a gain of 7.8 per cent over the 128,100 ton total of the previous year.

These statistics, which appear in the International Tin Research and Development Council's bulletin, show that consumption in the United States exceeded, by almost 3 to 1, that for the next country, Great Britain.

World production in the period ended with March this year amounted to 145,164 tons. The March consumption was the highest since the peak for 1935, reached in September of that year.

Radios Get Big Premium Play

Radios of all types have been getting a big play in the various premium fields for the past year and from all indications will continue to stand out as one of the fastest moving premiums of the current season.

In addition to the regular premium outlets for radio sets, such as the concessioners, salesboard and coin-machine operators, it is reported that live-wire agents have been selling the sets in large quantities to dealers in small towns throughout the country. Other agents sell the sets direct to the consumer and find a wide-open market for them. Most of the sets featured as premiums are of the midget type and it seems there is room for not one but two or more radios in every home.

The low-priced sets made by the smaller manufacturers have been the leading sellers, but the recent introduction to the market of "name" sets such as Philco at low new prices for such sets show promise that the latter may come in for a good portion of the future business in this field.

With the spring season at its height and summer fast approaching, a great market for auto radios is opened. Several manufacturers have featured low and medium-priced auto radio sets and report a fine and active response to these.

It is also reported from reliable sources that a few farsighted operators are giving away as prizes individual radio parts, the idea being to get the thousands of short and all-wave enthusiasts who make a practice of building their own sets to play for individual parts until they get enough to build a complete set. Certain operators report that the idea is being received favorably.

Industry and Retail Trade Hold Up Well

Despite cool weather in some regions, the nation's retail trade gained last week, while industry, added by heavy goods demand, stubbornly postponed its march toward the usual summer decline, the weekly Associated Press survey shows.

Altho chilly spells in scattered districts tended to slacken the retail buying pace, the swelling tide of summer buying served to push the country's general consumer demand to levels from 10 to 15 per cent ahead of the same week of 1935, a reliable trade report states.

With farmer cash income expanding and soldiers' bonus payments ahead, wholesalers enjoyed materially heavier volume. Further production gains throughout June are also forecast as the probable result of buying to fill requirements in advance of the scheduled third-quarter rise in prices.

for Venetian blinds and other goods of a wide variety that add immeasurably to comfortable living during the summer months.

MERCHANDISE THE BACKBONE OF GAME CONCESSIONS

By KARL GUGGENHEIM

Watch for This in The Summer Number Of The Billboard

Beachwear and Equipment Sales Climb to New Five-Year High

NEW YORK, June 6.—Sales of beach equipment are greater this year than they have been for the past five years, leading wholesale merchandise firms report.

Not only the bathing trunks and suits but all sorts of beach sportswear are moving fast this season. There is a great demand for bathing equipment of every sort.

The tendency in the past years has been for the merchandise industry to more or less neglect the opportunities offered in the sale of this merchandise due to competition from the larger retail outlets, leaders here report.

But this season many of these firms have installed complete lines of beachwear equipment and find that there has been a great deal of interest in the merchandise.

The trade is buying in the lower price brackets, the men here report. They claim that popular-priced merchandise is a leading sales factor. There is no doubt, some of them say, that with the price range as low as it is at the present time that the industry will outdo itself

in the sale of this type of merchandise.

The wholesale merchandise industry has always leaned toward the fringe of the beachwear equipment department. Umbrellas, shoes, sandals, glasses, etc., have been featured, but few dared venture further into the field.

This year leading merchandise firms have gone into the sale of nationally recognized bathing suits as well as the more modish trunks and other apparel. Some have even ventured into the sale of accessories in the drug line. There is quite a demand from concessioners along the beach resorts for new drug sundries to meet the public demand. Sun-tan oils are the big feature.

It is believed by leading merchandise men that the adoption of a complete line of sporting equipment has naturally brought greater interest to the beachwear divisions of their business and since they have gained unusually fine interest with sporting goods that follow thru on beachwear was only logical.

The lines are so closely identified that many sales are made where beachwear (See **BEACHWEAR** on page 60)

Vacation Spending Indicates Large Summer Premium Sales

An important seasonal factor—vacation spending—is beginning to assume gigantic proportions in the sale of premium merchandise, particularly to the resort trade. While resorts throughout the East have been enjoying some excellent early-season crowds, many of the Midwestern spots are only now getting launched, and indications are that the current season will be one of the best in many years. In fact, the early turnouts have necessitated the reordering of merchandise in such sizable quantities that leaders freely predict the greatest season in their history. The many new offerings in the way of premium attractions and the novel displays have caught on with the public and as a result the premium and novelty houses are cashing in on some real business.

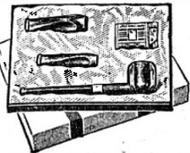
In support of the opinion that the vacation and resort season will continue to produce heavy merchandise sales, it is pointed out that activity at the resorts this past winter was the best on record, and the winter resort business is always a reliable indicator of the amount of money to be spent during the summer recreation season.

Another important reason for the op-

timism expressed on every hand is the payment of the soldiers' bonus. Between \$1,500,000,000 and \$2,000,000,000 will be paid out to veterans beginning June 15. It is declared that this cannot fail to give a big stimulus to the resort trade.

Outdoor sports, too, are swinging into their peak of interest and activity. Orders for soft balls and bats are gaining rapidly and in many cities are surpassing the demand for the regular hard baseball equipment. This season brings a wider circle of enthusiasts for golf, and the mass instruction offered free of charge in some cities on the public links offers a great chance for operators of pin games and salesboards in featuring clubs, bags and balls as awards and prizes.

Orders for strictly hot-weather supplies and vacation goods, dormant until the past few weeks, have opened up with a fine spurt. Electric fans and porch and lawn furniture are showing the decided drift toward better quality which has featured nearly all consumer demand this year. There is a largely increased call for porch shades and odd porch pieces, and the industry is also catering profitably to the growing vogue



4-PIECE PIPE SETS
\$3.92
DOZEN

What a flash! A Bakelite Pipe with Clear and Oligrette Holder to match and a fine engraved Clear Lighter in fancy lined box. Add up the value of each piece and when you wonder how we do it, remember we sell thousands of an item like this and you can't fool Order No. 8223. Net Price per Doz., \$3.92. Sample P. P., 50c.

- CHECK OVER THESE SPECIALS.**
- B231—Card Label Watches, Ea. \$ 1.10
 - B232—Amer. Made Wrist Watches, Ea. 1.75
 - B233—Amer. Made P'ket Watches, Ea. .80
 - B234—Ladies' 2-P. Lites Sets, Ea. .39
 - B235—Ladies' Pouch Combs, Doz. 2.50
 - B236—Jumbo Fountain Pens, Doz. 4.95
 - B237—Pen & Pencil Sets, Doz. 2.00
 - B238—Opera Glasses, Doz. 2.00
 - B239—S' Chrome Pocket, Doz. 7.20
 - B240—Sun Goggles, Gro. 3.33
 - B241—Moviemat Camera, Ea. 1.35
 - B242—Amer. Novo Pencil Knives, Doz. 1.35
 - B243—Catalin Cig. Holders, Doz. .50
 - B244—Hat Cup Sets, Doz. .20
 - B245—Blankets, 84x78, Case Lis. Ea. .88
 - B246—Plush Stuffed Dogs, Doz. .85
 - B247—Baseballs, Gro. 9.50
 - B248—Rubber Air Golf Balls, Doz. 10.00
 - B249—China Head Cans, Gro. 8.50
 - B250—Parasols, Doz. 2.00
 - B251—Needle Cases, Gro. 1.35
 - B252—Feather Darts, Gro. 3.25
 - B253—Mercedes D. E. Blades, 5x, 100 3.85
 - B254—Tennis Rackets, Reg. Size, Doz. 5.50
 - B255—S-Pe Chrome Golf Balls, Set 3.25
- Prices Less 2% Cash Discount.

Sell Trading Post, the 130-prize deal that sells out fast at 10c each, brings \$13.00 to the dealer. Dealer's Cost, \$9.75. Costs you only \$6.84. Ask for that big Magn Catalog No. 863 today. If you want to make money. You can't afford to be without it. Terms: 25% Deposit, Balance C. O. D.

JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BE,
217-225 W. MADISON ST., CHICAGO.

B & N'S MONEY MAKERS

- SUN GLASSES—1 Doz to Card. \$.65
 - Card
 - WHITE POLISH— 4.50
 - Gross
 - BLUE STEEL BLADES— 2.50
 - 1000
 - FLY RIBBON— .80
 - 100
 - VISCO SPRAY GUNS— 1.80
 - Dozen
 - RUBBER OR WIRE FLY SWAT- 3.50
 - TERS—Long Handles, Gross
- Please include 25% Deposit on All C. O. D. Orders.
- All Shipments F. O. B. Branches.
- 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 3d St.
 - ST. LOUIS, MO.—112 North Broadway.
 - PITTSBURGH, PA.—987 Liberty Ave.
 - DALLAS, TEX.—Main St.
- Order From Your Nearest Branch

THE NEW BROADWAY WATCH

Guaranteed for one year. It looks like a pocket watch 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, 50c Extra. Write for New 1936 Catalog.

CONSOLIDATED WATCH CO.
65 Nassau St., N. Y. CITY

WILL YOU WEAR THIS SUIT and Make up to \$12 in a Day!

Let me send you this fine all-wool tailored suit FREE OF COST. Just follow my easy plan and show the suit to your friends. Make up to \$12 in a day easily. No experience —no canvassing necessary. Send for Samples Free of Cost. Write today for FREE details, ACTUAL SAMPLES and "sure-fire" money getting plans. Send no money.

H. J. Collin, PROGRESS TAILORING CO., Dept. F-117, 500 S. Throop St., Chicago, Ill.

WRITE with LIGHT

Remove the Pencil and It's a Pocket Flash Light.

\$4.50 Doz. Special Quantities, 50c per Doz. Sample 50c

Pat. & Mfg. by NITE LITE PENCIL PRODUCTS
65 W. 42nd St., N. Y. City.

NEW ITEMS

New Platonite Dishes

The Hazel-Atlas Glass Company announces a new line of Platonite dishes designed especially for premium use. The various matched items in this line can be combined into sets or featured as individual items. The introduction of the Newport Line, as it is called, offers the proved premium value of a new white hard-baked tableware, plus the distinct advantage of an attractive new design. The items which are available for immediate delivery include both breakfast and dinner plates, cups, saucers, sugars and creamers. All of the pieces have a simple, delicate design which is said to greatly enhance the natural beauty of Platonite.

Time Indicator Sign

A handsome new door sign is the latest convenience for offices and shops, introduced by Penrose, Inc. Sign consists of a nickel-finished felt and rubber padded frame made of durable steel that springs over the edge of the door without marring the finish. The time indicator is heavy celluloid—a flip of the thumb brings any hour or minute, a.m. or p.m., that owner wishes to show. Does away with sticking or pinning of signs on doors. Thieves can neither steal the frame nor can they slip out the celluloid indicator, which won't go further than the door jam when the indicator is slipped over the door edge. Looks good for agents.

Low-Cost Auto Radio

A new auto radio with five RCA licensed tubes, a six-inch dynamic speaker and full-vision illuminated Aero dial is now being featured by the Interstate Radio Company at a new low price. The set is made up for one-piece dashboard mounting and is capable of giving plenty of volume as well as a full, clear tone. An added attraction of this set is that it can also be used as a house radio when operated from a six-volt battery. Large quantities of this popular set are now being sold, inasmuch as the summer season is naturally the time when auto radios get the greatest play.

Cellulose Sponges

A new line of cellulose sponges, designed for all ordinary sponge purposes in industry, home and personal uses, has

IT'S NEW—IT'S HOT
Goodrich Shear Home
Take a pair of shears, make a few strokes—zip they are sharp—the sale is made. Also sharpen pocket knives and stainless steel kitchen knives to a razor edge. Large 3" stone made of sharp electric furnace abrasives. Sample, 10c; Doz., 80c; 16 for \$1.00. Postpaid. **GOODRICH CO., Est. 1884, 1500 West Madison, Dept. 85-C, Chicago, Ill.**

ATTENTION!!!

Race Horse Lamp shown is a real attraction at \$9.00 per doz. Sample, \$1.00 each. We carry a large line of Plaster Lamps, Dogs, etc. Send for our free catalog now ready.

CLEVELAND STATUARY MFRS.
3927 Payne Ave., Cleveland, O.

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Whips... Loud Crackers-Plenty Flash

MADE IN U.S.A.
Alox Mfg. Co. 6160-80 Maple Ave., St. Louis, Mo.

JEWELLED LADIES BAQUETTE WATCH

With 50 Sparkling Fac-Simile Diamonds

SPECIAL
No. 111—Modelled From a \$300 Article. In 1/2 doz. Lots, Ea. \$3.50

Samples, 50c Extra.
25% Deposit Balance C. O. D.
Also Full Line of Waltham and Elgin Reconditioned Watches of All Types at Very Lowest Prices. Send for Latest List.

FRANK POLLAK 86 Bowery, NEW YORK CITY

been placed on the market by DuPont. It is said the new sponges not only outlive the natural product but are resistant to cleaning compounds, soaps, greasy matter and grit. They absorb more water than natural or rubber sponges of equal size and may be sterilized or cleansed in boiling water. Also claimed to be free from foreign matter and odor and will float on water. Offered in four convenient sizes.

Ever-Ware Door Closers

New door closers, having all-metal parts and no washers to affect their check, have just been introduced by Ware Bros. The closers are easily adjusted to any desired closing speed, as well as changing season, and are rust-proof and leakproof. Every model is interchangeable to fit either left or right hand door. The low price makes it a good premium item.

REMEMBER Immediate Delivery at Advertised Prices!

- Our Customers Satisfied For Over 10 Years.
- No. 4814—SUN GLASSES— 75c
 - Curve Glass Lens, Doz.
 - SPORT GOGGLES—Chrom. Rim, Glass Lens, Doz. \$1.40
 - LAPEL WATCHES—Ass't. Colors, American make, Lapel Cord to match, Each \$2.75
 - RAZOR BLADES—Double-Edge, not distressed Mide, Double Wax Paper Wrapped—Quality guaranteed. For 1,000 \$4.75
 - MEN'S HANDKERCHIEFS— 20c
 - 15 1/2 x 15 1/2, Dozen
 - 45c
 - or 1/4 x 5 1/2, Dozen
 - SHOE LACES—27", Impt. Gro. 30c
 - FLY SWATTERS—With Long Handles, Doz. 20c
 - FLY RIBBON—Best Quality, 73c
 - 100
- SEND FOR FREE CATALOG. Dept. B100
25% Deposit With Orders.

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It's Ready — Our New Catalog No. B126
1100 Pages of The Greatest Values Money Ever Bought
Don't Wait—Send A Request Now!
State Business You Are Engaged in, As We Do Not Sell Consumers

The Hat of the Season
Per Gross 8.00 Per Doz. 70c
B45N013
Miniature Straw Hat, 6" overall. Has two-color band. Here is the hat that will go to town this year.

It's New!
6 1/2 inch Celluloid Carnival Doll
Per Gross 9.25
Per Dozen B34N14i .80

Has gaily colored Rosette Fan. Complete with Feather Dress. The upward and downward movement of doll on spring opens and closes fan, making it an outstanding number.

N. SHURE CO. Adams and Wells Sts. CHICAGO

ANOTHER PLAYLAND SCOOP
THE BEST BUY IN RADIO TODAY.
Advanced 1937 Streamline Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO | 5 R C A
With Dynamic Speaker | LIC. TUBES
Beautiful Striped Veneer Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

PLAYLAND SUPPLY CO.
118 E. 28th St., NEW YORK CITY

\$6.45 Model 65 SL. Sample Order **\$6.95**
In Lots of 6
F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

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DOZ.

- INFLATED TOYS, Pop-Eyes, Mickey Mouse, Tom Mix, Elephant and Pluto. \$.70
- WHISTLE LASH WHIPS .65
- CLOTH PARASOLS .95
- SILK PARASOLS \$1.25, \$1.50 1.75
- MINIATURE STRAW HATS, with Feathers .40
- SMALL COWBOY HATS .70
- LARGE COWBOY HATS 1.70
- MEXICAN HATS 1.50
- TROPICAL HELMETS 1.75
- FUR MONKEYS 40c .90

GR.

- FLYING BIRDS, Inside Whistle. \$2.50
- FLYING BIRDS, Outside Whistle. 2.00
- STREETMEN PRINTED BALLOONS. 3.00
- ROUND MICKEY MOUSE BALLOONS. 3.25
- CAT FACE BALLOONS 3.25
- MICKEY MOUSE HEADS \$3.00 3.75
- No. 7 CELLO. MAE DOLLS, with Ear-rings, Beads, Hat and Cane. 9.00
- BALLOON REEDS .25
- MICKEY MOUSE TOSS-UPS \$4.00 5.00
- G. MEN & POPEYE SAILOR CAPS, DZ. 70c
- JAP COOLIE HATS, Doz. 1.50

We have a full line of Novelties for Pitch-Tilt-You-Win, Beano and other games; also Candy. All orders shipped promptly C. O. D. with 25% advance deposit. Special Catalogues now ready.

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There's A RIOT Daily

Serving Customers and Shipping Orders
Here's The Reason

Quantity.	Description.	Amount.
	Popular Brands, Dbl-Edge Razor Blades, 1000 Bids.	\$2.40
	Shav. & Dental Crms., 350	4.75
	Glasses, Asst. Brands, Doz.	.72
	Fly Ribbon, Length, Thumb Tack Attach. 100.	.90
	Fly Spray, 16-oz. Attractive Cans, Doz.	.19
	Fly Swatters, Fine Wire Mesh, Long Handles, Dz.	.21
	Moth Tabs, Asst. Colors & Colors, Large Size, Dozen	2.10
	Moth Ball Hangers in Mesh Bags with Rings, Gross.	3.50
	Bowl Deodorizers, Cellulose, Wrapped, Ass. Colors, Gr.	.35
	White Shoe Polish, 4-oz. Bottles, Dozen	.02 1/2
	Talcum Powder, Metal Cans Attractively Labeled, Ea.	.01 1/2
	Foot Powder, Sprinkler Top 350 Can (100 Lots), Ea.	.45
	Sun Tan Oil, Attractive Bottles, Dozen	7.75
	Sun Glasses, Popular Styles, 250 Value, Gr.	.27
	Shoe Laces, Amer. made, 27 in. Paired & Banded, Gr.	.33
	Bathing Caps, Assorted Colors, Dozen	.15
	Athletic Supporters, Each	.50
	Merchandise for Side Line Salesmen, Gross	

Write for FREE CIRCULAR of Regular Merchandise at SPECIAL PRICES. We Have No Branches Outside of NEW YORK. Send ALL Orders to NEW YORK Only. Deposit on All O. O. D. Orders.

MILLS SALES CO.
901 BROADWAY, NEW YORK, N. Y.
ESTABLISHED 1916 Branch, 85 ORCHARD ST., NEW YORK

Note this Mr. Traveler



NO. 0008 — LEATHER GLADSTONE BAG. Full cut, 24 in. Genuine Cowhide, in Black Baby Elephant Grain, Steel Frame, Two Over Straps, Center with Pockets, 20. Specially priced. **BIG BARGAIN, Ea. 4.65**
SEND FOR OUR CATALOG.
ROHDE-SPENCER CO.
223-25 W. Madison, CHICAGO.

WATCH HEADQUARTERS
FOR REBUILT WATCHES
Made Right—Priced Right.

ELGIN AND WALTHAM
Wrist and Pocket Watches... \$2.75
15-J, \$3.75 17-J, \$4.75
Thoroughly Reconditioned Movements, New Cases. Yellow Keystone Cases, 250 Extra.

JEWELRY NOVELTIES, \$4.50 Gross
Values \$1 to \$7.50 Dozen. Sample Assortment, 25 for \$1.00.

TUCKER-LOWENTHAL CO.
Wholesale Jewelers, Chicago, Ill.
Five South Wabash Ave., Chicago, Ill.

ELGIN WATCHES, \$1.65 EACH
7-Jewel, 18 Size, White or Yellow Oases.
7-JEWEL, 18 SIZE ELGINS & WALTHAM, \$2.95.
FLASH CARNIVAL WATCHES, 50c Each.
Send for Price List.
Your Money Back If Not Satisfied.
ORSCOTT CITY SHELTING CO.
Old Gold and Silver Buyers and Refiners,
113 N. Broadway, St. Louis, Mo.

BANG! BANG! BANG! BANG!
4th of JULY BULLETIN is now READY. Send for it. Or order from us below. Grounds Mark Glasses, \$4.50 gross; Dirty Dog Cards, \$2.50 gross; Folding Lucky Coin, \$2.00 gross; 100 dozn; New Hit Fortune Cards, 50c dozn; New SPINNER (I Love You), all brass, 50c dozn; MONEY DIPLOMAS, 35 red hot and spicy, \$2.00; COMIC MIRRORS, celulo, back, Comic Shimmies, best grade rubber, Feet Cards, all \$2.50 per gross; BOY MEETS GIRL... new action card, 350 dozn; Rubber Stage Money, Ea. \$2.00, 25c, \$2.00 per 100; PAFFS. We carry the biggest line of Tricks and Jokes in the World. Send 10c for Catalogue, or \$2.00 for 50 Samples of Best Sellers. **IG PROFITS! MAGNETRIX NOV. CORP., 138 Park Row, N. Y.**

NEED MODERATE—
(Continued from page 58)
merchandise are to be taken into consideration just as much as the overhead of the average retail outlet. The men engaged in the quick disposal of premium merchandise in large quantities are to be given every consideration, for they in many cases give this merchandise away to the public for stimulation purposes and not for profit advantages. This means that the public receiving this merchandise will so much more appreciate it.

A reasonable price level grows more important each day. The wholesaler is faced with the necessity of being able to sell at prices which will overcome any objections and which will allow a decent margin of profit. He can only do this with the complete co-operation of the manufacturer.

The purchaser of the merchandise as well as the wholesaler is placed on the spot when the public, reading the daily paper, notes one of the larger outlets offering an item at a tremendously cut price, which in turn ruins the entire amicable relationship which might exist between these units in the wholesale merchandise industry.

A reasonable price level is so necessary today that many of the men engaged in the purchase of premiums are discriminating in favor of certain merchandise which is hurting various quality manufacturers as well as wholesalers. To prevent any disaster in the present merchandising setup an arrangement for price should be immediately effected.

BEACHWEAR—
(Continued from page 58)
is featured and where sporting goods, such as bats and balls, fielding gloves, etc., follow in with the regular order.

This year is sure to be a banner year thruout this sector for the sale of beachwear merchandise, distributors report, and they are hoping that the warm weather which the territory has been enjoying will continue so as to clear away many of the huge stocks of this merchandise which have already been purchased.

NEW BIZ—
(Continued from Radio Section)
minute transcriptions weekly for 32 weeks. Program is *Silver Lining*. WSMB, BRADFORD FURNITURE CO., New Orleans, direct, three five-minute recording weekly for 13 weeks. Program, *Your Home*. WSMB.

GENERAL MILLS (Wheaties) placed thru Knox, Reeves, Minneapolis, all remaining road games played by the New Orleans Pelicans. Program began May 28. WDSU, New Orleans.

PONTCHARTRAIN BEACH, direct, two 15-minute remotes from The Casino thru Labor Day. WDSU.

KELLER, ZANDER CO., direct, 15-minute sport review by Earl Smith daily. WDSU.

SOUTHWEST GAS & ELECTRIC CO., Shreveport, direct, RENEWS, 15-minute news broadcast thru UP direct 5:45 p.m. KWKH, Shreveport.

Philadelphia
WILSON LINE (excursion boats), thru Carter-Thomson Co., starts June 22 for eight weeks, daily participations on Uncle Wip's program. WIP.

CROSSE-BLACKWELL (canned goods), placed direct, started June 1 for 10 days, daily participation in Homemakers' Club. WIP.

JOURNAL OF MODERN LIVING, placed direct, renewal, started June 1, ending May 29, 1937, Monday thru Friday, 9-9:15 a.m. Talk. WIP.

CRYSTAL CAVE CO. (Crystal Cave), thru Stewart-Jordan Agency, started May 29 for 13 weeks, 13 spot announcements. WIP.

ADAM CLOTHES (men's outfitters), thru Feigenbaum Agency, renewal, starting June 8 for four weeks, Monday thru Saturday, 6:30-6:40 p.m. Sport talk. WIP.

BLUE ANCHOR BEVERAGE CO. (ginger ale), placed direct, started June 3 for indefinite period, three spot announcements weekly. WIP.

Men's O Size Elgin & Waltham Strap Watches
7-Jewel—\$22 price tag in box. Lots of 'E. Ea. \$3.00. Samples, 50c Extra.
Send for Catalog.
25c Deposit; Balance C. O. D.
N. SEIDMAN
173 Canal St., New York, N. Y.

MERCHANDISE

Manufacturers and Wholesalers

Circulation of the **SUMMER SPECIAL** will be more than double that of an ordinary issue. Be sure your selling story is in this important edition.

More premium and novelty goods is being sold in the Amusement Field today than ever before.

ADVERTISE
IN THE
SUMMER SPECIAL
DATED JUNE 27
Forms go to press **WEDNESDAY,**
JUNE 17
MAIL YOUR COPY TODAY

New 1937 Model PHILCO!
GET MORE MONEY WITH A RADIO \$14.95
YOUR CUSTOMERS KNOW IS GOOD!
Superheterodyne, Complete with 4 high-efficiency Philco Tubes. Don't compare this with cheap unlicensed and bootleg sets. RUSH YOUR ORDER TODAY.
Packed in factory sealed cartons.
Sample Set, 50c Extra. 20% Deposit. Balance C. O. D.
SAVE MONEY—STANDARD MAKE RADIOS AT LARGE DISCOUNTS! WRITE FOR OUR FREE CATALOG. PHILCO, R. C. A., GENERAL ELECTRIC, WESTINGHOUSE, ZENITH, ETC., ETC.
One Year Guarantee on All Sets Sold
60 Cortland St., NEW YORK, N. Y.

SAVE MONEY - TIME
FREIGHT - ORDER from the most centrally located novelty house in the country.

BLADES
Double-Edge, 20 Pack, 5 in. on Display Card, 40c per card
Include Postage.

CHAMPION SPECIALTY CO.
814-K Central St. Kansas City, Mo.

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. . . . \$.90
- SUN VISORS, Doz. \$.70
- BASEBALLS, Doz. \$.70
- CLOTH SAILOR HATS, Doz. \$.95
- FIREMAN HATS, Doz. \$.70
- HAT & CANE DOLLS, Doz. \$.75
- BEACH BALLS, 8" Doz. \$.75
- FOLDING FANS, 12", Gr. \$.85
- 1/3 Deposit on Orders, Balance C. O. D. Send for New Large Summer Catalog.

GORDON NOVELTY CO.
933 BROADWAY, NEW YORK CITY

13th IS JOE LOUIS' LUCKY DAY!
MAKE IT YOUR BIG DAY
SPECIAL OFFER Good Until JUNE 13th
• 13 PIECES TO A DOZEN, DOZEN TO A GROSS. •

JOE LOUIS RING
Autographed. Every fight Great Flash. Every fight fan a prospect. Negroes buy on sight. Gr. \$36, F. O. B., New York Sample Doz., \$3.75, Prepaid.

TIE HOLDER
Gold Plated. You can't miss with this fast 25c seller. Gr. \$18, F. O. B. New York Sample Dozen, \$1.75 Prepaid.

36 CHAMP PIN
with '36 Numerals attached. All Gold Plated. Big Favorite. Gr. \$18, F. O. B. New York Sample Dozen, \$1.75 Prepaid.
25c Deposit on All Orders. Bal. C. O. D. Full Cash Must Accompany all Sample Orders. (c) G21975-21976. H. H. Circular Press. **JOE LOUIS NOVELTIES, INC.** New York, N. Y. Dept. 55, 307 Lenox Ave.,

NOTES from SUPPLY HOUSES

Extremely popular for summer wear are the wood bead bags offered by the Colonial Bead Company. While the all-white is outstanding at the present time, the firm reports, demand is also great for many of the bright colors, including pastels and Mexican, as well as multi-combinations. It is also stated that the demand for brown indicates that this color is not entirely losing its place as an accent color for summer costumes.

Standard weight carbon paper in 8 1/2 x 11 and 8 1/2 x 13 sizes and packed 100 to a box is being featured for agents and distributors at an attractive price by the American Typewriter Supply Company. As a running mate to the carbon paper offer, full-length (12 yards) typewriter ribbons in all colors and combinations for all make machines are being offered. Inasmuch as most commercial stationers feature the paper and ribbons at considerably higher prices, agents find that they can create a great volume of business for these two standard items. Benjamin Heller, of the American Typewriter Supply Company, reports a good response and a large number of satisfied customers from an early announcement of the above offer.

John F. Sullivan (Fast-Service Sully), the speedboy of the fountain-pen business, is elated over the fact that his merchandise has been accepted by the authorities of Atlantic City and is permitted to be sold on the Boardwalk. According to his statement, pens have not been sold on the Boardwalk since 1929. Sully is receiving many favorable comments for the three-color show card which he is furnishing to demonstrators. It is really a high-class specimen of the graphic arts and is a decided step forward in the way of displays for pitchmen. Johnny announces that he will have something new in the form of a

pitch package for the boys who work the fairs. Says he has a pearl effect that eclipses anything offered to date in the line of pens.

Ben Hoff, well-known New York concession supply man and manufacturer of stuffed toys, doing business under the name of New Art Toy and Feather Company, was paid a visit by an old friend of his. This party couldn't remember the name of the firm nor the address but wanted to buy some of his merchandise. He had an idea of the general locality and set out to find the exact spot. After walking up and down many blocks for four or five hours he finally located Ben. The story is that, even tho he took so much trouble to find Ben Hoff's whereabouts, the customer, once started, refused to give up until he finally succeeded.

Joe Louis Novelties, Inc., New York City, which is manufacturing Joe Louis novelties and jewelry, has full control of the rights for this item for this personality on jewelry and novelty items. They also inform us they have power of attorney for exploitation along the above lines. For many months the concern has been receiving requests from other manufacturers asking permission for a sub-contract, but until the present time has not accepted any. However, so many items can be made with the Joe Louis autographs, and Joe Louis Novelties, Inc., cannot go into production on these, they have now consented to allow sub-contracts to other manufacturers of jewelry and toys.

Brose & Company, a New York firm of lithographers, have printed a facsimile reproduction of the original Declaration of Independence. The size of the print is 12 1/2 by 18 inches and the parchment stock makes it very attractive. Not only does it appear to lend itself as an item for agents but seems to be admirably suited for subscription workers.

Here's a novel use to which Fibrox has been put. Fibrox is the wet-proofing, sweat-proofing and perspiration-proofing solution being introduced by J. W. Geiger, Inc. In a number of South American countries the national laws require that revenue stamps be prominently displayed on liquor bottles at all times. Very often it is difficult to keep these stamps on the bottle because the alcoholic content spilling over the lip when drinks are served will efface or wash the stamp off the bottle. Storekeepers today are treating these stamps with Fibrox. With this treatment the stamps are no longer affected and alcohol, or any other liquid, rolls off the face of the stamp like water off a duck's back.

NOVELTIES

- Google Eye Balloons, Gross... \$3.50
- 9" Mouse Toys, Gross... 4.50
- Humpty Dumpty Toys-Ups, Gross... 2.75
- Mouse Stick Balloons, Gross... 2.00
- Mouse Stick Balloons, Gross... 3.50
- Cat Heads, Large, Gross... 3.50
- Designed 40 in. Stick Balloons, Gross... 3.00
- Balloon Reed Sticks, Gross... 1.25
- Jap Flying Birds, Gross... 2.75
- Jap Humming Birds, Gross... 3.00
- Colored Fur Monks, Gross... 3.00
- Colored Fur Monks, 100... .85



CATALOG FREE. 1700 APPLE ST., CINCINNATI, O.

KEY CHAIN with Genuine RABBIT'S FOOT WITH PLAIN CAP OR

"VOTE FOR ROOSEVELT" STAMPED ON CAP Entire Unit on Attractive Self-Selling Card!

CLEAN UP NOW WITH THIS TIMELY NEW SENSATION!

Each foot selected for size and color. Beautifully shaded. Packed in camphor when shipped. \$5.00 per 100 in lots of 500.

We also carry a complete line of rabbit feet, without chains. Plain cap or "Vote for Roosevelt." \$27.50 PER 1,000. For Sample Send 10c in Coin or Stamps. 1/3 Deposit, Bal. C. O. D.

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

GINGER ROGERS DOLL

Beautiful Dressed Doll with Pleated Skirt, 30 inches long, dress 3 1/2 yards in circumference, movable arms and legs, manicured nails, hand made marcelled wigs in blonds, red heads and brunettes, assorted colored dresses, individually boxed. Per Dozen, \$18.00; Sample, \$1.85. Other numbers priced at \$10, \$12.50, \$15 per Dozen. TEXAS CENTENNIAL DOLL, same size as Ginger, dress is dotted with stars, per Dozen, \$18.00; Sample, \$1.85. MAE DOLL, original large size with feather dress, earrings, necklace, with Hi-Hat and collar, cane, Gross, \$9.00. Large 12-inch Mae Doll, feather dress, etc., \$2.40 Dozen. 25% Deposit Required on All Orders. Quick Service.

DINSMORE SPECIALTY CO.
309 MAIN STREET CINCINNATI, OHIO

NEW! GET ABOARD THIS FAST! BIG MONEY-MAKER!

5 TUBE GENERAL RADIO

SMART! MODERN! BEAUTIFUL! First time in history—High Quality Genuine General Radios at the prices of ordinary sets.

\$6.95 LOTS OF SIX
\$7.45 SAMPLE SET

GENUINE WALNUT CABINET Dynamic Speaker offset to give superior quality. R. C. A. licensed tubes and one metal tube. New large illuminated airplane dial. Works A. C. D. C. Built-in antenna. Packed in air cushioned cartons. A Great Radio Buy. Fully Guaranteed.

FREE! NEW CATALOG Attractive catalog just out. Showing 6 new modern models. Write today.

Size 11x7 1/4 x 5 1/2
GENERAL WIRELESS LABORATORIES, Inc.
240 W. 23rd St. (Dept. 1-Q) New York, N. Y.

ORDER TODAY

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, Novely 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.

You Bet We Have Them—And The Best Buys In The Country Too

LEVIN'S HELP YOU MAKE MONEY

HERE ARE A FEW TYPICAL VALUES—THOUSANDS MORE IN OUR NEW JUBILEE HUSTLER CATALOG

N9432B—Whistling Flying Birds.....Gr. \$1.95	N 636B—Imported Jap. Cameras.....Dz. \$0.75
N9099B—54 In. Lash Whips-Dz. .60 Gr. 6.50	X4569B—"Thriller" Give-Away Candy Pkg. Selected Grade Wrapped Kisses. 250 Pks. in Case. Per Case..... 2.75 Per 1000 Pkg. 11.00
N9315B—8 In. Air Balloons.....Gr. 1.90	
W 536B—Pocket Watches.....Ea. .69	
F2967B—"Univex" Cameras.....Ea. .69	

This year marks our 50th Anniversary. We have prepared a host of VALUES for our customers in celebration of this event. Order the specials listed above, also ask for our new catalog.

NOW 50 YEARS IN BUSINESS **LEVIN BROTHERS** TERRE HAUTE, INDIANA

ELGIN WALTHAM

YELLOW GOLD PLATED HUNTING CASE. LEVER SET, ASSORTED DIALS.

7 Jewel.....\$3.75
15.....\$4.75

WITH KNIFE AND CHAIN TO MATCH. ONE WATCH .50¢ EXTRA, CATALOGUE ON REQUEST.

BERK MIDSE. CO. 45 W. 45 ST. N.Y.C.

B22—NOV. ELTY OIG. RETTE EXTIN-GUISHER A SH 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.

B109—PARADE CANES, medium wt., Silver Inlaid handles. Gross.....\$10.00
B110—PARASOLS, Floral Cloth, Gr. 3.80
B112—BALLOONS, Girous and Oarni-ve Priz. Gross..... 2.50
B114—CANDY, large, neatly giveaway. Per thousand packages..... 10.00

We have on hand for immediate shipments Bingo Cards, Hoop La Blocks and Hoops, Game Rock 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 listed; thank you. 25% with order, Balance O. O. D. NEW CATALOG SOON.

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

YOUR COPY OF OUR NEW CATALOG IS NOW READY. SEND FOR IT TODAY AND SAVE MONEY Showing a large variety of Novelties, Concessions Goods, etc.

RODIN NOVELTY CO.

RODIN BUILDING, SIOUX CITY, IOWA

OAK BRAND: HY-TEX BALLOONS

HYPLANE

This Season's Big Sensation

BOOSTING BUSINESS FOR BALLOON MEN AND CONCESSIONERS

25" long from nose to tail; 24" from tip to tip of wings. Assorted color Balloons decorated in two colors. Attach to read stick and demonstrate in same manner as the flying bird.

At Leading Jobbers.



The OAK RUBBER CO.
RAVENNA, OHIO.
Selling Through Jobbers Only

RING WORKERS

Our No. 58 is truly in a class by itself, and still the best selling White Stone ever... Rhodium finish, three tiny sets, also gold finish. \$2.00 Sample Line will bring you 20 new styles.

We carry the most complete line of Rings and Novelty Jewelry.
HARRY PAKULA & CO.
Five North Wabash Avenue, CHICAGO.

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 Catalog BF48.
Optical Specialties
17 N. Wabash Ave., Chicago, Ill.

NUDIST TIES
This new Sensation comes in all colors. Only tied its kind on the market. \$1.25 Doz., \$12.00 Gro., Texas Centennial Ties (All Colors), \$1.25 Doz., \$12.00 Gro., Silk Lined Fancy Ties (Assorted Patterns), \$1.00 Doz., \$9.00 Gro. Single Sample Ties, 25¢ Each. 25% Deposit. Balance C. O. D.
LEGION TIE CO. 703 BROADWAY, N. Y. C.

MY MONEY SAYS THAT I HAVE THE BEST LINE OF LOW PRICED PENS! My Pen Writes It's all in the Pen Point. Cut Out the Sticks and Get a Real Pen.
BANKER PENS AND BANKER PENCILS.
JAS. KELLEY, the Fountain Pen King, 487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

E. Z. WAY AUTOMATIC STROPPER
W. M. MFG. COMPANY, Sandwich, Ill.

ELGIN-WALTHAM WRIST WATCHES
Brand-New Cases, Metal Bands. Send for Catalog. Biggest Bargain in Used Watches and Diamonds in the Country.
H. SPARBER & CO., 108 North 7th Street, St. Louis, Mo. **2.95**

NASSAU PEN & PENCIL CORP. New York City, N. Y.
118 Nassau St.
It Helps You, the Paper and Advertisers to Mention The Billboard.

PIPES

by **BILL BAKER**
(Cincinnati Office)

"AM BACK IN . . . Oklahoma with a nice little show," writes Doc J. H. Ward. "Doing okeh and am the father of a bouncing boy. My wife, Bobby Jean, is doing fine and will be back on the opera pounding the piano in a few days. Have Dusty Herring doing black; Junior Mullins, straights and mandolin; Glen Atkins, guitar and fiddle; Jackie Ward, dancing, and myself doing lecture and straights. We are still working the big bottle and no family packages on our last night. Would like to read pipes from Nig Shoppe and all the boys."

"A LINE TO LET . . . the boys know I have been appointed sales manager of a local Chevrolet agency," tells Doc A. M. Johansen from Omaha. Bought a three-acre vineyard with an eight-room house. Will be glad to see any of the boys passing thru."

"THIS IS MY . . . first pipe," cards Sherman (Jimmie) Bunch from Leavenworth, Ind.: "I have been a consistent reader of Pipes for the past 10 years and can say that there is nothing I enjoy reading so much. Passed thru Croymen, Ind., last night and caught the Harry J. Six Show. Have been laid up for two weeks with a bad knee. Am still with it and for it."

"JUST A NOTE . . . of warning for the boys to stay out of Pontiac, Mich., for a while on rad and flukum," writes Al West from Saginaw. "While the town is open on your o. m., it is plenty hostile on these joints."

"CLOSED HERE . . . May 29 in a chain store with sharpeners," cards Tom Kennedy from Youngstown, O. "Biz is way off compared to what it was when I was here two months ago. Been working stores since January 2. Will take a much-needed rest for two weeks. Charlie Price is working a Pittsburgh store with the same joint. We worked together in a number of stores. Price would like to know if Bert Hull is going for a trailer when he gets his bonus money."

GEORGE BEDONIE JR. Birmingham, Ala.: "Here's wishing all jammers the best of luck and that all fails will be red ones the coming season. I would be on the road myself but I have a large family to support. Salem, my brother, helps us a lot. Would like to read a pipe from Louis Chapman, also Salem Bedonie, Sam Jones, Harry Corry and Johnny Hicks."

HERE'S ONE FROM . . . the West: "Worked the Sportsman Show at Spokane to fair biz," tells Herbert Johnston from Butte, Mont. "Will work these parts until the Minot Fair, June 29-July 4. Will then head into the Midwest fairs. Boys working the Sportsman Fair this year included Carl Leander, radio control; Frank Bush and Carl Carpenter, peelers, with Bush also running a pen setup; Gummy Eddie Smith; four sheet writers; Johnny Vogt and watches; Dutch Otto, mouse traps, and all getting folding money. Rolled into Butte Tuesday (May 26) and found Dave Schoen and missus. Both looking well. Butte is open on street corners only. No doorway or sidewalk ballying. Business is good here. Brewer, of gas-saving device, rolled in Thursday and is really taking 'em to town. Glad to read news of Jimmy Watson and Billy Goforth. Will catch up with them this summer or fall and then for the old 'last Dutchman.' Left all the boys in California six weeks ago with everything under control. Irish Owen is in Great Falls. Expect to work Anaconda Tuesday. Pay day at the copper mine there. Am traveling with Frank Krunkle, dot and dash worker. We will probably hit into New York State in the next two months and then double back to Midwest fairs. I am looking forward to meeting up

with Al Walker and wife and baby at the Minot fair. Understand they will be there. Would appreciate reading pipes from Everett (Whitey) Alm, E. E. (Shorty) Staub, Bob Bellman, Bill Goforth, Jimmy Watson, Richard (Irish) Owen, Al Wallins, Frenchy Delmar and the rest of the California boys."

JTM (PIZARO) FERDON . . . Phoenix pipes in from Omaha: "From Phoenix thru Salt Lake City to here I haven't seen a med man or a med show. Pre-sume I left 'em all back in Pennsylvania. I tried to organize a show in the West but found all home-guard performers on relief and they positively wouldn't go to work as long as they could get relief. Can you blame them? However, at last I have a colored show of seven all hot singers, musicians and dancers. All professional. But it took money and tickets to import 'em here. Hyman Margolis, boy wizard of Wall Street, is now manager of my Ironex Mine. Young and full of pep and business ability, he is of great help to me. From Wall Street to the med-show business is quite a step. Margolis is interested in my Copperhead gold and silver mine in Arizona and we may develop it this winter. As far as I am concerned the old fever is still there. Several contributors pipe in calling some of the boys punks, etc. But as far as I am concerned we are all punks or we wouldn't be in the biz. It took thousands of years to build it up and only a few to tear it down to where the majority are making only a bare living. I see where some of the boys want to separate the columns, setting space aside for the high-class med shows, etc. I claim we are lucky to get a notice and that we all belong to the same herd. Boys, you are in a new world, a new generation of relief and poverty, for which the only cure is plenty of hard work and big pay rolls."

RAY (MECHANO) HARTSELL . . . the man who established a record of remaining absolutely motionless for 36 minutes, is working paint in and around Chicago. Mac, as he is generally known, has unusual muscular and nerve control. He can pose perfectly rigid, without batting even an eyelid for long periods of time. He once remained motionless, except for the eyelids, for three hours. While working in a window Mac says that no one has ever been able to make him laugh. Once, in attempting to make him move, a woman jammed a hatpin into his back. He didn't even flinch but collapsed after his act and had to be taken to a hospital. When asked how he ever happened to get into his peculiar business Mac replied that when a kid he used to try concentrating on objects without moving an eye. Then he experimented by remaining motionless for long periods at a time. Then one day he met a man who was making his living doing that sort of thing and Mac has been at it ever since.

AFTER RESTING FOR . . . 10 weeks in Corpus Christi, Tex., Bill and Beulah Cummings are now in Kingsville, Tex., managing S. Jackson's No. 2 show. W. C. Cummings, Bill's son, is with the Compton med show in Texas territory. He is playing trumpet in the show's nine-piece orchestra. Cummings also visited the Kennedy Sisters' show when they played Corpus Christi and says they have a fine outfit.

A. B. (ZIP) HIBLER . . . pipes from Cleveland: "Boys and girls, life is full of joy if we care to make it that way. Or we can make it miserable—it's all up to us. For instance, Doc Williams and I dropped into a restaurant for a glass of beer. At a table sat a woman whom we had previously seen panhandling around with a medicated soap. Distress was in her face. And when Doc walked over and laid a dollar bill on the table before her she burst out crying. Evidently it was the first kindness she had received for some time. Coming into Greenfield, Ind., on Route 42, from St. Louis, the other day we saw a sign one

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!
EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
NEW YORK CITY.
458 Broadway Fast Service Sully.

ATTENTION SPECIAL OFFER For Limited Time
BALL GAME—PARK and SCALE MEN
No. 21—GENTS' HEAVY BAM-BOO GAMES, Doz., \$2.00 Gro. No. 22—CHINA HEAD DOG AND DICE GAMES, Gross, 6.25 No. 23—REGULATION SWAG-GER GAMES, Gross, 5.00 No. 23—MEN'S MAPLE AND MAHOOG ANY GAMES, With Polished Black Crook Handles, Gross, 7.20 25% Deposit With Orders, Bal. C. O. D. NEW PARK, BEACH AND CIRCUS BULLETIN FREE
TEXAS CENTENNIAL NOVELTIES 5 New Items . . . Just Arrived
GOLDFARB NOVELTY CO. "The House of Service"
116 PARK ROW NEW YORK

Dr. NIP
A Real Money Getter
A Big Flash Frozen Fun Seller All Over the Country. Balloon inflates about 90 in. high. Packed in a two-colored envelope. PRICE, **\$4.50** Per Gross Sample Doz., 50c. Prepaid.
Manufactured by **UNITED BALLOON COMPANY**
125 Fifth Ave., New York, N. Y.

GREATEST MONEY MAKER EVER!
NEW TYPE—ONE-STROKE PLUNGER WITH INK GAUGE
Now Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready. **50c**
SAMPLE ASSORTMENT
JACKWIN PEN COMPANY, New York City, 48 W. 28th Street, New York City.

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.

MEDICINE HEADQUARTERS
A Complete Medicine Show and Office Special Line. **BEST PRICE SERVICE.** Wholesale Catalogue and Office Special Price List upon request.
GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, Columbus, O.
137 E. Spring Street,

1000 BARGAINS
AGENTS UNDERSELL STORES.
Clothing, Dry Goods, Shoes, Notions, School Supplies, Novelties, Sales Boards, Razor Blades, Sundries, Cosmetics, Perfumes, Food Products, Soaps, Canned Goods, Specialties, Etc. Free Catalogue.
RELIABLE JOBBERS, Chicago.
Dept. 458, 504 S. Crawford,

Medicine Men Sell Our
Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxated Tonic. 32 labels free. Price, \$1.00 a pound, Samples, 10c. Write for prices on Tooth Powder, Corn Salve, Rubbing Oil and Compound in Effervescent form.
FINLEY LABORATORIES, INC.
4205 Olive St., ST. LOUIS, MO.

PEN and PENCIL SETS

Don't buy anything in the pen line until you get our quality, low price list of bargains. Write today. GRODIN PEN CO., 396 Broadway, New York, N. Y.

PITCHMEN AGENTS - PROMOTERS WHILE WORKING IN TOWN MAKE \$25.00 to \$200.00 During off Time, by Giving Away Radios, Electric Refrigerators, Washers, Diamond Rings and Other Items.

SLIP-NOT-TIES Silk Lined - Latest Patterns. Woven Materials - Satin Stripes, Plaids, Solid Colors, Best \$1.00 Seller.

AGENTS! MAKE MONEY FAST with ZIP-O THE NEW SUMMER DRINK SENSATION 6 Gallons From a 12-Oz. Bottle.

IF YOU ARE A CIRCUS PITCHMAN STREETMAN Or A Dealer In Novelties Big Profits. Our 16c Emergency Paper Raincoat sells to every man and woman.

SUN TANOIL Marvelous Product. Largest Modernistic Bottle: Beautiful Golden Glow Liquid: Artistic Label.

DECLARATION of INDEPENDENCE Reproduction Facsimile Lithographed on Parchment. Size 12 1/2 x 18 inches. A wonderful item for Sheet-writers.

Cartoon Books 16 Pages, per 100, \$1.25, or \$10.00 M. Cartoon Books, P. C. size, 100, \$2.00, or \$17.50 M.

could read half a mile away 'Peddlers not permitted.' To avoid trouble we drove direct to the City Hall. There I was informed by the city clerk that a license would cost so much per day (prohibitive for the spot).

"BACK IN THE 'Land of the Berries,'" tells Hot Shot Austin from Bentonville, Ark. "And the berries it is, too. Made the bog doin's here. Winding up today (May 24). Biggest thing in these parts since the yellow fever epidemic back in '88.

FRED FISHER... pipes in from Chicago with news of the death of Mrs. Edith Zier, 44, May 30 at St. Joseph's Hospital, Chicago.

DOC VICTOR B. LUND... shoots from Carthage, Ill. "Am en route to Minnesota fairs. Came here from Oklahoma City. Found business fair en route.

SOAP PLAIN, PRIVATE LABEL OR STOCK. Write for Prices. NUTRO MEDICINE CO. 16 South Peoria Street, CHICAGO, ILL.

The pitch of the century-FIBROX (Reg. Trade Mark) WETPROOFS, SWEATPROOFS and SPOTPROOFS FABRICS and SHOES! GREAT DEMONSTRATOR!

Also met Salem Bedonie in Springfield and Quincy. Met Doc Ray Eder, the Indian, and his wife and son in Quincy. Made a couple of spots with them.

ASBURY PARK (Continued from page 40) Bob Howard, both up from Florida spots and greeting old friends.

New wrinkle in local transportation burst into view with Berkeley-Carteret Hotel garaging a group of jinnikisnas manned by college athletes keeping summer training.

Pro Talent Is Given Break By Woodside Park in Philly PHILADELPHIA, June 6.—In presenting professional opportunity nights in Sylvan Hall, Woodside Park, the park management is inaugurating a feature to offset preponderance of amateur hours.

Kennywood Plays Christy's PITTSBURGH, June 6.—Christy's One-Ring Circus opened in Kennywood Park on May 15 for a six-week engagement.

FREE BLADES! GET ACQUAINTED! This ad cut out and mailed with a MINIMUM PAID order of \$5.00 will bring you FREE a FULL CARTON of SHOW KING DOUBLE-EDGE BLADE STEEL BLADES.

1836 Catalog with Astounding Values now ready Summer Specialties for Fast Action. Deposit required on all C. O. D. orders. C. I. LEE & CO., Inc. 20 E. 17th St. New York City

EVERYWHERE YOU GO! Leave a Counter Card of La Salle Razor Blades Profitable, Full or Part Time line that won't interfere with other lines.

TIES Large complete assortment of quality Ties at unheard-of prices. All full cut, made for long wear. Great Variety of Colors. \$10 Gross. Also line of Wash Ties at Special Prices. \$80 Hundred Doz. ORDER TODAY. 25% With Order, Bal. C. O. D., plus postage. GONTINENTAL MERCANTILE CO. 414 B'WAY NEW YORK, N. Y.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

POCATELLO, IDAHO

JULY 2-3-4-5

WANTED CONCESSIONS.

Location on the Streets, Heart of the City. ALSO SENSATIONAL FREE ACTS. STREET WORKERS, NOVELTIES, ETC.

Write or Wire CELEBRATION MANAGER, Days of Old Fort Hall, Chamber of Commerce.

FOR ALL TYPES OF RCA

SOUND

EQUIPMENT AT SPECIAL PRICES. See page 18

WANTED

TELEPHONE MEN, BANNERS AND TICKETS

ED. KELLY

316 North Cedar, Lansing, Mich.

AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS

MILLARD E. BULSTERBAUM
2894 W. 8th ST.
CONEY ISLAND, N. Y.

ATTENTION

American Legion, V. F. W., Fire Companies, Celebrations and other Auspices. We can furnish you complete outfits—Rides, Concessions and other features, on a rental or percentage basis. Write for full particulars.

JERE SHAW

405 Real Estate Trust Bldg., Philadelphia, Pa.

FOR SALE

House Trailer, 18 Ft.

CHARLIE STANLEY, Bayview, Va.

WANTED

Cooks and Waiters that have worked for me before. CAN USE Sousaphone for Big Show Band. W. E. SOMMOTT, Wellsville, June 13; Coudersport, June 15; both New York.

STRYKER & COGGER RODEOS

NORTH PLATTE, July 3-4-5. RALSTON, July 29-August 2. OAKLAND, NEB., August 25-27; MEMPHIS, September 14-19.

Total Prizes in four Major Events, \$6,075.00, plus all Entry Fees. Contestants get on circuit. Free fares for limited number Oakland to Memphis and back north. Fair Managers see these for future possibilities. We book direct from North Platte, Neb.

CURL'S GREATER SHOWS

Wanted Kiddie Ride and Loop-o-Plane with own transportation. Opening for Blanket Wheel or any concessions that work for stock. Joe Miller, write, Funny Arcade and two more shows that do not conflict. Side Show and Pit Attractions that can be featured. Girls for Posing Show, send pictures. Free Act with concession. Jackson, O., June 8-13; Lynchburg Home Coming on the streets, 15-20.

NOTICE: FREE ACTS & SHOWMEN

BILL HAMES SHOWS, INC.

Can place Free Act for long season. State all in first letter.

Can place Real Shows with own outfits. If you have something new and worthwhile can furnish top and front. You furnish show.

If you have outstanding show that will get money, write.

This is a railroad show and moves every week. Will book any clean legitimate Show that does not conflict with Circus Side Show, Crime, Minstrel, Girl and Model Show. Celebrations and Fairs from July 4 to December 1. Get with a show that is out 40 weeks.

All address **BILL HAMES**, P. O. Box 1377, Fort Worth, Texas.

COTE'S WOLVERINE SHOWS

Week June 8, Eureka and Fort Street, Wyandotte, Mich.; Week June 15, American Legion, Tecumseh, Mich. Want Merry-Go-Round for No. 3 Unit, Concessions, Corn Game, Devil's Bowling Alley, Country Store, Glass, Spindle, Shows of Merit with your own outfit. Will finance real showmen. Want experienced Ride Help. Doc Kelly wants Side Show Acts, Manager and Talker, Girls for Girl Show. Phone Hogarth 1165. 11728 Broad Street, Detroit Mich.

Hartmann's Broadcast

BECAUSE of not being familiar with the requirements of the Pennsylvania Amusement Tax Act (Act 183), some traveling outdoor shows have had trouble in that State this season. To acquaint other shows such as circuses, carnivals and side shows planning on playing the State with these requirements, J. L. McCorry, Division Chief, Stamp and Amusement Taxes, Department of Revenue, of Pittsburgh, has sent us a copy of the Act, together with a copy of the Regulations. The Act became effective July 22, 1935, and altho details of it were published in *The Billboard* at the time, we shall cover the more important points herein for the benefit of those who failed to read the previous articles on this subject in these columns. The law is to continue in effect until July 22, 1937.

The first important requirement of itinerants is a permit known as an Itinerant Amusement Permit, the fee for which is \$1. If after being granted a permit the holder changes the original contemplated itinerary either as to time or location, he must notify the Department of Revenue promptly of such change. Application blanks may be obtained from the Department of Revenue at Harrisburg, at the various branch offices of the department, namely, Keystone Building, Broad and Vine streets, Philadelphia; Plaza Building, Pittsburgh; First National Bank Building, Scranton; Warren, and also from the offices of the "Exhibitor," 213 North Broad street, Philadelphia.

Permits are nonassignable and are for the calendar year, expiring on December 31, except those for temporary and itinerant amusements, which expire on the day set forth on such permits. Permits must be at all times conspicuously displayed at the places for which issued.

Producers conducting itinerant forms of amusement where only one performance is conducted at any one place shall immediately after the conclusion of such performance file the report required and pay to the department the tax collected by such producer, and where more than one performance is given in one day the report and payment shall be made at the conclusion of the last performance. Where performances are conducted at the same place for a period of more than one day and less than 30 days the report and payment shall be made immediately after the termination of such period.

The tax is figured at the rate of one cent for each 25 cents or fraction thereof of the regular "established price." The producer shall collect on account of all persons admitted free, or at reduced admission rates, the tax imposed, which tax shall be based upon the admission charged to other patrons of such place of amusement at that time; except that the producer shall not be required to collect a tax on account of the "free admission" of bona fide employees of such

producer necessary for the operation of the particular place of amusement, officials and employees of the Commonwealth and the various political subdivisions thereof, on official business.

The tax upon such free or reduced admissions shall be paid and collected at the time such persons are so admitted. In the event that tickets or cards of admission to the particular performance are not issued but admission is secured by the presentation of a life, annual, season, weekly or daily pass, the producer shall at such time destroy, mark or cancel a ticket or card of admission which shall be either a ticket or card of admission especially prepared for such purpose, in which event such special tickets shall clearly indicate the established price of such admission and the date upon which such privilege was exercised, or shall be a ticket or card of admission similar to the regular tickets or cards of admission used by the producer at that time. Newspaper reporters, photographers, telegraphers, radio announcers, concessioners and persons of similar vocation are not liable for any tax on admissions.

Where tickets or cards of admission are used, the price (exclusive of the tax to be paid by the person paying for the admission) at which every ticket or card is sold must be conspicuously and indelibly printed, stamped or written on that part of the ticket which is to be taken up by the producer. In addition there must appear upon the ticket the tax thereon entitled "Pa. Relief Tax" and the total of the established price and the tax, in the following fashion:

Established Price\$0.25
Pa. Relief Tax01

Total\$0.26

The name of the place to which a ticket or card entitles one to the privilege of attending or engaging in any amusement must also be shown on the ticket, and unless the date for which the ticket is valid appears thereon the ticket must be serially numbered.

Every place of amusement must maintain conspicuously posted at the entrance and near the box office or place at which the established price is paid, one or more signs accurately stating each of the established prices of admission, and in the case of each such price the tax due and the sum total of the established price and the tax.

Altho agricultural fairs are exempt, shows playing fairs are subject to the tax.

Violation of the regulations means a fine of not less than \$100 nor more than \$300 and costs of prosecution, or imprisonment for not more than six months or both in the discretion of the court.

Leicht in Show Printing Biz

WINONA, Minn., June 6.—The Leicht Press, local printing and publishing concern, has entered the show-printing business by organizing a separate company known as the Leicht Sho Print, which has at its disposal a complete printing and lithographing plant with over 150 workmen, including a creative art department to develop the showman's ideas in beautiful design. The firm specializes in fair, carnival, circus and orchestra publicity work. It has over 50 people employed in its mailing and shipping department and can give 48-hour service on original posters.

BONUS PLAN

(Continued from page 3)

much time waiting. While such official mail, therefore, may be addressed to a veteran in care of *The Billboard* at any of its offices, this is the procedure which he would have to follow to get it. It cannot be forwarded.

Should the bonds arrive at *The Billboard* office and the veteran happen not to be there, it would be returned to the post office for delivery later, and this would prevent its receipt by some one other than the person addressed. This rule as to the individual receipt of the

WANTED SHOWS, CONCESSIONS

JUNE 22 TO 27, INCLUSIVE.

10,000 Last Year.
American Legion Sponsors.
Write **WM. EVANS**, Dugger, Ind.

bonds applies, of course, to all veterans. Such mail could be addressed in care of general delivery at a post office, it was suggested, for the veteran who might not have a permanent address, but delivery would have to be to the person addressed upon proper identification.

CINCINNATI, June 8.—It was officially announced at the postmaster's office here that World War veterans who gave any of *The Billboard* offices as their address when making application for their bonus will receive their bonds and checks thru the mails if they are at *The Billboard* office concerned to receive them in person from the postman. If they are not present when the postman arrives, the postman will leave a notice at *The Billboard* office that the communication is at the post office in that particular city, to be held for a period of 30 days in which the veteran may call for it. Whether the veteran receives his bonds in person at *The Billboard* office or post office, the local postmaster's office pointed out, it will be necessary for him to have some one identify him to the postman or at the post office, as the case may be. And the person so identifying the veteran will be held responsible, it being necessary to sign a receipt, the same as the veteran, and also give his address.

After receiving the communication, the veteran must present his bonds at the post office for certification. There will be members from the various veteran posts in each city at the post office when the veteran presents his bonds and they will act as identifying witnesses. These identifying witnesses must sign the bonds before the veteran can receive a receipt for the same. After the certifying officer gives the veteran a receipt for his bonds, the bonds will be sent to the post office cashier's office, which will mail the veteran a check by ordinary mail. It is then up to the veteran to present this check at any bank to have it cashed.

The local postmaster's office also stated that communications containing bonds for veterans on the road can be forwarded, but that this must be done thru a request by the veterans to *The Billboard*, this request to be turned over to the post office in the city concerned by *The Billboard*, the post office in turn (if it happens to be in Cincinnati) notifying the Federal Reserve Bank at Cleveland, which will issue an order to forward the communication. After the communication is forwarded, it will be necessary for the veteran making the request to appear in person at the destination point, with proper identification, to receive the bonus. It was pointed out to the postmaster's office that if this were not possible, even tho it entails considerable trouble, it would necessitate probably long jumps for many veterans in show business to appear in the city in which they used as their *Billboard* address, and in some cases funds probably would be forbidden making such long jumps. Attention was also called to the fact that without the forwarding privilege shows with many World War veterans employed thereon would be handicapped thru their operations and movements thru these men making trips to the cities having *Billboard* offices to receive their bonus.

LETTER LIST

(Continued from page 65)

- Rice, G. L.
- Rish, John
- Roberts, B. C.
- Ryan, Howard E.
- Sanders, Lillard
- Scoggins, Robert
- Scott, Fred
- Seabourm, J. F.
- Silver Tongue, Chief
- Sims, Hl
- Smith, Roland
- Stanley, Jack D.
- Starr, Harry
- Terrell, Billy
- Tharp, Bert
- Turner, Jack
- Twine, Hobart
- Wallace, Hl
- Walldroff, Harry
- Webb, Jack Darry
- Webb, Teddy
- Williams, Claude
- Willis, Lionel

If You Are Interested in the Festivities of Veteran, Lodge and Other Sponsoring Groups Where Professional Amusements Are Concerned Read

"Sponsored Events"

This Department Immediately Follows the Carnival Section



All-Time Favorites

BEFORE going into our occasional song and dance about showmen's choices for the mythical outdoor amusement hall of fame, this corner is pleased to report that replies to our recent study of the game situation on midways have come in such abundance that it is impossible to include them in this limited space. They have therefore been transferred to the carnival section, where they appear in this issue.

Now for All-Time Favorites. Phil Wirth, president of Boyd & Wirth Attractions, New York, selects the following (an asterisk indicates that the person is deceased):

L. G. Chapman, Edward F. Carruthers*, Lillian Letzel*, W. H. Donaldson*, Andrew Downie*, H. S. Rowe*, Carl Hathaway, Charles H. Duffield, Lincoln G. Dickey and S. L. Cronin.

Thomas Alton, late general agent of Barnfield's Cosmopolitan Shows, sends in the following roster from Chattanooga:

Charles Sparks, Floyd King, C. E. Barnfield, Andrew Downie*, Jerry Mugivan*, Bert Bowers*, John Ringling, J. Augustus Jones, John F. Stowe and Al F. Wheeler, H. M. Mason, of Bayonne, N. J., picked 10 who have passed on. They are:

Louis E. Cooke*, Oliver Scott*, W. C. Boyd*, S. H. Barrett*, H. W. Link*, W. E. Ferguson*, W. E. Franklin*, Bob Campbell*, W. H. Gardner* and W. S. Freed*. Merry Rose Perry, of Gilck's Exposition Shows, forwards these from Ardmore, Pa.:

Frank Sutton, Pop Endy*, George Dorman, K. G. Barkoot, Bennie Krause, W. G. Wade, Lew Marcuse, Elmer Cote, Harry Freed and Bob Strayer.

John B. Estelle Sr., who is almost everyone's favorite circus oldtimer, draws up the following candidates from his Brooklyn base:

P. T. Barnum*, James A. Bailey*, Frank Howes*, Sig Sebastian*, J. H. Murray*, George Watson (Seavers), Jake Posey, Charles Sparks, John Hibgen and Charles Bernard.

FRED H. PHILLIPS, magazine author and fair executive, writes from Frederickton, N. B.: "Thanks very much for your friendly criticism of The Circus Rides to Town. As a matter of fact, the week just closing has been something of a study in reactions for me. A letter acknowledging receipt of my story, signed by M. F. Tompkins, traffic manager, Atlantic region, Canadian National Railways, Moncton, N. B., contains the following tribute to circus people:

"The article was interesting to me for the reason that I can recall vividly the first circus I ever attended, and in order to do so, I worked a day transporting stone to a stone mason, who paid me the magnificent sum of 25 cents for my day's work. I attended the circus that evening. Since that time I have come in contact with a number of parties operating various circuses, large and small, and they appear to be a very fine class of people. Whenever opportunity permits, I attend their shows. As you state, many people are of the opinion that having seen one show you have seen them all, but it is impossible at any one show to see all that is going on."

Rubin & Cherry Exposition

East Moline, Ill. Week ended May 30. Auspices, American Legion. Location, 13th street showgrounds. Weather, fine. Business, great.

Following the season's best weeks' business so far, in Peoria, the train arrived early Sunday afternoon. The United Shows of America train, en route to Davenport, Ia., passed the unloading point and many visits were exchanged, the shows being six miles apart for the second time in two weeks. William E. Hirsch, John R. Castle, Robert L. Lohmar, Irving Chesterfield Ray, Roy B. Jones and many others of the United were visitors on the East Moline lot, and many of the R & C folks visited on the United midway. Saturday broke the season's record, both for the kids' matinee and the night business—11,000 paid admissions during the day. Cleo

Hoffman has added artists to her Flaming Youth Revue, notably Jean Sandolin, singer; Kay Roberts and Harriet Drake. The chorus now has eight girls and Jack Ward has increased his orchestra to seven musicians. Eddie Lowe joined here to handle mail and is The Billboard agent. His wife and daughter also joined. Determination Eddie's Congress of Oddities has 17 platforms. Larry Roe, miniature engraver, is a late arrival. Col. Wally Welliver's Giant Reptile Exhibit had a big week's business; also Zeke Shumway's Hell Drivers, and another show that scored heavily was Diamond Kitty, under management of E. V. McGarry. The Scooter ride one of the midway's best drawing cards, Louis Pysner, former agent Melville-Reiss Shows, the manager. Bob Sherwood managing the Pair o' Dice Revue, and handling the front, with Sammy Green as stage manager, and 27 people, including a 10-piece orchestra. Simplicio and Lucio Godino, Siamese Twins, made personal appearances in a local department store Monday and besieged by autograph hounds. Julian Brothers' Monkey Circus doing wonderful business. Charlie Goss a visitor, also Charlie Driver and Mrs. Jules Veys and daughter, Evelyn. Daily broadcasts over Station WOO. Dr. B. J. Palmer, of chiropractic fame, was a nightly visitor. Davenport Times and Democrat lavish in space for the show, and East Moline Dispatch and Tri-City Star gave plenty of stories and art during the week. WALTER D. NEALAND.

Silver State Shows

Laramie, Wyo. Week ended May 23. Auspices, U. P. Athletic Club. Weather, favorable. Business, fair.

Thursday was dedicated to orphans, Piccolo doing his stuff off the ladder for their benefit, and Bill Letterman, of the cookhouse, handed out free pop corn. Friday the rides were turned over to the children until 7:30 p.m., and what a mob! Paul Towe made a business trip to Western Kansas. The entire show being repainted. The front arch arched in a coat of white, with a circus blue to match, all lettering done by Jimmy Dupree. A 20x20 corn game recently built, managed by Whittie Tignor and wife. Tony Spring added a concession—now has three—also Kiddie Ride. Herman Margo, lately returned from the East, purchased a Buick car latter part of the week. Mrs. Towe continues directing the income and expenses of the show with untrifling spirit. Mrs. Brownie Miller dishing out ducats at the front gate. Nick DeLo, showman of old, still on the midway. Frank Burton joined the cookhouse, at the griddle. "Little Bill" Nelson, with his photo gallery, going strong. New motor for Loop-o-Plane ordered. Swing, Wheel and Glider overhauled and in fine shape. Show is routed northward. All of which is from an executive of the show.

Happy Days Shows

Washington, Ind. Week ended May 30. Location, E. & O. lot. Auspices, Drum and Bugle Corps, American Legion. Weather, fair and cool. Business, okeh.

The new Tilt-a-Whirl drew much praise and really clicked here. Mrs. Nona Snodgrass and her crew, with the twin Ell Wheels, and the Merry-Go-Round, also did well, and McLemore's two kiddie rides scored with the kiddies. Ernest Montague's Cotton Club Follies has George Spaulding handling the front. Spaulding also makes announcements downtown with Bellemo's Italian Band. Jackie and Vivian's Girls Revue topped the shows. Ben Beno, in the air on his chair, received hearty applause nightly. Everybody painting and preparing the special dates. The writer's Loop doing okeh. Mike Conti left for Ohio. L. E. (Lutch) Heth now handling banners and contests. Mrs. T. L. Dedrick reported as being no better and suffering terribly. FLOYD R. HETH.

Crystal Exposition Shows

Jeffersonville, Tenn. Week ended May 23. Weather, good. Business, fair.

Building a new show for Elsie-John—26-foot front, with arch in white and gold and name in lights. Johnnie Bunts and his partner, Benje, built a new concession, making six owned by them. Billy Bunts now has his snowball stand in operation and seems to be well satisfied with business. Mr. Bunts is installing new lighting effects for all show fronts, using 300-watt lights. The Arcade had a shipment of three new machines this week. Madam Nina continues in the top-money class with her mental attraction. Show expects to be in Ohio in a few weeks. PUNCH ALLEN.

George Baker New Supt. of Playland

NEW YORK, June 6.—George Baker, prominent park engineer and builder, was named superintendent of Playland, Rye, by Herbert F. O'Malley, director, post having been vacant since the death of Fred Church on May 11.

Mr. Baker comes to the huge Westchester County Park System playground with wide experience. He constructed Flying Turns at the Brussels Exposition and in Luna Park, Paris; several big rides in Woodside Park, Philadelphia, and Coasters in Idora Park, Youngstown, O. His managerial or operating connections have been with Broad Ripple Park, Indianapolis, and Riverview Park, Chicago, and recently finished off the Noah's Ark in Kennywood Park, Pittsburgh.

When the Public Amusement Company was organized some years ago with Harry C. Baker, who is president of the National Association of Amusement Parks, Pools and Beaches, as its head, George Baker, his brother, was vice-president.

Latlip Shows

Whitesville, W. Va. Week ended May 30. Weather, good for the opening. Business, good.

The show's first visit here in eight years. Town just recently incorporated. Turned cool middle of the week and business fell off, but Saturday night was good. The personnel of the show remains the same with the exception of a few minor changes. Captain Latlip and General Agent Frank Griffith are on the road booking. Mines working full time in this district. JAMES WILCOHER.

Send for Descriptive and Pictorial Folder of The New Mechanical

DONKEY BALL GAME

A Ball-Throwing Game for Parks, Beaches, Carnivals, Etc.—A Crowd Stopper and a Money Maker. A. W. MILLARD, 2884 W. 8th St., CONEY ISLAND, N. Y.

WANTED CONCESSIONS

Candy Apples, Pop Corn, Fish Pond, Duck Pond, Candy Floss, Diggers and others.

JERE SHAW Glenolden, Pa., this week; Weatherly, Pa., June 17-21, Firemen's Convention.

WANTED

FUN HOUSE SHOWS, MIDGETS, MINSTREL with Outhouse CONCESSIONS that put out stock. No racket. CANDY FLOSS. What have you? AMERICAN LEGION JAMBOREE, June 29 to July 4, Salem, Mass. THOMAS KEHOE.

WANTED

Capable Piano Player to double Calliope, Singing, Dancing M. O. young, shapely Girls for Fostering Show. Useful Performers communicate.

KARL J. WALKER Beckman & Gerety Shows, Rockford, Ill.

JUNE FESTIVAL

WEEK STARTING JUNE 22. Auspices Disabled Veterans. WILL BOOK Shows. Rides booked. CAN USE a few more Concessions and one Kiddie Ride. L. R. LEE, Secretary, Painesville, O.

FOR SALE

3-Car WHIP, 3-Arrest MERRY-GO-ROUND and \$150.00 PEERLESS POPPER, ALL FOR \$1,200.00 CASH.

HAVE FEELERS WHEEL FOR LEASE. Address MRS. CATHERINE OLIVER, General Delivery, Valley City, N. D. This Week.

ACTS WANTED AT ONCE Trick Pistol Shot—Archer—Log Rollers—Ski Jumper—and Other Acts That Fit in Outdoor Sport Show. Send Photos—Clippings. State Lowest Salary 100 Days. CLEVELAND EXPOSITION JOHN A. SERVAS, Billboard, Chicago Office.

MAJESTIC MIGHTY MIDWAY SHOWS WANT CONCESSIONS—Hoop-La, Pitch-Till-You-Win, Photo Gallery, Cotton Candy, Bowling Alley, Fish Pond, Long Range Lead Gallery, Agent to work Scales, Man and Wife with experience to manage Penny Arcade. SHOWS—Will furnish complete outfits for reliable parties. WILL BOOK Mickey Mouse, Monkey Circus, Motordrome. (Curley Forrest wants Acts for Circus Side Show—Midget, Fat Girl, Glass Blowers, Tattoo Artist.) ALSO WANT organized Minstrel Show. WANT People in all lines. Will furnish living quarters on train. CAN PLACE Train Master and Poles. RIDES—Want to book Loop-o-Plane, Tilt-a-Whirl, Auto Kiddie Ride. FAIR SECRETARIES AND CELEBRATION COMMITTEES—We have some open dates. Get in touch with us. This is a railroad show with 8 Rides and 10 or more Shows. All address MAJESTIC MIGHTY MIDWAY SHOWS, 113 N. Broadway, St. Louis, Mo.

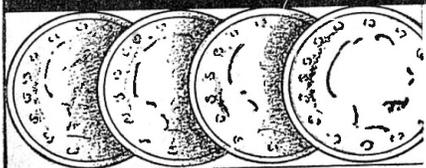
CONCESSIONS—On PERCENTAGE We Will Permit Legitimate Wheel Concessions To Operate on Percentage of Gross. Grind Concessions at Small Flat Rate. ROOSEVELT ROAD SUMMER FESTIVAL & MARDI-GRAS Auspices Local Business Men. All Concessions on Roosevelt Road, Chicago, June 18th to 28th Apply CONCESSION MANAGER, 3216 Roosevelt Road, Chicago. Telephone, Kedzie 0030.

SIEBRAND BROS. SHOWS WANT Oriental or Hawaiian Show, also Grind Shows. Want legitimate Concessions of all kinds except Corn Game and Eats. Want Colored Musicians for Band, especially Cornet and Sousaphone. Wire or write Anaconda, June 10 to 14; Missoula, 15 to 20; both Montana.

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

WANTED-RIDES, SHOWS, CONCESSIONS KAYDEROSS PARK, SARATOGA SPRINGS, N. Y. OVER 2,000,000 DRAW Motordrome, Scooter, Tilt-A-Whirl, White Ferris Wheel, Miniature Railroad, Kiddie Rides, Glass Fun House, Wax Show, Illusions, Big Snake, Monkey Speedway, Shows of Merit, Anything New and Novel, WHEELS—CIGARET GALLERY, ROLL DOWN, PITCH-TILL-U-WIN, HOOP-LA, CORN GAME, Novelties. Apply at once to FRED H. PONTY, KAYDEROSS PARK, on Beautiful Saratoga Lake, Saratoga Springs, N. Y. PLAY FREE ACTS, FIREWORKS

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Communications to SILVER SAM, Woods Bldg., Randolph and Dearborn Streets, Chicago.

PLEASE THE PLAYERS

Once upon a time, as fables always begin, a manufacturer of pinball games got his nose so close to his own private grindstone that he forgot all about the playing public.

"The public," he scoffed. "If I can build a game that will appeal to the jobbers and distributors I won't have to worry about the people who play the machines. My job is to create a device that will meet with the approval of jobbers, distributors and operators. After all, they're the people who put my business on the profit side of the ledger."

This mythical manufacturer built a marvelous piece of machinery. It was so well constructed as to require an absolute minimum of servicing and its ability to reject slugs was almost human. It was put together so solidly that it could have stood up thru a football game and its payout control was the last word in ingenuity. On top of all that, it sold for \$10 less than similar games in its class and gave jobbers and distributors a higher percentage of profit.

In short, it had everything. Everything, that is, except player appeal. It was a fine piece of furniture, but two weeks after it went into production the word had passed around thru coin-machine circles that it was strictly a flop and not to be bought even at close-out prices.

"The game to buy," operators confided to one another, "is Wizzo. Its insides are nothing extra and the profit its manufacturer is making must be a crime, but it gets the play. Its payout percentage runs a little heavy, too, but you won't worry about that when you see the way it keeps the customers repeating. It may not be so hot in a good many ways, but it has a scarlet and silver design that demands attention and a goofy layout of illuminated glass tunnels that positively fascinates folks. The game is buggy and it's too high priced, but it keeps the customers lined up waiting and that's what we're after."

There's one law in the amusement business that you can't change and can't repeal. It's old enough to be put on a pension, but it remains active today and will be just as strong tomorrow and the day after.

The customer is always right.

Even when you know that he's dead wrong, he's right. His compelling, clinching answer to the best argument you can give him is a mute but none the less eloquent refusal to put his coins in your machines. When he shows his disapproval of a game by staying away from it everyone who has had any part in the construction, marketing and handling of that game soon realizes that the pinball fan is the man who has the last word from which there is no appeal.

What does the customer want? Everyone in the industry has, at one time or another, pondered over the fickleness of public fancy. The acme of popularity in June may be a new low in July. Those gifted designers and manufacturers who can most often guess what Mr. and Mrs. America are going to like are the ones who are building additions to their factories and buying new automobiles. They're frank to admit that they never know what John Q. Public is going to want next, but they're always looking for the answer.

The customer can't be pinned down to a definite, specific answer as to his desires. You can't make him say that he wants a playing board that's four feet off the floor, with eight balls and a series of six colored lighting units. It's not that easy.

However, he's quite willing to talk about his desires in the abstract.

Silver Sam strolled into seven different locations and managed to open conversations with pinball customers. No

two customers were agreed in every respect as to what they wanted, but here is a composite answer culled from conversations with 34 players. The statement most often made was this:

"I want a game that's fun to play."

Easy, isn't it? All you have to do to win the consistent patronage of the pinball public is offer games that are "fun to play."

But what constitutes fun? On that question Silver Sam learned that every man has a mind of his own and no two minds seem to function along the same lines.

"A game isn't fun unless you can win it once in a while. A lot of the games are too tough. I don't expect to beat any game over a period of time, but there's no kick in playing unless you can come up with a winner at least once out of 10 games."

"I like a game with a sporting appeal behind it. You know, a baseball game or a horse race game or a target game or anything based on a sport I know something about. A game with just numbers doesn't appeal to me."

"I don't care much what kind of a game it is, just so it works smoothly. Show me a game that works right every time and I'll bet it will be a good one. There's nothing more disgusting than to play a game in which the balls stick, the coin slide jams, balls wobble and don't run down the playing table, and so forth."

"I like a game that isn't too complicated from the player's standpoint. Some of these layouts have so many different gadgets on them that about all you do is shoot the ball and watch the machinery start working. I don't want to feel that a lot of mechanical devices are making my score. I want to be able to give myself credit for good shooting. There are so many different dinguses on some of the machines that it would take an hour to figure them all out."

"I like light-up games. There's something fascinating about them."

"The faster the game the better I like it. I don't have much time to play and there's more kick in a good one-shot game as far as I'm concerned than there is in shooting 10 balls."

"Brand-new games are the most fun. I play every new game that comes into this store until another new game arrives. Novelty, something new and different, is what I like."

"I like games with a lot of possible winning combinations. You can get a mental kick out of figuring different ways you might win."

"Games with kickers on them are my first choice. If your skill shot doesn't hit, there's a thrill in waiting to see if a kicker will give you a winning score anyway."

There were other ideas, but you have read enough to realize what you probably knew from experience—one customer's meat is another's poison.

And the difference of opinion is not so tragic as it might seem at first thought. After all, if every customer wanted exactly the same thing there would be one lone game on the market. One lucky manufacturer could get a monopoly on the business. Pinball would soon become old stuff and would be relegated to the place now occupied by midget golf.

The very fact that a constant change is being demanded by customers is a healthy sign. Interest in pinball is being maintained, and everyone connected with the business is being kept on his toes. His Majesty, the customer, is asking for something new, something more entertaining, more exciting. And, to the credit of the entire industry, let it be said that he is getting what he wants."

SILVER SAM.

Kansas Coin Men Aid Police In Smashing Hijacking Ring

Arrest of ringleaders in machine pilfering gang is solution to excessive losses by operators during past year—officers are praised for splendid co-operation given ops

WICHITA, Kan., June 6.—Kansas Coin Machine Men's Association was jubilant here this week with the smashing of an organized ring that has been hijacking machines thruout Kansas and believed to be the same organization sought in Minnesota, Nebraska and South Dakota. Members of the association rallied around police Tuesday with the arrest of Alfred J. Crowe, 32, and Albert H. Giles, 31, both with prison records, and within a few hours brought in all the victims from Sedgwick County, where machines on location had been stolen by two men impersonating officers or in night burglaries by the ring.

Identification of the men and arrest by police after a week's work on information furnished by association members and of South Dakota officers followed in rapid succession.

Later they were taken to Kingman, Kan., where two highway robbery warrants had been sworn out and the association went to bat, providing a special prosecutor instructed to go to the limit against the defendants.

Members request that operators in other States who have been victims of the same racket notify them, 1020 University, Wichita, of the losses. It is hoped recoveries can be made and all machines found returned to owners.

The hijacking of locations by men posing as State officers has cost association dealers more than \$10,000 in cash and machines in the last year and the conservative estimate for Kansas alone runs into \$500,000.

The operators furnished transportation for the victims in their cars, going from Wichita to hurry the big losers to a special police showup, which continued during the day.

In a car that Giles and Crowe were driving when Detective James (Spec) Tapp arrested them were seven bell-type machines, a rifle, automatic pistol in a holster to which a gold "special police" badge was pinned, and forged papers describing the bearers as "accredited police officers" of Kansas, Oklahoma, Nebraska, South Dakota, Ohio, Texas,

Wisconsin and Minnesota.

Papers were also uncovered showing that two and one-half tons of coin machines had been shipped out of Wichita by one of the men for resale, others in which they were offered \$30 apiece for bell machines.

One operator told newspaper reporters his losses exceeded \$3,000 during the last year and that he had worked a year under cover to collect information which led to the arrest of Crowe and Giles.

The arrests also solved, members said, the mystery of the so-called Sedgwick County coin-machine "war" during which two men who posed as officers of the State highway patrol bullied location operators.

The machines found in the car in the arrest were identified as four of those stolen in robberies of two places at Midway, halfway between Wichita and Kingman, Kan. The Wichita operator who owned the machines made the identification.

Another piece of damaging evidence was sets of license plates from several States found in the car. It was believed some of the loot was hidden in a warehouse here, but this was not immediately located.

On May 28 Wichita police received a special bulletin from the department of justice and public safety of South Dakota giving description of two men sought for impersonating officers and stealing coin machines.

The descriptions tallied with those of Giles and Crowe, and letters with photographs attached were sent to the director of the Minnesota bureau of criminal apprehension at St. Paul and to Benjamin D. McIntener, Pierre, S. D., superintendent of his State's department of justice.

Detective Tapp was detailed to watch the Giles home constantly and he was rewarded Tuesday when the men emerged and got into their car.

Coin operators were happy because

Philly Council Pinball Experts

PHILADELPHIA, June 6.—Two pinball machines which were displayed at a city council hearing here on proposed ordinance to license the games fascinated local councilmen to such an extent that they are currently boasting of their skill at pinball.

Lawmakers after investigation marveled at the ingenious mechanical arrangements of the games and vied to top each other's score. Champion was Louis Schwartz, sponsor of the bill for licensing machines.

the machines were found in the car. The men had been known to members of the association for several months.

Arrest of the men was seen by members of the association as a solution to 100 burglaries in Kansas in which coin machines were stolen; of scores of hijackings by a crew which operated extensively over the Midwest protected by forged police credentials, and also believed have a bearing on Colorado, Texas, Oklahoma and California robberies and thefts.

Association members paid special praise to Tapp and to Detective Leroy Bowers, now acting chief of detectives of the police department, for their splendid co-operation with coin operators in Wichita.

Pinball Test of Skill, Queens Magistrate Rules

NEW YORK, June 6.—Pin games and electric eye machines are games of skill, according to a ruling last week by Anthony P. Savarese, Queens County, Jamaica, L. I., magistrate. Magistrate Savarese dismissed charges against two men held in connection with the machines.

In freeing one man Magistrate Savarese pointed out that the plain-clothes man who made the arrest testified that he hit the bull's-eye on the 15th attempt.

"The fact that the officer acquired enough skill in the 14 preceding attempts to hit the mark on the 15th shot shows that this is not a game of chance," Magistrate Savarese ruled.

Historical Names Intrigue

NEWARK, N. J., June 6.—Opening his mail recently to discover that the names of two of his operators were Daniel Boone and George Washington greatly fascinated Sam Brouty, president of the Jersey Trading Company, well-known premium purveyors in this city.

Brouty was so intrigued by the nomenclature of the pair that he wrote to both of them asking them if their monikers were merely coincidental or genealogical.

It pays 3 ways to use these two batteries in pin games



1. They Last Longer
2. They're More Dependable
3. They're Available Everywhere

And, of course, "Evereadys" present no fire hazard

Distributors! Jobbers! Operators!

Get in on this special trade discount!

SEND THIS COUPON FOR INFORMATION ON SPECIAL TRADE PRICES

If you are a legitimate distributor, jobber or operator of pin games you can take advantage of our special trade quantity prices. For complete information fill out this coupon and send it to—

NATIONAL CARBON COMPANY, Inc.
P. O. Box No. 600
Grand Central Station
New York, N. Y.

Name.....

Address.....

Distributor Jobber Operator

PLEASE CHECK

Unit of Union Carbide and Carbon Corporation



WELCOMED AT WURLITZER FACTORY—Nat Cohn and Irving C. Sommer, of Modern Vending Company, New York, on their recent arrival at the Wurlitzer factory in North Tonawanda, N. Y. Left to right: H. E. Ktino, secretary to Homer E. Capehart; W. P. Balles, Wurlitzer credit manager; R. G. Norman, advertising manager; G. R. Dill, chief inspector; B. L. Kulick, assistant general sales manager; Irving C. Sommer; C. E. Johnson, vice-president and plant manager; Homer E. Capehart, vice-president and general sales manager; Nat Cohn; A. W. Landsheft, Landsheft & Bonning, Inc., advertising agency; C. E. Parker, production manager; Bill Gersh, Byrde, Richard & Pound, advertising agency; R. C. Hatmbaugh, chief engineer; R. C. Waltemade, office manager; J. A. Darwin, factory representative; E. H. Petering, sales manager.

THE OPERATOR GROWS UP
By SILVER SAM
Watch for This in The Summer Number Of The Billboard

FOR THE BOOTH THE BAR AND SODA FOUNTAIN!
U. S. Pat. 1901736.
To get new spots, good spots, better paying spots, to get more business, from your present spots get
VENDEX!
New Model.
CHROMIUM PLATED
The Ritzy Peanut Vendor at a Democratic Price!
Write Today!
1127-9 Tremont St., BOSTON, MASS.

TOTALITE
Rock-Ola's New Light-Up Table with the "SCORE-KEEPING REGISTER"
\$49.50
We will accept your Used Equipment as part payment on "Totalite."
Send for our Complete New Price List No. 204—Now Ready!
WATCH FOR OUR NEXT WEEK'S AD, WHICH WILL LIST THE MOST SENSATIONALLY LOW PRICES EVER OFFERED ON USED MACHINES.
BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

Weekly MUSIC Notes

Modern Vending Sets a Record

Uses 1,040 Wurlitzer phonos in 4 months—repeats order for new high mark

NEW YORK, June 6.—Modern Vending Company, known for the last four years as the "world's largest coin-machine distributors," can now claim the title of the "world's largest users of coin-operated phonographs." Immediately after the last conven-

tion at Chicago Modern Vending Company reversed the regular procedure of its business and entered into the use of music machines. After much deliberation and a thoro investigation it decided upon the Wurlitzer-Simplex phonographs.

Its first order proved the largest ever placed in the coin-machine industry. The order was for 1,040 of the new 1936 Wurlitzers to be used during the period of one year. Present at the signing of the record order were Nat Cohn and Irving C. Sommer, of Modern Vending, and Homer E. Capehart and J. A. Darwin, for the Rudolph Wurlitzer Manufacturing Company, of North Tonawanda, N. Y. Both firms considered the event one of the most outstanding in the industry has ever known.

But to make for an even more memorable event Irving C. Sommer, who has

just concluded an extended tour of this country and Mexico, returned to learn that the first commitment of the firm had already been fulfilled and that Nat Cohn had signed another order for 1,040 more Wurlitzer-Simplex phonographs.

Nat and Irving believe that the second contract will also be completed within the next four months. They base their belief on the fact that New York has just begun to actively enter into the use of the Wurlitzer-Simplex machines. They feel that they will use approximately 10,000 machines in this area before they will be able to state that the territory is fully covered with music machines.

Irving Sommer reports that one of the most interesting observations of his trip thru the South, the Southwest, deep into Mexico, where he was joined by Homer E. Capehart, to the Pacific Coast and back again to New York, was the fact that wherever he went he found Wurlitzer-Simplex phonographs leading the field.

"This thoroly convinced me," Irving says, "that the operators agreed with our firm in the choice of the finest musical instrument in the history of the industry. I have never met with a more happy and prosperous lot of operators than those who have Wurlitzer ma-



CAPITOL AUTOMATIC MUSIC COMPANY DELIVERY TRUCKS—Capitol firm is exclusive New York distributor for Rock-Ola Manufacturing Corporation.

Sheet-Music Leaders

(Week Ending June 6)

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. The "barometer" is accurate, with necessary allowance for day-to-day fluctuations. Number in parentheses indicates position in last week's listing.

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 Hingad Music Company and Western Book and Stationery Company, of Chicago.

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

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, May 29, to Thursday, June 4, both dates inclusive.

All My Life (34)	36
She Shall Have Music (25)	28
Touch of Your Lips (23)	28
Is It True What They Say About Dixie (28)	25
Robins and Roses (32)	25
You (31)	25
It's a Sin to Tell a Lie	23
Tormented	22
Would You? (24)	22
Melody From the Sky (17)	20
These Foolish Things Remind Me of You	20
Lost (28)	19
On the Beach at Bali-Bali (17)	19
You Started Me Dreaming	19
Christopher Columbus (18)	16
You Can't Pull the Wool Over My Eyes (16)	16
My First Thrill	15
Us on a Bus	12
Every Minute of the Hour	11
I'll Bet You Tell That to All the Girls (16)	11
Rhythm Saved the World (13)	10

chines on location. "I believe that they are going to continue to enjoy big profits for years to come with the Wurlitzer because of its beautiful appearance, the quality of tone, the perfect mechanism and the great profit which can be earned due to the selling arrangement of the Wurlitzer factory and especially the sales program adopted by Homer E. Capehart, and also because the name Wurlitzer itself is like a magic introduction to any location."

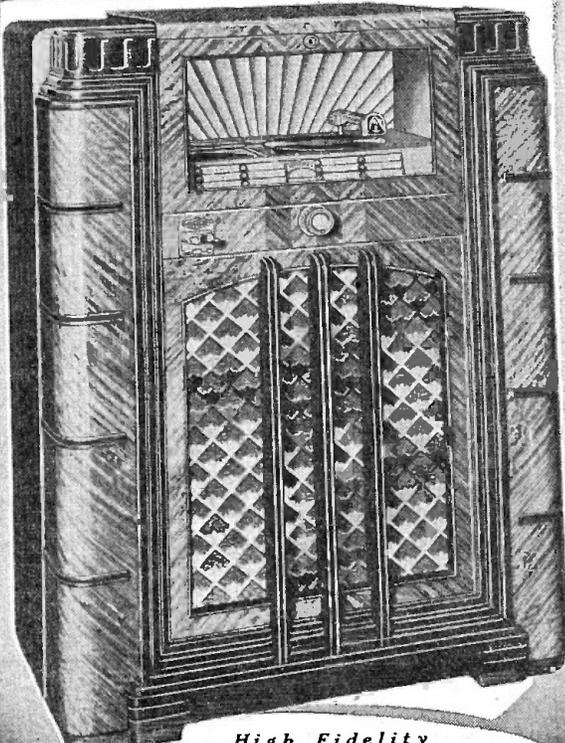
Nat Cohn and Homer E. Capehart celebrated the new order the other day at the beautiful offices of Modern Vending Company in this city, where Capehart said:

"I believe that Modern Vending Company will surpass the speed with which it cleared its first 1,040 machines with this second order. I feel that if the boys continue the pace at which they are going, they will use up the next 1,040 machines within 90 days."

Nat Cohn states that he personally will stimulate his organization to greater efforts and, with the help of J. A. Darwin and Homer E. Capehart, believes that they have every hope of exceeding their present schedule and perhaps using 5,000 machines before the close of the year.

Modern Vending Company is also preparing an extensive drive which will

THE SEEBURG FRANCHISE IS MORE VALUABLE!



High Fidelity
SYMPHONOLA
SUPER DELUXE MODEL "F"

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET · CHICAGO ILLINOIS



ACCEPTING WORLD'S LARGEST PHONOGRAPH ORDER—Homer E. Capehart, of Wurlitzer, getting second order for 1,040 new Wurlitzers in less than four months from Irving C. Sommer and Nat Cohn, of Modern Vending Company, New York, while J. A. Darwin, special representative of Wurlitzer, looks on. This makes a total of 2,080 new 1936 Wurlitzers Modern Vending Company has ordered in less than four months. Picture taken in Capehart's spacious offices at the Rudolph Wurlitzer Manufacturing Company, North Tonawanda, N. Y. Left to right: Homer E. Capehart, Nat Cohn, Irving Sommer and J. A. Darwin (standing).

MUSIC OPERATORS HERE'S WHY IT PAYS YOU TO BUY Victor AND Bluebird Records

- 1 They feature biggest "name" artists and orchestras.
- 2 They warp less.
- 3 They save you money.

(Two price ranges to suit your needs)



RCA Manufacturing Co., Inc., Dept. B.
Camden, N. J.

Please put my name on your free mailing list.

Name

Street

City

State

No. Machines Operated.....



acquaint every outstanding location here with the qualities of the new 1936 Wurlitzer-Simplex machines. The firm is preparing an elaborate brochure and also some record collection facts, as well as new system for operating which it feels will contain every feature which Irving Sommer noted in large music-machine operations thruout the country.

big kick out of the fellows who are not acquainted with our new Symphonolas. These fellows are pleasantly surprised when I show them the mechanical superiority and beauty of the cabinets. In almost every instance where I have sold an operator an initial order on my following trip he will give me a nice big reorder."

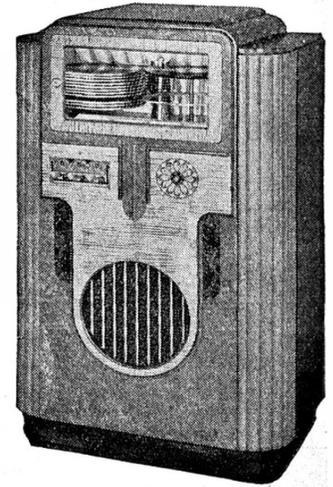
Henry Anchester, displaying a Rocky Mountain complexion, was equally as enthusiastic about the reaction of the operators in his territory, which covers Wyoming and the surrounding States. Mr. Anchester stated: "You know out there they are shrewd purchasers. You must have the goods or else there just isn't any sale. While they all appreciate the outstanding beauty and design of our cabinets, for the most part they are interested in the reliability and tone quality of the mechanism. All of the Seeburg operators are doing an excellent business. I guess the best proof of how their Symphonolas are going to bat for them is the record-breaking business I received from this territory during May."

Report Record Symphonola Sales

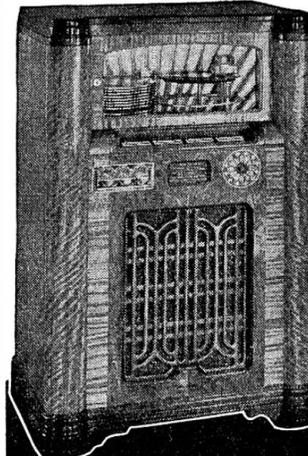
CHICAGO, June 6.—Reed Crawford and Henry Anchester, traveling sales representatives of J. P. Seeburg Corporation, report record-breaking sales of High Fidelity Symphonolas during May. Mr. Crawford, who covers Ohio and Indiana, stated: "The reaction of the operators to the Seeburg line of Symphonolas is literally a salesman's paradise. Of course, many I call on are eyed-in-the-wool Seeburg operators and they know the firm's models. I get a

WURLITZER-SIMPLEX ENABLES OPERATORS TO Sweep all Competition

You, too, can make big money in automatic music—the cleanest, safest operation in the coin machine industry. Operate with the Wurlitzer-Simplex—the biggest selling automatic phonograph—the greatest value—biggest money maker. Write, wire or phone for Wurlitzer-Simplex Proposition.



Wurlitzer-Simplex Model 312



Wurlitzer-Simplex Model 412

THE RUDOLPH WURLITZER MFG. CO.
North Tonawanda New York

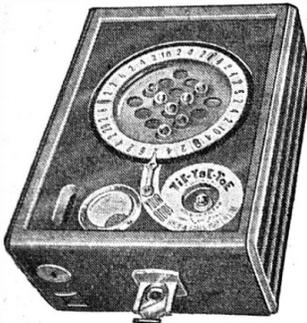
SOLD ONLY TO OPERATORS

Ten Best Records for Week Ended June 8

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	768—"Welcome, Stranger" and "Is It True What They Say About Dixie?" Jimmy Dorsey and orchestra.	25320—"Star Dust." Benny Goodman, and "Star Dust," Tommy Dorsey.	3224—"A Melody From the Sky" and "A Little Bit Later On." Bunny Berigan and his Boys.
2	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7667—"Oh, Babe! Maybe Someday," Duke Ellington and orchestra, and "Monopoly Swing," Hudson-DeLange Orchestra.	788—"The Best Things in Life Are Free" and "Jealous." Jimmie Lunceford and orchestra.	25284—"You Started Me Dreaming" and "Robins and Roses." Tommy Dorsey and orchestra.	3211—"Christopher Columbus" and "Blue Lou." Fletcher Henderson and orchestra.
3	B6378—"Would You?" and "It's a Sin To Tell a Lie." George Hall and orchestra.	7654—"Small-Town Girl" and "You Can't Judge a Book." Orville Knapp and orchestra.	729—"Christopher Columbus" and "Froggy Bottom." Andy Kirk and his 12 Clouds of Joy.	25316—"The Glory of Love" and "You Can't Pull the Wool Over My Eyes." Benny Goodman and orchestra.	3214—"Lost" and "I'll Bet You Tell That to All the Girls." Henry Allen and orchestra.
4	B6382—"Cabin in the Sky" and "You Can't Pull the Wool Over My Eyes." Dolly Dawn and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	786—"Everything Stops for Tea" and "There'll Never Be Another You." Roy Fox and his Band.	25279—"Christopher Columbus" and "Get Happy." Benny Goodman and orchestra.	3218—"Sweet Birds" and "Yip, Yip, Yowie, I'm an Eagle." The Sweet Violet Boys.
5	B6381—"Robins and Roses" and "I'll Stand By." Dolly Dawn with orchestra.	7661—"I've Got a Heavy Date" and "I'm Pixilated Over You." Johnny Green and orchestra.	765—"Hittin' the Bottle" and "Dream of You." Jimmie Lunceford and orchestra.	25327—"It's a Sin To Tell a Lie" and "Small-Town Girl." Ruby Newman and orchestra.	3200—"I Don't Want To Make History" and "Tain't No Use." Stuff Smith and his Onyx Club Boys.
6	B6363—"Drifting Too Far From the Shore" and "What Is Home Without Love?" Monroe Bros. Orchestra.	7634—"There's a Small Hotel" and "It's Gotta Be Love." Hal Kemp and orchestra.	777—"Every Minute of the Hour" and "I'm a Fool for Loving You." Ted Fio-Rito and orchestra.	25254—"Wake Up and Sing" and "A Melody From the Sky." Eddy Duchin and orchestra.	3191—"Goody, Goody" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.
7	B6375—"Dallas Blues" and "Swingin' at the Hickory House." Wingy Mannone and orchestra.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	770—"Tormented" and "I've Had the Blues So Long." Isham Jones' juniors.	25322—"The Scene Changes" and "Dreamland." Guy Lombardo and orchestra.	3169—"I've a-Muggin'" and "I've a-Muggin' Musical Numbers Game." Stuff Smith and his Onyx Club Boys.
8	B6379—"There's Always a Happy Ending" and "Love Came Out of the Night." George Hall and orchestra.	7631—"It's Been So Long" and "You." Freddy Martin and orchestra.	791—"Robins and Roses," vocal with orchestra, and "We'll Rest at the End of the Trail," vocal with orchestra. Bing Crosby-Victor Young and orchestra.	25315—"Cross Patch" and "Cabin in the Sky." Fats Waller and orchestra.	3172—"Star Dust" and "Wrap Your Troubles in Dreams." Louis Armstrong and orchestra.
9	B6361—"All My Life" and "The Right Somebody To Love." Willie Bryant and orchestra.	7660—"The Glory of Love" and "Lazy Weather." Nat Brandywynne and his Stork Club Orchestra.	789—"He's Just a Horn-Tootin' Fool" and "Ida, Sweet as Apple Cider." Henry Busse and orchestra.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3110—"Sweet Violets" and "Put On Your Old Grey Bonnet." The Sweet Violet Boys.
10	B6343—"You" and "You Never Looked So Beautiful." Stew Fletcher and orchestra.	7598—"It's a Lot of Idle Gossip" and "Tormented." Hudson-DeLange Orchestra.	776—"Robins and Roses" and "Sing, Sing, Sing." Vocal Trio and Ensemble. Jimmy Dorsey and orchestra.	25296—"All My Life" and "It's No Fun." Fats Waller and orchestra.	3126—"Old-Timers' Medley Waltz"—Part I and "Old-Timers' Medley Waltz"—Part II. Bar Harbor Society Orchestra.

TIC-TAC-TOE

WITH MARBLES



The newest idea in Counter Games. Combines the old Criss-Cross game with Roulette. ODD CHANGE AUTOMATICALLY EVERY GAME. Plays pennies, nickels, dimes, quarters. Get it from your jobber or write

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UNIVERSAL

IN ALL YOUR GAMES!

They're BEST by TEST

BASEBALL SALES TALLY CARDS
and all kinds of Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. Eo. Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Full Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc. More. Get new copyrighted confidential Course of Instructions. Just out—**"HOW TO START IN THE BASEBALL TICKET BUSINESS."** Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalogs, Rules and Particulars. Refund first order. (Est. 1919. Ref. Dun & Bradstreet). Season is here. Rush! Wire or write
FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

Bally's Rabbit Foot Charms Location Owner

CHICAGO, June 6.—Something new in placing machines was accidentally discovered recently by a Midwestern operator, according to Jim Buckley, sales manager of the Bally Manufacturing Company. It all came about thru Bally's distribution of those now popular rabbit-foot key chains.

But here's the operator's own story: "A location owner with whom I was trying to place a machine kept giving me the cold shoulder. He was plenty tough and fastly refused to talk business. Just as I was about to give up and walk out I began absent-mindedly fidgeting with my rabbit-foot key chain. It's an attractive novelty and it aroused the curiosity of my prospect. We got into quite a conversation about it and this broke the ice. One thing led to another and when I finally left I had added another location to my list. That key chain may not have been very lucky for the rabbit, but it sure did me a good turn."

Jim adds that "this rabbit-foot key chain idea certainly proved a tremendous hit—far greater than we were prepared for. Perhaps not all the chains have a success story behind them as in the above case, but there's no doubt that they're packed with powers of attraction."

Angell Opens in Fort Worth

FT. WORTH, June 6.—Tom H. Angell, well-known operator, has opened offices at 610 South Main street here.

Jack Nelson Appointed General Sales Manager of Rock-Ola Corp.

CHICAGO, June 6.—A very important announcement to the coin-machine industry comes this week from the executive offices of the Rock-Ola Manufacturing Corporation.

David C. Rockola, president of the corporation, announces that, effective immediately, Jack Nelson, formerly Chicago manager of *The Billboard*, is general sales manager of the Rock-Ola



DAVID C. ROCKOLA.

organization. Mr. Nelson's new duties will be that of sales director in charge of all sales in all divisions, which include phonographs, amusement machines, scales and all other coin-operated devices, as well as all other products manufactured and sold by the corporation.

Jack Nelson is undoubtedly one of the best known and most highly respected persons not only in the coin-machine industry but the amusement and advertising world as well. He is thoroughly familiar with every phase of the coin-machine business and every problem of the industry.

During his 21 years with *The Billboard* Mr. Nelson has been an active participant in every step in the growth of the coin-machine industry. He has watched its growth and expansion from almost its very beginning. And during all this time he has used his ability, foresight, personality and experience for the good of everybody connected with the industry. Everyone—manufacturer, distributor, jobber, operator—knows and respects him as a friend and counselor and as a man of keen judgment.

Naturally during these 21 years with *The Billboard* Mr. Nelson has had the opportunity to watch many changes in the national distribution of coin-

State Troopers Get Break

CANTON, N. Y., June 6.—State troopers who had seized half a dozen slot machines in this section to accompany them to a blast that it was impossible to win on them and they were all crooked, walked out of Police Justice C. E. Bowers' Courtroom here with red cheeks as the result of a drunk's stunt.

The drunk had been arrested for tipsy driving, pleaded guilty, paid his fine and, still wobbly, started to walk out. He spotted one of the seized machines and, while troopers looked on grinning, hazily inserted a nickel and pulled the lever. There was the tinkle of a bell and a jingle as a whole shower of slugs came raining down into the pay-off cup. The drunk turned away from the machine which was "so crooked no one could win on it," held out his handful of slugs and asked of the troopers: "Do you guys pay off?"

The troopers didn't pay off, but they walked out of the courtroom with their gras completely eradicated and very glad, no doubt, that the incident hadn't occurred when the hearing over the machines was in progress.

operated machines. He saw the pin game as we know it today come to the fore in the coin-machine picture. And very early in pin-game history Mr. Nelson made a very definite contribution to the permanent welfare of the pin-game business. It was at one of the coin-machine conventions that he made a speech in which he emphasized for the first time the idea of referring to pin games as amusement machines. Previous to that any coin-operated machine was referred to as a slot machine. However, due to the emphasis placed on the importance of identifying pin games as amusement machines the previous term disappeared in connection with pin games. Without a doubt this fact alone has done as much as anything else to further the progress of the industry. And as we now know all the trade publications, the thousands of operators, the jobbers and distributors and the manufacturers refer to pin games as amusement machines.

In announcing this important appointment to the industry Mr. Rockola said: "In appointing Jack Nelson as general sales manager of the Rock-Ola Manufacturing Corporation I feel that I am rendering a real service to everyone in the industry. When I say that Jack Nelson is one of the most capable executives and one of the finest personalities in the business I am merely stating a fact that is recognized by everyone I have ever come in contact with."

"Here at Rock-Ola we have a vast program under way—one that will mean greatly increased profits and finer operating conditions for every coin-machine operator in the country. We have under development a host of new products, all of which, I say without hesitation, have greater money-making power than anything the business has yet seen. With this vast program now under way, I say sincerely that no other person is as capable of putting it over to the coin-machine industry as our new general sales manager, Jack Nelson."

Upon taking over his important new position Mr. Nelson is very emphatic in stressing the feeling of responsibility he has toward every operator, jobber and distributor in the business. "I have opened the bag here at Rock-Ola," Mr. Nelson said, "and I have seen some wonderful things! Without divulging the many marvelous new products soon to be launched from the great Rock-Ola plant, I can say that they all spell happy days and big profits for the operators. These products will all be presented to the operators in a clean, direct manner—with the upmost thought in mind of perfect fairness to everyone and of helping everybody make the very most of his investment."



JACK NELSON.

"Naturally I am gratified and proud of my new appointment. I feel that it is the most important step I have ever taken. I know that I am associating myself with a great organization. And I know that when I present Rock-Ola products to the coin-machine world I will be rendering a real service to the operators."

Payout Pete's Coin Comment

(Flashes of the Coin Machine Industry From the Hillbilly Sector)

Grandpa Hiram Penny felt so chipper after hitting the 20-coin hole on the Wozzey Floopzy game last week that he wrote a mash note to Shirley Temple.

Operator Oscar Wurfle had a costly experience this week. The anti-tilt device got broke on one of his Buggy Lay-out one-shots, and before he could get to the location to fix it the sharks had broken three of the legs and the glass top from jiggling the machine around so much. From the looks of the money box, Mr. Wurfle said, the payout device worked right up to the last.

Minnie Gimlet, 64-year-old leader of the Virtue Triumphant Society at Clem Landing, led an investigation of pinball machines there last week. After winning \$1.45 in skill awards she decided that there was no chance connected with operation of the games and has withdrawn her complaint.

Operator Wilbur Wheeny over at Lazy Corners has enjoyed a much bigger play since installing an automatic kicker on the ball snapper. Many of his customers had complained about the exertion required to pull the plunger every time they wanted to shoot a ball.

Operator Zeke Smyth is watching the market reports closely these days, looking for an upturn in lead and brass. He has a large supply of both.

"Send over a recording of that new song hit about flowers that a Brooklyn coin machine man composed," Joe MacGogging telephoned Operator Cy Higgins one day last week.

"I never heard of such a number," Cy replied. "What's it called?"

"Robbins and Roses," was Joe's nifty comeback.

Operator Jay Simpson ordered a new one-shot game about a month ago and before it arrived his wife presented him with a bouncing baby boy. Operator Gus Glotz ordered a one-shot game a few days later and became the father of a baby girl. After hearing about these coincidences Operator Tobe Whiffle has sent a telegram canceling his order for a new 10-ball game.

Broudy Brings Out First Model of Own Radio

NEWARK, N. J., June 6.—Sam Broudy, of Jersey Trading Company, well known to all the operators for the fine premiums which it has been supplying, introduced the first model of his own radios to the trade this past week.

The model is known as the J. T. C. Junior Ace. The most outstanding feature of the set is the fact that it is the world's smallest radio. Sam has met the request of hundreds of ops throughout the country by producing a set small enough to meet their demand. He claims that the operators have been writing him for a set to feature on boards as well as for high score and of a size where they would be able to carry a large number with them over their route.

Other features of the radio are the Quam Chromatic speaker, which is one of the latest developments in radio. The small speaker has tremendous volume and exceptionally clear tone. It also made possible the small size of the J. T. C. Junior Ace.

The set contains four shielded RCA licensed tubes, has a beautiful light-up dial, grilled carved front and an attractive sanded walnut cabinet. It is unusually sturdy and is guaranteed by the Jersey Trading Company for three months.

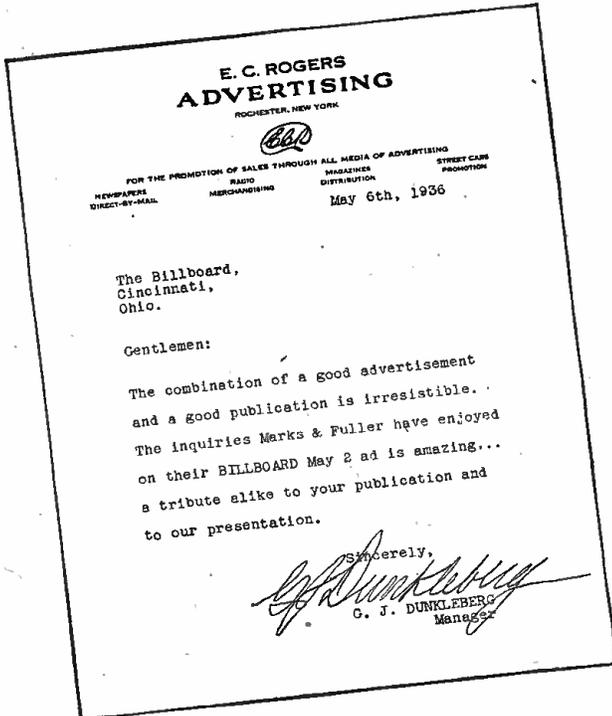
To meet the demand of the ops Sam has brought the cost of the set down to a popular level.

Markepp of Cleveland Moves

CLEVELAND, June 6.—The Markepp Company, of the city, dealer in coin-operated machines and novelties, has moved into new quarters located at 3323 Carnegie avenue here.

Amazing Results From The Billboard

The Only Weekly Coin Machine Publication



Be Sure Your Advertisement
Appears in the Big

SUMMER SPECIAL

DATED JUNE 27

Circulation more than double that of any regular issue! Complete coverage of all coin machine operators.

First Forms go to Press—
WEDNESDAY, JUNE 17
MAIL YOUR COPY TODAY

Bally Baby Now Triplets

CHICAGO, June 6.—Originally announced as twins, or two machines in one, Bally Baby, said to be the world's smallest counter game, is now triplets, according to an announcement by Jim Buckley, sales manager of Bally Manufacturing Company.

The latest game, incorporated into Bally Baby is the Treasury Balance Numbers Game—the coin-machine version of the game that has long been popular in all sections of the country. Bally Baby Numbers Game pays 400 to 1 odds.

Operator or location takes any three numbers, either based on treasury balance or selected at random, and writes them on a separate piece of paper so that they appear thru "windows" in the award card. The number may be changed every day, every week or whenever desired. In fact, the player may choose his own number each game.

Quoting Jim Buckley: "Operators have been going plenty strong for Bally Baby in its twin form—the Penny Cigarette Game and the 5-10-25-Cent Trade Stimulator. Now that the Treasury Balance Numbers Game has been added, it's all we can do to produce Bally Baby fast enough to keep up with the demand. All indications show that Bally Baby is in for a long run."

Ed George Novelty Co. Opens New Display Room

AKRON, O., June 6.—Opening of the new and beautiful showrooms of the Ed George Novelty Company at 37-39 Ira avenue was held here today with a grand celebration for operators inaugurating the event.

Ed George, president of the firm, has equipped his attractive new display room with the latest models in coin-controlled machines and announces that all of the types of amusement machines now on exhibition in his new location are ready for immediate delivery.

George's concern will handle such outstanding products as those of the Pacific Amusement Company, J. H. Keeney & Company, Mills Novelty, D. Gottlieb & Company, Genco, Inc., Daval Manufacturing Company, Chicago Coin Corporation, Western Equipment & Supply, and will purvey the most modern present-day equipment.

The best wishes of those in the industry go to George, whose fine record of conscientious business dealing assures him of successful enterprise. The opening of the new showroom was celebrated in grand style by a score of operators who attended the premiere and enjoyed the luncheon, refreshments and a fine dance band George engaged especially to provide music for the affair.

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.

FOR SALE

MILLS
TYCOONS, like new. Each \$80.00
TEN GRANDS. Each 49.50

EVANS
ROLLETTE (1) Used One Week \$180.00

EXHIBIT
RAPID FIRE, One Ball, Each \$10.00
MERCHANTREN (Diggers) Serial
Numbers up to 1450. Each 70.00

TICKET MARBLE GAME BOARDS
AGES, Each \$10.00
WHIRLPOOL, Each 5.00
RODEO, Each 5.00

MARBLE GAMES
DEALER, Each \$8.00
CASTLELITE, Each 8.00
ROCKETLITE, Each 5.00

ABOVE MACHINES LIKE NEW AND
GUARANTEED MECHANICALLY RIGHT.
1/3 CASH WITH ORDER, BAL. C. O. D.

R. E. FIELD
Towers Apartment
FT. LAUDERDALE, FLA.

PLENTY OF STOCK

WE PAY YOU 5% CREDIT MEMO PENALTY, GOOD ON PURCHASE, IF
WE FAIL TO FILL YOUR ORDER IMMEDIATELY

USED MACHINES—REAL VALUES

ACES \$21.50	EQUITYS \$17.50	PUT 'N' TAKE, Gray, \$ 9.00
DOUBLE SCORE 97.50	GOLD RUSHES 15.00	PUT 'N' TAKE, Green 12.00
CAROCAS 18.50	MAMMOTHS 39.50	RED ARROWS 9.00
BONUS 65.00	PEERLESS 35.00	REPEATERS 49.50
DO OR DON'T 14.00	PUNCHETTE 14.75	SEVEN ELEVENS 27.50
		STAMPEDE 25.00

Order from this ad from office nearest you.

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ASSOCIATED
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628 Madison Ave., | 1304 Throckmorton St., | 717 Walnut St.,
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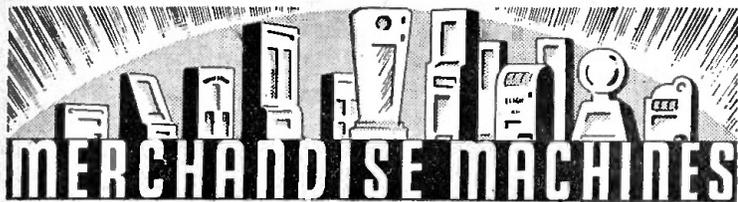
CANADIAN OPERATORS

Cranes Cranes Cranes

1934 Buckley De Luxe, Floor Sample. \$160.00 | Iron Claw, Model F (Electric) \$40.00
1934 Mutoscope, Like New 140.00 | Iron Claw, Model E (Electric) 35.00

Bargains in Slots and Pay-Tables. Get on Our Mailing List.
K. & S. COIN MACHINE EXCHANGE, 147 Church St., Toronto, Ont., Can.

READY FOR DELIVERY—Genco's New Sensation
"50 GRAND" NON-AUTOMATIC PAYOUT,
1 to 5 Coins. 5 Ball Skill Play.
also "BIG SHOT" 5 BALL, NON-AUTOMATIC PAYOUT HIT!!
WRITE FOR PRICE TODAY!
GEORGE PONSER CO. 11-15 East Runyon St.,
NEWARK, N. J.



"Advance Trio" Machine Latest Vending Equipment

CHICAGO, June 6.—One of the latest vending machines is the Advance Trio, manufactured by the Advance Machine Company.

The mechanical parts of this triple machine are almost replicas of the Advance No. 11 peanut vender and each unit operates with a separate mechanism

and can be arranged to operate with penny, 5 or 10-cent coins.

The machine is suitable for vending various kinds of shelled nuts and loose candies and is substantially made of 18-gauge steel, with double display glasses, and is a great improvement over former models with increased measure and a housing that makes it possible to vend larger quantities of nuts. This new machine comes in two units, one a stand, and is also equipped to place on a wall.

Skill-Ball Model Wins High Praise

NEWARK, N. J., June 6.—The first production model of the Skill-Ball, modern bowling game, was shown to operators last week at the salesrooms of the Stirling Novelty Company, Inc., manufacturer of the game.

The first model won praise from the operators who were present and played it. The nine wood ball game is 14 feet long, about 30 inches wide and is 6 feet high. The player gets nine wood balls for his nickel and bowls these into the high-score pockets of the game.

The game is beautifully designed and thoroughly modernistic from every standpoint. The finish is a light, natural walnut with a dark stripe which winds up into an arrow shape, coming into the top score cabinet of the game. There is an ebony-black apron on this model all along the bottom hiding the legs.

The game is tastily decorated with chromium and has a fine flash effect from the varicolored lighting which it features. At the insertion of the coin the score returns to zero, the scoring being entirely electrical and the first unit of its kind ever developed in this industry, and one side of the scoring unit announces "play ball."

The player bowling his balls into the game can become unusually skillful. As the ball scores the ball counter registers it and the game is in progress. The action of the electrical scoring device is unusually fast and interesting. The light-up effect and the quick scoring have appeal to the player.

When a ball is shot into the 50 hole a gong clangs and the score shoots ahead rapidly, showing only the total. The scoring device is made of reels and is entirely electrically controlled.

Ben and Dick Steinberg, officers of the firm, report that they have many advance orders and that other orders are pouring in. All shipments will start June 15. They will first complete the orders for exclusive territorial franchises which they have taken.

The firm is already under way in the construction of its new 15,000 square foot factory in this city and cabinets are already on hand. Assembly work has started and parts for 1,000 games have already been delivered.

Lazar Acclaims Panama

PITTSBURGH, June 6.—B. D. Lazar Company in a wire yesterday acclaimed the new Daval Manufacturing Company non-payout pin game, Panama, as the "greatest game we have handled in many years."

Considered one of the best judges of machines in the country, the firm has established an enviable reputation for large volume sales of machines. They have always been very close to the leading manufacturers of games and have been called many times in to pass judgment on certain games.

J. D. Lazar, one of the Lazar brothers and traveling sales manager for the firm, reports that operators are finding Panama big money makers. The firm put the game thru severe tests, they claim, and found that it not only stood up and brought in large profits, but continued to increase profits.

They believe that Panama will be one of the leading pin games in their sector of the country for many months to come. Operators who tried samples of the game are repeating in large numbers.

Rabkin's New Hurdle Hop Ready for Shipment June 15

NEW YORK, June 6.—Bill Rabkin, president of International Mutoscope Reel Company, Inc., reports that his firm will be ready to make large volume shipment of the new Hurdle Hop game by June 15.

Hurdle Hop adopts the miniature bowling-game idea, combining it with or without ticket vending units. The ticket model prints the score for the player. The game has won the plaudits of many outstanding distributors thruout the country, some of whom have placed large orders and believe that it will be a sensational game.

Bill has been hard at work on the game for some time. He has been extremely careful with every detail and, tho the firm has been in production activity for some time, will not formally release the game to the market until every possible test for the machine has been made. It is believed that the game will be a great export game.

The complete assembly division of the factory is being prepared for the game at the present time, and it is reported that the factory will have its first 1,000 Hurdle Hops ready prior to release of the first machine on the market.

AMERICAN SALES CORPORATION
CHICAGO, ILL.
936 WRIGHTWOOD AVE.,

You don't have to operate any old kind of pin games that come along. You are entitled to have the best money getters on the market (The selected tables). . . . And you can buy on our extended payment plan.

Write Today. . . . Ask for Credit.

Lee S. Jones

• P. S.—We have customers in every State in the Union.

READY NEXT WEEK!
SHORT SOX Stoner's New Baseball Game

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.

Steady Money Maker

Fresh Fish for Fishman

NEW YORK, June 6.—Joe Fishman, executive manager of the Amalgamated Vending Machine Operators' Association, opened his office one morning this week to find a large ice crate on the floor covered with a myriad of shipping tags.

Upon investigation Joe found it to be an iced salmon sent to him by Harry Wolcher, of Seattle. Joe claims that the fish weighed 25 pounds and left its aroma in his offices for a few days after its removal to his home, where the family prepared quite an elaborate dinner with the salmon.

"For once in my life I really know what they mean when they say 'fresh fish,'" Joe declares.

Would Legalize Slots

BATON ROUGE, La., June 6.—Among the bills now up for consideration by the Louisiana Legislature is one for the legalization of slot machines.

Duluth Legalizes Pinball Machines

DULUTH, June 6.—Amusement devices, including pinball machines, will be legalized and licensed here under an ordinance given its first reading by the city council June 1.

The measure provides that a license fee of \$20 be required for each machine operated in the city. Number of licenses for the games will be limited. So-called gambling devices are prohibited by the ordinance. Councilmen said the measure will provide a much-needed annual revenue for the city.

Pinball games were banned here about a year ago, following complaints school children were playing them and that they also were being used as a gambling device.

City Attorney Harry E. Weinberg said the measure would be in the nature of "experimental legislation." He pointed out that during the past year, and particularly during recent months, there has been an increasing feeling that pinball machines are a legitimate amusement device, contrary to thought in some communities previously.

The number of licenses to one owner will be limited and not more than two machines may be operated on one location.

New Jumbo Sweepstakes Favorite of 2 1/2 Stooges

CHICAGO, June 6.—The favorite diversion of Lowe, Hite and Stanley, "The 2 1/2 Stooges" of vaudeville, is that of the new Jumbo Sweepstakes, distributed by the Fischer Sales Company here.

The popular stage trio like the game so well that they look for it wherever they travel and declare that it does a great deal to relieve the between-show tedium that assails performers.

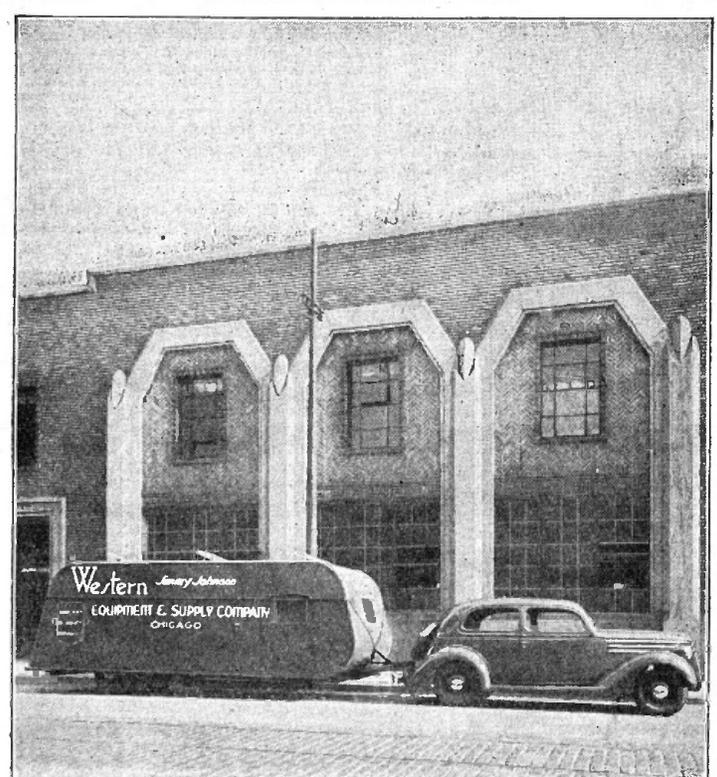
Jumbo Sweepstakes is rapidly winning favor and replacing a number of the old stand-by games such as 26 and Indian dice and other forms of counter amusement. Phil and O. K. Fischer are at the helm of the firm distributing the game and they predict a fine future for their new product.

Put-and-Take Name of New United Amusement Machine

CHICAGO, June 6.—United Amusement Company announces a new novelty machine that it feels sure will go over in a big way with storekeepers. It is called Put-and-Take and is said to have heavy play appeal and to be capable of grossing \$25 per hour.

Current with the introduction of the new game, the firm is also presenting several others, among them Baseball Pool, which features 16 baseball clubs in its rack. It has proved itself popular in preview tests.

Bank Night or Share the Wealth is another of the company's new games and the distributors of the game declare it to be one of the most novel and up-to-the-minute mechanically arranged games on the market.



THIS NEW, LARGE STREAMLINED WESTERN EQUIPMENT AND SUPPLY COMPANY TRAILER is literally a beautiful salesroom on wheels. Prominently displayed on the inside of the trailer is Western's complete line of automatic devices. Sam May, Western's personable traveling sales representative, will take the trailer on its maiden voyage thruout the South.

'RITHMATIC

THE MOST BEAUTIFUL AND MOST ORIGINAL COUNTER GAME IN 50 YEARS!!



Bringing in BIG PROFITS on any type counter — ANYWHERE! No Scorecard Necessary! Players always have Extra pennies to invest in 'Rithmatic. Real Odds — Real Play — Real Profits. You can't afford to neglect your counter locations—RUSH YOUR ORDER NOW!

\$21.50 Tax Paid With Double Door and Regulations—\$2.00 Extra.

DAVAL MFG CO

200 SOUTH PEORIA ST. CHICAGO

Eastern Chatter

NEW YORK, June 6.—Al Abel, of the Connecticut Amusement Machine Company, Waterbury, Conn., was shopping around New York for machines. Abel claims he has put in a large order for Stoner's new baseball game, Short Sox, which he hasn't as yet seen. "If it's as good as Madcap, I'll be in the market for more," Al says.

Max Levine, president of Scientific Machine Corporation, Brooklyn, is buying a diamond engagement ring. Who is the lucky girl, Max?

Dave Robbins is having quite a run on his 2-in-1 Vendor. He had just received a letter from a Boston distributor ordering a large quantity. The distributor writes: "Ship immediately, as one of my prospects claims that if he doesn't receive the machines immediately he is going to go into the gas station business."

The New York boys took this week off for traveling; Jack Fitzgibbons and Sam Getlan going to Chicago and George Ponsler to Texas. Nat Cohn and Irving Sommers to North Tonawanda. I guess the weather is getting too hot in New York.

Babe Kaufman informs us she's doing a fine operating business with her music machines at seashore resorts at this time. She also claims her phonograph exchange is going over in a big way.

Sam Kresberg, of Capitol Automatic Music Company, who has just been appointed distributor for Rock-Ola Manufacturing Company for its entire line, including pin games, scales, etc., in addition to music machines, is learning the pin game end rapidly.

International Mutoscope Reel is quite busy these days in addition to a large business on its new "Photomatic Machine." This company is marketing Hurdle Hoop, a new novelty table, and has made an improved model of Imperial.

LUCKY CHARMS

SPECIAL IVORITE ASST.—(6 styles) horses, camels, elephants, lions, spotted dogs, donkeys—assorted colors, silk cord attached. Gross **75c**

LARGE ASSORTMENT of other Lucky Charm Numbers, prices ranging from 75c to \$1.00 per Gross.

Send 25c for Sample Assortment.

NEW SAILOR DOLLS, Dressed in Blue Velvet Suit and Sailor Hat, Size 12". Dozen **\$2.00**

RIPE-EM COWBOY MINIATURE FELT HATS. Gross **7.20**

MEN'S MAPLE AND MAHOGANY GAMES, polished black crook hds., GR. **7.00**

TROPICAL HELMETS, white or colored straw. Dozen **1.50**

25% Deposit With All Orders. Free Price List of OTHER Fast Sellers.

EPSTEIN NOVELTY CO., Inc.
130 PARK ROW NEW YORK CITY

DALLAS OPENER

(Continued from page 3)

feature for duration of the exposition. Finance department estimated late on Saturday that gates had grossed \$50,000 and that midway concessioners had grossed \$150,000. Midway comment varied. Some showmen were elated over their business, while a few expressed disappointment. It was evident that opening-day crowds followed a sight-seeing policy, with an attempt to take in all the splendors in one day. Covering the 200-acre park therefore was devoted more to a general survey of buildings and landscaping and less attention to paid attractions.

Sunday Gate 87,800

However, this does not mean that the midway was not patronized, but rather explains the lack of capacity business from such a throng. Exposition fire department made its first run Sunday morning when fire broke out in a trash pile in the Federal Building. Sunday night the department made a run to the Black Forest Village when fire broke out in one of the kitchens. It also made a run to Streets of Paris when one of the alert firemen saw Captain Kenneth Blake standing at the top of his ladder ready for a leap into the water tank below to complete his fire dive.

Total attendance on Sunday was 87,800.

HERE'S HARMONY

(Continued from page 3)

the theater manager replied that he would close his house on circus day, afternoon and night, and run a slide for two weeks advertising the circus date and also stating, "This House Closed June 23. Go to the Circus." The house manager in addition agreed to pass out 1,000 of the show's courtesy tickets from the theater gratis for two weeks in advance of the show's appearance.

In return for the theater manager's kindness and co-operation Admire is giving him a large advertising banner over the center ring, both afternoon and night, reading "Compliments of the Viking Theater." Admire also agreed to announce the theater's program for the two-week period immediately following the circus date. "In my 35 years' experience as a circus agent I never ran into such an honest-to-goodness theater man like this fellow. He is a believer in giving people a variety of amusements and keeping them from driving out of town to see amusements."

2 IMPORTANT Announcements

BY THE PITTSBURGH BRANCH OF THE ATLAS NOVELTY CORP.

We have been appointed the distributor of the J. P. Seeburg Products for Pittsburgh and Western Pennsylvania. Write, wire or see us before buying automatic phonographs. We are featuring the complete line of Seeburg High Fidelity Symphonolas and the Seeburg Rifle Range.

The Stoner Corporation has appointed the Pittsburgh branch of the Atlas Novelty Corporation exclusive distributor for their products in Pittsburgh and Western Pennsylvania. We are featuring Stoner's de luxe payout table, Turf Champs, and the sensational novelty game, Mad Cap.

ATLAS NOVELTY CORP.

1901 5th Ave., Pittsburgh

WANT FOR LYNCH, KY.

In Ball Park, Auspices American Legion. First Carnival in Town in Seven Years. Mines Working Full Time. RIDES—Loop-O-Plane, Rideo, Chairplane. SHOWS—Grind and Bally. Have new outfits. Acts for Side Show. Cornet and Trombone Colored Band. Concessions, come on. Want Set Diggers. Four weeks in Coal Fields, then Fairs; start Springfield, Ky. Wire BRUCE GREATER SHOWS, Harlan, Ky., this week; then Lynch, Ky.

ABANA BROS. FAMOUS SHOWS WANT

Ell Wheel Foreman and Allan Herschell Merry-Go-Round Foreman, Chair-o-Plano Foreman, useful Carnival People. Opening for Hawaiian, Ten-in-One, Fat Girl, Octopus, Half-and-Half Shows. Few more Concessions. Address 3700 Bond Avenue, East St. Louis, week June 8th; Alton, Ill., on River Front, week of June 22d; Dexter, Mo., Gigantic Fourth of July Celebration, week June 29th, with plenty of Street Celebrations and Fairs booked.

KRAUSE GREATER SHOWS WANT

For Firemen's Home Week and Convention, Irwin, Pa., next week and balance of season, two or three Shows, single Pit or Ballyhoo Shows. Opening for Drama, Monkey Circus, Fat Show, Midget, Mickey Mouse, Mechanical City, Outlaw Life or any other not conflicting. Will sell exclusive on Fish Pond, Country Store, Candy Floss, Merchandise Wheels and other Concessions not conflicting. Morris Michaels wants Cook and Help for Cook House. Opening for Loop-o-Plane. Wanted experienced Chair-o-Plane Foreman. Address BEN KRAUSE, Manager, Krause Greater Shows, this week Monessen, Pa.; next week, Irwin, Pa.; week June 22nd, Ambridge, Pa.

F. & M. SHOWS WANT FOR RIMERSBURG, PA.

FIREMAN'S JUBILEE WEEK AND FOURTH OF JULY CELEBRATION.

One Flat Ride. WILL BOOK Loop-o-Plane, Loop-the-Loop. WANT Fat Show, Midgets, Alligator Boy, Dog and Pony Show, Monkey Circus, Ten-in-One or Five-in-One, Jimmy Hellman wire. Mable Mack, the Fireman's Committee wants you. Showmen, take notice, this is a Real Money spot. Concessions, Novelties, Groceries, Pitch-Bill-O-Win, String Game, Stock Wheels, Scales, Candy Floss, Fish Pond, or what have you? Everybody working. Mine in full blast, plenty of money. 28,000 paid ad missions last year. WANT to hear from Aerial Act. Write or wire as per route. Renovo, Pa., this week; Emporium, Pa., June 15; Philipsburg, June 22; then Rimersburg.

MILLER BROS. SHOWS

Wants Shows of all kinds, Concessions all open. Good opening for Frozen Custard; Max Miller, wire. Ring Games, all Wheels open; Jess Sparks, wire Johnny. Ride Help—Want Chairplane Foreman, Tilt-a-Whirl Help. Can use Chorus Girls, Carioca, Fan Dancers, Minstrel Performers. Can use Musicians all Instruments, good Comedian. Winchester, Ky., this week, to be followed with Harlan, Lynch, Pikeville. Our Fairs start first week in August. All address MILLER BROS.' SHOWS, Winchester, Ky.

COREY GREATER SHOWS

SOMERSET, PA., THIS WEEK; NANTYGLO, PA. (CELEBRATION) NEXT WEEK.

WANTED—Loop-o-Plane, Flat Rides, Colored Performers and Musicians for Plantation Show, Fat Girl, Ten-in-One, Motordrome or any worthwhile Shows not conflicting. Frozen Custard, Novelties, Stock Wheels, Ball Game, Long Range and Cigarette Gallery, and legitimate Grind Stores of all kinds for a long season, reasonably rated. Wanted to buy Band Organ. Address E. S. COREY, as per route.

BROWN NOVELTY SHOWS

WANT legitimate Stock Concessions. WANT Motordrome, Loop-o-Plane and one Flat Ride. Ten-in-One or small Grind Shows, for five weeks in Cincinnati Suburbs. MILFORD, O., American Legion 4th of July Celebration. Chevrolet Car given away. HIDEA, O., following. LOVELAND, O., Fireman's Celebration, July 20. Chevrolet Car as Grand Prize. BATESVILLE, IND., this week. Can use competent Ride Help. Address all inquiries to F. Z. VASOHE, Mgr., Brown Novelty Shows, 1006 Central Ave., Cincinnati, O., or Batesville, Ind.

BUY QUALITY—WALTHAM, \$2.65.

18 S—7-J. Hunt, Mvt. Unredeemable. New Yellow Indian Head Fancy case. Same 15-J. \$3.40; 17-J, \$4.40. Same III. Chrom. Case, 100 extra. Quantity 1/2 Dozen. Sample Watches, 50c extra. All Guaranteed. 25% Deposit. Est. C. C. D. Send for Special Circular. PALTER & SMITH, INC., Dept. BF, 110 Trinity Place, New York City.

W. E. WEST MOTORIZED SHOWS

CAN PLACE capable Show People in all lines. Have Toss and Banners, P.A.C. Geek Show, Ten-in-One Talent, Combination Man for Athletic Show, Agents for Stock Shows. Have a red-hot job at spot. Celebration and Fair Committees. Open for dates in Kansas, Nebraska and Oklahoma. Humboldt, Kan., this week.

Wanted CARNIVAL Wanted

Free Acts, Balloon Ascension and Concessions for ILLINOIS LARGEST HOME COMING Week July 27. Heart of Corn Belt. Good Crop Prospects. Communicate now. CAL E. RASOR, Tuscola, Ill.

Gaterrpillar Ride Foreman Wanted

Must be the best, because we pay the best salary. Address DODSON'S WORLD'S FAIR SHOWS Greensburg, Pa., this week.

MUSICIANS WANTED

With Concessions, to join at once. FRANK MEEKER Care Mid-West Shows, Crawfordville, Ind.

June 29th to July 4th, Incl. Okmulgee (WANTED) Okla. Independent Rides and Shows of merit. Also Concessions. No split. CAN USE good Banner Man and Promoter. RAY HARRISON, care Junior Chamber of Commerce, Okmulgee, Okla.

WANTED ORANGE BROS. CIRCUS

Musicians, useful People all departments. Pay good wages; we pay our. Greenfield, Ill.

POKERINO

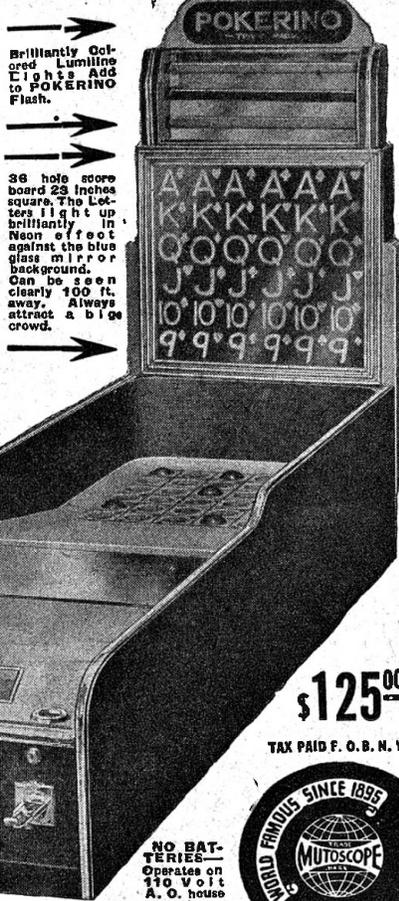
The NEW CRAZE that is SWEEPING the Country

5 India Rubber Balls for 5c
The player rolls each ball down HIMSELF—no plunger—as the ball hits the pocket the corresponding square in the score board lights up Ace, King, Queen, etc. 5 Balls to get a good poker hand!

Merchandise prizes awarded legally for skillful play. A fascinating game that attracts extraordinary play!

A simple fool proof mechanism in a sturdy, Flashy, Chromium Trimmed Cabinet.

Rush your orders for prompt delivery.



Brilliantly Colored Luminescent Lights ADD to POKERINO Flash.

36 hole score board 23 inches square. The Letters light up brilliantly in front of foot against the blue glass mirror background. Can be seen clearly 100 ft. away. Always attracts a big crowd.

\$125.00

TAX PAID F. O. B. N. Y.



POKERINO is 7 feet, 2 inches long and 25" wide. Mount it on a couple of "horses" or if you want to run a battery of POKERINOS we suggest building a platform with chairs in front of each game so players can play while seated.

NO BATTERIES Operates on 110 Volt A. C. house current.

MANUFACTURED BY INTERNATIONAL MUTOSCOPE REEL CO. Inc. NEW YORK CITY
516 W. 34th ST.
THE HOME OF THE WORLD FAMOUS "ELECTRIC TRAVELING CRANE"

Business Improving, Detroit Ops Reveal

DETROIT, June 6. — Operators of amusement machines here report that business is improving with the approach of summer.

James Brown, one of the largest operators in the city, declares that machines are proving very popular in hotels and better class recreation centers with newer type games in constant demand.

R. L. Tucker, who operates a line of nut vendors, also reports a brisk business for this class of machines.

ROUTES

(Continued from page 57)

Lewis, H. Kay, & Hollywood Varieties: Prineville, Ore., 11; Mitchell 12; Fossil 13; Mel-Roy, Magician: Cooperstown, N. D., 10; Harvey 11; Turtle Lake 12; Sismarck 13; New Salem 15; Trebor 15; Dickinson 17; Birch 15; Glendive, Mont., 19. Montague, Magician: Tropic, Utah, 11; Pangatch 14; Glendale 15; Kanab 16; Springdale 17; Hurricane 18; St. George 20. Original Floating Theater: Gloucester Point, Va. 8-13; Cricket Hill 15-20. Ricton's Show: Rhea Springs, Tenn., 8-10; Spring City 11-13. Swift's, Herbert, Vaude Circus: Murdock, Ill., 8-13. Turtle, Wm. C., Magician: Lakeview, Ore.

REPERTOIRE

Billroy Comedians, Billy Wehle's: Dover, Del., 10; Salem, N. J., 11; Bridgeton 12; Penns Groves 13; Millville 15; Haddonfield 16. Bishop Pent Show: Dushore, Pa., 8-13. Choates Comedians: Golconda, Ill., 8-13. DeForest Dramatic Co.: Gainesboro, Tenn., 8-13. Favorite Players: Newnan, Ill., 8-13. Ginnivan, Frank, Dramatic Co.: Milan, Mich., 8-13. Ginnivan, Norma, Dramatic Co.: Bryan, O., 8-13. Hale Comedy Show: Quarryville, Pa., 8-13. Princess Stock Co.: Lees Summit, Mo., 8-13. Sadler's Own Co.: Lubbock, Tex., 8-13.

CIRCUS AND WILD WEST

Barnes, Al G.: Great Falls, Mont., 9; Havre 10; Glasgow 11; Williston, N. D., 12; Devils Lake 13; Fargo 15; Fergus Falls, Minn., 16; Little Falls 17; Bemidji 18; Hibbing 19; Julluth 20. Cole Bros.-Clyde Beatty: Itasca, N. Y., 9; Elmira 10; Williamsport, Pa., 11; York 12; Lancaster 13; Harrisburg 15; Altoona 16; Johnstown 17; Uniontown 18; Greensburg 19; New Brighton 20. Cooper Bros.: Elm Rock Falls, Ont., Can., 9; Moonbeam 10; Kapuscasing 11; Mattico 12; Hearst 13. Hawkins, Bud: Culver, Ind., 10; Plymouth 11; Walkerton 12; Chesterton 13. Lewis Bros.: Kewanee, Ill., 10; Princeton 11; Stearns 12; Moline 13. Mr. Tom: Kansas City, Mo., 9; St. Joseph 10. Polack Bros.: Cairo, Ill., 8-13; Decatur 15-20. Ringling Bros. and Barnum & Bailey: Waterbury, Conn., 9; New Haven 10; New London 11; Stamford 12; Bridgeport 13; Providence, R. I., 15; New Bedford, Mass., 16; Fall River 17; Worcester 18; Hartford, Conn., 19; Springfield, Mass., 20.

CARNIVAL COMPANIES

(Routes are for current week when no dates are given.)

Acme United: Junction City, O. American United: Pasco, Wash. Anderson-Grader: Emporia, Kan.; Newton 15-20. B. & M. Am. Co.: Oilton, Okla. Bach, O. J.: Carthage, N. Y.; Watertown 15-20. Bantly Greater: Franklin, Pa.; New Bethlehem 15-20. Barfield's Cosmopolitan: La Follette, Tenn. Barker: Clinton, Ill. Barkoot Bros.: Alpena, Mich.; Rogers City 15-20. Bee, F. H.: Mohrhead, Ky. Beckman & Greety: Rockford, Ill. Big Four: Rome, Ga. Big State: Luling, Tex.; Gonzales 15-20. Blue Ribbon: Henderson, Ky.; Evansville, Ind., 15-20. Bremer Midway Attrs.: Austin, Minn.; Little Falls 15-20. Brodbeck Am. Co.: Canton, Kan. Brown & Lynn: Calais, Me. Bruce Greater: Harlan, Ky.; Lynch 15-20. Buck, O. C.: Mt. Kisco, N. Y. Burdick's All-Texas: Fayetteville, Tex. Ebert Bros.: Newton, Ia. Campbell United: Lykens, Pa.; Nanticoke 15-20. Central State: Osage City, Kan. Cetlin & Wilson: Philadelphia, Pa. Christ United: Parma, O. Coleman Bros.: Norwich, Conn. Colley J. J.: Coalgate, Okla. Conklin's All-Canadian: N. Sudbury, Ont., Can.; Fort William 15-20. Corey Greater: Somerset, Pa.; Nanty Glo 15-20. Cote's Wolverine: Wyandotte, Mich.; Tecumseh 15-20. Crafts 20 Big: Albany, Calif.; Alameda 18-21. Crowley United: Council Bluffs, Ia.; Boone 15-20. Crystal Expo.: Marion, Va.; E. Radford 15-20. Cumberland Valley: Putaski, Tenn. Cunningham Expo.: McConnelsville, O.; Athens 15-20. Curl Greater: Jackson, O.; Lynchburg 15-20. Dailey Bros.: Independence, Kan. De Leo Shows of America: Lyndhurst, N. J. Dennert & Knepp Expo.: Frederick, Md.; Alexandria, Va., 15-20.

(See ROUTES on page 78)

Concessionaires...
NOVELTY SUPPLY FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.
Catalog with New Low Prices
THE TIPP NOVELTY COMPANY
TIPPECANOE CITY, OHIO

J. J. PAGE SHOWS WANT

Musicians to strengthen Colored Band, especially Trombone, Clarinet and Saxophone. Percentage and salary. Want Shows with or without outfits, Musicians and Dancers for Girl Show, Talker for Side Show, Jess Woody, Andersons said: "Come home." Everybody address J. J. PAGE, Beckley, W. Va., this week; War, W. Va., next week.

WANTED Greater Exposition Shows

Experienced Ride Help, Chorus Girls, White Musicians, Concession Agents who can work for stock. Have complete Side Show frame up. Tom Scully wire. Streider, Ill., week June 8th; Freeport, Ill., week June 15th.

WANTED SENSATIONAL FREE ACTS
FOR CARNIVAL UNIT PLAYING ALL YEAR ROUND.
CAN USE Chairplane and Concessions of all kinds. No graft. Week June 15, Palmyra, N. O. Week June 22, Firemen's Celebration, Carlisle, Pa. Permanent address.
BARNEY TASSELL
2035 Green Street, Philadelphia, Pa.

WANTED FOR
FOURTH OF JULY CELEBRATION WEEK AND HOME COMING, OSOUD AUBALE, MICH., AND BALANCE OF SEASON.
One First Ride, Loop-o-Plane, Fun House, Monkey Circus, Shows of all kinds. Concessions all opening, Mitt Camp, Lead Gallery. Walter White, J. W. Arbaugh wife, Join at Flatbush, Mich., June 21. Low privileges. Address
LARKIN SHOWS, Battis Creek, Mich.
348 Garfield Ave.

MIGHTY SHEESLEY SHOWS, INC.
Wants one more strong Feature Freak Attraction for Ticket. CAN USE a few more Strong Acts. Mechanical Man write. State all in first. Address
AL RENTON, Port Huron, Mich.

GIRLS--GIRLS WANTED
Oriental Fan, Tease, Strip Dancers, Chorus and Posing Girls. Can place Piano and Calliope Player, Sex Lecturer, Book Salesman, Tiers, Ticket Sellers and Workmen. Salary say every week. Address **RALPH DECKER,** Wm. Gluck Exposition Shows, Inc., Glens Falls, N. Y.

Side Show People Wanted
Good Strong Freak to Feature, salary paid every week. Like to hear from Half and Half or Sex Family for Annex, Girls for Bally More, Ticket Box Man, useful Side-Show People write. Address **WHITE SUTTON,** Wm. Gluck Exposition Shows, Inc., Glens Falls, N. Y.

WANTED
Complete SIDE SHOW in A-1 condition double-deck Banners, priced right. Capable Side-Show Peddler, good feeder. Write or wire SID GRANT, care Bud Hawkins-Circus, June 16, Culver 17, Plymouth; 12, Walkerton; 13, Chesterton. All in Glens.

WANT HULA-ORIENTAL DANCERS
Best of treatment. Salary every week, draw every night. Address
J. F. McGARRY
Waukegan, Ill., this week.

BIG SANDY LIVE STOCK EXPOSITION AND 4th of JULY CELEBRATION
PAINTSVILLE, KY.
WANT Concessions all kinds, Shows, Rodeo, Fire Works, Free Act People. Write at once.
DR. MEADE, President, Paintsville, Ky.

WANTED
Rides and Shows, Concessions of all kinds, for **WATER CARNIVAL, July 3-4-5**
Address all mail and wires to **KLASS LODGE,** Grandon, Wis. **BOB HETH,** Manager of Show.

SMART BETS FOR SMART OPERATORS
DID YOU GET OUR LATEST CATALOGUE?
Be the first in your territory with "DE LUXE"—Season's Top Money Getters—Hot Leaders—for every type of Concession. The Sweetest New Line of Plaster Novelties.
WISCONSIN DELUXE CORP.
1902 North Third St., Milwaukee, Wis.
"IF IT'S NEW, WE HAVE IT"—One Day Service

SUNSET CHOCOLATE CRUSHED CHERRIES
SUNSET CHOCOLATES
Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.
100 to carton—Per Carton \$5.00
20% Deposit, Bal. C. O. D. Send for FREE Illustrated Catalog.
DELIGHT SWEETS, Inc. NEW YORK CITY

DENBERT & KNEPP COMBINED EXPOSITION, Inc.
Alexandria, Va., next week, V. F. W. Celebration, followed by Pennsylvania and Maryland Combined State Convention at Hagerstown, Md., 30,000 Firemen, Friends and Families. All activities on airgrounds.
CAN PLACE Motordrome, also Monkey Speedway or Drome, Auto Kiddie Ride, Loop-the-Loop, Loop-o-Plane or Scooter. Pete Peters, answer. Any high-class show of merit with or without outfit. Can place Custard, Photo-Gallery or any strictly legitimate Concession.
Our Southern tour of 12 Fairs starts in August. FAIR SECRETARIES IN VIRGINIA OR NORTH CAROLINA we have a few dates open. We play the Mammoth July Fourth Celebration at Annapolis, Md. Get in line for Alexandria, Va., next week. Frederick, Md., this week. All mail and wires as per route. **COL. J. F. DENBERT,** General Manager.

POLLIE & LATTO SHOWS
Can place account Mr. Mansch's Rides having been previously contracted in Chicago. We can place Merry-Go-Round, Chair-o-Plane and Kiddie Auto Ride. Saginaw, Mich., June 8 to 20; Flint, Mich., week June 22; then Michigan's Biggest Fourth of July Spot on the Streets. Address as per route.

Pin Games Pay For Public Park

CHICAGO, June 6.—How Clark County in Washington acquired a fine public park "along the river" without any cost whatever to the taxpayers, at least partially by means of taxes paid by operators of pin games, is set forth in the

May 23 issue of a daily newspaper in Vancouver, Wash., the county seat. Here is what the article says:

"A beautiful 210-acre county park along the east of the Lewis River was assured Monday when county commissioners signed a \$6,000 emergency resolution to buy the property. Options are already held by the county and the transaction will be completed as soon as a public hearing can be held and the money made available.

"This park will not cost the taxpayers of Clark County a cent, commissioners pointed out, because \$4,700 of the purchase price will come from the dog race money acquired last summer, and the remaining \$1,300 will be realized from the tax on pin-ball games. Improvement of the park can be carried out with the \$15,282 allotted Clark County by the WPA."

If the revenue derived from pin games in all sections of the country were ever compiled into a single item the aggregate might distinctly surprise some officials whose chief concern these days appears to be finding ways to obtain more funds for the public treasures.

chip stand, demolished part of the Dreamland Park Stadium yesterday afternoon. Grand-stand section and entrance were razed, with damage estimated at around \$1,000.

Orest J. Devany is Stadium manager. Free acts staged there, but no show at time of fire. Rebuilding going ahead.

Rose Troupe in Dallas For Graham's Midget City

DALLAS, June 6.—Following engagements in the South, Rose's Royal Midgets, directed by Mrs. Ike Rose, widow of troupe's founder, arrived in here for the opening of Stanley R. Graham's Midget City at the Texas Centennial today.

It's third year of Royals with Graham enterprises. Nine in the troupe, which is supplementing Graham's large tribe of minnie people.

Gov. Landon at Mix Show

TOPEKA, Kan., June 6.—Governor Alf M. Landon and family and nearly 9,000 others saw the Tom Mix Circus here tonight. The Landons, who were guests of Tom Mix, applauded the various acts.

Chipman and Maynard Part

HOLLYWOOD, June 6.—Harry B. Chipman is no longer with Ken Maynard's Diamond K Ranch Wild West, Circus and Indian Congress. He is at his home here. Chipman spent four months building the show, of which he was assistant manager.

Two R-B Performers Injured

SCRANTON, Pa., June 6.—Ida Ambrosi and Kate Sterling, trapeze performers with Ringling-Barnum, were injured yesterday when they fell 50 feet from a pole being balanced by a third performer. They were removed to the State hospital. Miss Sterling has a possible fractured leg, punctured lung and fractured ribs. Miss Ambrosi received minor injuries.

5000 GOLF CLUBS
BANKRUPT STOCK
Samples 50c Each. New Chromium Plated.
Regulation Size.
A. L. HERSHBERGER
123 South Galena Avenue FREEPORT, ILLINOIS

L. J. HETH SHOWS
WANT FOR THE FOLLOWING BONA-FIDE EVENTS AND FAIRS: Loop-o-Plane, Illusion Show, Umbrella Show, Mechanical City, or any other Shows of merit. Will furnish outfit for same. CHORUS GIRLS for Musical Revue that do Specialties. Top salary. High-class legitimate Concessions open. Capable Talkers for Girl Revue and Side Show. CONCESSIONS—All IND. week of June 15. ANDERSON, IND. week of June 22. FOURTH OF JULY CELEBRATION, MUNCIE, TAYLORVILLE, ILL. week of June 29. BELLEVILLE, ILL. week of July 6. WASHINGTON COUNTY FAIR, ASHLEY, ILL. week of July 13. POPE COUNTY FAIR, GOLCONDA, ILL. week of July 20. SALLINE COUNTY FAIR, HARRISBURG, ILL. week of July 27. PERRY COUNTY FAIR, PINKNEYVILLE, ILL. week August 10. JOHNSON COUNTY FAIR, VIENNA, ILL. week of August 17. FAIRFIELD, ILL. FREE FAIR, week of August 24. WABASH FALLS FAIR, TERRE HAUTE, IND. week of August 30. LAWRENCEVILLE, ILL. this week. SHOWMEN AND CONCESSIONAIRES OUT THIS ADVERTISEMENT OUT AND KEEP IT FOR REFERENCE.

DIXIE MODEL SHOWS, INC.
Gary, W. Va., this week: Vivian, W. Va., next week; then Pocahontas, Va. American Legion Celebration, week June 22d. SHOWS: Want Monkey Show, Midget Show and other Shows not conflicting. Want Musicians for Minstrel Band. Dare-Devil Murphy wants Riders for Motordrome. Doc Howell wants quick for three Shows, Half-and-Half and few more Acts for Ten-in-One, man and wife to act as Grinder and Nurse for Alligator Girl Show, Dancers for Hawaiian Show; Talkers, Grinders, capable second openings, Skeets and Pop. answer. Also need Chef for Cook Tent. RIDES: Want Baby El Wheel and Loop-o-Plane. CONCESSIONS: Want Ball Games, Penny Arcade, Long Range and Cigarette Gallery. Can use big Free Act to join immediately, also Band of Eight Pieces. All address DIXIE MODEL SHOWS, INC., this week Gary, W. Va.; then as per route.

WANTED TWO CIRCUS BILL POSTERS
We have openings for two Billposters with circus experience, who can Banner. Report Fort Worth June 20. Open June 22. Communicate PAT BACON, 5602 McComas Drive, Dallas, Texas. Pay your own wires.

TEN-IN-ONE WANTED
Have new 70-ft. Tent waiting. Don't misrepresent. Opportunity for real string show to make money. Our 15 straight Fairs start July 20 at Grayson, Ky. Also want experienced Lot Man. State proposition. Want Concessions that can work for stock. Address F. H. BEE SHOWS, INC., Morehead, Ky., this week.
P. S.—REMEMBER we play Kentucky's greatest and oldest Fourth of July Celebration. The Firemen's 52d Annual July Fourth Celebration at Greenup, Ky.

Guaranteed Perfect
DE LUX 46" \$28.50
TROJAN 28.50
HOLLYWOOD 38.50
REPEATER 38.50
SUNSHINE DERBY 39.50
COLD RUSH 11.50
One-Third Deposit.
AMERICAN AMUSEMENT CO.
1100 N. W. 36, OKLAHOMA CITY, OKLA.

WANT RIDES
That don't conflict. Special proposition to any Flat Ride, Bill Pike answer. Also Auto Kiddie Ride SHOWS—Especially want Side Show, Musical Comedy or Girl Show and other meritorious shows, with or without own outfits. Concessions of all kinds. WANT Talker for Jig Show and other useful people for the following towns: Chesapeake, O., this week; Middleport, O., next week; Gallipolis, O., next; all up-towns, under strong auspices; then the Biggest Fourth of July Celebration in Ohio, with 25 Fairs and Celebrations to follow, closing Armistice Day in Alabama.

Volunteer State Shows
HUGHEY BROTHERS SHOWS

WANTS Side Show. Good proposition to real Show with own outfit. Have 10 Rides. WANT one more, either Loop-o-Plane or "Big Wheel". WANT strong Grinder for Turn-Over Crazy House, percentage base. WANT Musical People and Musicians for Colored Band. WANT reliable Ride Help. CONCESSIONS—Want Penny Arcade, High Striker, Bumper, String Game or any new Stock Concession. We have no sale, no ride coupons, no gift. Have one of the best Fourth of July acts in Illinois contracted. Give mail address and pay own when writing. This week, Windsor, Ill.

WANTED
Banner Solicitor Immediately.
Jack Fenton, wire.
GORMAN BROS. CIRCUS
ROUTE: June 10th, Laconia; 11th, Franklin; 12th, West Lebanon; all New Hampshire.

HARDY, ARK.
WANTS FOR THE BIGGEST FOURTH OF JULY CELEBRATION IN ARKANSAS.
And 18 Weeks of Parties and Fairs Following. Shows of all kinds, Concessions of all kinds, one Flat Ride, Ride Hands wanted. Address as per route. Black Rock, Ark., week of June 8. Bill Pike write. **ROGERS & POWELL SHOWS.**

WANTED FOR THE GREATER WALLACE SHOWS
Circus Performers doing two more Acts. Also Animal Acts. WANT TO BUY TENT 60 with 20 ft. Middle. Must be cheap for cash.
EARLE WOLTZ, General Manager, Berwyn, Md.

WANTED
First Man on El Wheel, salary or per cent. Also Merry Go-Round Foreman on per cent. Shows and Concessions all open. Come on. Ride Men come on. FREE ACTS. Gate per cent. Small Bully Man. Advance Man, car. Touring Man for office.
KINGS UNITED SHOWS, Breton, Ill.

WANTED
Rides, Shows, Free Acts, Concessions, for JULY 4TH CELEBRATION AND RACE MEET One Day.
Write Commercial Club, Wimbledon, N. D.

WOLF GREATER SHOWS
WANT Athletic Show. Have complete outfit for same. BOOK Loop-o-Plane, Kiddie Auto and Pony Ride. PLACE Corn Game for season. Other Concessions open. Have Tops and Fronts for Shows. Mail: Week June 8, Grand Rapids, Minn.; Virginia, Minn., week June 16.

Sixty-Fifth Annual **SOUTH'S LARGEST MASONIC CELEBRATION,** Week June 22, Florida, Ala., with Big July Fourth to Follow.
WANT capable Agents to take charge Bingo and Pitch. CONCESSIONS—Will book Frozen Custard, Novelty, Ice Cream, Ice Balls, Saxophone and Tube Players for Colored Minstrel. All charges JOE GALLER, Andalusia, Ala., this week; Florida Celebration following.
BUCKEYE STATE SHOWS.

Engelmann on Stancor Univerter Sales Staff

CHICAGO, June 6.—Jerome J. Kahn, president of the Standard Transformer Corporation, recently announced the appointment of Burt Engelmann as his sales representative. Mr. Engelmann will contact all of the coin machine manufacturers, informing them as to the many advantageous ways of equipping their products with Stancor Univerter battery eliminators. He is an electrical engineer and his recommendations, backed by long experience, will undoubtedly prove very valuable to the manufacturers.

Upon announcing the appointment, Mr. Kahn stated: "It has always been the policy of the Standard Transformer Corporation to offer the manufacturers an added service in addition to the electrical products they purchase from us. Mr. Engelmann has two jobs to perform. Naturally, he will sell Stancor Univerters, but of equal importance is the technical counsel and constructive recommendations he will make as an aid to the manufacturers. I feel confident that the manufacturers will greatly approve our earnest endeavor to co-operate with them to the fullest extent."

BIRTHS

(Continued from page 31)
4. Father is a film director and the mother is the former Countess Josephine Van Der Horek.
A son, Roger Bruce, May 12 to Mr. and Mrs. Al Manthe in Madison, Wis. Father is an orchestra leader.
To Mr. and Mrs. Max Arnow a son, nine pounds three ounces, in Los Angeles May 31. Father is casting director for Warner Bros.
Daughter, Jill, to Mr. and Mrs. Dore Schary May 30 in Hollywood. Father is screen writer and executive.

Divorces

Viola Buckley, treasurer of the Palace Theater, South Norwalk, Conn., from Alfred J. Buckley in the Superior Court, Bridgeport, Conn., last week.
Dorothy Sebastian, film actress, from William Boyd, cowboy actor, in Los Angeles May 29.
Mary Elsas Sydney, known to stage and screen audiences as Mary Ellis, from Basil Sydney, English actor and producer, in Reno May 29.
Bobbe Arnst, showgirl, from Robert Cavanaugh, Chicago attorney, by Judge Oscar F. Nelson in Chicago June 5.
Billie Lohman, actress, from Joseph Lefert, assistant film director, in Los Angeles May 29.
Frank Allen, stage dancer, from Peggy Allen, dancer, May 30 in Los Angeles.
Marjorie White Blankenhorn June 4 in the Chicago courts from John S. Blankenhorn, actor and stepson of Irene Rich, movie and radio actress.
Elza Heifetz Stone, pianist and vocalist and sister of Jascha Heifetz, violinist, from Harold Stone in Reno June 3.
Frieda B. Ross from David Ross, New York CBS announcer, in Reno June 1.

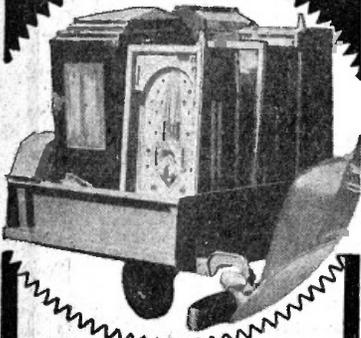
Dreamland Park, N. J., Fire Damages Part of Stadium

NEWARK, N. J., June 6.—Fire, believed to have originated in near-by potato-

REBUILT GAMES
THIS WEEK'S SPECIALS
JUMBO \$49.50
DERBY TICKET 69.50
TROJANS 39.50
PROSPECTORS 37.50
BIG FIVE JR. 39.50
BIG FIVE SR. 42.50
RAMBLERS 10 Ball Payout 59.50
EXTRA SPECIAL!
25 Brown Rockets \$10.95
10 Auto Dart— Ticket 13.95
100 Traffic A— Ticket 14.50
25 Punchettes 9.95
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

WANTED
Lady Aerial Performers, Side-Show Privileges with own transportation. Join on wire.
CARD BROS. CIRCUS
Coventry, R. I.

A TRAILER TO MEET THE POPULAR DEMAND \$3395



IT'S GREAT FOR OPERATORS - JOBBERS AND DISTRIBUTORS!

- Holds 1 Phonograph, 10 Counter Games, 3 Pin Tables
- 42" wide by 52" length
- Pressed Steel Frame
- 500 lb. Capacity
- Heavy Ball Bearing Wheel
- General Pneumatic Tire
- Easily Attached to Any Car

HENRY W. SEIDEN & CO.,
Incorporated
2753 W. NORTH AVE.,
CHICAGO, ILL.

FAMOUS BEN HOFF -- Still Serving the Trade!



MARABOU DOLLS
In Great Demand Will Produce Larger Quantities for 1936
GET IN THE DOUGH! Follow the experience of the successful Concessionaire and Salesman.
ATTRACTIVE Marabou Doll Originated by Ben Hoff. Two Sizes: 12" and 18" **AND MENAGERIE** Horse - Cat - Dog - Elephant - Scotty, Etc.
Price Range **EACH** from 10c and up
25% deposit With Orders. Balance C. O. D. Send \$2.00 for Complete Sample Line of All 1936 New Models.
Bambos - Swagser Sticks - Black and Cherry (Mahogany) Dr. We have a Complete Line of **CANES**
These Canes at Very Low Prices. Write! All Kinds of Feathers Suitable for Plaster and Other Items. We Have No Catalog.
NEW ART TOY & FEATHER CO.
29 East 10th St. (Stuy. 9-0688), New York City

WANTED SAM JONES CIRCUS

Working Men come on. Calliope Player, Aerial Acts, Clowns, Circus Cook, Charley Blackburn, Dr. Smith wants you. Join at once. Bring Licenses. Man to handle all Concessions, percentage or flat. Answer per route: Clayton, June 9; Des Moines, 10; Fulton, 11; Baton, 12; Dawson, 13; Cimarron, 14; Taos, 15; Espinola, 16. All New Mexico.

FOR SALE CARNIVAL

And all other Concessions for a three-day Celebration on July 2, 3 and 4. Address
L. A. WILLIAMS, Cement, Okla.

New Empire State Firms

ALBANY, N. Y., June 6.—The following new coin machine and amusement device projects have been authorized by the secretary of state to engage in business in New York State: A. & B. Vending Company, Manhattan; capital, 100 shares of stock; shareholders, William J. Rose, Frances Kaufman and Ange Molinari, Brooklyn.
Sport Pitch Ring Corporation, Kings County; capital, 100 shares of stock; shareholders, Joseph Noto, Frank Giustitane and Vincent Oliva, Brooklyn.
S. & M. Amusement Corporation, Queens County; amusement parks, etc.; capital, 100 shares of stock; shareholders and promoters, Herman Silver, George H. Beyer and Rose Luscher, New York.
Fred Fansher, Inc., New York; amusement devices; capital, 100 shares of stock; promoters and shareholders, Fred Fansher, Murray Spellman and Katherine Fansher, Brooklyn.
Bradley Automatic Corporation, New York; vending machines; capital, \$30,000; stockholders, Harry Bradley, Seymour Rosen and Edith Haber, New York.

ROUTES

(Continued from page 76)
Dixie Belle Attrs.: English, Ind.; Paoli 15-20.
Dixie Expo.: Central City, Ky.
Dixie Model: Gary, W. Va.; Vivian 15-20.
Edwards, J. R.: Willard, O.
Elane's Expo.: Bridgeville, Pa., 11-20.
Ellman: Berlin, Wis.; Shawano 15-20.
Elliott Bros.: Reading, Pa.; Ardmore 15-20.
Enterprise Attrs.: Norwood, Minn.
Enterprise Shows: Vandalia, Mo.
Exhibit Prod. Co., No. 1: Williamstown, N. J.; Glenolden, Pa., 15-20.
Exhibit Prod. Co., No. 2: Oreland, Pa.; Phoenixville 15-20.
Evangeline: Neosho, Mo.
F. & M. Am. Co.: Reno, Va.; Emporium 15-20.
Fair at Home: Riverdale, N. J.
Frisk Greater: Madelia, Minn.
Georgia Attrs.: (Fair) Laurens, S. C.
Gibbs, W. A.: Falls City, Neb.
Glick Wm.: Glens Falls, N. Y.
Gold Medal: Bath, Ark., Mich.
Golden State: Reno, Nev., 11-21.
Golden Valley: Selmer, Tenn.; Savannah 15-20.
Golden West: Fort Morgan, Colo.
Golden West, Wm. Barnhart's: Onkes, N. D.; Fairmount 15-20.
Gooding Greater, No. 1: Steubenville, O.
Great Olympic: Mt. Carmel, Ill.
Great Sutton: Hoopesport, Ill.
Greater Dickerson: Newville, Va.
Greater Expo.: Sator, Ill.
Gruberg's World's Expo.: Bethlehem, Pa.; Pottsville 15-20.
Hames, Bill: San Angelo, Tex.
Hansen, A. C.: Macon, Mo.; Fairfield, Ia., 15-20.
Happy Days: Jasonville, Ind.; Martinsville 15-20.
Happy's Attrs.: Belle Valley, O.
Happyland: (Vernor & St. Jean sts.) Detroit, Mich.
Harris Amusements: Tenngs, Ga.
Heiler's Acme: Nyack, N. Y.
Henke's Attrs.: (27th Capital Drive) Milwaukee, Wis.
Hilderbrand's United: Eugene, Ore.; Astoria 15-20.
Hodge, Al G.: Gary, Ind.
Howard Bros.: Cambridge, O.
Hughes Bros.: Windsor, Ill.
Hurst, Bob: Alto, Tex.
Imperial: St. Cloud, Minn.; (Fair) Barnesville 15-20.
Joe's Playland: Lyons, Kan.; Beloit 15-20.
Jones, Johnny J.: Expo.: Meadville, Pa.
Kaus: Dickson City, Pa.
Krause Greater: Monessen, Pa.; Irwin 14-20.
Lagasse Am. Co.: Medford, Mass.; Marlboro 15-20.
Landes, J. L.: Coffeyville, Kan.; Pittsburg 15-20.
Lang, Dee, Famous: Muscatine, Ia.; Iowa City 15-20.
Lewis, Art: (Southbridge st. & Quinsigamond ave.) Worcester, Mass.
Liberty National: Beaver Dam, Ky.
McMahon: Denison, Ia.; Jefferson 15-20.
Majestic: Christiansburg, Va.; Pulaski 15-20.
Majestic Expo.: Switchback, W. Va.
Majestic Midway: (19th & Fenrose sts.) St. Louis, Mo.; Maplewood 15-20.
Marks: Norristown, Pa.; Harrisburg 15-20.
Mid-West: Crawfordsville, Ind.
Middleton, Karl: Dansville, N. Y.; Smethport, Pa., 15-20.
Miller Bros.: Winchester, Ky.
Miner Model: Slatington, Pa.; Ambler 15-20.
Mohawk Valley: Tappahannock, Va.
Page, J. J.: Beckley, W. Va.; War 15-20.
Pan-American: Freeport, Ill.
Pegaron: Pontiac, Ill.
Peerless Expo.: Phillip, W. Va.; Salem 15-20.
Perras Expo.: Camdenton, Mo.
Pine Tree State: Dover, N. H.
Poills & Latta: Saginaw, Mich.; Saginaw (West Side) 15-20.
Pools & Brewer: (Telephone road and Pease st.) Houston, Tex.
Ray's Am. Co.: Hill City, Minn., 11-13.
Reid Greater: Jacksonville Beach, Fla.
Rogers Greater: Nashville, Tenn., 15-27.
Royal American: Davenport, Ia.
Royal Amusement Co.: Fayetteville, Tenn.
Rubin & Cherry Expo.: Appleton, Wis.; Green Bay 15-20.
Russell's Midway: Baltimore, Md.
Shesley Midway: Fort Huron, Mich.
Shugart, Dr.: Houston, Tex.
Siebrand Bros.: Anaconda, Mont., 10-14; Missoula 15-20.
Silver Fleet & Golden Gate Combined: Winslow, Ind.
Silver State: Worland, Wyo.
Six, J. Harry, Attrs.: Leitchfield, Ky.; Bardstown 15-20.

Concessionaires CARNIVAL-PARKMEN!
LINE UP WITH the LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES
CATALOG IS NOW READY—Send for Your Copy Today!

CONTINENTAL PREMIUM MART
3RD & WELLS STS., MILWAUKEE, WIS.

MARVEL LAMP No. 6803. Each, 65c; Doz., \$6.00.

GETLIN & WILSON SHOWS WANT

Seven-Car Tilt-a-Whirl. Want Twelve-Car Rideo. Want good Wax Show; we have 30x50 Top. Have complete equipment with panel front for Small Grind Show. Want Five-Piece Uniformed Band to join immediately. Want Workingmen in all departments and Help for Scooter. Want Long-Range Gallery and Photo Gallery, also all Legitimate Concessions. No coupons or wheels wanted.
Address, This Week, North Broad Street, Philadelphia, Pa.

WILLIAM GLICK EXPOSITION SHOWS, INC.

America's Best
Can place Rideo Ride and will book or buy Dual Loop-O-Plane. Can place good Mechanic and Builder, also Foreman for Caterpillar Ride that is capable. Top salary. Can place Manager for Illusion Show, or Man to take complete charge. Have complete outfit. Want Grind Store Concessions, also American Palmistry, Diggers, Ball Games, Pitch-Till-You-Win and Penny Pitch. Can also book Fun House and Glass House, George Keightly, wire.
This is a Flat Car Show with Wagons for all. This show plays fifteen weeks of State and County Fairs, closing November 15. Write or wire
WM. GLICK, Mgr., Glens Falls, N. Y.

STOP! LOOK! LISTEN!

WANT FOR LONG SEASON'S WORK. OPENING JUNE 15
Fraks, Novelty Acts, good Mind Reading Act, Glass Blowers, Tattooed Man, Half-and-Half, for Annex. Guarantee good treatment and sure money. State lowest salary by wire.
BOBBY HASSON, Manager, 6036 Spruce Street, Philadelphia, Pa.

Small & Bullock: Eskdale, W. Va., 8-13.
Spencer, Sam E.: Bellefonte, Pa.
Speroni, F. J.: Beloit, Wis.
St. Liberty: Pond du Lac, Wis.; Madison 15-20.
State Fair: Rawlins, Wyo.; Cheyenne 15-20.
Sunset Am. Co.: Oelwein, Ia.; Des Moines 15-20.
Thomas, Dug: Cabelo, Mo.; Ozark 15-20.
Tilley: Waukegan, Ill.
United Shows of America: Yankton, S. D.
Wade, W. G.: Ann Arbor, Mich.; (W. Vernor & Waterman sts.) Detroit 15-20.
Wallace Bros.: Bloomington, Ill.
Ward, John R.: Louisiana, Mo.; Colchester, Ill., 15-20.
Weer, Mabel R.: Adrian, Mich.
West Bros.: Am. Co.; Valley City, N. D.; Leeds 15-17; Rugby 18-20.
West Coast Shows: Portland, Ore.
West, W. E.: Motorized: Humboldt, Kan.
Western State: Trinidad, Colo.; Fort Collins 15-20.
Wilson: Corunna, Mich.; Flushing 15-20.
Winters Expo.: Milwood City, Pa.
Wolf Greater: Grand Rapids, Minn.; Virginia 15-20.
World of Mirth: Hackensack, N. J.; Bloomsburg, Pa., 15-20.
Zelger, C. F., United: Idaho Falls, Ida.
Zimdars Greater: Dixon, Ill.; Cedar Falls, Ia., 15-20.

Additional Routes
(Received too late for classification)
Bregg Bros.: Tent Show: Ludlow, Va., 8-13.
Covdens, Aerial: Smithfield, N. C., 12.
Dandy Dixie Show: Burlington, N. C., 8-13.
Felton, King: Tipton, Ia., 8-13.
Gordons, Diving: Medford, Mass., 8-13.
Harris Road Show: Wahnomon, Minn., 8-13.
Levant Show: Crump, Mich., 8-13.
McNally Variety Show: Berlin, N. Y., 8-13.
Marine-Firestone Co.: San Angelo, Tex., 8-20.
Miller, Al H., Show: Bishop, Ga., 8-13.
Washer Bros.: Horatio, Ark., 8-13.
Wizarde Circus Unit: Barnes, Kan., 12; Hanover 13; Washington 14-15; Cuba 16; Scandia 17; Clyde 18.

DOLLY DIMPLES

GIVE-AWAY PACKAGE
Very Classy, Contains Nut Chocolate Caramels.
Packed 100 Packages to Carton, Per Carton **\$2.00**
500 Packages, **\$10.00**
25% Deposit with All Orders. Balance C. O. D. Send for FREE ILLUSTRATED 1936 CATALOG.
MARVEL CANDY CO., Inc.
101-103 Wooster St., New York City

Pan-American Shows Want

Shows that don't conflict. Want Acts for Side Show, Musicians and Dancers for Hula Show. Manager and Band Musicians for Colored Minstrel. Concessions: Can place Long Range Gallery and Stock Stores. Want Griddle Man and Counter Man for Cook House and Crab.
Address: FREEPORT, ILL., this week.

WANTED

Clever Girl or Young Lady Trapeze Performer to work from high wire, also if you do Web. State act height, weight. Send photo. Have season's contract with Hamid office. Address GREAT CATER, America's Outstanding Aerial Wire Act, 184 Averill Ave., Rochester, N. Y.

ATLAS GAMES MUST BE OK OR YOUR MONEY REFUNDED

THIS WEEK'S SPECIAL
BRAND-NEW GAMES IN ORIGINAL CARTONS:
Mystery 3 or Davall's Klondike, \$30

SPECIAL CLEARANCE PAY-OUT TABLES

Personal Service

Baffle Ball . . . \$42.00	Hollywood . . . \$52.50
Stock Market . . . 35.00	Double Score . . . 60.00
Tycoon . . . 105.00	Mammoth . . . 45.00
Straight 8 . . . 62.50	Prospector . . . 35.00
Trojan . . . 47.50	Daily Double, Sr. . . 47.50
Big 5, Sr. 2 Ball (Free Game and Payout) . . . 50.00	Rambler . . . 52.50
Peerless . . . 70.00	Rex . . . 10.00
	Pamco Parlay, Jr . . . 40.00
	Giant . . . 30.00

WHILE THEY LAST! ANTICIPATE YOUR NEEDS NOW AND ORDER BY WIRE—PHONE OR SPECIAL DELIVERY!

ATLAS NOVELTY CORPORATION

200 N. WESTERN AVE., CHICAGO, ILL.

1901 FIFTH AVE., PITTSBURGH, PA.

CORRECTION

The Correct Price on **GEE WHIZ**

As Advertised by Us Last Week Is

\$19.50

MORRIS NOVELTY COMPANY

4505 MANCHESTER ST.

ST. LOUIS, MO.

ATTENTION PIN TABLE OPERATORS

Used Automatic Pay-out Pin Tables

3 Ace . . . \$22.00	2 King Fish . . . \$20.00	3 Pamco Parlay, Sr. . . \$57.50
2 Daily Limit . . . 62.50	2 Kings of Turf (Five Ball) . . . 45.00	3 Pamco Palooka . . . 19.00
2 Giant . . . 28.50	1 Liberty Bell (Gottlieb) . . . 20.00	3 Prospector . . . 30.00
3 Gold Rush . . . 20.00	5 Pearl Harbor . . . 15.00	3 Stampede . . . 20.00
1 High Pockets . . . 25.00	1/3 Cash With Order, Balance C. O. D.	3 Sunshine Derby . . . 60.00
2 Jumbo . . . 45.00		3 Tycoon (Power Pack) . . . 39.50

PARAMOUNT AMUSEMENT CO., Inc. 1426 Wells St., Ft. Wayne, Ind.

WANT SHOWS AND LEGITIMATE CONCESSIONS

IF YOU WANT A REAL SEASON'S WORK IN THE CREAM OF MICHIGAN TERRITORY, GET IN TOUCH WITH US.

Week June 8, Corunna, Mich.; week June 15, Flushing, Mich.; week June 22, Frankenmuth; then the Big One, July 4th Celebration, on Main Streets, CARO, MICH. Our spots all under strong auspices. We have the cream of Home Coming Street Fairs and Celebrations in Michigan. Positively no grift, disorganizers or lush bounds allowed. Write or wire **WILSON'S SHOWS, AS PER ROUTE.**

JOYLAND SHOWS

Grand Haven, Mich., this week; Holland, Mich., next; then the best Fourth Spot in Michigan. **WANTED**—Shows for our Fairs and Celebrations. Will finance any reliable showman. Want Corn Game, Frozen Custard, Devil's Bowling Alley, American Palmistry to join in Holland. This show is opening towns that have been closed 10 years.

WANTED ORGANIZED CARNIVAL

WEEK JUNE 29 OR JULY 6 OR NEAR DATE

Auspices All V. F. W. Posts in Toledo and Lucas County. First Carnival in Toledo in four years. 9,000 Veterans—\$5,000,000 Bonus. **DON CAMERON, 115 St. Clair Street, Toledo, Ohio. Phone, Adams 1715.**

MAJESTIC SHOWS WANT

FOR FOURTH OF JULY WEEK AND BALANCE OF SEASON.

WILL BOOK OR BUY THE-a-Whirl and Caterpillar. ALSO WANT Kiddie Ride, Concessions of all kinds. Will furnish outfits to showmen that can get money. Have outfit for Greek Show, Midget and Fat People. Have complete outfit for Ten-in-One will turn over to capable showman. Free Acts of all kind. Fifteen weeks' work. Slim Davis wants Oriental Girls. Sam Hyson wants Boxers and Wrestlers. Would like to hear from the following people: Mary and Johnnie Webb, Miner Parsons, Christiansburg, Va., this week; then Pulaski, Va., on the streets.

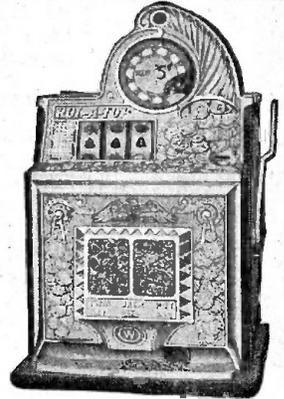
CAMPBELL UNITED SHOWS WANTS

Free Acts, legitimate Concessions, Bingo. Have new Pit Show Outfit; will furnish reliable showman. Will book or lease Ferris Wheel. Good proposition to Loop-O-Plane, Grind and Fun Shows. Book any Show or Ride that don't conflict. Firemen's Convention, Lykens, Pa., this week; Nanticoke, Pa., follows.

Wheel of Fortune In Three Models

CHICAGO, June 6.—The Wheel of Fortune, Western's new one-ball automatic payout table, is now made in three different models: Straight Automatic Payout model which can be equipped with a Check Separator, Ticket model and Free Games Device model. This wide range of models now makes it possible to operate this new Western game in all locations and territories.

Announced a short time ago, the Wheel of Fortune is already heavily demanded by distributors, jobbers and operators alike, according to Western. Everybody who sees the game is immediately impressed with its decidedly new playing features, they say. While the game is exceptionally simple for the player to understand and play after they play one or two games this new Western sensation gets 'em and hold 'em. All the player has to do is shoot the ball. If it stops on a winner the player automatically is paid as high as 20 coins. The dollar pocket at the top of the playing field and the 10-cents-to-51 pocket at the bottom of the field automatically pay out those amounts if the ball lands in them. The payout model is equipped with Western's new motor-driven payout unit.



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

Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

ATTENTION OPERATORS: AT LAST A CHANCE TO CASH IN ON YOUR OLD PIN GAMES

We will allow in trade the following prices on any new Pin Game. Just ship your pin game freight charges collect along with a letter inclosing money order for difference between machine you select, less allowance on your old machine, and immediately upon receipt of both we will ship your new machine.

If you have Slot Machines, Counter Games or any other Pin Ball Machine not listed, write us for a very liberal allowance.

PIN BALL MACHINES

American Beauty . . . \$ 5.00	Fleet Frisky . . . \$ 4.00	Genco . . . 12.00
Auto Flash . . . 18.00	Baseball . . . 7.50	High Hand . . . 15.00
Ficket . . . 18.00	HILite . . . 12.00	Jockey Club . . . 10.00
Always . . . 5.00	Jockey Club . . . 10.00	Kings . . . 12.00
Action Jr. . . 6.50	Manhattan . . . 8.50	Major . . . 7.50
Action Sr. . . 10.00	Manhattan . . . 8.50	Major . . . 7.50
Beacon . . . 6.50	Major . . . 7.50	Major . . . 7.50
Beamlight . . . 7.50	Major . . . 7.50	Major . . . 7.50
Batter Up . . . 7.50	Major . . . 7.50	Major . . . 7.50
Builder . . . 7.50	Major . . . 7.50	Major . . . 7.50
Upper . . . 7.50	Major . . . 7.50	Major . . . 7.50
Big Game . . . 12.00	Major . . . 7.50	Major . . . 7.50
Blue Ribbon . . . 8.50	Major . . . 7.50	Major . . . 7.50
Cannon Fire . . . 8.50	Major . . . 7.50	Major . . . 7.50
Chicago . . . 7.50	Major . . . 7.50	Major . . . 7.50
Express . . . 7.50	Major . . . 7.50	Major . . . 7.50
Crack . . . 5.00	Major . . . 7.50	Major . . . 7.50
Shot . . . 5.00	Major . . . 7.50	Major . . . 7.50
Contact . . . 7.50	Major . . . 7.50	Major . . . 7.50
Crisis . . . 7.50	Major . . . 7.50	Major . . . 7.50
Alite . . . 7.50	Major . . . 7.50	Major . . . 7.50
C. O. D. . . . 6.50	Major . . . 7.50	Major . . . 7.50
Cross . . . 12.00	Major . . . 7.50	Major . . . 7.50
Country . . . 12.00	Major . . . 7.50	Major . . . 7.50
Castle Light . . . 7.50	Major . . . 7.50	Major . . . 7.50
Crazy Lane . . . 20.00	Major . . . 7.50	Major . . . 7.50
Drop Kick . . . 5.00	Major . . . 7.50	Major . . . 7.50
Dealer . . . 10.00	Major . . . 7.50	Major . . . 7.50
Fair Play . . . 15.00	Major . . . 7.50	Major . . . 7.50
Fire Chief . . . 10.00	Major . . . 7.50	Major . . . 7.50

COUNTER GAMES

Selectum . . . \$6.00	Spark Plug . . . \$ 7.50
Five Jacks 50 . . . 6.00	Three Jacks . . . 4.00
Wagon . . . 8.00	Wagon . . . 8.00
Wheels . . . 8.00	Wagon . . . 8.00

We will sell any of the above used machines in perfect mechanical condition, one-half deposit, balance C. O. D.

LOUISVILLE NOVELTY COMPANY, 618 SO. 1st ST., LOUISVILLE, KY. Headquarters for Coin Operated Equipment

OPERATORS

MAKE BIG PROFIT With This One. 6 Jewel Men's Wrist Watch High-Grade Movement, and a 200-1010 5c Salesboard Complete. No. B110.



Send 25% Deposit with Order. **LEE-MOORE & CO. CHICAGO. 180-182 West Adams St.**

Bay State Shows

Fourteen Weeks of Real Celebrations in the Heart of Boston.. W. P. A. Band Nightly.. Short Jumps.

WANT -- WANT

Rides of all kinds. Also Shows and legitimate Concessions. Stock Wheels all open. Show opening June 22. First Carnival in seven years to play Boston.

Edward O'Brine Seven Millford Street, Boston, Mass.

BIG CELEBRATION

Two Days, Two Nights, July 4 and 5. WASECA, MINN., STREET CELEBRATION. First One in Twelve Years. What have you got to offer for Rides, Small Circus, or any other Attractions, Entertainments? **LEGION-COMMERCIAL CLUB, R. C. Mishak.**

WANTED

For July 3, Afternoon and Evening. Acts suitable for Free Acts in Street Fair—Punch and Judy, Trained Bear, Human Fly, Stilt Walker, Little German Band, Merry-Go-Round, etc. Write **KENNETH MEYER, Box 196, Bradford, Pa.**

WANTED

Oriental Dancers with wardrobe. Salary. Join at once. Athletic Show, Ticket Sellers, Talkers, Useful Show People write. **HAPPY'S ATTRACTIONS** Belle Valley, O., This Week.

75th Anniversary of Pioneer Days Festival

BISMARCK, N. D., JUNE 29 to JULY 5 Wanted—Shows and legitimate Concessions. Address **MR. VALDEMAR PETERSON Bismarck, N. D.**

RIDES WANTED

FOR MAMMOTH JULY 4TH CELEBRATION, JENNINGS, LA. The Biggest July 4th Celebration in Southern Louisiana. Can also place several shows. Address **MRS. L. T. MOSES, Secretary, Jennings, La.**

ELANE'S EXPO. SHOWS

OPENS JUNE 11, AT BRIDGEVILLE, PA., Nine Days. CAN PLACE Shows, Rides and Concessions of all kinds. No grift. Write, wire 916 Federal, Pittsburgh, Pa.

Los Angeles

LOS ANGELES, June 6.—Executives of the California Amusement Machine Operators' Association of Los Angeles gathered June 2 to take part in the organization's first affair. The event took place in the Ship Cafe at Venice, one of the outstanding show places of Southern California beaches.

The excellent business of Gaylor air-conditioning fans blows a happy breeze on Mack Mohr. At present a sales force of 20 men is covering California, Arizona and Nevada, States in which Mohr Brothers have exclusive distribution.

Jack Keeney, of the J. H. Keeney Company, Chicago, who has accomplished some lengthy travel in the West during recent weeks, returns to Chicago after a trip to San Francisco.

Jimmie Boyd here now in charge of operation of games of the late Fred Murphy for Mrs. Murphy.

Herbert Smith looking around for a while and then leaving with a party of 15 for outing at Big Bear.

Howard Stewart, of Stewart & Varro, has received his new house car, a de Luxe affair, and plans trips to the desert and fishing trips in the north.

Sol Gottlieb informs that the Single Mystery device to Daily Races is having a big call.

Paul Hirsler, of Rainbow Games, and his party are back from a deep-sea fishing trip and relate that the catch was plenty fine.

Bert Beutler, in addition to his own operations, is handling the games of Bob Gridley, who is in the Orient.

Art Tanguay, former jobber and operator, now proprietor of new night club at Hoover and Washington streets here, reports the spot doing nicely.

J. J. Loew, of the Ross Amusement Company, is doing well in the operating field.

A. C. Woodward, from Visalia, is visiting here and says he soon will begin operating in the Visalia section.

Verne Driggs, wrestling fan, here taking things easy and is hunting up all the wrestling matches in this section.

Religiously sticking to agreement of jobbers to close at noon each Saturday, many week-end gatherings are being had by jobbers, manufacturers and operators and several social clubs being formed for the summer season.

Joe Orcutt, of the California Games Company, is president of the new social club organized by the personnel of California Games. The following are members: Tom Wall, director of amusements; L. E. Kiefner, D. C. Carnahan, A. L. Roberts, H. J. Severson, W. R. Cole, Loran Freeman, F. R. McGarvin, J. R. Irwin, Paul Connors, A. M. McDonald, Murray Hofberg, R. C. Spencer, E. A. Smith and Frank Branham, with Betty Welch hostess. A series of outings has been arranged at beaches and fishing resorts.

At the National Amusement Company work is being rushed on a new de luxe sound-proof music room for demonstrations of the Rock-Ola Multi-Selectors. Rear of the building is being remodeled and two new stockrooms added.

Henry Stewart, of the National, writes from Honolulu of having had thus far a very enjoyable trip and of conditions that prevail there in the operating business. Makes next stop at Pago-Pago en route to the antipodes.

Noted Cliff Gardner, of Watsonville, with George Schwartz looking over the several lines.

Clarence McClelland was down from San Francisco for short stay.

Jack McClelland, manager of the National, reports being well pleased with a splendid volume of business on the phonographs, stating that they had sold three carloads in 10 days and that the sale on Hialeah game is very gratifying.

At the Advance Automatic Sales Company (Louis Wolcher's branch) the addi-

Ro-Wo-Bo Jack Pots

5c JACK POT VALUE 5c PLAY

Gold Seal Pays 3.00 Red Seal Printed Jack Pot Robbette Jack Pot

Blue Seal Pays 1.00 Red Seal Printed Gold Seal Printed 1.00 in "Gold Seal"

Red Seal Pays 1.00 Blue Seal Printed "1000" Gold Seal Printed 1.00 in "Blue Seal"

Blue Seal Pays 1.00 Blue Seal Printed "1000" Gold Seal Printed 1.00 in "Blue Seal"

ALL 5c Tickets Ending in 12 or 22 Receive One 5c in 10

Each Card \$25.00 Jack Pot Brings In \$90.00 Average Payout \$5.00 Profit \$35.00 Complete Sample Deal \$6.00

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Muncie, Indiana

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PROFITS SKILL

★ ACCLAIMED EVERYWHERE THE GREATEST PIN GAME MONEY-MAKER SENSATION OF 1936!! GET PAY TABLE OF 1936!! GET PAY TABLE OF 1936!! RUSH YOUR ORDER TODAY.

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"GOIN' GREAT..."

'RITHMATIC'

The first "different" counter game in years. Adds, Divides, Subtracts and Multiplies. Only \$21.50.

AUTO PUNCH

Lifetime Automatic Payout Board, Light-Up, Counter Game. Only \$69.50.

NOW READY AT ALL OUR OFFICES

Write for Our List of Reconditioned Games

ELECTRO BALL CO., INC.

1200 Camp, Dallas

Fort Worth, Waco, San Antonio, Houston, Wichita Falls, New Orleans, Oklahoma City, Memphis.

GUARANTEED USED MACHINES AT LOW CLOSE-OUT PRICES

BEAMLITE	\$5.00 (2 for \$ 9.00)	CAVALCADE	\$6.00
BEACON	4.00 (2 for 7.00)	CRACK SHOT (1c)	2.50
CYCLONE	8.00 (2 for 14.00)	MANHATTAN	9.00
SINK OR SWIM	4.00 (2 for 7.00)	SIGNAL, SR.	6.00
THREE-IN-LINE	4.00 (2 for 7.00)		

TERMS: 1/3 Deposit, Balance C. O. D.

All batteries are tested for voltage. Playing fields are wiped and cleaned. No dirt rings around runways. No bent pins. Legs are strong and firm. Coin chutes smooth.

MILLER SALES CO., 4404 Manchester Ave., St. Louis, Mo.

BETTER HURRY

Jumbo	\$42.50	Trojan	\$48.50	Match Play	\$ 9.50
De Luxe 46	37.50	Stimmede	19.50	Sportsman (Visible)	12.50
Red Arrow	7.50	Gold Rush	14.50	Traffic B	9.50
Double Up	54.50	Prospector	27.50	Ivory Golf	18.50
Bonus	68.50	Rockets	7.50	ART Auto Flash	18.50
Ace	19.50	Big Shot	59.50		
Discovery	39.50	Traffic A	12.50		

1/3 Deposit Required—All Machines Mechanically O. K.

BOYLE AMUSEMENT CO., 522 N. W. Third St., Oklahoma City, Okla.

tion of considerable space was noted and Manager M. H. Sanders is busy decorating the place. He reports a highly satisfactory business.

Will P. Ganaan, looking pleased, said the merchandise vending machine business is very good.

G. B. Williams is adding to his vending machines, operating at Redondo Beach.

W. E. Wood, of Seattle, completing course at University of Washington, arrived and is with the Canaans on the sales force. Sol Gottlieb said he was plenty busy. Paul Henry dividing time between the office and trips to Southern California points. Noted Jack Drummond here looking over the layout and L. L. Wall, of the Wall Novelty Company, Huntington Park.

Mohr Bros. state business as very good. Mack Mohr a bit noncommittal as to future activities in the music game but stated that the Wurlitzer new arrangement for distribution of its phonographs was accepted by the Mohr Bros. without prejudice, adding that their business association had been most pleasant. Major Mohr is convalescing from pneumonia attack in a Seattle hospital. The Mohr company has been made sole distributor for Gaylord's air-conditioning fans in California, Nevada and Arizona. Mack just back from Buffalo and Chicago. Here it was stated Bally's Hialeah was going big and that they were now covering parts of 10 Western States.

Irving Bromberg just back from trip to San Francisco branch. All well there, it was stated. Bromberg and Eddie Blumenthal, sales manager, said business was very satisfactory at both places and that they had received and sold three cars of Mad Caps and also having fine sale on Budget.

Bally's Hialeah and Famco's Galloping Plugs are said to be having fine sale. Robert Corbett in Chicago on special mission. Robert Grindley sailed on the President Hoover May 11 for two months' vacation in the Orient.

California Ops' Association Banquet Proves Huge Success

LOS ANGELES, June 6.—One of the outstanding events of the year in this sector was that of the California Amusement Machine Operators' Association held here June 2 in the Ship Cafe at Venice. The gala affair at the beach show place was also something in the nature of a preview to those members attending.

The affair was an informal one, also something of a fashion show as far as the ladies were concerned. City officials, members of the judiciary, writers of large dailies and commercially prominent folk of Southern California made up the gay crowd that enjoyed a splendid orchestra, banquet and floor show.

Theo. S. D. Leo and his fine orchestra of 18 played the floor show, which was emceed by Tom Jones, who presented the 12 Gillette Girls in an attractive song and dance medley. Following came Louis Arley and the Oliver Sisters, a sensational head-to-head balancing and perch act. The Jamesons presented their unique conception of dances of yesterday and today, and the Caprino Sisters did some close harmonizing. Peseau Adele provided a skillful skating act and then the Gillette Girls were back to do a well-costumed nautical novelty tap dance. Mick Gifford and partner, Miss Pearl, got a great share of laughs with their vaudeville act. Others featured in the array of entertainment were the three Hongkong Boys, Chinese novelty singing trio; the Keene Twins and Vic and LaMarr.

The banquet menu was a memorable one to those who attended this event. The pieces de resistance were roast young chicken and filet mignon.

The affair did much to promote understanding and create the good will of the public in general, and local papers referred to the banquet and ball as a colorful affair. At present it is the intention of the CAMOA to make this summer diversion an annual event.

The *Billboard* had supplied place cards at the tables for the registration of guests. Due to the fact that some of these cards may have been misplaced by the bus boys, the names of a few of the guests may have been overlooked.

The following is the list of those who attended the banquet and ball: E. M. Arnold, Advance Auto Sales; Karl Albrecht, Van Nuys, Calif.; Mr. and Mrs. J. Ashoff; M. Adler, Pittsburgh; E. Aaron, Corry, Pa.; Bill Ashford, Mr. and Mrs. Y. Attarian, S. F. Ballin, Gans Company; George E. Baynton, Venice, Calif.; Mr. and Mrs. Louis Beller, Belaire Amusement Company; Walder Bille, Huntington Park, Calif.; Rosemary Bille, Ed Blumenthal, I. Bromberg Company; Mr. and Mrs. Max Browdy, W. C. Brumley, San Pedro, Calif.; Anne Branbin, R. C. Brown, Mr. and Mrs. James Boyd, H. Berlin, Mr. and Mrs. J. W. Breier, Mr. and Mrs. B. J. Breier, Mr. and F. Bilyew, B. Berlin; Judge and Mrs. William S. Baird, Los Angeles Superior

Court; Mr. and Mrs. J. Back, J. Bernstein, Chicago; J. K. McKeever, Salt Lake City; Abe Chapman, Gans Company; Mr. and Mrs. George D. Cooley, Ruby Caplan, Arthur Cadten, E. J. Crist, Violet Cane, Mr. and Mrs. E. I. Canvasser, Myrtle Cronmark, Mrs. M. Cohen, Rose Cahzin, Helen Cale, Earl Cale, Tom Corcoran, Arthur Caveny, E. G. Cairns, Ed Daveny, of Western Vending Company; Dr. and Mrs. H. D. Dolson, E. C. Dwan, Chickie Englisher, New York City; Mr. and Mrs. M. W. Edick, Ben Ellenstein and Dave Emery, Dallas; Irving Fisher, of the Amusement Mart; Erv Fietz, Mr. and Mrs. Jack Frost, Mrs. I. Fisher, Mr. and Mrs. Jack Gurshall, Mr. and Mrs. Jerry Gould, Mr. and Mrs. David Grossman, Mr. and Mrs. S. A. Grossman, C. S. Gass, Jack Gross, Ferne Griggs, Bud Goldstein, Jack Ginsburg, H. W. Grossman, Howard A. Grohe, Culver City; William Maurie (Stooge) Gleason, Mr. and Mrs. A. Glick, M. W. Glantz, Jimmy Gleaner, Sally (Blarney) Gleason, George Gulder, Memphis; Harry Gordon, Sol Gottlieb, Sol Gottlieb Company; Marlam Godshall, Mr. and Mrs. U. S. Hammel Sr., Abe Hanlin, Samuel Hodgson, R. & H. Amusement Company; Myron M. Harrison, Mr. and Mrs. John Hopkinson, E. D. Herman, Mr. and Mrs. U. S. Hammel Jr., C. E. Hoagland, Mr. and Mrs. H. J. Hughes, Dorothy Holygrafe, Mr. and Mrs. J. L. Humbert, Chet Holloway, Mr. and Mrs. S. L. Hansen, Geo. Householder, Mr. and Mrs. Saul Hanlin, Dorothy Hanlin, Mrs. Chet Holloway, Carl Howe, Mr. and Mrs. William Holman, Mr. and Mrs. E. Hanlin, Mrs. C. E. Hoagland; Steve Henry, *The Billboard*; George Harrison, Mr. and Mrs. H. Haeger, T. Ingwersen, Ivigtut, Greenland; Mr. and Mrs. Dannie Jackson, Dave Jamieson, Louise Walker Jamieson, Mrs. D. Jamieson, Mr. and Mrs. Morry Jacobs, S. E. Jones, Mr. and Mrs. Ben H. Jadwin, A. R. Kallmeyer, Jack Keces, Mr. and Mrs. Joe Kosakoff, Louise Korey, Edward Kennedy, Eugene Kramer, Mr. and Mrs. Kotchy Koch and family, Mr. and Mrs. J. Kannally, Mr. and Mrs. Paul Laymon, of the Paul Laymon Company; Dr. and Mrs. Milton L. Lappin, Mr. and Mrs. H. Laifman, Mr. and Mrs. G. Landau, H. A. Leatgreen, Beatrice G. Leader, W. A. Leader, Harold Lewin, Thomas Levenis, R. Lindberg, Mr. and Mrs. Ben Sherman, Mr. and Mrs. J. J. Lowe, F. and J. Lazarre, Mr. and Mrs. T. Lyman, Jack (Bally Fire Crackers) McClelland, National Amusement Company; Mrs. Jack McClelland, Betty McAdams, Mike McAndrews, A. A. Macleod, Arva Meyers, H. P. Morgan, Grace MacMasters, W. E. Mason, Ray Marks, M. & R. Amusement Co.; M. R. Markle, Patricia Miller, Claire Mingard, Mr. and Mrs. Sam Matesky, D. A. Munroe, J. A. MacMasters, Everett McClelland, Mrs. Kathryn McClelland, Mrs. D. A. Munroe, Vernon L. Moore, Mr. and Mrs. J. Meyerberg, Mr. and Mrs. Saida Menarde, Mr. and Mrs. Julius Newitz, Eileen Nelson, Rex Newby, Earl Noto, Joseph Noto, Mr.

NOT A
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GAME



"America's New Bowling Game Sensation"

ROLL-A-BALL

IMMEDIATE DELIVERY NO DELAY

FOR OPERATORS WITH CAPITAL TO INVEST
IN EXCLUSIVE TERRITORY ARRANGEMENT

- for
- TAVERNS
- POOL ROOMS
- CLUBS
- RESORTS
- ROADSIDE STANDS
- STORES, ETC.

LOCATION-TESTED . . . already a proven sensational profit-earner! Absolutely legal . . . can be operated in closed pin game territory! Portable . . . completely electrically controlled, 100% skill game. Nine wood balls for 5c. Registers number of plays and winning scores. Flashing arrangement of scoring lights. Coin-operated; no levers; no plungers. 12 ft. or 14 ft. long by 29 in. wide. **An indoor or outdoor money-maker!** Rush request for photo and full details.

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GIFTS—NOVELTIES—PREMIUMS—PRIZES.
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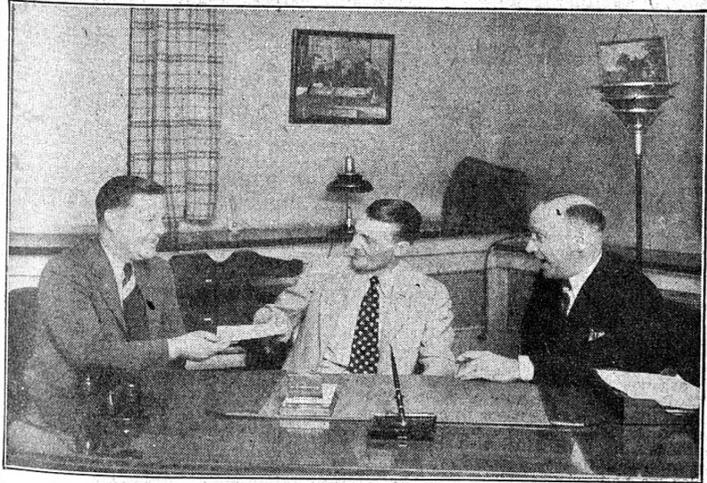
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Texas. Which reminds us that Reiners is now sporting a brand-new mustache, about three weeks in the making.

G. M. Byerly, of the Oklahoma City branch of Electro Ball Company, spent a week around the main office of his company in Dallas. Besides coin-machine activities, Byerly is a big cog in the wheel of sports around Oklahoma City.

Danny Odom, San Antonio, was in and out of Dallas several times recently. Most of his time in the city was spent on the Centennial grounds with friends of his show days.



IT'S A PLEASURE TO PAY "PAMCO"—Jack Staples of Coin-o-Matic Distributing Company, Washington, D. C., cheerfully tenders his check in payment for heavy order on Pamco Handicap ticket games to Ken C. Willis, chief field representative for Pacific Amusement Manufacturing Company. Fred C. McClelland, Pamco's president, is seated at right and seems to heartily approve the deal.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

SPECIAL 39c A
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No. J66—Bird Warbler.
Known as a ventrillo whistle, imitates the calls, crys and songs of birds. Regular price, 75c a gross.

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C208—Rayon Silk Tie	\$.68	\$7.45
C356—Wart Gator Hose58	
M243—Octagon Shaped Lighters		3.95
J208—Playballs, 7 Inch72	8.50
Reproduction Pearl Necklaces		2.95
M297—Clip On Combs45	5.25
M232—Toothpick Knives69
Saxon Field Blankets, any quantity		1.05
M376—10 Sewing Needles to Package29
100 Packages29
M388—20 Sewing Needles to Package58
100 Packages58
Double-Edge Razor Blades, Per 1,000		2.99
S187—22-Year Calendar		2.99

FREE: Wholesale Catalog of 3,000 Fast Sellers.
Send for a copy today.

SPORS CO., 6-36 Erie St. LeCenter, Minn.

Dallas

DALLAS, June 6.—Marcus Reiners, of Buckley Sales Company, Fort Worth, left his office recently for a tour of South-

Operators report
1½ to 3 times greater PROFITS
 with
CAILLE CADETS!



Bell or Vender Types—
 Standard or Mystery Payout
 1c, 5c, 10c or 25c Play.
 Your Choice of Six Sparkling Colors — Red, Blue, Green, Yellow, Orange, Black.

The coupon below will bring you complete details about the money-making possibilities of the modern CAILLE CADETS. Their attractive appearance, bright colors, stainless steel trim and large round jackpots assure a profitable play regardless of location. Don't hesitate—send in the coupon NOW!

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CAILLE BROTHERS COMPANY,
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Please send me full information about the CAILLE CADET.

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EXCEPTIONALLY LOW PRICES ON MACHINES IN FIRST CLASS CONDITION

TYCOONS	Each \$85.00	PARLAYS	Each \$62.50
BALLY DERBY	75.00	DAILY LIMITS	65.00
BALLY BONUS	60.00	SPEEDWAYS	70.00
JUMBO	40.00	PUT 'N' TAKES	10.00
TROJANS	35.00	RAPID FIRES	10.00
PROSPECTORS	25.00	DO OR DON'TS	10.00

IMPORTANT No machines will be shipped at these prices unless a 50% Deposit is sent with order.

EARL E. REYNOLDS

SUITE 222 JEFFERSON HOTEL DALLAS, TEXAS

★ ★ ★ ★ ★ MILLS FIVE STAR SPECIAL ★ ★ ★ ★ ★

WRITE, WIRE OR PHONE. IMMEDIATE DELIVERY!

1—NEIGHBORS 10-Ball Novelty Game with Light Up Back-board—Non-Payout—Fast Money Maker. \$46.50

2—TYCOON \$149.50 3—McCOY \$130.00

4—DOUBLE HEADER \$115.00

Equipped with A. C. Pack, \$5.00 Additional—D. C. Pack, \$7.50 Additional.

5—TICKETTES Used Only 1 Week, \$6.00 Each. Lots of 5, \$5.00 Each. Tickets, \$1.25 per 1,000, in 5,000 Lots.

1/3 Cash or Certified Check Deposit With Orders, Balance C. O. D.

MILLS EASTERN FACTORY DISTRIBUTOR

UNITED AUTOMATIC SALES CO.

693 BROADWAY Tel. No., Gramacy 7-7072 NEW YORK, N. Y.

→ HERE ARE REAL BUYS IN USED MACHINES ←

Penman	\$3.00	Rebound	\$4.00	Turf Flash	\$ 7.50
42nd Street	3.00	Contact	4.00	Star Lite	7.50
Kelly Pool	3.00	Shooting Star	4.00	Rockalite	7.50
West Bound	3.00	Live Power	4.00	Castle Lite	7.50
Mary-Go-Round	3.00	Spot Lite	5.00	ABT Auto Flash	11.00
Drop Kick International	3.00	Bacon	5.00	(Ticket Model)	11.00
American Beauty	3.00	Treasure Hunt	5.00	ABT Home Stretch	11.00
Action	3.00	Major League	5.00	Serenade	11.00
Pony Ante	3.00	Spelling Bee	8.00	Big Game Hunter (10 Play, Like New)	11.00
Auto Bank	4.00	Trillite	7.50	Rockola Ditto (Like New)	27.50
Beam Lite	4.00	Score Allite	7.50		
Cris Cross (Plain)	4.00				

SEND FOR PRICE LIST ON NEW MACHINES. MIDWEST COIN MACHINE EXCHANGE 3516 West 16th St., Chicago

TIE SCORE \$44.50
A "SCIENTIFIC" PIN GAME

The New Light Up Baseball Game Sensation
 Ready for Immediate Delivery.

Operated With Batteries or Transformer at No Extra Cost.

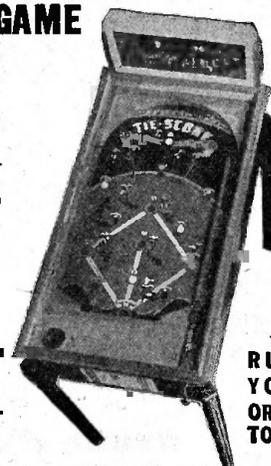
The Most Appealing Pin Game Ever Built—
 5 BALLS FOR 5c. Player must simply keep the Score Tie. Giants vs. Brooklyn Dodgers in Beautiful Light Up Backboard.

Jobbers Write for Special Proposition

K. G. VENDING CO.

Distributors for Pennsylvania
 415 Market St. Philadelphia, Pa.

PHONES:
 Bell, Market 4641; Keystone, Main 6221.



★
RUSH YOUR ORDER TODAY

Seiden Offers New Low-Priced Trailer

CHICAGO, June 6.—Henry W. Seiden, president of the Henry W. Seiden Company, announces a new Seiden Auto Trailer at a remarkably low price.

Easily hooked up to any make of car in a few minutes' time and detached just as fast, the trailer should prove valuable to the operator. It will hold eight pin tables or two regular size phonographs or digger machines, as many counter machines, scales, peanut and confection machines as the operator cares to load up, and has one-half ton capacity.

The trailer is attached to the auto brackets by means of rugged malleable towing hitches, which are rubber mounted, thus eliminating all noises. The pull is direct from the car chassis. The makers say it tracks directly behind the car with no sway, skid or whip, regardless of the load or the speed. The heavy single wheel has a General pneumatic tire that holds from 40 to 60 pounds of pressure, depending upon the load to be carried. The wheel is mounted on a fully enclosed steel spindle that operates in oil and never requires adjustment. The spindle enables the driver to handle the car and the trailer as if it were one unit. He can drive forward or backward or turn without regard for the way the trailer will act. The chassis is all steel with a warproof solid wooden back which permits easy loading and unloading. The sides of the chassis are strongly constructed of pressed steel, and the flare is braced with four full-length steel pockets. The trailer has a pressed steel channel frame. Inside dimensions of the trailers are 42 inches wide and 52 inches in length.

'Music Didn't Come Out—'

DALLAS, June 6.—A resident of Durant, Okla., who came to Dallas and imbibed too freely filed an astonishing complaint with the local police.

"I put \$2 worth of nickels in those damned boxes on the street, and not a tune came out," he indignantly hicoughed to Desk Sergeant Jimmy Vaughn.

The visitor from Durant who went tuneless was found near Baker Hotel trying to shake melodies out of one of the parking meters, arrested and sent to jail.

Atlas Novelty Employees' Picnic

CHICAGO, June 6.—One hundred and fifty relatives and employees of the Atlas Novelty Corporation had a rollicking time at a most successful picnic held Decoration Day at Lake Zurich, in the beautiful lake region of Northern Illinois. A caravan of 27 cars and two Atlas trucks transported the picnickers. The guest of honor was Mrs. Ginsberg, mother of Morrie, Eddie and Eva, of Atlas Novelty fame.

From the moment they arrived at the lake until they left something was being done at all times. Altho it isn't polite for the boss to win in contests, Eddie Ginsberg surprised everybody by taking first prize in the blueberry pie-eating contest, consuming a big 14-inch blueberry pie, with his hands tied behind his back, in one minute and 21 seconds, which is a whole lot of pie eatin', we'll say. In the morning the employees behind the sturdy pitching of Phil Greenberg, manager of the Pittsburgh office, who was in town for the holiday, defeated the Lake Zurich Flashes in a soft-ball game 9 to 6. At noon time all dug into their lunch baskets and enjoyed a hearty repast. Then after resting a short while most everyone donned bathing suits and gave the fish in Lake Zurich real competition. The fake drowning stunt pulled off by Eva Ginsberg was really heartbreaking. Her boy friend, Irving, was too busy eating on shore and making eyes at the other girls on the grounds and didn't hear his fair maiden in distress. As a result Eva had to be rescued all by herself.

Morrie Ginsberg took over 350 feet of film of the affair, which will be ready for viewing in a few days.

Robbins Places Large Order With Stoner Corp.

CHICAGO, June 6.—One of the largest orders in coin-machine history was recently placed with the Stoner Corporation, Aurora, Ill., by Dave Robbins, Eastern distributor for the firm.

The huge order was for Short Sox, a six-ball novelty baseball pin game, and amounted to two carloads for jobbers in Robbins' territory, who even placed orders without seeing a sample game.

The game will be ready for delivery in a week.

Gerber & Glass Rushed With Orders for McCoy

CHICAGO, June 6.—Gerber & Glass, one of the largest coin machine distributors in the Middle West, report an unprecedented demand for Mills Novelty Company's new 1-ball automatic payout table, the McCoy. The firm is the exclusive Chicago distributor for this new Mills game.

In a recent interview with Messrs. Gerber and Glass these two old vets of the automatic business expounded some very interesting theories.

Mr. Gerber explained: "Almost every new machine announced by a manufacturer is ballyhooed with all kinds of superlatives. Both Mr. Glass and myself like to be enthusiastic about every game we sell, but I am frank to say that often we are very much disappointed. We have assumed the attitude of 'wait until we see it' Well, when we received our first McCoy floor sample, what we saw convinced us that Mills had produced one of the finest automatic payout tables we had ever seen."

Mr. Glass added: "Mr. Gerber has voiced my thoughts exactly. I want all of our customers to know that while the demand for McCoy is so great, with our increased force of men and improved shipping facilities we are able to guarantee immediate delivery."

DAILY RACES ! FENCE BUSTER

Either Game \$125

Ticket Game, \$135.
Electropak Equipped
(Batteries Optional)
D. C. Adaptapak, \$5 Extra.
Check Separator, \$5 Extra.
2 or 3 Ball Play, \$5 Extra.

MYSTERY SINGLE COIN SLOT

available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.



DAILY RACES

Play 'em across the board with Daily Races, the game with real race track Mutuals! Odds up to 40-1 pay off on Win, Place and Show. Multiple Coin Slot accepts as much as \$1.00 or more on each play. Get in on this "sure-thing"—Place Daily Races today... the game that accomplishes more than products selling for as high as \$500.00.



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. Multiple Coin Slot equipped. Just see what this remarkable baseball game does for you when you put it to bat in your toughest spots!

Awards Mechanically Adjustable.

D. GOTTLIEB & CO.,

2736-42 N. Paulina St., Chicago

Coin Machines in France Are Under New Regulations

PARIS, May 25.—Added impetus to the development of the automatic coin-machine industry in France will undoubtedly follow the recent publication of new regulations of the government covering the operation of all types of coin-operated amusement machines and merchandise distributors.

While formerly all coin machines were under the jurisdiction of the Jeux or gaming section of the federal police, whose principal function was the policing of the casinos, at present the operation of such games depends upon the decisions of the courts—the only function of the police being to report machines which may be considered of an illegal nature and to follow instructions of the court in re same.

To present in a general fashion the regulations at present covering the operation of coin amusement or vending machines a circular letter has been sent out by the department of the minister of the interior to all State officials concerned and to others interested in the enforcement of these regulations. This letter classifies the different types of machines and sets forth the rules governing their operation.

The common type of merchandise venders distributing nuts, candy, food or merchandise at a fixed and normal price do not concern the police in any way and may be operated without any particular restrictions.

A type of merchandise distributor recently introduced into France and generally known as a "publicity sales" machine is not considered a gambling device so long as certain regulations are

observed. These machines, of various types ranging from salesboards to elaborate coin-operated devices paying out merchandise and lottery numbers, must conform to the following rules:

1—They must be constructed in such a manner that the depositary is not able at will to alter the working of the machine or the conditions of the distribution of the prizes.

2—They must indicate clearly the number of each type of prize and state the percentage of such prizes in ratio to the total quantity of ordinary merchandise to be dispensed.

3—A specimen of each prize must actually be exposed to view and not simply illustrated on a card.

4—The cost of playing must not exceed 5 francs (about 35 cents) and must be posted.

5—The commercial value of the prizes must not be less than the price of playing nor more than six times the value of same.

6—The prizes must be of French manufacture.

Machines paying out cash or tokens redeemed in cash are formally prohibited.

It is up to the courts to decide as to whether or not coin-operated "games of skill" machines are to be classed as amusement machines or gambling devices. If classed as games of skill such machines may be operated under mild restrictions. The police are simply required to call court attention to any games of skill which they judge are in reality games of chance.

While the circular letter from which the above bits have been extracted does not perhaps entirely clarify the status of coin-operated amusement machines in France it does go a long way towards clearing up the muddle of the last few years during which distributors and operators were at a loss as to what department was actually qualified to regulate the coin-machine question. Present ruling puts the question entirely up to the courts, with the police simply charged with calling attention to any machine considered illegal and seeing that court orders are carried out.

"Best" in Sweden

In sending his subscription an operator in Sweden says:

"I beg at the same time to send my thanks for The Billboard, as it is the best magazine in this line.
"I am interested in amusement or pin tables for Sweden."

HUGO W. AHLIN,
Nortullsgatan 37, Stockholm, Sweden.

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 \$04 \$2 10 \$5 00
\$2 10 \$2 10 \$5 00
PUT TAKE
LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

SLOTS WHILE THEY LAST!

WURLITZER'S P12 \$185.00
GABLE JRS. Selective 89.50
GABLE MODEL "E", Rebuilt, in Brand-New Cabinets 149.50
WRITE FOR BABE'S BARGAIN BUYS.

BABE KAUFMAN ITC. 455 West 42nd St. Tel. Meadlitt 3-0468
NEW YORK CITY

THEY CALL US TRADING FOOLS

But we're not foolin' when we say that we need your Used Machines, and are prepared to make you the most liberal offer on the Brand-New Machines.

Alamo \$149.50	Top Row \$ 89.50	Bambino \$125.00
Galloping Plugs 149.00	Hollywood 89.50	Big Richard 149.50
Daily Races 125.00	Fence Buster 125.00	Pamco Palooka, Jr. 159.00
Electric Eye Write	Rainbow 99.00	Grand Slam 127.50
50 Grand 59.50	Totalite 49.50	Pamco Handicap 97.50

Write or wire us today for best deal you ever heard of. Tell us what you have to trade on new machines and we will surprise you with our offer.

VEECH SCALE COMPANY, DECATUR, ILLINOIS

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.

TAKES IN FROM 1 TO 5
NICKELS PER PLAY!

Genco's **50**
GRAND

A 5 BALL NON
PAYOUT GAME
THAT WILL TAKE
IN AS MUCH
MONEY AS A 1
BALL PAYOUT
GAME!



\$59.50
F.O.B. CHICAGO
TAX PAID

SIZE 47" X 22 1/2"

GENCO Inc.

2625 N. ASHLAND • CHICAGO, ILL.

New Orleans

NEW ORLEANS, June 6.—As forecast recently in this column, the Louisiana Legislature took up almost immediately after its opening a proposal to institute a license tax of \$25 a year on pin games and iron claws, in addition to billiard tables and "certain other coin machines." It is known as House Bill No. 56. Operators here are watching the bill closely and the consensus of opinion is hard to quote. A large number point to several detrimental features should the bill be passed, in addition to the disadvantage of having additional taxes placed on the shoulders of an industry already being overburdened with responsibility. The proposers of the bill say they approve of legalizing the machines within the State, especially those in which skill is required to win. Opinions as to the chances of the bill's passage in both branches of the State body are also badly divided.

With three pin-game sportlands going at full blast, it is easily discernible that the coin-machine play here is close if not at the high peak of all times. An extensive trip thru the business section of the city over a period of several days checks up to show that big crowds are still gathering around most of the tables, especially those of more recent manufacture, still satisfied that the pin games can give them the thrill that life asks for. Down on University place, just off Canal, over two dozen people were found crowded around one new "merchandise" machine at a time of the afternoon when play is generally bad. The owner of this location said that at that time it looked like the smallest crowd of the day.

Louis and Mark Boasberg say that every day since the opening of their new Sport Center at 305 St. Charles street play has steadily increased and that they have been forced to increase the number of machines on location to meet the growing demand. To add to the attractions of some of the finest looking and most modern machines available the Boasbergs are adding to the lure of their spot by providing plenty of comfortable cushioned seats, refreshments and chalking up the latest baseball results in the big and minor leagues.

Harry Batt's two spots, the B. & M. Sportland, on Canal street, and his Pontchartrain Beach Playland, are doing excellent business. The peak is a bit off since the first of the month at the Canal street spot, but there are still plenty of patrons. However, out at the beach the Playland is sharing top honors this season with free stage acts and the bingo concession.

A. C. Hughes is back in his home town of Dallas after helping to open Electro Ball's new Memphis office. He writes that Seeburg's Symphonolas are being featured in the display room of the Tennessee city office and that a good volume of business has already been closed by Manager Durland. A. C. also says that he regrets that he cannot be in New Orleans to be with his two old pals, Ed Stern, of Seeburg, and J. Fred Barber, local manager, who has just returned here from visiting the Memphis branch.

Louis Boasberg is enthusiastic over the truly remarkable income made out of Bally's Derby machines which he has on location at his new Sport Center. The Derbys, Louis says, are bringing in almost as much money as all of the other machines in the place combined, tho, he adds, Pamco's Palooka and the Multiple are attracting plenty of cash customers.

We found Frank Alles all excited last week while engaged in a conversation about machines with a group of ops in downtown section. Our curiosity got the best of us and we point blank asked Frank what machine he was doing all the raving about. He shouted a mouthful of good things about Pacific's new Galloping Plugs, and added: "This game is due for a big play in New Orleans."

The first Exhibit Supply Company Rotating Merchantman on location in New Orleans is less than 100 feet off Canal street. The spot owner says that it's the best and most attractive game he has in his place. "And," he said, "it's making money."

Stopping for a couple of hours in



**WANT
TO BUY FOR CASH
OR TRADE
100 SLIGHTLY USED**

**JUMBOS DERBY BONUS
PEERLESS GOLDEN HARVEST**

Either Cash or Ticket Models. Prefer Ticket Model. Will make liberal trade-in allowance on any of the latest games out. Write, Wire or Phone us what you have to offer.

**ALL LATEST BRAND NEW HITS
Ready for Immediate Delivery.
SLIGHTLY USED AND FLOOR SAMPLES**

40 Slightly Used Jumbos	Each	\$45.00
10 Tit Tat Toss, used 2 weeks	9.50
1 Rock-Ola Black Magic Dice	35.00
10 Penny Packs	7.50
1 Faces Races, 25¢ Play, Perfect Condition	300.00
5 Daily Limits, new F. S.	57.50
8 Peerless, Cash Payout	55.00
3 O. T. 5¢ Play Venders	25.00
1 Eclipse	15.00
3 Frisky	6.00
1 Bally Hamble, F. S.	50.00
1 Traffic A, 10	8.00
5 Traffic A	9.50
1 Traffic B	8.50
1 Traffic C	8.00
15 Red Arrows	9.00
15 Champlons	8.00
12 Rocketts, take lot at 5¢ Play, Each	8.00
2 Mills Dial Venders, 5¢ Play, Each	25.00

SUPPLIES
Batteries, per case \$ 5.00
Ball Gum, per case 10,000 balls 12.00
Pistachio Nuts, No. 1 Grade, Per 100 30.00
1/3 Deposit With Order, Balance O. O. D.
We are manufacturers and distributors.
JOBBERS, Write for Quantity Prices.

**MOSELEY VENDING
MACHINE EXCHANGE, INC.**
80 Broad Street, RICHMOND, VA.
Office Phone, Residence Phone,
34511, 65324.

Baton Rouge for a hike around this grand little State capital, it was surprising to see how Watling's Rol-a-Top has taken the town by storm.

Fort Worth

FORT WORTH, Tex., June 6.—Nick Nigro, head of the Big State Novelty Company, has gone to Mineral Wells, near-by health resort, for a rest.

Mr. and Mrs. Hobson J. Cloer have returned from a fishing trip to Aransas Pass, Tex. Cloer is president of the local coinmen's association.

S. L. Stanley, of the Automatic Amusement Company, Memphis, visited several coin-machine showrooms in Fort Worth when he came to see the local office of Automatic Amusement Company.

Mr. and Mrs. J. B. Trout, Gainesville operators, spent several days visiting local coinmen en route to Waxahatche for a 10-day visit.

The Fort Worth city council voted this week to purchase 350 more parking meters. A month ago the council voted to purchase 300 meters, but it was found the additional 350 were needed.

Bill Morse, Breckenridge operator, visited Fort Worth operators May 25, while Roy Jones, president of the Operators' Amusement Company, Dallas, visited local showrooms May 24. Other visitors include several operators from Pampa.

Ernest Walker, of the Walker Sales Company, Fort Worth, has gone to Aurora, Ill., on a business trip.

H. J. Cloer, president of the local operators' association, has purchased a new Dodge.

SUNSHINE BASEBALL

With Player-Controlled Changing Odds!



LOW PRICED!
\$99.50

2-ball play \$ 2.50 extra
5²-ball play, 10.00 extra
Check Separator, \$5.00 extra.
Battery Equipped Electropak, \$5.00 extra.
D. C. Adaptorak, \$10.00 extra.

SUNSHINE BASEBALL combines today's most popular features into a sensational, profit-making machine. A fast-action, One-Ball **AUTOMATIC PAYOUT** at a price **FAR BELOW** its true value! Leading teams of the Major and Minor Leagues are colorfully presented on the board. In **Sunshine Baseball** the player has an opportunity to change odds from 2-1 (Cellar position) up to 40-1 (League Champs) by shooting for the "Change Odds" hole. If successfully hit, the "Change Odds" hole is then

closed by a trap door lid and the ball returns for play. No matter which team comes through, the payout is based on the odds shown. The Pennant Winner and Series Winner Payout Holes add even more mystery and excitement by paying out additional rich awards.

Get behind a real game . . . pitch your locations right into bigger money . . . place **SUNSHINE BASEBALL** today . . . the game with more action than Dizzy Dean's fast ball . . . the most generous value in the baseball payout field! Order now!

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago, Ill.

Genco's 50 Grand Getting Great Play

CHICAGO, June 6.—Officials of Genco, Inc., state they have been so overwhelmed with orders for 50 Grand that from all indications the sales for this game will far exceed expectations.

In 50 Grand Genco, Inc., has a non-payout game with the appeal and profit-making possibilities of a one-ball payout game. The game may be operated so it takes in from one to five coins per play. A register on the light rack automatically shows the number of coins being played per game. For a winning score the player is awarded according to the number of coins inserted. For instance, if the minimum winning score rewards the player two free games on a one-coin play, 10 free games would be awarded when five coins were played.

While Genco's 50 Grand is a five-ball game, a perfect score can be made with just one ball. This feature sustains interest in the play until the very last ball has been shot. Continuous play is induced because, even though the player doesn't win, he comes so close to winning that he is satisfied.

Reports are already coming in testifying to the mechanical sturdiness of 50 Grand. One operator stated he has five 50 Grands in 24-hour spots and the games are going continuously day and night. The clientele that play the games in these spots are of the type that plays these games. He also adds that the receipts from these 50 Grand machines far exceed those which he had received from payout tables which he formerly operated in the same locations.

While the great play of 50 Grand has been tested, Genco, Inc., is doing its best to see that the play is profitable. A new escalator has been adapted for 50 Grand which shows the last six coins played. This feature, of course, helps to eliminate slugging.

Fifty Grand is larger than the usual Genco novelty games. The super deluxe cabinet is 47x22½ inches. Thus it not only compares with payout games in appeal but also in size and looks. The lights on the backboard are visible to the storekeeper from a distance up to 10 feet.

Advance Orders Keep Fitzgibbons on Hop

NEW YORK, June 6.—John A. Fitzgibbons, Eastern factory office for Bally Manufacturing Company, reports that his factory is keeping him going at top speed.

His reason for this is that every time the factory announces a new game his offices are immediately flooded with wires and phone calls demanding instant delivery of the game. It has therefore been necessary, he said, to take many advance orders for the new games due to the fact that he hasn't yet been able to fulfill many of the orders he has already taken.

The new game Sky-High is expected to be one of the big hits of the year. Jack believes that unless Ray Moloney and Jim Buckley come to his rescue soon with some carload shipments he will simply have to get away from his offices if only for self-protection.

Besides the new game, Multiple, which is making a hit everywhere in the State; Reliance, Bally Baby, Hialeah and the others are all moving at a fast clip, Fitzgibbons says.

Jimmy Johnson Likes B'dway

NEW YORK, June 6.—Jimmy Johnson, of Western Equipment and Supply Company, Chicago, arrived in town to spend the Memorial Day week-end to see his mother and uncle off to Europe on the motor ship Gripsholm.

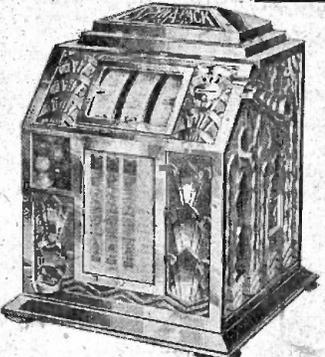
Jimmy reports that he always likes to visit this city, because he "feels like a butterfly attracted to the lights of Broadway." He also said: "There's no other town where a fellow can relax like he can in the big burg. Even the hotel sent a bowl of fruit to the suite with its compliments. You've got to hand it to New York for the way they make you feel at home."

Jimmy claims that many good ideas have been given to him in this city. He is planning a campaign here with some of the new games which he is preparing. He claims that he has a races game that is going to stand the industry on its ear.

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

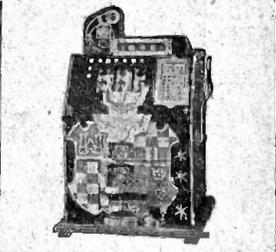
Hundreds of locations waiting for this new 10 Spin Reel Cigarette Machine. Can be had with Double Door and Register, allowing operators to leave key with location for lower door. Register keeps track of all plays.

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.



ALL TYPES OF Mills Bells & Venders

AT FACTORY PRICES
Write for Complete Catalog



MILLS BLUE FRONT MYSTERY
Still the most popular Bell and Vender in the world. A marvel for consistent service. Never gets out of order. Coin Machine operators who complain about trouble will buy "Mysteries" and take a vacation. Made in 5c, 10c and 25c Play.

SICKING MFG. CO., Inc. 1922 Freeman Ave., Cincinnati, Ohio

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.

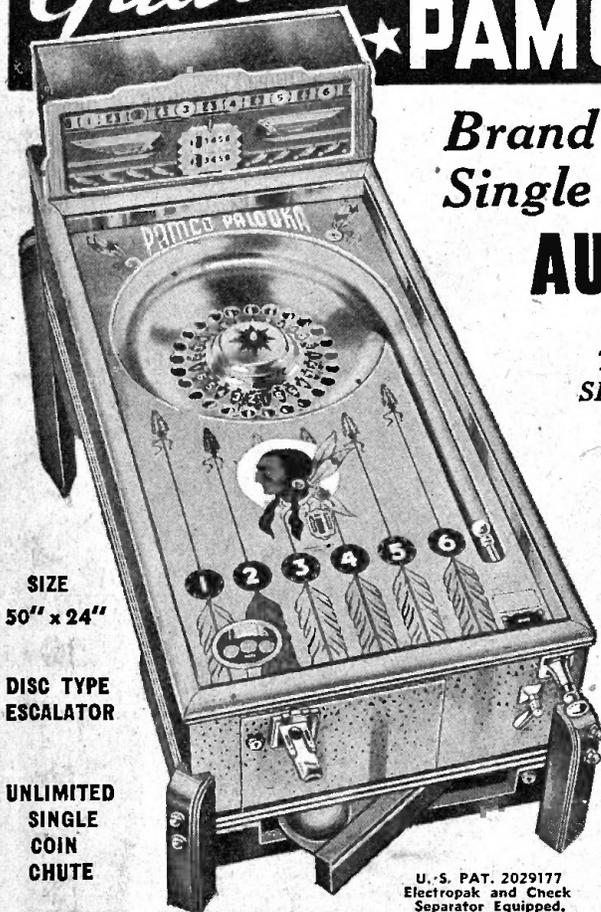
GLOBE PRINTING COMPANY
1023-27 Race Street, PHILADELPHIA, PA.
418 South Wells Street, CHICAGO, ILL.
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SEND FOR CATALOG

Guaranteed TO GIVE COMPLETE SATISFACTION! ★ PAMCO PALOOKA JUNIOR ★

Brand New BOWL TYPE Payout Table with
Single UNLIMITED MONEY MAKING Coin Chute
AUTOMATIC VARIABLE ODDS!



SIZE
50" x 24"

DISC TYPE
ESCALATOR

UNLIMITED
SINGLE
COIN
CHUTE

U. S. PAT. 2029177
Electropak and Check
Separator Equipped.

**GET
THIS
SLANT!**

- Past Performances Prove "BOWL-TYPE" Scoring the FASTEST MONEY MAKING Table Game Principle of Play!
- SINGLE CHUTE Takes UNLIMITED Number of Nickels per game—DISC-TYPE ESCALATOR Shows Last 7 Coins—JAM-PROOF!
- SPINNING ODDS on Lite-Up Board HOLDS 'em like Bell Machines!
- MORE MONEY POWER Than Bell Machines—because a DOZEN can PLAY AT ONCE—coin after coin into Pamco Palooka Junior!
- Check Separator and Electropak Equipped—Ticket Model Operates with Standard Ticket Unit! Perfectly Engineered!

**GET
BETTER
LOCATIONS!**

PAYOUT MODEL \$159 TICKET MODEL \$169

... and Pamco GALLOPING PLUGS

is FAR BETTER than the average VARIABLE ODDS Payout Table.
PROVED BY HEAVY REPEAT ORDERS! Act QUICK!

PAYOUT MODEL \$149 TICKET MODEL \$159

Your Order NOW means IMMEDIATE DELIVERY Today!!!

PACIFIC AMUSEMENT MFG., CO.
4223 West Lake St. 1320 South Hope St.
Chicago, Ill. Los Angeles, Calif.

TIE SCORE

THE MOST SENSATIONAL OF
ALL BASEBALL PIN GAMES

Thrilling, light-up baseball action in fast money-making 5 ball pin game play. THE BEST BASEBALL PIN GAME EVER BUILT! Real skill action and yet it's real baseball play. Awards light-up! All player need do is simply keep the score tie at all times. He gets a real break because game starts with a tie score. Perfectly pinned to arrange payout percentage. Beautifully colored to attract attention. Simple, sturdy, fool-proof construction. Can't go out of order! FOR REAL PROFITS—RUSH YOUR ORDERS TODAY!

JOBBERS - DISTRIBUTORS

WIRE—WRITE—PHONE or CALL TODAY! Territory open for live wires to join with big manufacturing organization. A BIG CHANCE FOR REAL PROFITS! We have many more games on the way.



ONLY...
\$44⁵⁰
RUSH YOUR ORDER!

IMMEDIATE DELIVERY

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778 Concy Island Avenue, BROOKLYN, N. Y.
(Tel.: BUCKMINSTER 2-9648)

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The VENDING MACHINE Co.

Coin Operated Machines
Slot Machines
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The South's Largest Distributors
for the Worlds Leading Manufacturers
of Coin Operated Devices.

WRITE FOR LATEST LIST OF NEW AND USED MACHINES.

205-215 FRANKLIN ST.,

FAYETTEVILLE, N. CAR.



Pittsburgh

PITTSBURGH, June 6.—Racelle Lazar, eight-year-old daughter of J. D. Lazar, well-known coin machine distributor in this territory, made a real hit at Gene Kelly's dance recital given recently at the Nixon Theater here. The entire Lazar family and many of their friends turned out to greet the shining little star. Racelle dances with real feeling and imagination. Her work was well applauded. She was featured in several offerings, including *The Secret*, a novel toe number; *The Hungarian Dance* and *Chopin's Valse*.

Newspaper offices here are among the best locations for merchandising machines. *The Post-Gazette* is leading in the number of machines, with every one of its floors boasting of a cigaret, gum, candy and peanut machine.

City officials are considering the possibility of using parking meters here as a means of relieving some of the traffic obstructions prevalent in the busy streets. No plans have as yet been announced.

Seasonable games, such as horse racing and baseball devices, are doing good business, leading location owners report.

Edlis' new dairy on Wylie avenue installed a new coin-operated phonograph machine last month and boosted business receipts some 20 per cent within a week.

Bernstein Is Ticked With Opening Reception

CLEVELAND, June 6.—Opening of the B. M. Y. Novelty Company's new quarters at 3008 Payne avenue here recently pulled a large crowd of local and out-of-town operators and the affair was voted a huge success by those who took in the affair.

Manager A. H. Bernstein was the recipient of hundreds of congratulatory telegrams, as well as numerous floral baskets. "We never knew we had so many friends in the business," Bernstein states, "and it made us feel great. It was one of the happiest days of my life."

Strong Summer Draw Foreseen for Multiple

CHICAGO, June 6. — Jim Buckley, sales manager of Bally Manufacturing Company, foresees heavy sales this summer for Bally's Multiple one-shot payout game, with multiple coin chute, odds-booster lights and electric ball hole.

"This is the time of year," says Jim, "when operators look around for equipment to take them thru the summer. Competition of outdoor amusements forces operators to pick their warm-weather games with special care, and we have every reason to believe that Multiple is proving a favorite for the job of sidetracking some of the public from the beaches, golf courses, etc."

The game is now in its 10th week and, altho it has enjoyed a steady sale, the demand seems to have jumped up higher than ever right after Decoration Day. This means that after seeing many games come and go while Multiple continued right along operators have become convinced that this is the Jumbo of 1936 and they're buying accordingly. Night and day production schedules still prevail at the Bally plant and Multiple is largely responsible for the rush."

Earl Winters Youngest Op

NEW YORK, June 6.—Earl Winters, salesman for International Microscope Reel Company, Inc., claims that he started in the coin-machine operating business at an earlier age than anyone else in the industry.

He says: "When I was 7 years old I installed a penny gum machine in the back yard and all the kids in the neighborhood patronized the machine. I believe that this is the earliest age that anyone even remotely connected with the coin-machine industry started operating machines."

"I will admit that, according to present operating ideas, the machine I used at that time was not very profitable, but to me at the age of 7 it was a gold mine. Ever since I have had a great respect for the earning power of the average coin-operated machine."

IT'S THE REAL

In every line of business there are two kinds of products—the genuine and the substitute. When you hit on something genuine, you become inspired! Life takes on a new meaning! You see an altogether new world—a world of quality, which draws your wholehearted respect, interest, and devotion. At last, you're happy—for you've found THE REAL McCoy.

MILLS McCOY PAY TABLE

will introduce you to a new kind of table operating, free you from service worries, insure location satisfaction; a table that's easy to put in but almost impossible to move out. Why fool around with rhinestones when diamonds cost no more? Operate the McCoy!

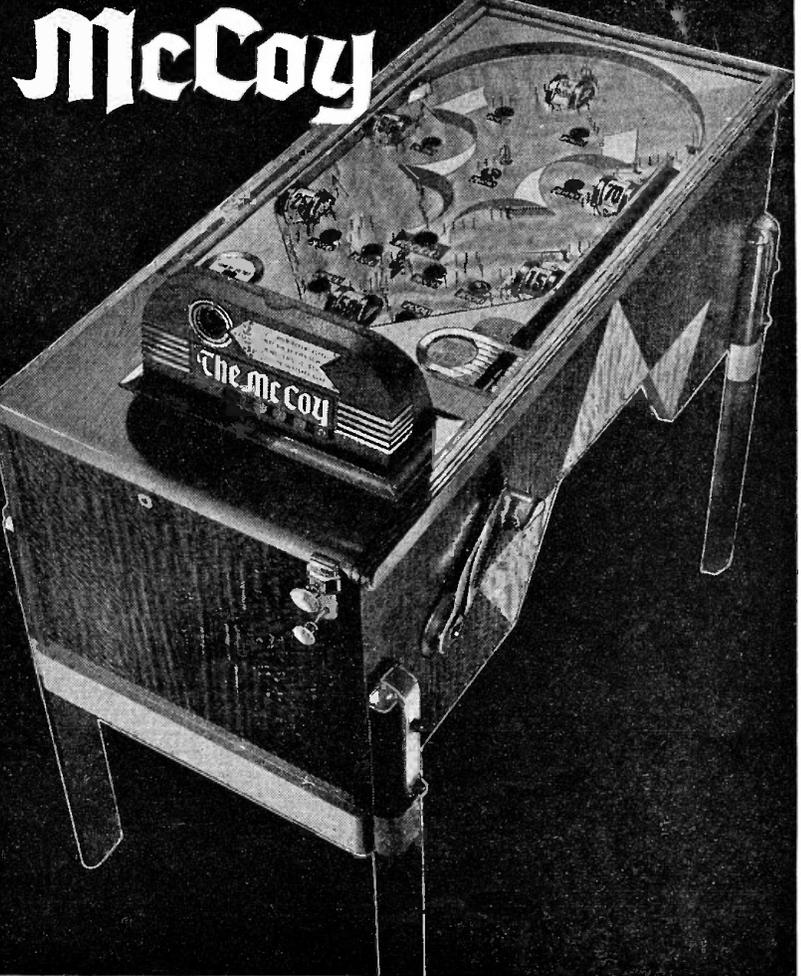
\$130.00

MILLS McCOY PAY TABLE

Immediate Shipment from Factory or Your Jobber

MILLS NOVELTY CO.

4100 Fullerton Avenue, Chicago, Illinois



Joe Schwartz Believes In "Go Vest" Adage

CHICAGO, June 6.—The other day while going thru the plant of one of the Chicago manufacturers Joe Schwartz, of the National Coin Machine Exchange, decided that summer was here to stay. As the trip thru the plant progressed Joe started to feel the heat and soon

shed his coat. This was shortly followed by his vest. He carried the two garments thruout the balance of the tour. When he was ready to leave Joe noticed his vest was missing. A thoro search of the plant revealed everything but Joe's vest. Luckily the weather was still warm and Joe made his homeward trip in comfort.

The little incident got around to the boys and since then Joe has been receiving vests. Large vests, small vests, light vests, dark vests, all kinds of vests. Some of the gifts carried little notes such as "... heard of your loss. Very sorry, maybe this can take its place." Another was, "Far be it from me to let a brother coin-machine man out in the cold. Have a vest."

At present Joe is trying to decide whether to enlarge the storage space at his place on Diversey boulevard or to get rid of more games to make room for the influx of vests.

"But," says Joe, "let the boys send in all the vests they want. I wish they'd send some coats and pants to match so I can find a good suit. However, I appreciate a good gag and the boys on relief will appreciate the vests that I turn over to them. Thanks."

It was suggested to Joe that the next time he goes out he ought to misplace an automobile, and then see what happens.

Babe Kaufman To Celebrate Opening With a Gala Party

NEW YORK, June 6.—Babe Kaufman, of Babe Kaufman, Inc., has signed a lease for a large loft at 250 West 54th street. Babe will open her new office July 1, at which time a big opening party will be held. Babe claims the party will be a wow.

Babe Kaufman, who for many years has been known as "America's only woman jobber," today, in addition to distributing the Pace line and jobbing pin tables, has one of the largest music machine operations in the city.

Babe will leave here soon for Chicago to personally invite all the leading figures in the coin machine business to her grand opening.



"RELAX A WHILE—PLAY PIN BALL." Stressing the recreational value of pin games, that's how these match books, distributed by Bally Manufacturing Company, tell the story of good will and play-appeal to the public and the industry at large.

BARGAIN SPOT
BEACON
 \$4.00

TERMS

1/3 Deposit on All Orders over \$15.00, Balance C. O. D. Full Cash with Orders Under \$15.00.

FIRST WITH LATEST NEW GAMES—GET YOUR NAME ON OUR MAILING LIST.

BARGAINS IN RECONDITIONED MACHINES

Golden Gate Fleet Push-Over Merry-Go-Round Radio Station Lightning Criss Cross (plain)

\$3.90 Each

Register Rebound Signal Tit-for-Tat Maj. League Jr. Contact Jr. Spelling Bee

\$4.90 Each

Score-a-Lite Rocketite C. O. D. Traffic "G" Flying Trapeze Sr. Criss Cross (Lito) "21" Beam Lite Tri-a-Lite

\$6.90 Each

AUTOMATIC PAYOUT TABLES

Sunshine Derby	\$59.00
Jumbo	46.50
Electric Battle-Ball	39.00
Rodeo (1 Ball)	25.00
Stampede	22.50
Varsity (5 Ball)	18.00
Carlotta	14.00
Put 'N' Take (Late Model)	14.00
Traffic (Ticket and Payout)	13.00

RIN GAMES

Ginger	\$20.00
Zoom	19.50
Squadron	19.50
Hi-Lite	18.00
Banker	15.00
Five and Ten	14.50
Scream	14.00
Big Game	13.00
Ball Fan	12.00
William Tell	9.00
Kings of the Turf	9.00

NATIONAL COIN MACHINE EXCHANGE, 1407 Diversey Blvd. CHICAGO, ILL.

DRAW POKER
 "The Proven Winner!"

Operators everywhere reporting enormous profits! Order yours today! Prices F. O. B. Omaha.

Takes In \$174.00
 Pays Out 135.00

PROFIT \$ 39.00

Sample Barrel \$3.00 Refills \$2.50

ALSO THE NEW BANK JAR!

Takes In \$183.00
 Pays Out 144.00

PROFIT \$ 39.00

Jack Pot Averages \$70.00 Before Hit.
 Sample Jar \$3.00 Refills \$2.50

1/3 Deposit, Balance C. O. D.

NATIONAL PREMIUM CO.
 1316 DODGE ST. OMAHA, NEBR.

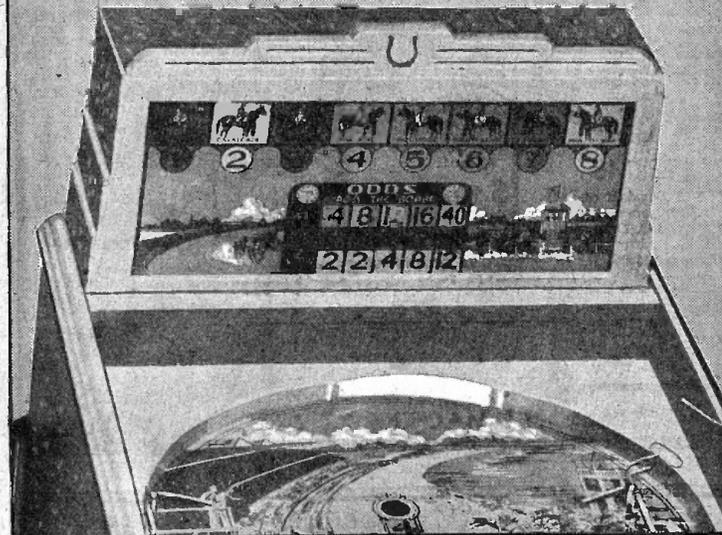




WHEEL OF FORTUNE

The 1 ball in any pocket spins THE WHEEL OF FORTUNE—if it stops on a winner—machine automatically pays out as high as 20 coins—if the ball drops into the \$1.00 or 10c or \$1.00 pockets player automatically receives that award—WESTERN'S NEW MOTOR DRIVEN AUTOMATIC PAYOUT UNIT—beautiful de luxe 24"x50" cabinet—immediate delivery guaranteed

\$125⁰⁰ PRICES ON BOTH **\$135⁰⁰**
 STANCOR UNIVERTER BATTERIES OPTIONAL CHECK SEPARATELY \$5.00 ADDITIONAL
GAMES THE SAME AUTOMATICALLY RECORDS PAYOUTS
 TICKET MODEL OR FREE GAMES MODEL



RACES WESTERN'S GREAT 1 BALL AUTOMATIC PAYOUT TABLE

Players can play all eight horses—they can change odds by inserting more coins—they can insert more than 20 coins in the multiple coin chute on 1 game—WESTERN'S NEW MOTOR DRIVEN PAYOUT UNIT—big attractive cabinet, 24"x50"—guaranteed immediate delivery.

In locations where multiple coin slots are not permitted, you can get RACES with a slot that takes a single coin on one game. For example, by inserting one coin, player gets 2 to 8 horses and odds as high as 40 to 1.

WESTERN EQUIPMENT & SUPPLY CO.
 925 W. NORTH AVENUE • CHICAGO, ILLINOIS

AGAIN! Acme Novelty Company Offers You Real Bargains!

RECONDITIONED ONE BALL AUTOMATIC PAYOUT GAMES — Ready for Location

BALLY DERBY	\$59.50	PEERLESS	\$59.50
DE LUXE 46	39.50	RODEO	34.50
BALLY'S RED ARROW	14.95	SUNSHINE DERBY	52.50
MAMMOTH	42.50	PUT 'N' TAKE (Front Door)	14.95
KINGFISH	29.50	REPEATER	47.50
STAMPEDE	22.50	PROSPECTOR	32.50

GOTTLIEB'S TREASURE HUNT, ONE BALL MINT VENDOR \$11.85
GOTTLIEB'S ELECTRIC BAFFLE BALL, VERY CLEAN 32.50
JENNINGS SPORTSMAN, LAST COIN VISIBLE, BROWN CABINET, \$13.95

NEW COUNTER GAMES USED COUNTER GAMES

PUNCHETTE MYSTERY TAPE	\$19.75	PENNY PACK	\$ 9.85
HOL-E SMOKE 1c CIGARETTE	11.75	CENT A SMOKE	8.95
GEM PENNY SMOKE	11.95	JENNINGS DICETTE	4.95
HOLD & DRAW	22.95	WAGON WHEELS	7.95

NEW NOVELTY GAMES, FLOOR SAMPLES

BALLY'S SMACK 'EM (10 Ball)	\$12.50	SHOW DOWN (5 Ball)	\$12.50
BOTTOMS UP (10 Ball)	10.50	SIX SIXTY SIX (10 Ball)	17.50

USED NOVELTY GAMES, RECONDITIONED)

ROCK-OLA'S BIG GAME	\$11.50	BALLY'S TRAFFIC (Model A)	\$17.50
CRISS CROSS A LITE	6.95	MAJOR LEAGUE, JR.	5.95
JENNINGS FOOTBALL	8.95	ESQUIRE	5.95
BEAM A LITE	7.95	ACTION, SR.	7.95

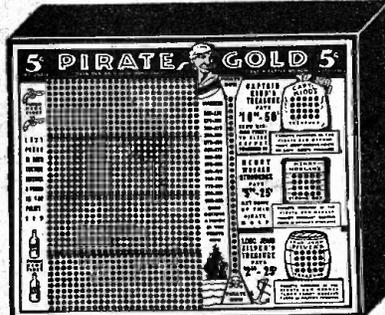
WHIRLPOOL TICKET GAMES \$24.50

WURLITZER AUTOMATIC PHONOGRAPHS, Model P-12, Like New

WURLITZER AUTOMATIC PHONOGRAPHS, Model P-30, Like New

Prices Quoted Are F. O. B. Minneapolis. 1/3 Cash With Order, Balance C. O. D.

ACME NOVELTY CO.
 25 NO. 12th ST., MINNEAPOLIS, MINN.



AHOY, MATES! HERE'S PIRATE GOLD WITH ITS TREASURE OF PROFITS!!!

Takes in

Average Payout

Aver. Gross Profit

(Highest Possible Payout \$25.25)

Price Each **\$3.86** Plus 10% Tax

No. 1187—1000 Holes A Harlich Jumbo Board
 Our General Catalog and Supplements Illustrate Over 100 Boards. Designed Especially for Operators. Send for Them Today!

HARLICH MFG. CO. 1401-1417 W. Jackson Blvd. Chicago, Illinois

Sunshine Baseball Game Makes Auspicious Debut

CHICAGO, June 6.—As a result of the demand of jobbers and operators for a new baseball game, D. Gottlieb & Company have just introduced their latest game, Sunshine Baseball. Incorporating a number of popular features, Sunshine Baseball is offering something that is absolutely new. That is, the combination of a one-ball automatic payout baseball game with player-controlled changing odds.

Sixteen of the leading teams of the major and minor leagues are represented on the playing field. The light-up rack contains a series of eight sets of odds from 2-1 for cellar position up to 40-1 for league champs. As a coin is inserted the light-up rack flashes a set of odds. It might be any set from 2-1 up to 40-1.

If the odds shown are not to be player's liking he has an opportunity to change them. By successfully hitting the change-odds hole on the top of the playing field the odds change . . . either up or down. After the odds have been changed in this manner the change-odds hole is closed by a trap door lid and the ball is returned for play. The player then tries to land the ball in any of the 16 pockets. No matter which one of these holes is hit the payout is based on the odds shown.

In order to add even more mystery to the game that that supplied by the changing-odds feature Sunshine Baseball has a mystery pennant winner and a series winner payout hole, each of which pays out an extra rich mystery purse.

Receiving no advance publicity other than its inspection by jobbers and operators at the Gottlieb plant, Sunshine Baseball has already made its entry into the coin-machine world an auspicious one. Those who have seen and played

the game report that it should become one of the most successful baseball units on the market. The fact that is a one-ball payout makes each game fast and profitable for the operator. The chance to change the odds, however, gives the player an opportunity for a second shot and therefore gives him more than his money's worth.

The Gottlieb plant will have to show even more activity in order to meet the orders for Sunshine Baseball along with Daily Races, Fence Buster, Brokers Tip and Sunshine Derby.

New Amusement Machine License Law in Ann Arbor

ANN ARBOR, Mich., June 6.—Amusement machines are to be licensed under a new ordinance adopted here June 1 by city council. The purpose of the new ruling is to control the operation of machines here.

Approval of the Chief of Police is required for all devices installed before a license can be issued by the city clerk. An annual operator's fee of \$50 for the first machine and \$10 for any additional devices owned by the same operator is stipulated.

The Modern Coin Machine Company, 246 Wall street, here, has been organized with a capital stock of \$10,000 to rent and lease all types of coin-operated machines. The enterprise was organized by Frank Oakes, Detroit.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION
 for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



STONER CORPORATION

Aurora, Illinois

READY FOR DELIVERY!

ROBBINS' 2-IN-1 VENDOR

America's Most Practical Bulk Merchandiser

SEE NEAREST DISTRIBUTOR

D. ROBBINS & CO., MFRS.
1141 DEKALB AVE. BROOKLYN, N. Y.

direction of the NACOMM, and N. Marshall Seeburg has been elected chairman of the convention committee, the third year that he has served in this capacity.

The committee this year is considering plans to restrict admission to the exhibit to actual prospective buyers. In the past years admission of the general public to the show has resulted in an overcrowded condition and operators have found it difficult to inspect displays as carefully as they would like.

NACOMM Meet January 11 to 14

CHICAGO, June 6.—Hotel Sherman here has been selected for the 1937 annual coin-machine exhibit and convention. The dates have been definitely set for January 11, 12, 13 and 14. The show will be conducted under the

Plan Ordinance To License Milwaukee Pinball Machines

MILWAUKEE, June 6.—An ordinance to regulate all types of pinball games is being drafted here and will be introduced June 8, C. W. Babcock, first assistant city attorney, revealed recently.

The ordinance in a general way would define the types of machines and would charge a license fee for each machine and possibly for the distributors.

OPERATORS! MEET the BAR-BOY

The brand NEW VENDER FOR TAVERNS



Barrels of Player Appeal in BAR BOY and Barrels of Profit for both operators and locations.

It's a brand-new fast action four reel game for taverns and bars. Gets the Best Spots.

Three-of-a-kind beer emblems pay variable odds of 2 to 20. 5c Play.

Legal Ball Gum Vender, 75-25 Coin Divider. Beautiful, all-metal cabinet in dark maroon.

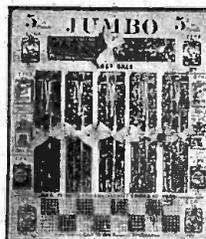
PRICED AT ONLY \$14.95 F. O. B. CHICAGO

7-Day Trial Offer.

GARDEN CITY NOV. MFG. CO.
4329 E. RAVENSWOOD AVE. CHICAGO, ILL.



HAPPY SCENE AT DECORATION DAY PICNIC given by Atlas Novelty Corporation, Chicago, to its employees.



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.

The Last "Word" in Your Letter to Advertisers, "Billboard".

Bally's NEW 10-BALL PAYOUT GAME

AIR LANE



42 in. x 20 in.

WRITE FOR PRICE

Licensed by Consolidated Patent Corp. (1,802,521); Ace Pat. Corp. (2,010,966)

MULTIPLE AWARDS

LIGHT-UP SCOREBOARD

ELECTRO-PAK EQUIPPED

HERE'S the game for air-minded America! See the silver squadron of the sky soaring over the color-splashed SCENIC PANEL—and you'll see why AIR LANE makes 'em stop, look and PLAY! Feel the thrill of shooting 10 BALLS through the cleverly pinned air-lanes—awards ranging from 10 to 150 points, depending on type of planes hit—every hit instantly flashed on the LIGHT-UP BACK-BOARD—and the possibility of SEVERAL SEPARATE PAYOUTS PER GAME!

Add to the air-plane action and streamlined speed of this thrilling new hit—the fact that it's BALLY-QUALITY throughout—ELECTROPAK equipped—available in TICKET or PAYOUT models—and you'll agree that AIR LANE is the outstanding buy in the 10-Ball class. Order AIR LANE today and "hop off" to bigger profits this summer!

MULTIPLE
Now in tenth week and going stronger than ever
BALLY BABY
3 Counter Games in One
RELIANCE
Payout Counter Dice Game

★ VISIT THE TEXAS CENTENNIAL EXPOSITIONS

Bally NATURAL

THROWS A

Sensational New 1-SHOT PAYOUT DICE GAME★

MULTIPLE COIN CHUTE! MULTIPLIED PAYOUTS!

Changing Odds Flash on Light-up Board!

12-COIN ESCALATOR! ELECTRO-PAK EQUIPPED!

* Plays regulation "seven-eleven" dice, although NO DICE DESIGNS APPEAR ON MACHINE. All the thrills of real rattling bones! WIN ON 7 OR 1—WIN WHEN YOU "MAKE YOUR POINT"—lose on 2, 3 or 12! ODDS CHANGE for every coin played—from 10 to 100—AND PAYOUT MULTIPLIED by numbers of coins deposited, up to 4. Tests show 10 OR MORE COINS PER GAME and up to \$50.00 DAILY EARNINGS! It's a Jumbo for simplicity, a Bally Derby for odd-changing suspense, a Multiple for extra earning power—in other words, a NATURAL!



50 in. x 26 in.

WRITE FOR PRICE

See These NEW Hits at Your Jobber!



BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.

NO NEED TO LOOK FURTHER

THESE TWO WILL HANDLE EVERY SPOT YOU HAVE . . . IN EVERY TERRITORY YOU COVER!

ALAMO

FOR ALL PAY TABLE LOCATIONS . . . EVERYWHERE

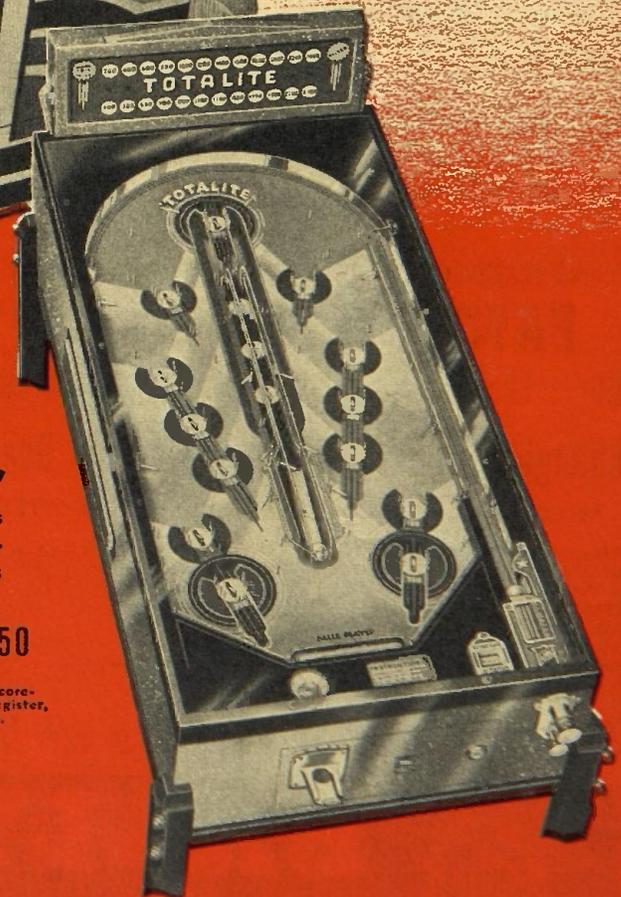
It is features like these that make ALAMO America's top-ranking pay table today—features like the Multiple Coin Chute ★★★ the 50 inch heavy-duty cabinet ★★★ changeable odds ★★★ in-a-drawer mechanism ★★★ perfect Universal pay unit ★★★ equipped with ROCK-O-PAC and batteries (operates on either) ★★★ \$10 top award ★★★ the most colorful and beautiful cabinet and field ever designed ★★★ the most-lasting appeal of any table on the market ★★★ proved earning power of \$40 a day or more!

GET YOUR ALAMOS NOW!



\$14950

Complete with
ROCK-O-PAC Battery
Eliminator.
Mini Vendor, \$10.
Ticket Unit, \$10.
Additional.



\$4950

Special Score-
Keeping Register,
\$5.00.

TOTALITE!

FOR EVERY PIN TABLE SPOT IN THE COUNTRY

Fast 5-ball action ★★★ Balls roll over magic score-increasing switches ★★★ the score is instantly flashed and totaled on the brilliant light-up panel ★★★ a special ball shoots over the elevated runway and steps up the score three times! Action—and more action! Color! Excitement! Speed! Appeal! Profits!

And remember the special cheat-proof register that shows you the exact number of winners and amounts at all times! Your ROCK-OLA Distributor has TOTALITE. Order from him today!



ROCK-OLA MANUFACTURING CORPORATION

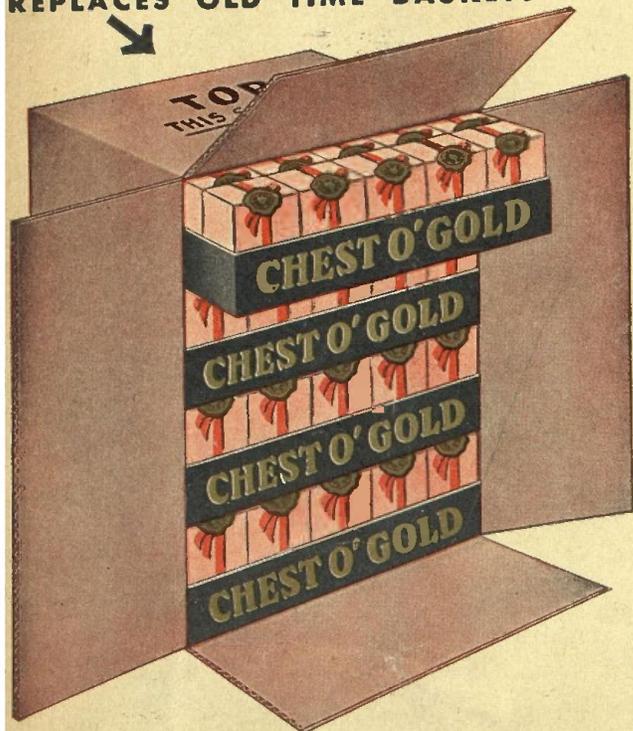
800 North Kedzie Avenue, Chicago, Illinois

TENT SHOWMEN—MED. MEN

\$200.00 TO \$500.00 PER WEEK PROFIT FOR YOU!

TREMENDOUS VALUES FOR YOUR AUDIENCE!

NOTE SALES TRAYS—
REPLACES OLD TIME BASKETS



SUGGESTED ANNOUNCEMENT FOR CHEST O'GOLD
(CHANGE TO SUIT YOUR REQUIREMENTS)

ANNOUNCEMENT

Ladies and Gentlemen:—

The usual thing in most theatres throughout the country today is to give some premium, present or prize, in order to attract and induce attendance. You have undoubtedly attended many theatres where they had Gift Nights of various kinds—all with the sole purpose of attracting you to their particular theatre. However, there is one element connected with all of these various contests and drawings. There is, as a rule, only one or very few at the most of those in attendance at any theatre where these different prizes and premiums are given out that receive any benefit from some. In other words, whereas a thousand people may go to a theatre on a Gift Night, only one person will be the recipient of the award.

We believe that when there are hundreds of people in a theatre to give one among their number a prize or present and let the many go without is unreasonable and unfair. In this theatre tonight we are breaking away entirely from the old order of things. Instead of having a contest or a drawing where one or a very few persons in the audience will receive a gift, we are going to pass out a beautiful gift, a marvelous and extraordinary article of merchandise to each and every person in the audience. This is without exception as we have provided extraordinary presents for each and every one here tonight.

Among these articles are beautiful silk hosiery, silk lingerie, perfumes and cosmetics, beaded and leather handbags, costume jewelry, Peter Pan pearls, beautiful gold plated rings, gold and silver bracelets and many other articles of costume jewelry for the ladies.

For the gentlemen, we have silk hose, silk neckwear, pearl handled pocket knives, briar and rose-wood pipes, silver plated cigarette cases, novel and unique cigar lighters, leather wallets and bill-folds, leather belts, gold and silver plated safety razors and a great variety of other items of great value.

For the home we have imported vases, miniature statuary, silver plated sugar and creamers, other items of silver plated table wear and many other useful articles. Many imported and domestic novelties too numerous in number to mention.

Now, we have gone to a tremendous expense in our desire to give a gift to everyone. All we ask is that you each pay a small part of the cost of these extraordinary articles. We guarantee 100% satisfaction in each and every instance. Where you are not entirely satisfied we are most pleased to refund the small amount paid. We are asking each and every person in the audience to pay the small sum of 10¢. The various members of the company will now pass among you and we will be pleased to present each one of you with one of these unusual gifts. Kindly have your change ready. I thank you.

CHEST O' GOLD

IS A STRAIGHT MERCHANDISE PACKAGE
(NO CANDY)

That is so entirely new that its tremendous possibilities must be actually experienced to be realized!

The first and only sales proposition ever created that actually gives tremendous value to each and every member of your audience at every performance!

COST YOU \$50.00 PER THOUSAND
Delivered Prepaid
SHIPPED IN UNITS OF 200 PACKAGES

25% DEPOSIT REQUIRED ON ALL ORDERS
BALANCE C. O. D.



WE GUARANTEE
THE SALE OF

"CHEST O' GOLD"
to 100% of your audience at
each and every performance.

CHEST O' GOLD
can be returned
at any time at
our expense for
full refund.



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