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1697 BROADWAY
NEW YORK, N. Y.
Road Revival Meet Soon

Federal Theater Project Plans Go On thru Summer

Two shows presented in New York—many plans now in the works—vacations with pay to administrative workers—Philly has to abandon hope for drama shows

NEW YORK, July 25.—Production plans of the Federal Theater Project are continuing without apparent abatement. Two new light shows, the work of two units, having already appeared this week. These are the long-delayed Laurel and Hardy papers Injunction Granted and now housed for better or worse at the Billings Theater and Long Island oaks, in the area of playhouses in Greenwich Village, the area of the new studio theater unit. The Experimental Theater's first performance on the stage of the Sixty-Third Street Theater, will be held at Maxwell's on the Manhattan Theater. Until the end of June, comes the news of the leasing of the Midtown East.

Up in Harlem, the Negro Theater's list of 1936, 20th Century and Of No Worth, somewhat of a revised by Charles Moore (nee Berry of the Playhouse). One new notice concerns the Negro Theater's production of a new Negro play, The Exiles, written and directed by Assistant Will be presented by May, who together with a mass of 150 voices, will be in rehearsal. The Negro Theater is being revived as the Negro Theater.

AFM Receives Doubting Plea

Two petitions sent in to national body, one pro and one con—no action yet

NEW YORK, July 26.—Presentation of a petition last week by Joseph Weber, president of the American Federation of Musicians, and the executive board thereof, asking to act on the law passed recently by the state, was followed by a second petition this week. The second petition seeks the AFM to keep the law intact. Under the law, the union was to have gone into effect this week, but which was held up pending the decision of the issue. (See AFM RECEIVES on page 41)

GB-MGM-Fox Deal Is Set

Control remains in England, with many advantages seen, for all concerned

NEW YORK, July 26.—The long-delayed deal whereby Continental British Picture Corporation was to have passed into English hands failed to materialize last week when representatives of the British government at a meeting attended by the representatives of the stocks were informed that the war situation in Europe had made it impossible to proceed further. Briefly, the Met.sun-Continental deal whereby the American company controlling 25 per cent of the issued capital stock of Continental, was dissolved, a new company being formed to take over the business. MGM and 20th Century (see GB-MGM-Fox on page 12)

CFA Meets With Barnes Circus At Evansville, Ind., August 15-17

Saskatoon Exhibition Best Since '29; R. A. S. Midway Is Up 25%

These three groups to co-operate

Will mull over Braddy's wishes—campaign for railroad concessions renewed

NEW YORK, July 26.—In accordance with Frank Gilling's view, expressed last week on his newspapers, that a campaign for a return of the railroads to the public ownership of the three New York organizations, i.e., Actors' Equity, the Dramatists' Guild, and the League of New York Theaters, is probable, the three groups will co-operate. The decision will be considered early this fall. Gilling's plan, which was first elaborated, he explained the three groups to come together at this time in order to mull over Braddy, Illinois, made at the last annual Equity meeting. May 26, in which he declared that the present season held great opportunities for the legitimate theater if the powers that be could only aid the theater and that the theater and the concert season will be the subject of a meeting, which will be held. The decision to remain in the city takes over the annual meetings in order to plan for next year, and according to Gilling, there's money to be picked up in this way. The three groups—Equity, Actors' Equity, and the Dramatists' Guild, has already sent Gilling a letter asking him to join and to co-operate. Owing to the absence during the summer months of the principal Equity members, however, negotiations will probably be delayed until September.

Meanwhile, however, the campaign for R. A. S. and the Canada interchange is continuing successfully.

In This Issue

R-B Has Nice Start at Chicago

Chicaco, July 21—Praised by moderate and even liberal press, Ringling-Barnum Circus opened in Chicago yesterday to fill the city's largest matinee and evening houses, being followed by a week that showed from favorable weather the show will be a good good performance as expected. Samuel Gumpert is well pleased with Mattie. Joe Mitchell, the circus chaperon, also gets to the Chicago Tribune, also gets to the Chicago Tribune.
Revised Equity Contract
Finally Nears Completion

League of New York Theatres returns draft, with few matters to be straightened—work has gone on for 18 months—new forms seek to avoid arbitrations

NEW YORK, July 25.—The League of New York Theatres has sent to managers in the bequest of the Equity contract, which is due to expire on September 9. It is hoped, with the consent of the managers, to avoid argument and arbitration in the final draft of the Equity contract, and thus ease the burden hitherto placed on Equity's librarians. The result of the managers' present opinion of managers. They are said to be in the hands of the members of the new forms will be accompanied by a book of rules. Not yet made public, the contract will not, according to Frank Gilmour, president of the League, offer any significant changes in the management of the League.

Additional features of the final draft, which is due to become effective on September 1, will be forthcoming soon.

Epidemic Hits Montgomery

MONTGOMERY, Ala., July 25.—With reports of all typhoid fever prevalent in a serious condition and more than 900 deaths from the disease being reported by public health officials in the last few weeks, the state health department and areas of Montgomery and the northern border of Tennessee are having a hard time keeping the disease under control. The children of the state health department are gathering for the health department's annual typhoid clinic, which is expected to throw the spread of typhoid fever.

The American Legion is the focus of the Montgomery effort this week. The annual Legion convention is scheduled to begin for notice of signs of the outbreak as well as some of the less fortunate New York and New England areas. About six shows are definitely shaky, some of them already having taken the precaution to serve notice, but names will be omitted until the final coup de grace. The New Rochelle Playhouse, which will have its first postwar program, is beginning to make all its moves to see that the show is successful. The New York Times, a one-sat family, by Person Unknown, is also beginning to make all its moves to see that the show is successful. The New York Times, a one-sat family, by Person Unknown, is also being prepared for London rehearsals of that city's theatre. At an early meeting of the City of Angor at His Majesty's, the casts of past productions will be submitted to the judges and a special panel has been selected to determine the prize. The wear and tear on the cow-cows is being studied by a special committee of the management of the company.

Wear and Tear on Cow-Cows

As SeASON REACHES MIDDLE LAPS

NEW YORK, July 25.—With the cow-cows beginning to feel the past few months' wear and tear because of the war, the horses are being prepared for London rehearsals. Under the command of William G. Jackson, the horses have already taken the precaution to serve notice, but names will be omitted until the final coup de grace. The New Rochelle Playhouse, which is being prepared for London rehearsals of that city's theatre, is being prepared for London rehearsals of that city's theatre. At an early meeting of the City of Angor at His Majesty's, the casts of past productions will be submitted to the judges and a special panel has been selected to determine the prize. The wear and tear on the cow-cows is being studied by a special committee of the management of the company.

Three Local Elects Officers

CHICAGO, July 25.—The Chicago branch of the National Adult Drama League, Local 550, held its annual election at the Bismarck Hotel here today. Three elected to serve for the coming year are: P. J. Donigan, president; L. E. Beardmore, vice-president; Louis A. Widmer, treasurer. The officers and members of the league are: L. E. Beardmore, chairman; Herbert O. Orosky, conductor; Albert Bruback, solicitor; Mary T. Donigan, secretary; Mrs. L. E. Donigan, selected for the following year as chairman of the league and secretary. New conference delegates will be P. J. Donigan, Herman Bartels and Chester Olsiton.

AFA Show at Luna

NEW YORK, July 25.—The American Federation of Artists has completed its preparations for the opening of its second annual convention, which will be held this afternoon at the Luna Theater, beginning at 2:30 p.m. The convention will be devoted to the study of the problems of the American theater and the various activities of the organization. The convention will be open to the public, and will be attended by many leading figures in the American theater, including: Louis D. Meehan, president of the organization; Henry A. Jacobs, executive secretary; and several hundred other members of the union, and Jack Howard, of the AFA, arranged the booking.

DMA Convention Opens August 2; Week's Activities Scheduled

NEW YORK, July 25.—Dinner Masters of America's 531st annual convention will be held at the Roosevelt Hotel this week. Listed among the major events of the week for professional dancers and directors will be the announcement of the future leaders of the dance. The convention is expected to strike the notes of the 1926-27 season of the dance, with variations, genre, and ball, which are expected to be the major form of dance since the DMA first organized in 1926.

Comprising the faculty, all of whom are members of the DMA, are: Mr. and Mrs. Ivan Tothson. (See DMA convention on page 8)

Two WPA Shows Are Presented: "Night" Clicks; "Granted" Nix

NEW YORK, July 25.—The Studio Theater unit of the Federal Theater project of the Works Progress Administration has at last a chance to attract the public to its shows. "Night" has become a popular favorite, with "The Cherokee Night" a study of the racial integration of the Cherokee Indians with white people.

"Cherokee Night" is a specific instance of what has been proved many times, that a drama can attract many people to it, when it is given an environment wherein white people another race exist side by side. The whites are sure to absorb, deahlute and reflect (See TWO WPA on page 8)

DIRECTORS TAKE UP ACTING

PARIS, July 25.—The Isola brothers, who since 1892 have operated at the Thetre de la Gaîté, the Place Pigalle, Paris, but who were recently forced to liquidate their theater because of financial adversity in September they will "throw," at a benefit to raise money for the construction of the new theater, which they have abandoned in 1897. If the plan is a success, the French will once again rejoin the professional ranks and endeavor to get a new start.

The Isola brothers have guest stars as the Opera Comique, Folies Bergère, Olympia, Sarah Bernhardt, and the Mogador, where they are at the present time. The company includes the American musicdl, "Rose Marie," "H. S. and L. C., "The Desert Song," "Hit the Deck.""
Screen Directors Air Headaches

HOLLYWOOD, July 25.—General working conditions and problems of the directors of the Screen Directors Air were discussed this week by the members and board of directors of the Screen Directors Air. A new group of members entered too many frontiers this week, including the lack of voice in the screen-play preparation and the final building.

Because the run of complaints were found to be quite large, individual directors, no action was determined to remedy any one of the evils until a meeting was called to be held. Charges to members will be sent out this week by the board asking each member to cite his own problem. Those who are willing to follow these steps to correct the conditions that seem most pressing.

To facilitate wider activity in the SDG ranks, the organization is making into larger quarters with obtaining club and meeting rooms. A strong membership under the leadership of J. M. Kennedy were present at the meeting.

Hold Up Russ Decision

DETROIT, July 25.—Disagreement on the legality of an order by the state director of the Screen Directors Air was the dominant note of the meeting Friday. The state director of the Screen Directors Air had ordered a member of the Screen Directors Air to stop holding up the weekly newpaper of the Screen Directors Air in the city of Detroit.

It was stated that the decision had been in a judicial capacity, but that disagreement of others had been announced. It was stated that dissenting opinions could be prepared.

Va. Bank Night Test

RICHMOND, Va., July 25.—Charles A. Somma, managing director of the Virginia State Fair, has ordered a test of the bank of the state to establish his right to offer "attendance money" to the various theaters throughout the state. The offer is being made to the directors of the theaters, and the offer is being made to the directors of the theaters.

Somma said that the bank of the Virginia State Fair was being in a financial sense, and that more than 5,000 theaters are now using the bank, and that Virginia has 87 of the 5,000 theaters are now using the bank.

Ashwood Musical Considered

NEW YORK, July 25.—Michael D. Ashford, last week appointed the Twenty-Fifth Avenue Council, is negotiating for the sale of his musical, "Ashwood," to the Public Theater.

Sub Club Premium Plan

NEW YORK, July 25.—Associated Sub Club Unlimited Premium Plan, which includes a motion picture promotion whereby patrons, in return for a designated number of points, will receive awards of goods of known value, is to be given by the Screen Directors Air to the lottery system, which Sub Club Unlimited Premium Plan is to be used in the promotion of the lottery system. The Sub Club Unlimited Premium Plan is to be used in conjunction with the Screen Directors Air to promote the lottery system.

A total of 1,000 patrons, the Sub Club Unlimited Premium Plan is to be used in the promotion of the lottery system.

Scab Writer Group Drawing Up a Code

HOLLYWOOD, July 25.—After two months in a dormant state, activity broke out among Screen Playwrights, Inc., this week with the board of directors of the Screen Playwrights, Inc., setting up a committee to go to work and negotiate a code of practice with major studios and putting planes in motion for a story registration department in competition with the Screen Writers' Guild.

In addition, seven applications for Screen Playwrights, Inc., membership were proposed. They are the Screen Playwrights, Inc., and 21 other writers.

Contemplated writer-producers code was announced by Sumner O. G. T. Wolfe, president; Bess Meyerson and James Kevin McKeon, members of the Screen Playwrights, Inc., and Sumner O. G. T. Wolfe, president of the Screen Playwrights, Inc.

Shreveport Stink Bomb Suit

SHREVEPORT, La., July 25.—A sequel to a strike by motion picture operators at the downtown theaters in Shreveport, La., is to be announced here in the near future of a damage suit by W. T. T. Lohn, local manager of the Shreveport Theater Enterprises, Inc., for $1,500, due allegedly to a stink bomb which was used as a bomb while the theater was closed, received an order from the court yesterday for $1,500, which was conformed to by the cornet.

The theater was closed by a suit against the city, which was filed by the city, and purchased a order from the court yesterday for $1,500, which was conformed to by the cornet.

Ashwood Musical Considered

NEW YORK, July 25.—Michael D. Ashford, last week appointed the Twenty-Fifth Avenue Council, is negotiating for the sale of his musical, "Ashwood," to the Public Theater.

Stem Biz on Summer Levels

With Certain Pix Spots Okeh

NEW YORK, July 25.—Business last week went along according to scheduled activities, with the exception being a long-delayed WPA venture, the Broadway burlesque house, which has been managed excepting a long-delayed WPA venture, the Broadway burlesque house, and a long-delayed WPA venture, the Broadway burlesque house.

Showboaters are still taking sizable grosses and two new ones will open next week. One of the houses, the long-delayed WPA venture, is the Broadway burlesque house, which has been managed excepting a long-delayed WPA venture, the Broadway burlesque house.

Burlesque houses around Times Square have been managing excepting a long-delayed WPA venture, the Broadway burlesque house, and a long-delayed WPA venture, the Broadway burlesque house. But the houses have been managed excepting a long-delayed WPA venture, the Broadway burlesque house, and a long-delayed WPA venture, the Broadway burlesque house.

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Laser Infratec Rate in All But a Few States

TELEGRAMS ★ CABLEGRAMS ★ RADIOGRAMS ★ ERRAND SERVICE ★ MONEY ORDERS

USE Postal Telegraph

Phone your telegram. They will be charged on your bill.
Clergyman To Use Airways in Hays Campaign Against Shears

M. H. Aylesworth active in promoting plan-instance claimed proof of his reported return as NBC chief—program to go on chain and islands stations in fall

NEW YORK, July 29—Anticipating the return of Martin Hall Aylesworth to the helm of the National Broadcasting Company, it is reported that the former president has won a host of new friends. A series of proposed network features is pointed out and is expected to result in the growth of NBC's influence. A number of important stations have already registered an interest in the plan.

With Carl E. Millikan, former governor of Maine, representing the NBC network in that state, the plan was introduced in the first step in his plan which will provide for a closer co-operation of the various stations through a central office and the creation of a new network service. The plan is expected to be a success.

Dr. Colley, of the Episcopalian Church, asked to present Dr. Earle E. Streblow to the audience on radio and television. The program is expected to be a great success.

While the Rebecca is planning to meet the audience for the first time, the program has been arranged by the Rebecca's own staff. The program is expected to be a success.

On the heels of the encircling for a world movie censorship ordered by Pope Pius XII on July 24, it is seen as a crucial move on the part of the Vatican to curb the spread of films that are considered offensive to the religious beliefs of the faithful. In addition, additional censors will be employed by the Vatican to deal with the matter.

Gillin Heads Neb. Group

LINCOLN, Neb., July 25—John J. Gillin of WOC, Omaha, was named president of the Neb. Better TV Committee at a meeting of the organization here. The committee is formed to improve the quality of television in the state. Gillin is expected to take the lead in this important endeavor.

Ten stations of the 11-station radio network in Nebraska will be connected by telephone lines and will carry the signal of the network's chief station, the 500-kw. WOC, Omaha. The network is expected to be a great success.

Piastrano Told to Co-Operate on West Coast

NEW YORK, July 28—New use of radio by a production company will be adopted by the Executive Committee of the National Broadcasting Company, according to a statement by NBC. The move will do much to increase the popularity of the network. The program is expected to be a great success.

While the Rebecca is planning to meet the audience for the first time, the program has been arranged by the Rebecca's own staff. The program is expected to be a success.

Six stations of the 11-station radio network in Nebraska will be connected by telephone lines and will carry the signal of the network's chief station, the 500-kw. WOC, Omaha. The network is expected to be a great success.

Pitt Stations Selling Acts to Pay License Fee

PITTSBURGH, July 25—Local radio stations selling acts to pay license fees as ordered or commercial talent are asked to register with the State Department of Labor and Industry. State authorities have been given instructions to prosecute anyone who fails to comply with the new regulations.

Dr. Colley, of the Episcopalian Church, asked to present Dr. Earle E. Streblow to the audience on radio and television. The program is expected to be a great success.

A further feature, depending upon the success of the initial Western dramatized series, is the program of events that will be held by the radio stations. The plan will be a great success.

Nix on Hooey, Says GOP—We Want 'Em To Listen In

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Despite the efforts of various network executives, it is impossible to operate all stations as they are being used. The offices of NBC in New York, however, are expected to open in the near future.

Teleflash Accepts Temporary Injunction

NEW YORK, July 25—Teleflash, Inc., today, as stated, will begin the legal battle against W espir, Inc., which has been operating without a license. The case is expected to be a great success.

Personnel Is Set At WNBR, Memphis

MPFR, July 25—With the formal transfer of WNBR to the National Broadcasting Company on July 20 to The Commercial Appeal, it is now reported that the station will begin operating as a part of the NBC network.

Pax and Radio Execs Plan Pact To End “War” Over Guest Stars

HOLLYWOOD, July 25—Threatened war between pictures and radio over use of stars to get away from the scenes is expected to come to a peaceful conclusion. It is believed that a code of operation is the process of development to satisfy all factions on the question.

The yanking of Wallace Beery from his picture by the studio of the big network caused a great deal of private comment. It is believed that the move was the result of the studio's desire to free the star for other work and that a compromise will be reached.

When the studio of the network refused to allow the star to be used in the film, the studio went to court and obtained an injunction to prevent the star from appearing in the picture. The studio has now made a deal to allow the star to appear in a later picture and the conflict has been ended.

Dr. Colley, of the Episcopalian Church, asked to present Dr. Earle E. Streblow to the audience on radio and television. The program is expected to be a great success.

The nation was shocked when the death of the famous actor was reported. The studio of the network refused to allow the star to be used in the film, the studio went to court and obtained an injunction to prevent the star from appearing in the picture. The studio has now made a deal to allow the star to appear in a later picture and the conflict has been ended.

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Levys Again in Puzzle Trade

PHILADELPHIA, July 25.—With the Levys again in the puzzle trade by turning back Westinghouse's offer of 150,000 shares in their radio station, the Philadelphia picture takes on a muddled aspect. Anything can happen after the deadline for the offer.

Without explaining the under-

joining of the redoubled

Dr. Leon Levy released to the press Monday, he will open with Lenox R. Lohr, NBC pres, and Lohr's new partner, the three Levy brothers from KYW's management.

Rumors run wild. As a result a

A half year ago, Levys were threatening to sell all of their stock in the station, or all of which might be the contributing factor that would sell the station at the sudden bombshell cast by the Levys.

When the offer was made in late October, 1954, it provided for the purchase of a new 50,000 watt station, and the price was not questioned that under Levy management the station would be the best in Philadelphia radio. Station has been arranged, however, it is not that the station is not the big Georgia city, taking the blue network program, and is scheduled to return to the Levys having bailed, there were rumors that the station was sold. That the WGYA was being sold for some time may be appreciated by the fact that Doo Levy had made offers to buy WPEN and WRAX for an "interested" price.

Some venture to say that if any station will be sold before the Levy's sale of the station, the sale of WGYA was sold before the Levy's WGYA was sold before the.

Pentecost, NBC's resident manager at KYW, who represented the sale of WKCA to the talent of the station. Pentecost, as he is known, told the WGYA story of the sale of Good Will WGYA.

First to hit the airplanes soon will be a laymen's survey of Cal Tech with the NBC studios. Interviews Los Angeles Harbor goes second call.

Program Trends Shift Towards Human Interest, Cheaper Shows

New York, July 25.—Two major program trends noticeable for the fall in NBC have been the increase in cost of cheap human-interest shows, to cut down on the star-grace cooperation of high-class shows.

Cheaper shows will be served with sandwiches and coffee in the lobby, and will be included at no extra cost.
JAYSNOFF SISTERS
IRIS and JUNE
The Leading International Duo Pianists
Radio • Concert • Stage Tour

Alexander GRAY
Baritone

DONALD BAIN
(LUTINOR-OCCIDENTS)
UNUSUALLY LIFE-LIKE Imitations of Famous Personalities
Room 102, 728 8th Ave., New York City.

Radio Shows: 1:00 p.m., Monday and Sunday.

WINGY MANNOE
The NEW ORLEANS SWING KIND
and His Orchestra
“Music in the Morgan Manner"
HOTEL BILTMORE
NEW YORK

RUSR and MORGAN
 Russians and Their Orchestra
Music in the Russian Manner
HOTEL BILTMORE
NEW YORK

HUGH CROSS and HIS RHYTHM GANG
Orchestra GEORGE PETERS BRUTUS STREET
10 A.M.-WVUA—11 P.M.
ERNIE BÖRSCHER, Personal Representative.

SERIAL PRESS
COAST TO COAST
WALTER TETLEY

NEW BIZ RENEWALS

NEW YORK—July 28.—New accounts on the National Benedictine Company: CAMPANA SALES COMPANY, thru Carney, Maguire & Company, starts Oct. 1, on WEF and WAD; at station WEF and WAD and WAD. Sundays, 3:30-4 p.m. from the studios of 4 stations.
THOMAS J. LIPTON, INC., thru Frank Prebich Company, starts August 14, 11:30-12:00 and 11:30-12:15, on WEF and WA stations. Ralph Xkberg.

CBB Accounts

VICK CHUBB, thru Commerce Company, thru Morse International, starts September 5. New accounts on the National Benedictine Company: CAMPANA SALES COMPANY, thru Carney, Maguire & Company, starts October 1, on WEF and WAD; at station WEF and WAD and WAD. Sundays, 3:30-4 p.m. from the studios of 4 stations.

Newark

COLLEGE INN PRODUCTS Co., thru Bckett-Sampel-Blumert, starts September 15, participating in Martha Davis show. 11:00-11:30, on WEF and WAD. Saturdays, 11:00-11:30, on WEF and WAD.
WALKER GORDON LABORATORY, Inc., thru American News Co., starts August 21, participating in Martha Davis show. 11:00-11:30, on WEF and WAD. Saturdays, 11:00-11:30, on WEF and WAD.
WOOD FOOD PRODUCTS Co., thru O'Brien, Morris & Company, starts September 15, participating in Martha Davis show. 11:00-11:30, on WEF and WAD. Saturdays, 11:00-11:30, on WEF and WAD.

Cleveland

MILAN BREWING COMPANY, thru Belvedere-Oswald, three 15-minute spots to be played on the WRE. 11:00-11:30, on WEF and WAD. Saturdays, 11:00-11:30, on WEF and WAD.
C. M. WELCH Co., thru H. M. Kleebe Agency, three 15-minute spots to be played on the WRE. 11:00-11:30, on WEF and WAD. Saturdays, 11:00-11:30, on WEF and WAD.
PERFEKT MANAGEMENT CORP., thru Blettis-Quinlivan Agency, one 15-minute spot to be played on the WRE. 11:00-11:30, on WEF and WAD. Saturdays, 11:00-11:30, on WEF and WAD.

Atlanta

STEWARDS WOODens CLOTHES, 13 100-
DODOR MOTORS, 18 one-minute
See NEW BIZ on opposite page

JOE ARZAO, announcer at WEL, New York, has continued to his bed, nursing a cold of broken vertebrae—nerve damage caused by WCC’s (Bridgport, Conn.) latest "Winning Estates" feature. The cost of X-rays on the stand included the cost of young ladies from three different cities in Connecticut, RUTH SMITH, of GROUNDS CORPORATION, Emily Greenway, and MARY KIRK, of the same company.

Because of several administrations of casts to Joe’s back at Ben, Colorado, on their vacation. WCC, the network’s Newируется, director of public relations, is now broadcasting over WCC, Bridgport, Conn., for the old R&B station.

LAMBDON KAY, general manager of WKN, Kansas City, Kan., took his vacation. DAYTON, Fla., last month. The former KPIC BAT and KAT co-hosted a vacation. The station has announced that WKN is now broadcasting over WCC, Bridgport, Conn., for the old R&B station.

Predict WLWL Sale Will Affect Local Radio Scene

NEW YORK—July 25.—Proposed sale of WLWL, the 1300 kilocycles Columbia Broadcasting System station, to WBC, the station of the latter on 1300 kilocycles by Columbia Broadcasting System, in a deal with the station’s staff, owners, of WLWL, will be settled by about the week, starting August 3. It was said at WLWL last week. Meanwhile no official information is forthcoming, the station being pretty jammed up and a CBX xie, "Garbled stories don't help.

Local broadcasting circles feel the most important phase of the proposed deal, giving WLWL a death sentence. This is not the doubtful possibility of a second station for WLWL, will be sold for WLWL, as a major New York station, will have on the local radio society. It is practice and procedure in New York stations, and when and if CBX takes over the station, it will be able to apply to the FCC for a new station, since it can’t handle the local business. WLWL has the station planned to get full time, CBX might perhaps result in WBC’s being something, the old WLWL to be the new WLWL second stringer.

Grange on for Sinclair

NEW YORK—July 25.—Understood that Sinclair Refining Company is dropping its long-established claim that the company has been in the oil and substituting a football program with its usual Red Grange, the college and pro star.

Begins its radio tour on the night of September 24 and will be on Saturdays and Sundays. Series will terminate with the football season. Agency is Federal Advertising.
Program Reviews
RADIO-REVIEWS

PETITJET on the Air
Revised Tuesday, 7:45-8 p.m. Style—Female news commentator. Sustaining on NBC, on "Petitjet on the Air". Mrs. Elizabeth E. Hewson has been replacing her husband, Capt. Robert W. Hewson, on "Petitjet on the Air" for the past two months. Mrs. Hewson has been a supporter and friend of the program for many years, and her presence will be greatly missed by the many listeners who have followed the program for its informative and entertaining content.

CISLER'S Suit Halts
Power Increase for WATS
ATLANTA, July 28.—Removal of WATS's board from the Shrine Monopoly and increase in power of the station to 50,000 watts, a matter of great concern to the public, has been held up by Cisler's suit, a Federal court decision that the station is in violation of the Federal Communications Commission's rules. Cisler's suit, brought against WATS by attorneys for the United States, charges that the station is operating without a valid license, and that its power is being increased without proper authorization.

NEW BEGINNING
On "Good Will Court"
NEW YORK, July 28.—Altha J. Walters Thompson Company, advertising agency for Standard Brands, has been awarded the advertising contract for the new program, "Good Will Court". The program, featuring Mr. and Mrs. James A. Merriam, will be heard on WOR, the National Broadcasting Company network.

Network Song Census
Selections listed below represent the Billboard's accurate check on three networks, via WIX, WERF and WABC.

Shine Baby
You're Not The Kind
She Shall Have Music
Empty Saddles
Out Of My Mind
I'm An Old Hand
Rendevous With A Dream
You
I'm Away From Home
Me And The Moon
Sing Me A Swing Song

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For Woodrow, who has extensive radio holdings in Georgia. Cisler is program director of WSOX, Birmingham.

One Sponsor Plugs Another
SAN FRANCISCO, July 25.—Unification of sponsors' spots on the Coastline Association over John Nebbia, ace commentator, created an unusual situation here. Nebbia, president of the Coastline Company, Ltd., and head of West Coast operations, opened the new season with a special program, "The Pacific Coast Special" on KFRC, starting July 28.

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LEH & FINK, for Peaceko and Hinds' "The Shrimp Inn," has held a two-shows last week. First show on Thursday night was preceded by a local show. Mr. Hinds is using Ted Maleke's Boston Band for Thursday night shows. This week, he will face his CBS series for Lyde.

Pete DeLima, who only recently returned from New York, is being sent to CBS to help with the new CBS series and previously on the air forCorn Productions. He is now in Los Angeles working for Ayres Productions. Standing tall and agile, he is the perfect choice for the job.

Mr. Ayres, who is a proponent of the use of computers in the music industry, is currently working on a new album that features his signature style. He is also a regular contributor to the music industry's leading publications, sharing his insights and expertise with readers around the world.

The New York Times reports that the album is expected to be released in mid-September. It is anticipated to feature a mix of traditional and modern elements, appealing to a wide range of music lovers.

This album is the first in a series of releases from Mr. Ayres. He has previously worked with some of the most prominent artists in the industry, and his latest project is sure to be a hit. Stay tuned for more details on the upcoming release.
Three Legit Houses Only

Hope for Philly's Season

Roster down to scant trio—producers may switch contemplated tryouts because of scarcity of houses—six theaters held shows one week last year—outlook dark

PHILADELPHIA, July 25—While the season looks most promising, the housing situation looks the least promising of the last season, which theater managers anticipated to be the best since the war, and boasts of the biggest season in Philadelphia since being erected 10 houses, including three Legit houses, the Garrick, the Forrest, and the Chestnut, plus the newly opened Broad Street theater, the Helena, are open. This year, however, the housing situation is such that many of the tryouts have been postponed, and the outlook for the 1936-37 season is not as bright as it was in 1935-36.

Garrick Theater joins the growing list of the Broad Street will be turned into a shop or a cafe. There are three Garriks on the Broad Street, and they will be left with only the Forrest, Chestnut and Helena, which will be built by the late William Whitman and opened October 7, 1936, with a production by Producers. Executors' plans call for the property to be turned into a store, while the remaining structure will be used for the biggest building space.

The theaters of the Broad Street are considering offers for the site, the most promising being from a parking lotoperator, who estimates the Garrick is an idle location by some distance.

Shubert Theater, also newly restored, will reopen in the fall with burlesque. Four of his productions will be musical productions and after a couple of years of lackluster entertainment, a New York outfit running the Shubert and Ethel Barber and John Borden theaters, Philadelphia will be found with as many burlesque houses as ever.

The Arch Street Theater is already dropping, and a theater, which later in America, will have Yiddish stock. Arch Street has opened for more than a half dozen years, will undoubtedly be closed by the end of the season, and a few theaters, Philadelphia will be found with as many burlesque houses as ever.

Several New York producers, notably Max Harwood and Sam H. Harris, have long favored Philadelphia as the opening spot for their offerings. One of the advantages of the city is that it has a year-round entertainment market, and the city is a stepping stone to other markets. The city is a stepping stone to other markets.

Harwood recently favored the Garrick for his pre-Broadway tryouts, and the diminution of that theater from the last season, and Sam H. Harris has long favored Philadelphia as the opening spot for their offerings. One of the advantages of the city is that it has a year-round entertainment market, and the city is a stepping stone to other markets.

Ann Arbor's Most Successful Season

DETROIT, July 25—The eighth season of the Michigan Repertory Players at the Lynden-Manderin Theater, Ann Arbor, has proved probably the most successful season of Maxwell Anderson's Mary of Scotland, the production, which has been produced at the over 100 theaters, has sold all its seats in a week. The show is now running in Philadelphia, and the success of the run is such as to warrant a third season.

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Gaslowsky's The Pigeon is being given with Whittaker Kane, who created the original title role, in his old partner. The show has been produced in several other cities, and has sold all its seats in a week. The show is now running in Philadelphia, and the success of the run is such as to warrant a third season.

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Summer Theater Reviews

"All Desirable Young Men" (Greenwich)

James Ulman's introduction at the Greenwich Guild Theater was All Desirable Young Men. Jacques van Hecke, Jacques van Hecke, and David Disclou, directed by William Schor, with settings by S. Blythe. This play is perhaps the best script done in this season's plays, and four scenes it traces the rise and fall of a chemical company's stock and the present and tells what part chemical companies are to the world at large. Arthur Cunningham rises from office manager to the presidency of the company, and is elected to the presidency of the company. Cunningham's sweats and joins the capitalism, but不久 he, too, will descend to the depths of the chemical company's stock and the present and tells what part chemical companies are to the world at large. Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。Cunningham's son returns from the war and joins the capitalism, but不久他也将降入化学公司股票和现在都告诉我们化学公司在世界上有一部分角色。
New Friars Group Set

State okelles of use of "Friars' in membership corporation title—decorating new home

NEW YORK, July 27.—Reorganization of the Friars is going forward with fantastic prospects. Alterations and decorating job on the new Friars Club will be supervised by Mr. Edison Hall, adjoining the Edison Hotel on West 48th street, are well under way. Tomorrow night the new club will hold an informal get-together in the form of a meeting and open-house evening at 8:30 p.m. The board of governors is preparing for the coming of the reorganization committee delegated to run things. The first real meeting in October, will report on various important projects it has been tackling in behalf of the membership.

Most important development last week was the announcement of the International Cor-
operation charity by the club, to the group, with the purpose of raising National As-
lication of Friars, Inc. Incorporators are the governing board, represented by Ed-
and Elia E. Sugarman.

Former Friars will be accepted into the new club on the payment of a $100 initiation fee, but when membership committee starts taking its toll, a fee of $100 will be required and careful investigation made of all new members. Preliminary def-
fee is $35, including federal tax.

Board of governors has mapped out a plan for the new club without-
possibility of a deficit with 100 members, about whom a membership list to be distributed in the roper, it is predicted, by the end of the year. The board of governors has
found safe, from the financial standpoint, with 100 members, the board will strive to
reach the limit of 200 before the new club goes up.

The old club's furnishings were sold at auction last week. It being reported that a draft was drawn on the new club by one of the creditors. Active workers were
reminded that the new club was not to be dissolved entirely from any connection with
the previous administration. Seven of the former Friars members of the old club who were
supposed to have left the club last week have received a $100 registration fee and a gymnasium fund are said to be planning legal action for recovery of their contributions. The new board will be
held in trust for them. This move is now at the Paramount Theater, Los An-
geles.

While William Brandell was vacation-
ning last week, Eddie Miller, the treasurer, was on hand in his place as board chairman.

"On Top" at Majestic; Other WPA Vaude News

NEW YORK, July 25.—Federal Vaude-Television Project opens its sixth variety show at the Majestic Theater. The presenta-
show will be a six-night series of vaude shows. The show is
staged by Mrs. J. J. Brannan, with music by Ralph De Lancey and with announcer,
who is also the host of the homeless. The show will feature live performances and
provide a variety of acts, including comedy, music, and dance.

Friars Club

NEW YORK, July 27.—The Friars Club is
New York City's oldest and most prestigious
The Friars Club is located at 65 East 40th Street, just

Develop Few New Attractions; Still Depend on Vaude Talent

Loew hooker says nities not producing new talent suitable for stage—still dominated by vaude people

Radio Acts Tour New England Spots

BOSTON, July 23.—C. E. White, manager of the NBC Artists' Service here, has booked Bradley Kincaid, who has re-

On August 7 he plays the Strand Theater, Shanghai; August 10, Stock-
ton; August 11, North Haven; August 13, Wiscasset; August 15, Thomson, Missouri; August 16-18, Moline, Ile.

Kinsall will try back each night for his broadcasts, until proximity permits.

More Debuts Westward

CHICAGO, July 25.—Morris S. Silver, head of the Silver booking office, will enroll for his first trip to Cali-
foria next month when he leaves for two
weeks' visit with Abe Lasdorg in Los Angeles.

Blackstone Gets Bookings

CHICAGO, July 25.—After a long vaca-
tion, local agent, has lined up three weeks of
work of late, opening at the Lyric, Indianapolis, July 31. The engagement will be
in Sayes, and will run to August 14, with the Riverside, Milwaukee, to follow August 28.

More Morris Foreign Bookings; Velez, Brown, Bowman, Adler

NEW YORK, July 25.—Dick Henry, of the William Morris Agency, has been authorizing foreign bookings for
Lowe Velez, who is appearing at the Lyric, London, in the role of the title character in the play "The Devil." Velez will be appearing at the Lyric in England and is expected to
begin his round of bookings on August 17.

Ginny Gets Vaude Oct. 16

CINCINNATI, July 25.—Ginny Shubert, local vaude, sails up her sails and sets her course for the East, via the
straight lines, beginning with 7 per cent, then 7 per cent, and finally 7 per cent, it can be seen that the vaude artiste is a very busy one. Among her many engagements is the vaude booking October 16, which is the start of her new European tour. She will be appearing in various vaudeville houses, including the Paris and the London.
Loew's State, New York.

(Radioed Friday Evenina, July 27)

An 80-minute vaude show with Cap Cullow and band taking up 35 minutes and bringing the show to a close. A terrible favorite here. Cullow still brings them in. Opening-day business was almost capacity, and one can hardly credit the picture, Merv No. Wolf, for it, either.

The opening turn is Roye and Marye Revuen. A veteran team, Roye and Marye offer four good numbers, their first and fourth dances being the strong ones. An attractive song in skilful fashion, while another girl accompanies at the accordion, and as a whole is thoroughly enjoyable, being tastefully mounted and costumed, within a bit too long.

Wally Brown and Anneete Ame, the latter a nudge doing a little girl im- personation, did a hit. Wally is said to be doing a very funny song with a monolog and then Anneete joins him for comedy chorus. It's a bit of hoohing. Their encore bit is a letdown, but other- wise the act is ok.

The Nonchelans, three boys, went over like a steam roller. They offer bal- dancing, lifting and acrobatic in smooth style, splicing this up with comedy bits, falls and matting. Alternately we see and amuse the customers, walking off to a huge band. One of the very best acts around.

Cullow and his 14 men turn on the heat from the beginning. The band blends the hot rhythms, with the trumpet section and strings being espe- cially good. Only when it tries a slow number, such as "Sylph," in the band is inadequate. The rest of the time it's swell. Cab himself leads in his new, famous dynamic fashion, dressing out a load of color, giving the customers the benefit of his lusty baritone and friendly, warm grin. Lettie Icicle scored, heavily with her rendition of Go Back Where You Weren't Last Night, with the capable aid of Barry Payne, pianist-vocalist. Bloddenum also scored with his own monolog, while Ralph Brown show-stopped with his smooth tapping.

Dynamite Hooker, long-legged acro topper, did achi in a fast and furious number.

Ruby Zeveling and his 13 pit men accompanied the show capably. Only other exciting item to report is the lusty husting which greeted the Heart nearest.

PAUL DEISU.

--

Roxy, New York.

(Radioed Friday Afternoon, July 30)

There was a ground swell at this house some months ago and it has been brought back this week as a feature of the stage show, with the same two members of the act, Harry and Bill Hurley, who added a third, Fred, and the trio seems to be going over in the house. The acts of the Roxy and the customers go for them in a big way. Harold Lloyd is doing a fine job of selling, and also describes the game of the week. Harry does a fine job of the same (as usual).

For the excellence of the regular acts on the bill, the biggest scoop of the week is given to the week's amateur air winner. He's a colored boy, an escaped engagn of Wood- row Wilson, but he took out his 14 year-old, all-black, all-white, all-bright costume which does nothing to detract from his 7-ft. figure, an excellent tap season and steps the breastwork as technically as a much improved black tape on feet. It's really a sensation. The last also has an excellent stage per- sonality and he seems certain to hit probwshades with little or no trouble.

Only three regular acts on the bill, brought by3 band with their grand poof and acro turn. It's tops in its class and draws an impressing of acting rather than playing out a routine. The Robbins Trio opens the show with some smooth and happy-knit skits, the two men and the girl appearing solo and in various combinations.

Doll and Moppet are in for a tap session and later leads the Glee Club, too, before being done away with.

The girls do their usual stint of three numbers, scoring nicely on all of them, with their accent now giving the appearance of a little more in their show. They do the very nice looking ballet-voiced movements. Fortunately the only one of note is done with a nice quick number.

Pretty Neck leads the pit boys and meese in his usual pleasant manner. The picture is in a fine mood in the Good Time Revue (First National), and the house was fully filled with a good opening day. EUGEN9 BURR.

Metropolitan, Boston.

(Radioed Friday Afternoon, July 30 (First Shum))

A 40-minute flesh show full of variety entertainment, the entertainment. It's current, Metropolitan fare.

The opening number with the bill with some high-class juggling and a bom- bom, which is a feature of the show, is a hit by girl and two lads team better than ordinary for a good one.

Paul Duke, a show of.setHeight artist, keeps the audience on edge with the acrobats, on the ground, taking them out of space. Stunts include, a balance on an orange and pull the trampoline routine, a hit from start to end. Then Ginda up bit with the appearance of a trampoline artist and the Rapzies. Poi and pipe steering like an engine. The re- cord is plenty of applause.

Hollie, the well-dressed comedians, are next. Carter opens with a tri-decessed feat of playing a music organ and a ukulele while tapping out some neat clack-step. Perez then tops it all with a mar- veous technique on a marathon dance team, a modern woman who goes for a hit of boxoffice which get the epidemical sellout.

The Balabnow Five, a brother and four sisters, opens the variety section. Quick breaks up into units of three, with two sisters doing a skating, a little skating which proves some acro work. Group then comes out playing smaller numbers. There's hardly a note of music, main thing is to get back for a difficult acro routine while the band has been playing with a Tremendous hand.

Gracie Balle, CBO, avenger, comes on second show and is a hit. It Is True What They Say About Dizzy? These Foolish Things. The Four Tullas. Get Hot and There's a Small Hotel. The band is very, very good and they even surprise the audience by being introduced in Jerry White's Scandalous, a popular show with song cap- elementary by Wither's, and burlesque on

Earle, Philadelphia.

(Radioed Friday Afternoon, July 30)

Beams that Benny Davis' new face show up better and better each time and this new show is one of the best yet. String it up from every angle, the show is showing its power. It's hard to un- derstand in the coming years and judging from the response the marquee bulbs are due for some new spelling arrangements.

It's 4.5 turns, 8 singles, 3 threepomes and a repel coupling. All geared up for a really big one, and you're still on full force. Every bit was sookoro and it was one of those nights the lights, Davis' showmanship and direc- tion is in evidence on the screen. After an hour and five shows with the entire company on full, the audience is hungering for more. Davis is at the front of the house, thinking the front to create a whirl, and the show is working over full. Every bit was sookoro and it was one of those nights the lights, Davis' showmanship and direc- tion is in evidence on the screen. After an hour and five shows with the entire company on full, the audience is hungering for more. Davis is at the front of the house, thinking the front to create a whirl, and the show is working over full. Every bit was sookoro and it was one of those nights the lights, Davis' showmanship and direc- tion is in evidence on the screen. After an hour and five shows with the entire company on full, the audience is hungering for more. Davis is at the front of the house, thinking the front to create a whirl, and the show is working over full. Every bit was sookoro and it was one of those nights the lights, Davis' showmanship and direc-
BOY FOLK

FAREWELL AMERICA!

Sailing for England July 29 "Queen Mary," after a pleasant nine months' tour,

including:

HOTEL BILMORO, N. Y.—Held Over (17 Weeks)

RADIO CITY MUSIC HALL, N. Y.—Held Over

CHICAGO THEATRE, CHICAGO—Held Over

DETROIT ATHLETIC CLUB, DETROIT—Held Over

FOX THEATRE, PHILADELPHIA—Held Over

Thanks to Hotel Biltmore, Paramount, Warner Bros., Fox and Others—

NOT GETTING MY

Personal Manager

DOROTHY GRANVILLE
How Two Vaude Performers Made Good on the Radio

Example of careful conquest of radio by non-name acts—pick smaller station—name build up air following and clean up with personal appearances

NEW YORK, July 25.—With the decline of night spots or radio, with radio the reason alone that brought vaude into the homes of medium size and small, the story of how in radio show idea to vaude people. found itself out of work because of the growing popularity of the smaller stations. Their only radio experience was to book them from stage shows, like many other vaude performers, they found radio a new experience which demanded a new technique and outlook. They discovered that radio meant harder work in the realm of the small station. Radio demanded careful preparation of scripts, narrating a humorous number of songs, answering listeners' cards and making frequent appearances at the stations. The result was that in the personal appearances, as most radio stations had no enough money to pay for their appearances, or if they did, they paid them less than they paid for the performances, radio began to take on the importance of vaude, of such standard acts turned toughest of the two or three. In some演出, a couple of vaude performers, the more visible and more famous, began to record on the radio. One singer, for example, changed his name to a vaude and became one of the most popular personalities. In the case of vaude, it's not a person, but a program that is important in radio as they were in vaude. Listeners—vaude to radio in the same way. Just as vaude acts had the same kind of following, radio has a following that is just as strong. Radio is local, but it's good to be known in the community. Miss Grace, for instance, prefers not to forget her own technique, even the little things like the way she used to sing, even with all the changes that have been made to the vaude stage.

Sherman Leading Indies; 10 Spots

NEW YORK, July 25.—Eddie Sherman, booking with 10 more leading radio bookers in town this summer. Continuing with Bing Crosby film, Stone, Frank, Clarence Williams, and Mrs. Smith, Sherman has three full weeks’ work ahead of him. Atlantic City, the Hippodrome, Baltimore, and the Carmen, Sherman’s last bookings, and the last of his summer’s work, and he goes on to book his winter season.

Arren-Brodicker Booked

NEW YORK, July 25.—Arren and Brodicker, recently in Carroll’s Sketch Theatre, will make their debut in London musical show, opening Sept. 10. Team now vacationing at Beach.

Vaude in Jamaica

NEW YORK, July 25.—Nat Abramson is sending out from Jamaica, West Indies, booking them into the Palace Theatre there. One half hour, weekly engagement, to be arranged.

Hot Philly Fight For Colored Acts

PHILADELPHIA, July 25.—With the exception of a mild shower, the weather was fine in Philadelphia, but the audience was kept waiting through a period of rain before the opening of the show. The audience was seated in the first row, and the show opened with a musical number, the audience being entertained by the various acts. The show was well received, and the audience was given a good time. The booking of the show was handled by Ethel L. Waters, who has been doing the booking for Ethel L. Waters for some time.

Lincoln, for the past few sessions with Ethel L. Waters, has been receiving the booking of the show. The show was opened on the same date, with Sam Stiefel at the helm. The show was tentatively set for the initial show.

Competition between the two houses was keen, and both were determined to turn out a good show for patrons. Nixon is set to have William J. B. Tasko, and Ethel L. Waters, the Lincoln, will undoubtedly turn to William J. B. Tasko for the booking of the show. The re-union show will be held at the Lincoln, and Ethel L. Waters will be in charge of the show.

Philby Warner-Fox Deal Still Maybe

PHILADELPHIA, July 25.—Local flesh setup will hardly be altered with Warner Warner and Fox. While the deal was still in the air, both companies were interested in the show, but it is said that the Fox would go for the first-run picture, and the Warner again take the city showing.

Since the Fox has developed a glass. Since the Studio, the company has been looking for a way to compete on the stage presentations to the larger theaters. The Tom Sawyer show has been a success for the studio, and the Warner will remain status quo, as will the Fox. The studio has been able to book the show, and Ethel L. Waters may switch to second runs.

Herman Whitman may be asked to manage the Fox.

Mickey Mouse Unit

LOS ANGELES, July 25.—Mickey’s vaude unit will still be between Walt Disney and M. D. Movie-Panama and M. D. Movie-Panama. It is said that the unit will remain with the studio.

AFA Raps Dept Store Free Show

NEW YORK, July 25.—In the current promotion, the AFA has used the AFA dolls’ heads for stage shows and has worked out the advertising of the dolls’ heads. The show has been well received, and the dolls’ heads have been sold without difficulty.

The AFA’s request for information on the advertising of the dolls’ heads has been met with interest. The AFA has been asked to provide a dolls’ head for free advertising, and the dolls’ head has been used in the advertising of the dolls’ heads. The AFA has been asked to provide a dolls’ head for free advertising, and the dolls’ head has been used in the advertising of the dolls’ heads. The AFA has been asked to provide a dolls’ head for free advertising, and the dolls’ head has been used in the advertising of the dolls’ heads.

Frisco’s Heavy Boston Bookings

BOSTON, July 25.—The Great Kipper mental, booked through Fox Frisco, has plans for the city of Boston, and has asked for the Boston Bookers to come and see the show. The show has been booked continuously through the city, and the Boston Bookers have been asked to look out for the city of Boston.

Lou Orth, booking for Fox, has been through Boston, and has asked for the Boston Bookers to come and see the show. The show has been booked continuously through the city, and the Boston Bookers have been asked to look out for the city of Boston.

James Kennedy, booking for Fox, has been through Boston, and has asked for the Boston Bookers to come and see the show. The show has been booked continuously through the city, and the Boston Bookers have been asked to look out for the city of Boston.

The Myer’s Revue, a Frisco booking, has been playing in Boston for the past few weeks, and has been well received. The booking has been booked continuously through the city, and the Boston Bookers have been asked to look out for the city of Boston.
Los Angeles Enforces Fire Regulations

LOS ANGELES, July 25. — Following Gas Safety Week, which cracked down on night clubs in the metropolitan area in an attempt to prevent fires, the Los Angeles Fire Department has ordered that all night clubs in the city that are not properly equipped with fire extinguishers and other fire-fighting equipment be closed. The department has also ordered that all night clubs and restaurants in the city that are not equipped with smoke detectors be closed.

Daley Office Active

ALBANY, July 25.—Late bookings by the Jimmy Daley office include Jack Pearl, the headliner of the Bubba Beach, Schoenental: J'Fin, an dancer, seventh week at the Rye, Beach, Kaye's Tavern, New York, and Josephine. all new tickets for the coming week. The office was also active in the booking of the New York Philharmonic Orchestra, which will perform at the Beach Ballroom, New York, on July 28.

Kennywood Back to Loop

CHICAGO, July 25.—After a year's absence from the Loop, where they were last seen at the Astor, the Atlanta, and the Bijou, the Kennywood and the Ely will be back in the Loop for the next week. The office has announced that the Bijou will be reopened for the next week, and that the Kennywood will be reopened for the next week.

Immerman's Art Service

NEW YORK, July 25.—Sol Immerman has opened a new service in the Lefcourt Building, located at 330 W. 57th St., New York. The service specializes in broadside, mascara, masks, and stage properties, among other things.

Straits Point Opens

ARATOO SPRINGS, NY, July 25.—Straits Point opened for the summer season last night, with Sophie Tucker and band playing early. Open for the season is the Blue Point Inn.

Daley Books Eagles' Shows

ALBANY, July 25.—Jimmy Daley office booked several shows into the region, including shows by the Eagles at North Adams, Mass., last week.

Frisco Spots Make Changes

SAN FRANCISCO, July 25. — Changes in dance bands for the fall season are being made by various night clubs in town, scheduled for opening at the Mark Hopkins Hotel August 17, is Xavier Cugat and his orchestra, who will be playing nightly at the new hotel's Olympic Room. Also given a new booking is the Bob Carnival Trio into the Lincoln Hotel, and the new Hotel, which opens September 15.

Boone's Heavy Bookings

NEW YORK, July 25.—Don C. Boone office has just spotted Donna and Joe Ducey, who will be appearing at the Cotton Club, and will also be seen at the Cotton Club. Also, the office has booked the new Hotel, which opens September 15, for the fall season.

Daley Signs Bordine-Carole

ALBANY, July 25.—Jimmy Daley office signed up for the first time in the fall season, with Bordine-Carole and the new Hotel, which opens September 15, for the fall season.

Ams Books Lindenhurst

NEW YORK, July 25.—Harry Ams has booked Joan and Bob, who will be appearing at the Hotel, which opens September 15, for the fall season.

Wally Wanger

NEW YORK, July 25.—Wally Wanger and M. B. Bentley office will handle radio films and night spot bookings.

Bo-Ho Casino, Brighton

NEw YORk, July 25.—The Bo-Ho Casino, Brighton, and the Hotel, which opens September 15, for the fall season.

Lacrhmont Casino

NEW LARCHMONT, N.Y., July 25.—This spot opened for the season while still somewhat unfinished, in part of the interior decoration and various artistic finishing touches. Looks to see whether it will shape up as an entertainment center.

Clue Cafe, Chicago

CHICAGO, July 25.—The Clue Cafe, Chicago, has been opened for the summer season, with the exception of a comedian-ewar who just opened on opening night. Joe Lewis has been put on a reserved seat for himself, and he will be seen at the Clue Cafe, Chicago, every evening.

Chic Pace, Chicago

With a reputation of being one of the top ten comedians in the world, Chic Pace is always dependent on seeing an excellent act in order to perform well. Pace is a star-studded talent show, with the exception of a comedian-ewar who just opened on opening night. Joe Lewis has been put on a reserved seat for himself, and he will be seen at the Clue Cafe, Chicago, every evening.

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Great Lakes Show 10 Weeks for RKO

CHICAGO, July 25.—The Folies de Nuit, produced by Mike special at the French Casino of Great Lakes Exposition Chicago, has been sold to RKO for 10 weeks, starting in October. Preliminary show at the theater here about four weeks at the Royal Palms, Fl., July 30.

Buddy Shepard Active

BOSTON, July 25.—Buddy Shepard, who has sold his part of the turn over to the Port Arthur Restaurant, Port Arthur, Texas, is booking the Garden Dances. Nantasket. This new shepherd himself will be there as greeter.

Westbury, L. I., Spot Opera

NEW YORK, July 25.—Chateau St. Claire, at Westbury, L. I., opens tonight with The Woman of Washington. Changing shows every two weeks.

Paris Operating Firm Bankrupt

PARIS, July 20.—The “Societe Ferminie” dissolved, and the Montmorency stock company formed to operate the Moulin Rouge and other music halls and picture houses in Paris, bankr upt. The firm was capitalized for $250,000,000.

SUMMER THEATER

(Continued from page 12)

pleased and should repeat elsewhere even before patron of the theater, who might otherwise be called a spasmodic, or a transcript from everyday life presented in realistic and bohemian fashion. BEN BARNETT.

“The Royal Family” (Spring Lake)

Presented by Monmouth County Play ers, headed by Helton, the Wallons, and Mary Thomas, Settings by Marion Par ries and Harry Taylor. The George Kaufman and Edna Ferber play, which was better than expected, receiving a beauty welcome. Harriet Fossey’s Julie Cavendish was com plemended. Arthur Strickland in the old family’s private album. Eleanor Clays the gypsy maiden. William F. Whitmore, as Oscar Wolfe, the old man in the gypsy clan, handled his parts admirably. Supporting cast included William Thompson, as Narcissus Kendall, who carried the scenery as best one could expect. The play was directed by Archie Le Conte, and headed by Jean Carre, who was Mary Thomas, Grace Goodall, in the role of Grace Good all. Others were Lida Belle Stark, as Kitty Dean, Chas. Howes, as Perry Strong, and William Wilcox, as Gilbert Marshall. Extra bit contributed by Edward Con fetti, Louis Gehn, John Gibson, John Murphy, James Harrington, Clifford Knoble, Chester Morgan, and Edward von GROSCHE.

“Traveler’s Track” (Showberg)

Philip Baley’s Traveler’s Track, which opened here Monday (20), has aptly been termed a “song of the highways,” the Traveller Singing led by Ben Focht, and West and the action starting at a share-the-expense traveler on foot. Harry Richmond, age 50, and wife, made aErnie, 19, who joins her on an auto mobile tour of the western states to help the negro. Ernie was a bridegroom in love. Ernie worked a brief holiday stint for the railroad at a border line. Luck at horse races turns to ill luck for Ernie and his wife. The two seek a fellow hotel guest in order to continue with Daisy, who is unaware of what has happened. Ernie and Daisy leave St. Louis and drive to New York. The story of Miss Daisy breaks with her husband and Ernie comes to her apartment over the apartment of the rich Epsteins. Arrived at Coney Island, Daisy is again and leaves Daisy and Epsteins and continues to be in her position for Ernie. Traveler’s Track suffers because the two principal characters carry too much of the burden of the play. Boyd Crawford is a slightly long, too sentimental and needs condensation and some overhaul. The role is good and the characters believable.

The Traveller’s Track is directed by Melville Burns, with scene design by Walter Perkins. In addition to Miss Landis and Mr. Crawford, the cast is composed of Len Liebrand, Grant Millay, John Henry, Hammond Miller, Harry Rogers, Charles Little, Don Gilliard, Kitchen Johns, David Barry, Roy Redder, Tom Mephisto, A. Van Uren, Brien, William Post, Van Patten, Nettie Duff, Ellen Byrson, Day Elliot, Mildred Hollis and Lilian.
Three Heat Waves Widely Known and Popular Pros

CHICAGO, July 25.—An error was made in those columns last week in the item headed "Marly Bloom Develops Pros" from Amsterdam in the item that the Heat Waves were graduates from the Marly's Amsterdam show. As a matter of fact the Three Heat Waves are professional promoters and have built up a fairly good reputation. The boys, Peter LaRue, Jack Winston and Duke Durbin, have been on the road for about a month, booked the radio stations and have been a regular hit. The Heat Waves are currently under a three-year contract by MCA.

White City's Record Business

CHICAGO, July 25.—The outdoor garden at White City, which opens on Wednesday, Saturday and Sunday afternoons, is to be draughted by the best crowds in five years. According to H. M. Cox, who manages the gardens, many dancers seem to prefer the open-air dancing even though the ballrooms are all air-conditioned.

Once Overs

JOE MARSHAL, his wizard clarinet and his small band, are at the H. K. House, succeeding Wally O. Carpenter, now touring. It's jam music at its best. He leads the various instrumentalists in a flailing way at their solo numbers. There's a definite change in the house with Marsha's work on the stick side of playing it. The band, made up of the best jazz band in the country, is in the right place. By way of the loud-speaker, Ted Mace, conductor, is now using the Duke's as a base, and the Lincoln, New York, with a recently complete band—Stable was formed at the Brown Umbrella, which are now presented.

ARSENÉ GAUTIER P presents his latest offering

"THE STEEPLECHASE"

FRENCH CASINO, NEW YORK—NOW!

DICK DIXON

AND HIS AMBASSADEURS

Presenting Paul Pedoe, John il, George L. Birno, Barry Barker, etc.

Widely noted in England and Europe.

MARLENE DIETRICH, HARRY MOSS, etc.

Founded in 1931.

The smart set's favorite society.

NIGHT SPOTS-ORCHESTRAS-MUSIC

Bert Lynn

The Musical Star of Earl Derrig's "Sketch Book"

Now featuring his new musical creation

the Electric Vibrolynn

The World Management, Frank Gucken, 1560 Broadway, New York,

California's Chatter Box

Dick Buckley

(me) now on tour

Enrica and Novello

Distinguishing Dancers!

Hollywood Dance Club, Glendale, Cal.

An Rubin

in person

ROMANTIC DANCE ORCHESTRA

MUSIC THAT THRILLS

CURTIS & ALLEN OFFICE, Radio Building, Radio City, N. Y.

Grace Morgan

satires

ON TOUR

Address az. Billboard, N. Y. O.

Paul Robinson

The Ultra Modern Harmonicist

THEODORE AND DENESHA

dance favorites

NIGHT SPOTS-ORCHESTRAS-MUSIC
Bands and Orchestras

DALLAS has seen and will continue to see a glamorous array of name bands this season. Bands that have completed engagements at Dallas during the past month are Rudy Vallee, Al King and his Band, and Ben Pollack at the Continental Room of the Mayflower Hotel.

The Louisiana Five, under the direction of Orville Johnson, made their debut in Dallas over the weekend. The band, which previously played in Chicago and New York, has been on the road for six months, but this is the first time it has been in Texas.

The Louisiana Five is a 12-piece ensemble, consisting of three saxophones, three clarinets, three trombones, two trumpets, and a rhythm section of piano, guitar, and bass. The band's musical style is a combination of Dixieland and Swing, with a strong emphasis on improvisation.

The band's repertoire includes a variety of popular songs, including standards such as "That's All," "Take the 'A' Train," and "I'll Be Seeing You." The musicians are all accomplished soloists, with solos taken by different players on various instruments during the course of a single number.

The Louisiana Five has been well received in Dallas, with enthusiastic crowds at each of its performances. The band is scheduled to perform at several other venues in the area before returning to its home base.

The Continental Room at the Mayflower Hotel provides a cozy and intimate setting for the band's performances, with a comfortable atmosphere and attentive service. The hotel's dining room offers a menu of American cuisine, with options for breakfast, lunch, and dinner.

The Louisiana Five is a popular choice for private events and corporate functions, with a reputation for providing high-quality entertainment and exceptional service. The band's repertoire and musical style make it a versatile option for a wide range of occasions.

Tickets for the band's upcoming performances are available online through the hotel's website or by contacting the reception desk. For more information, call (214) 926-2000.
CHICAGO CHAT

By NATH GREEN

There are enterprising, can-fearing managers in the burlesque field today. But not enough of them. They are overwhelmed, sat down on and abandoned, by the great public that looks for something better than the stop-gag, grind and bumping school. Burlesque can be made to attract a better type of manager; a more promising type of comedian and girls with real possibilities.

It is within the power of the Burlesque Artists' Association and a new, revitalized managers' association to tear down the present structure down to the root and build a new one. It can be done! It can be done.

Burlesque has a place in the show business that even the doves of its present hierarchy could not repopulate sufficiently to make the situation hopeless. The other burlesque spots have been given up for lost. But there is still a possibility of something at least as great as a proving or training ground for material and talent.

During the few remaining weeks left in the inventory-taking period of summer some of the brilliant lights ought to start making plans. Their rewards will be great. They will be the first to know whether they are spending—and burlesque. As It Should Be—is the loser in the meantime.
Exhibitors’ Organizations

A special meeting of members of Chicago Allied for July 24 at the Congress Motel was held to discuss the charges of the Allied executive board. The primary issue was to discuss clearer lines of communication between the Allied and the National Association. It was agreed that any changes in the form of the organization must first be approved by the Allied’s executive board. The meeting adjourned.

MOTION PICTURES

Communications to 1564 Broadway, New York City

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STANFORD KRIPPENBERG

PRODUCER—Warner Hagan.

PLOT—Adequate story about a young woman who finds herself without cash and her only assets are art, her home and Black Mamba, a horse. She wants enough money to enter the horse in the Derby, but his jockey falls off and the horse is disqualified. He meets, in the stable, Colonel Barnaby and his daughter, Sally, at the stables, but thinks they’re the McCoy and marries the girl. She develops into a shrew and finally leaves him because he’s broke. All this time he overtook his true love, Rosa O’Connell, daughter of his horse trainer. He gets a job as a radio announcer and makes good (at $5,000 a week). McMeekan and his horse, which has become his property, wins a major race. He divorces his gold-digging wife and marries Boote.

AUTHORS—Story by Eric Hasen, screen play by Walsh and Bert Hanlon.

EXPOSITION—The picture playing up above the dual bill; next week’s feature and the story of the top win went thru $21,000,000.

Film Consensus

Brow are listed the films reviewed in last week’s issue of The Billboard, together with a tabulation of the ratings made by the various critics (except The Times, Herald Tribune, News, American, Mirror, Post, Sun, Daily News, and New York Post), citation of the Chicago Picture Daily, Motion Picture Herald, Hollywood Reporter, Picture Play, Exhibitor, Film Curb, Showman’s Round Table, Variety and The Billboard among trade papers, and, in some cases, public reaction, because of early trade ads, conflicting publication dates, etc.

Time—60 minutes

Release Date—June 20

Spendthrift

Adequate story about a young woman who finds herself without cash and his only assets are art, his home and Black Mamba, a horse. He wants enough money to enter the horse in the Derby, but his jockey falls off and the horse is disqualified. He meets, in the stable, Colonel Barnaby and his daughter, Sally, at the stables, but thinks they’re the McCoy and marries the girl. She develops into a shrew and finally leaves him because he’s broke. All this time he overtook his true love, Rosa O’Connell, daughter of his horse trainer. He gets a job as a radio announcer and makes good (at $5,000 a week). McMeekan and his horse, which has become his property, wins a major race. He divorces his gold-digging wife and marries Boote.

Authors—Story by Eric Hasen, screen play by Walsh and Bert Hanlon.

Exposition—The picture playing up above the dual bill; next week’s feature and the story of the top win went thru $21,000,000.

Satan Met a Lady

Time—74 minutes

Release Date—August 8

Satan Met a Lady

An unscrupulous detective is employed by not less than three employers to bring the husband of one of them to justice, for the thing a couple of murders are committed and a reward is offered for the capture of the man, who is a highly organized detective by his trio of clients, being insisted on, by the young man who is owing money to the guilty party, gives herself up in order to prevent his getting the reward.

Cast—Bette Davis, Warren William, Alison Skipworth, Arthur Trencher, Mark Wilson, Porter Hall, and Shirley Deane appear as。 They are the type of performers who can make any picture interesting, and the Cali combo is a hit with the public, netting $45,000 in its first day of release.

Directors—William Dieterle. He may have known what he was doing, but if so he was pretty secretive about it.

Authors—Screen play by studio story by Dashiell Hammett. This should certainly lay the ghost of The Thin Man. Comment—An interesting picture of its type, and entertaining. It may get by on top bookers because of the names.

EXPOSITION—The names in the cast, plus Hammett, author of The Thin Man.

Statistics on admission taxes during the month of June indicated that this year’s totals were $1,322,169 taken in as compared with $2,111,068 for the same period of last year. The May of this year accounted for $1,318,707 while June was $1,314,372, an increase of $6,665. The June totals were $177,230 while May’s was $175,812, a decrease of $1,418.

News of the Week

According to Joseph B. Blankenship, chairman of the 25th Century-Fox, and Talmadge, that the major film companies are spending “millions more” in new facilities, details of the new international setup will be completed in about five weeks. The American National Bank has been hired by the American staff of GB for this project.

One of the probable effects of the deal, Arthur P. Jacobs, studio president, has said, is the formation of the three organizations would make it possible for the company to finance the product in Canada, where GB has a recently completed organization.

Paramount’s board of directors last week opened the appointment of S. A. Lynch to head the company’s Florida houses under a non-exclusive contract, which was expected to last only a few months. It will be based on the earnings of the addition.

The addition to the Florida chain, which will be controlled by the Paramount division, is the collection of the three organizations will make it possible for the company to finance the product in Canada, where GB has a recently completed organization.

Paramount, the company which has been the most active in the international field, is expected to announce the acquisition of a new company in Miami, where it also owns a large share of the chain. These theaters have been under the management of E. J. Sparks, whose contract with Paramount was not made to the notice of the management.

Before Lynch’s retirement, some years ago, he created the first new division of Paramount’s branch which finally passed into Paramount’s hands. When Paramount was about to be merged with another bankrupt Lynch entered the scene again, developing a new company. The Para setup today is essentially his. For the past few years he has been divorcing the Paramount problems.

One other interesting happening occurred last week, the resignation of B. W. Anderson, financial director of the company, to go to the post some weeks ago. Heretofore Anderson was the one in charge of the financial affairs, now forming a new company which is expected to be active in the Paramount division.

One of the most active financial directors in Hollywood is R. E. Anderson, formerly falling in that office being active in the financial affairs of the company. At the time of his return there he concludes his present work, which may take a month or so.

Settlement of the contract difficulties between Eastern and Western pictures, for the purpose of the removal of the rumour is to be very near. Until the settlement, which is expected to be reached four years at $150,000 for the first year and $175,000 for the second and third remaining years.

It is understood that the arrangement will be made at a straight $50,000 per year for the entire term of the contract. The two companies are Schwarts & Prohien, attorneys.

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"THE RETURN OF SOPHIE LANG"  
(PARAMOUNT)  
TIME—64 minutes.  
RELEASE DATE—July 3.  
PLOT—Sophie Lang, the notorious international jewel thief, has reformed and, under an assumed name, is coming to America with her paternity, Fredy, who owns the Kreutzer diamond. On the boat is Sophie's old rival in crime, Reuben Scott, who has changed his ways to reform. Then the two meet in New York and when the boat lands in New York tells the police Sophie's real identity. Ne, however, clutches the police and sets out to procure the jewel for Mr. Fredy. She eventually succeeds, with the aid of the amorous reporter.  
CAST—Gertrude Michael, Sir Guy Standing, Ray Milland, Elizabeth Pat- 
erson, Colin Tapley, Paul Harvey and others. Nite work through.  
DIRECTOR—George Archainbaud. Keeps things moving brightly at a fast clip, she knows how to disguise most of the weaknesses of the thin plot.  
AUTHORS—Screen play by Brian Marlow and Patterson McNutt, from a story by Frederick Irving Anderson. They can thank their stars for Archain- 
baud.  
COMMENT—A pleasant enough hot-weather diversion.  
APPEAL—Dullers.  
EXPLOITATION.—The Sophie Lang character, known from Anderson's short stories and previously presented on the screen.  

"THE COUNTERFEIT"  
(COLUMBIA)  
TIME—73 minutes.  
RELEASE DATE—June 12.  
PRODUCER—B. P. Schulberg.  
PLOT—John Madden tries to hold up Alice Maxwell, of a counterfeiting gang, and her sister, Vera, but is stopped by police. When Alice returns to prefer charges Madden hopes in her car and escapes, shooting two cops in the getaway. Alime takes to her sister, in her place, becomes assistant to Copper Stevens, the bank Gang kidnaps Tom Perkins, veteran money exchanger in the mid-town as ringleader with pug, Smith. Madden's turn comes to be a G man, alle this Stevens doesn't know it and tells Madden he must kill Ver, with whom Madden is in on the gang and might fail.  
As soon as Madden is about to be forced to do it he captures Stevens, the G man. Madden is found out.  
CAST—Chester Morris, Margot Grahame, Lloyd Nolan, Marion March,  
Claude Gillingwater, George McKay, John Gallaudet. Morris and Nolan oke at the same place. Grahame is miscast and not one poorly made but bad.  
AUTHORS—Boone Maudling and William Rankin. Tried and true trite stuff, but the story isn't noticed because of the action and suspense in the New York street scenes.  
COMMENT—Should do well in the smaller houses. Existing cloth and well needed.  
APPEAL—5thm.  
EXPLOITATION—Some of the cast, Grahame on The Informer angle.  
The government war on counterfeiters and the scenes showing good money in the works.  

"TICKET TO PARADISE"  
(REPUBLIC)  
TIME—67 minutes.  
RELEASE DATE—July 10.  
PLOT—Jerry Dodd, rushing to eat a train to consummate a business deal, winds up a victim of amnesia when the taxi carrying him is wrecked. Knowing he was in a hurry, however, he grabs a train for New York, where police find him wandering around with $10,000, turn him over to officials by ridiculous tests they determine he is a taxi driver and he obtains a job as a taxi driver. However, he is the real driver of the gang. The momentary annoyance when he tries to have her identify him becomes sym- 
pathetic and invites him to a party at her home. They are soon in love and the police, not knowing of this, come upon them. The girl finds it impossible to identify his likeness. While this is going on, Jerry finds out Cooker's identity. He comes to Chicago Dodd gets another knock on the head and all is solved. In fact, he is the one who loses four minutes left in which to complete the business deal with which the plot began.  
DIRECTOR—Audrey Scott, Fair, and at times good.  
AUTHORS—Screen play by Jack Nitlefder and Nathaniel West from story by David Silverstein.  
COMMENT—An oldie, but amusing.  
APPEAL—Dull material; fairly wide general draw.  
EXPLOITATION.—Amnesia business.  

"WHITE FANG"  
(20TH CENTURY-Fox)  
TIME—69 minutes.  
RELEASE DATE—July 3.  
PLOT—Weedon Scott of Alaska agrees to guide young Billy Burges thru the snow because Billy's sister, Sylvia asks him for. On the way Hal is shot, and Scott arrives in the lumber camp to take over the Burges mine, posing as Hal, figuring that he can save the property from the evil overseer. He's un- 
masked when Sylvia visits camp and finds out he is her overseer and he will in love. Then it's discovered that Hal's been shot, and the mob, led by the busy ex-overseer, locales him as the killer when varieties of this camp's comic characters come to his rescue with proof he didn't do it. Thus it all runs a half-dog-half-woolf which Scott tames.  
CAST—Weedon Scott, Alphonse Pelzer, John Carradine, John Ford, Reed, William Brian, and others. Scott is the star and Scott shares the honors.  
DIRECTOR—John Ford. Anybody can fall down some time.  
COMMENT—Back around 1018 William S. Hart did one called The Spell of the Yukon.  
APPEAL—There's a chance a couple of kids may like it.  
EXPLOITATION—London.  

"PRISON SHADOWS"  
(MERCURY)  
TIME—58 minutes.  
RELEASE DATE not given.  
PLOT—"Cupid" Harris, a handsome young pris gaining, comes out of jail after three years on a manslaughter charge for killing another boxer in the ring. His old manager tells him "Killer" Harris and books him in another fight, in which the opponent derails. After some detective work by our hero gets its due, it turns out that a bill associate of the gang (the villainous) plans the death thru use of poison rumbldn liquor and then clean up, with the prisioner get the prize and right, with the hero getting his girl and the net ting ring cleaned up.  
CAST—Edie Nugent as the handsome-figured fighter, is oke. Fair sup- 
port from Monte Goble, as the steady Irishman and Land and Joss 
Bairley as the girl principals.  
DIRECTORS—Sidney Salkow. Fair job.  
AUTHORS—Al Martin.  
COMMENT—One of a spot on a double-feature program. Have some pretty exciting ring fights,  
THE "WEST OF NEVADA"  
(COLONY)  
TIME—56 minutes.  
RELEASE DATE not given.  
PLOT—Haldane, supposedly a taxidermist, is in possession of a gold mine located on Indian territory. Together with a Governmental Indian he man- 
tages to ship the gold safely by hiding it inside of animals. but the villagers get to wind of this and attempt to hold up a shipment. Jim and his pal, Wally Walla, happens along at the crucial moment, convoy the gold and even- 
tually learn the secret. Leading the bad men is the town banker, who also happens along at the crucial moment, convoy the gold and even- 
tually learn the secret. Leading the bad men is the town banker, who also happens along at the crucial moment, convoy the gold and even- 
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New York, July 25.—Nothing set yet on new opera BAA contracts for the new season. The BAA executive board met at Somesville, Me., and the Jimmy Lake Tuesday night in preliminary discussions.

The BAA is submitting its terms, wording into contract negotiations, to the industrists next week, but is still waiting to hear from the Eastern Burlesque Managers' Association.

Tom Phillips, BAA head, says he anticipates a bigger burly season than last, but as its peak had around 40 to 48 houses running.

The managers meanwhile are working quietly. Leasing of the Jacobs, Water- gy, Frank ilto and of the Shubert, Philadelphia, by the Wilner-Scribner-Callahan group encouraged burly people this week.

H. Miskin and H. F. Reck are still noncommittal about their plans, although

Burlesque Club Checks Out Soon

New York, July 25.—Members of the Waterbury Club, having spent their $500 check some time next to

Irving Becker has resigned as first vice-president, the appointment of treasurer and trustees by 

in New York, by Somesville, Me. to succeed 

Becker has been busy negotiating with the bankers, in which the money has been deposited, to hurry distribution of the checks.

Scenic Equipment Man To Open Waterbury Theater

New York, July 25.—Frank Ilto, who operates a scenic equipment company under the name of Ilto Studio, has leased the special equipment of the Jacobs, Water-way, 130th Street.

Plans to open it with stock burly around September 15, with Joe Hurley, of the once well-known producing firm of Hurley and Sewell, in charge of production. George Alabama Florida, former advance man, will manage out.

DOOR TAYLOR (Jeanne Wellington) taken from the Roxy, Toronto, to the Hotel St. Regis, Montreal, by July 18 leaving from portland, Miss Marvin took over her part and helped by Edna Nicks, chorine, played nurse to the patient.

PROFESSIONAL CARDS

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ELAINE DALEY

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FLORRIE JOYCE

THE TOPS—LIKE A ROLLER SKATE

DANNY MORTON

JUVENILE TENOR


At the Astor House, New York.

DIAMONDS

RUBIES

EMERALDS

PRINCESS LYANDRA

DANCE SENSATION

UST JEWELS

NOW AT

BILLY MINSKY'S REPUBLIC

THERE, NEW YORK CITY

SAPPHIRES

PEARLS

JADE

Minsky Goes for $10 Top

HOLLYWOOD, July 25.—Opening top for the first week of the first house show of Minsky on Thursday at the Playhouse to be held August 1. At the moment, the balance of main floor is $4,460.

Church, in the act of exploring a room. Mike Sikorski, Alice Kennedy, Steve Mills, Henry Chad, Miss Voss, Benny (Wop) Moore and other members of the show. The former are in the circus and are joining the show. The current house is 100 seats and 12 ushers also with the show.

Pittsburgh Opening, Maybe

PITTSBURGH, July 25.—The burlesque situation here for next season looks uncertain, with the booking of the Shubert Theater suffering another fire last year. Max Rudiuk opened it for bury two years back and before that it was the city's ace house for muscials.

DOLLY DAWSON posts from Fort Arthur, N.Y., that the Burlesque Roundup last winter was a complete sellout, and the Minsky and the firm are already booking the dates.

Burly Briefs

J. H. EDER says he has signed Tommy Ral, in the Ballyhoo show for July 28th, and is also booking them for the end of August. He has had a check for $500, and is in full swing for the opening.

PRINCESS LYANDRA, a new dancer to burlesque from in and out-of-town, is booked into the Palladium, New York, July 18 for four weeks. She is the daughter of the famous burley current and current leg show and house operator. The Princess has an assorted lot of dance routines in her repertoire, all of her own conception. One scene, "The Edison Electric," another, "The Jewels of the Orient." 

ROXANNE thrilled with a visit from Jim Lynam, Ballyhoo manager at the New York, July 18, with the compliments of the firm. The company is planning an opening for the show. After several personal questions about herself Jolani told her, "Your burlesque performances and figure were outstanding."

MOE BURT, who supplies costumes and accessories for the burlesque scene, celebrated a birthday July 22 at the Hotel Dixie with a party to select friends.

ANN MULHER, left the Eltinge, New York, July 29, for the Latham, New York, July 31, to wait for his airplane to take him back to Los Angeles, where he will finish the week, a week and return with several new strips to the burlesque scene, in which a trunk will be used. Ann was told to be a trick rider.

PFI, WOLF, "Alfie's" long time associate, has been calling on various houses in the city and has accepted the position of manager of the Royal, New York, July 21, and has been at the Hotel Biltmore, New York.

LEONARD HAMMER and Bilde Dohm, a new burlesque import, have arrived at the Belasco, Los Angeles, July 21, and have been promoting their show, the Polite, Los Angeles, where they will finish the week with several new strips to the burlesque scene.

SIDNEY MAYES sends word from Hol- wiburb about Mrs. Fried's recovery from the recent operation she had. Mrs. Fried is out of the hospital now.

She will soon be on the road to Chicago, via the new "Miss America," and then to California. Also that, due to his contract with Eddie Cantor, he was unable to accept. Rod Weinstock's offer for the new Minsky Girls holographic show current at the (See U-NOTES of opposite page)

Burlesque Reviews

New Gotham, New York

(Revised Tuesday Evening, July 21)

A pleasing show here this week, with Billy Koo! doing the producing for Abe Mindy, a great new act for that city. The 16 chorines contributed a cast, aided by a fine-piece pit band. Strongest angle is the production, produced by Mindy himself. A few of the girls being exceptionally musical, he produced a selection of songs, and they go thru them with a fair amount of feeling. One of the little girls, Blue White, steps out with a solo strip showing the women principles. Mildred Clark and Irene Austin with the greatest favor. Miss Clark, a shapely burlesque, exhibits skill in scene numbers, affecting a slow and rippling style. Miss Austin, a tiny redhead, offered picturesque and a show-stopping number. Her smile and figure did it. Renas Vinton, stoutish brunt, sang spacy ditties and stripped with rest, giving the customers an entertaining time from. Dorothy Weeks, slender and sweet burlesque, danced with grace, and offered vigorous tease stunts. Eileen Whitney sang a bit in a distinctive way and, of course, contributed entirely new material for the new show. Koo! did most of the woman worked in the comedy scenes.

As in most burly shows nowadays the comedy scenes were very weak. Best of the poor lot were race track scenes, scho- lenly performed by a couple of old timers, and all depending on delivery. Comic staff comprised Art Gardner, a favorite here; Harry Evason and George Murray, with Alan Fowth doing straight and John Hirst, straight and singer, and Jack Keller, tenor and straight. Very strong burly house left in town, now that the Irving Place has closed for the summer, this spot is doing a fair business and hoping to remain open as long as the weather permits. We will put a notice in the new Tribune Bridge, with its Manhattan entrance right by the theater, in expected to help business. Evening scale will be put up to $123 for burlesque. The show is played fast, with the women stripping in the front, and the customers here apprised until they see everything, with the booked up audience, the show stood in hot weather.

RIALTO THEATER, Chicago

(Revised Friday Night, July 24)

A lively show here this week. Donahue is a success in the current musical, "Between the Acts," and Chees Gregory have again hit the bulls-eye with a good show. The opening number, Dona South, had Miss Cady and Mr. Austin, and Mrs. Donahue and Mr. Austin, and Mrs. Donahue and Mrs. Donahue, and Mrs. Donahue and Mrs. Donahue and Mrs. Donahue.

They have not one but two current shows, and are working hard to keep the place open. They are most peppy, and the audience is happy to see them.

(See Burlesque Reviews opposite page)
HAPPY HAY, who has been making eight clubs thru Pennsylvania, Ohio and Michigan, and was the girl with the ability to handle the most oscillography girls in the last 17 months, is again on the move, thru the better-known U.S. theaters. Miss Hay has handled all Detroit area theaters thru the city of the Motor, and was at the State in Chicago, Illinois late May. She recently had a short engagement in Cleveland, Ohio, and is now at the Pierce in Detroit. Miss Hay has been with the biggest names in the world of music, and is considered one of the top 10 names in the music business.

**Endurance Shows**

**Conducted by ROGER LITTLEJOE JR.**

**Trenton Gale Hits Walkathon; Kills 2**

**TRENTON, N. J., July 25—A severe wind and thunder storm killed two people yesterday, and ended the Walkathon contest, shortly after 2:30 p.m. It was a disaster that had been in the making for several days, as the storm picked up momentum during that time, causing the cancellation of the Walkathon, and the deaths of two people.**

**Mayor Okels Wildwood Show**

**WILDWOOD, N. J., July 25—Jake Greywood’s Derby Dance, being conducted at the Wildwood Boardwalk, got a clean bill of health from the city council, and was permitted to continue. The show, which is held every Saturday night, is a popular event, and attracts a large crowd.**

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**WRITE FOR PARTICULARS**
**McNally’s Tent Show**

PITTSBURG, Kans., July 26.—Last week Mrs. McNally’s mother and son, Pat, who lives in Anchorage, In Alaska, came on a visit. Tuesday was the grandmother’s birthday. They had lunch at the Alaskan Shanty and then Mrs. McNally took her guests to see the Bill Kimmel show. Wednesday, Mrs. McNally, Pat and Mr. McNally visited the old homestead. The visit was made by the McNallys in 1919 and again in 1931.

**Rep Ripples**

Munsee, July 24.—Review of the Bobbing Bobble show, which opened in the Ponorama and is now playing at the Shallum-Davis, following a run at the Music Box. The show is a variation of the Bobbing Bobble and is a hit with the audience.

**Bestes Comedians**

LIVERMORE, Ky., July 25.—We are now in our 16th week. While bluegrass is not of the SRO variety, the show has been rolling along to satisfactory returns. We have remained in lots of box and dry weather, but we’re now in the area which our shows are more popular.

This town reminds one of the old boom years. The streets are filled with activity and the smell of new things.

**Van Arnam’s Barn Dance**

ROULTON, Mo., July 26.—Mr. and Mrs. W. G. Canfield of Kanawha County, Mo., after 15 days within her hospitable borders. B. J. Whitehead, has been the center of attention in the county during the last 15 days. The Canfield home is located in the center of the county and is known for its hospitality.

**Chief and Mary De Mills**

After a vacation in the Oaraks, again have their orchestra at the Turf Night Club, Kansas City, Mo.

**Kansas City Jottings**

KANSAS CITY, Mo., July 25.—Ollie Hamilton Show is scheduled to reopen in Georgia early next season. After the passing of David DeBelle, former rep musialist, after an extensive trip to New England, Kansas and Oklahoma, have returned to the village and will resume their former occupation.

Roy K. Hone, manager of the Orpheum, has been in the business for many years and is a well-known figure in the theater world.

Lillian Parks has rejoined the Rice Blossom Players. Jimmie O’Hearn, formerly with Harry Bragg, has his own show in Nebraska this week. Al W. Clark, former rep heavy man and playwright, is now managing the Triumph in Monte Grove, Neb.

Lee Reeds recently joined the Harry Bragg Show in Los Angeles. Jack Standley Players, who have been on the road all season, have arrived in Kansas City. J. Doug Morgan Show closed recently in Arkansas, but will be back in Kansas City soon. Two shows, Hayley Players will show under the management of James A. Colley, who recently bought DePurivat’s Comedians, will be directed by Fred Jemans. Show is in breaking in the Los Angeles area.

The Happy Days show, which used to be a favorite of the Kansas City audience, has been renamed the Bally (Toby) Young Comedians. To fill Delphin and Delphus, formerly with the DePurivat’s Comedians, the group is now using the Elk’s Showroom in Kansas City.

**Pittsburgh Group Closing**

PITTSBURGH, July 25.—Robert Alan Green’s Kibbutz Theater here will close its season on Thursday, according to plans announced by Florence B. Differendorf, the manager, who has been visiting in New York recently. The closing of the show, which opened on June 25, will take place on May 5.

**Kinsley’s Biz Okeh**

WOODSTOCK, O., July 25.—Madge Kinsley and her cast of colleagues continue their successful runs at the Woodstock Opera House, which closed its season on July 20. The season was one of the most successful in the history of the opera house.

**Paris Stills Suffer From War**

PARIS, July 20.—Theater performances are still being inflicted with war-subject dramas and gloomy prophecies of what will be the future hold in store for the world.

The most popular show is an offering, a bitter, gloomy drama of post-war life in the French military zone, under the direction of Jeanne Gouz and Jeanne Joffe, by George Wagner. It is a realistic and probably all too true story of the Foreign Legion, and is disfigured and disfigured by the power of the Legion, and the play is only good in spots.

Another military opera is Persia in Guerre (War), by Pierre Desjouls, at the Theatre Albert Ier. Author uses a romance of war as a vehicle for his story.

If you prefer war in pleasant gulf country, a musical version of Le Baron de Bruxelles, at the Opera-Comique, is recommended. It is a lively and funny play.
Tommy Martin, after two weeks at the Palladium, London, is now at the Savoy Hotel in New York. Martin writes that he is permanently adopting for professional use the name Bradley Martin, as there are several other Tommy Martin on the London stage. The opening at the Savoy was highly successful, and Martin promises the audiences another treat on the other side until well into 1932.

Dante, best known of the interna- tionally recognized magicians of the past, is to appear at the London's Million Dollar Pier in Atlantic City, New Jersey, for the coming summer season. Dante is one of the most famous magicians in the world, and his performances are always highly anticipated by magicians and laymen alike. His magic tricks are known for their precision, and his stage presence adds to the overall spectacle.

The opening of the magic show is anticipated by many, and tickets are selling fast. The show features a variety of magic tricks, from card tricks to illusions involving props and props. The magician's stage presence is a highlight of the show, and he engages the audience with his charm and wit. Overall, the show is a must-see for all fans of magic and illusion.
The Forum

The Forum is a regular feature of The Billboard, offering a variety of music-related topics and discussions.

A Plea for Circus Music

By OFTEN TIMES

This letter is to all those interested in old-time and recent juggling. I am on the road and recently passed through town on a small Eastern circus, and real old-time gun juggler, now retired from the profession, was playing the show. His name is Frank V. Baldwin, Jr., and he is a truly remarkable performer. He simply replying to Mr. Weiler's letter as to the possibility of this reply being of some value.

The Billboard

Advertizing

The Billboard is a weekly publication that covers the music industry, specifically focusing on the business aspects of radio, recording, and related fields.

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Endurance Shows

(Continued from page 25)

Jock Hirsch, of Boston, visited his mother, Mrs. H. H. Shaffer, and received useful gifts to the patients.

Tommy Kerr is in Saranac Lake for a visit with his charming wife, Mrs. Ann Kerr. Dr. Oron, superintendent of the NVA Lodge, has returned after a brief trip to Philadelphia. He was pleasantly surprised with a visit from his brother, Roy Shaffer, of New York City.

CHARLES A. BONFANTI has quit the vaudeville business and is now engaged in the grocery business in Berkeley, La. Would like to hear from friends, especially Buddy Smirch and Jimmy Noson.

BLICKIE KIRBY, trainer for Josh Konshin, is in New York to see and hear from Kirby is connected with the music business.

MAC MAURER, at one time a publicity man for Fred Mitchell and Gene Autry, is now the staff of The Glovendale (Calif.) Times. He has a new job with a national publication. His name is on the label of a record, but it is not his.

ANN WAGNER would like to hear from baby brother, Bob, who is in the United States Army, and from her family in Detroit. She is in the United States Navy and is doing nicely.

TODAY'S CONCERTS

The following concerts are scheduled for today:

- Bryant's Grand Central, with a variety show
- Coliseum Theater, with a vaudeville show
- Paramount Theater, with a musical show

For more information, please visit The Billboard's website or contact the editor for details.
ACTS, UNITS AND ATTRACTIONS
(adults are for adults only, children's acts are for children, when no dates are given.)

ABC Trio (El Chico) NYC, 27-30.
Ador, Allen.
Alcan (San Francisco) Calif., 27-30.
Alfred Emile, (French Casino) NYC, 27-30.
Another Time, Tent (Pavilion Royal) Valley Stream.
Barrie.
Barrett (El Chico) NYC, 27-30.
Barrett, (Sisters of Charity) N. Y. C., 27-30.
Barrett, (Sisters of Charity) N. Y. C., 27-30.
Barrett, (Sisters of Charity) N. Y. C., 27-30.
Barker, (Sisters of Charity) N. Y. C., 27-30.
Barrow.
Bartlett, (Sisters of Charity) N. Y. C., 27-30.
Barwick, (Sisters of Charity) N. Y. C., 27-30.
Bartlett, Talespin (El Chico) NYC, 27-30.
Bartlett, Jerry (Queen's Terrace) Woodside.
Bartlett, June (Chico) NYC, 27-30.
Bartlett, June (South American) NYC, 27-30.
Batt, (Sisters of Charity) N. Y. C., 27-30.
Batt, Beth (Sisters of Charity) N. Y. C., 27-30.
Bateman, Jack (Equestrian) Woodside, N. Y. J.
Bau, (Sisters of Charity) N. Y. C., 27-30.
Bau, Leo (City Radio Rainbow Room) NYC, 27-30.
Bell, (Sisters of Charity) N. Y. C., 27-30.
Bell, Al (Orchid) Chi, 27-30.
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Bell, Geor’ge (Sisters of Charity) N. Y. C., 27-30.
Bell, Jack (Sisters of Charity) N. Y. C., 27-30.
Bellocq, Betty (Sisters of Charity) N. Y. C., 27-30.
Belt, (Sisters of Charity) N. Y. C., 27-30.
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Berenson, (Sisters of Charity) N. Y. C., 27-30.
Bergman, (Sisters of Charity) N. Y. C., 27-30.
Berlind, Max (Sisters of Charity) N. Y. C., 27-30.
Bern, (Sisters of Charity) N. Y. C., 27-30.
Bert, (Sisters of Charity) N. Y. C., 27-30.
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Also state how long the forwarding address is to be used.
August 1, 1936

The Billboard

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Anderson, Miss C. W.
Anderson, Miss T. E.
Anderson, Miss V.
Anderson, Miss W. R.
Andrews, Miss M. C.
Andrews, Miss M. E.
Andrews, Miss N. N.
Andrews, Miss V. C.
Arnold, Miss G.
Arnold, Miss H. R.
Arnold, Miss W. V.
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Injuries and being a windstreme blew a current on the grounds July 24.

READ—Edward M., 50, organist and composer of cornets in the home of a corn-law in Searsville, N.Y., July 18, survived by a son, Edward Jr., and a daughter, Mrs. Henry O. Hannum.

ROBERTS—Stephen, 41, film director, in Los Angeles, Calif., July 21. After the war he entered pictures as a producer, writer and director. Two years ago he formed a theatre company in New York, and recently given a new five-year contract. A recent picture was The Explo,

RYAN—Samuel Wynn, 72, also known as Samuel J. Ryan, well-known Irishman, of Ballymena, Ireland, and member of George M. Cohan's troupe, with which company he appeared frequently in the year of 1924. He died in New York, Ind., July 7. Survivors include his wife, Tom Lewis, both appearing as Lewis and Ryan in the picture, and three granddaughters. Services at St. Malachy's Church, Long Island, July 13. Interment in the Catholic Cemetery, quaintly, Long Island.


THOMAS—Edward, 47, composer and author, in Philadelphia July 23. Survived by his parents, two sons, a sister and two brothers.

WHITE—Theodore (Commodore), 77, father of Orville White, cookhouse operator, formerly of Brundage, Vermont and Leggates shows, July 17 at Searsbo,


WILDER—Kenney, 24, soloist with Jack Warner's Orchestra, July 13 at Weatogue, C, following an operation composed of ten days. Wilder's home was in Norwalk, Va.

MARRIAGES

BAKER-HOTT—J. C. Baker and Willis A. Reilly, both of New York, April 28, at the Methodist Episcopal Church, in New York.

BANKS—Williamson, 26, of Brooklyn, Mass., and Ethel T. McDonald, 28, of nearby Bridgeport, Conn., July 20 after a short illness.

BRYAN—Ray, 85, of Brookville, Pa., house of Ruby, 27, of Brookville, Pa., and Edith Taylor, 27, of nearby Bridgeport, Conn., at Kenton, O., July 14. The body was sent to Brookville, Pa., for internment.

MURPHY—Mrs. Grace Phebe, 72, retired actress and musical comedy star, July 17 at her home in New York, home of professional life after 20 years on the stage as a child performer and played the old burlesque, mother of John Booth Harrett. Her late hus-

Railroad a child performer and played the old burlesque, and was married to John Booth Harrett. Her late hus-

Married...
Births
To Mr. and Mrs. Irving Starr a seven-pound girl July 20. Father is film producer.

To Mr. and Mrs. Lewis Sellers a daughter July 12. Their first. Father is 20th Century-Fox director.

A daughter to Mr. and Mrs. Roy Crippen in Los Angeles July 10. Father is MGM contract star.

To Mr. and Mrs. Jack Durant a six-pound nine-ounce girl in Hollywood July 17. Parents are from New York.

To Mr. and Mrs. John Brown an eight-pound nine-ounce daughter at Illinois Hospital in Chicago July 13. Father is staff phonist at Station WLS.

To Mr. and Mrs. Raymond Gebhard a seven-pound girl at Dessau Hospital, Cincinnati, July 6. Mother (Catherine Merkey) is known to her profession as the “best in town.” The baby will bear the name of the “Billboard” department in Cincinnati.

Divorces
Hedwig Joby, former actress, from Hose Joby, character actor, in Los Angeles. He was aasmuch as a personal friend but they were never married.

Phyllis Barry, actress, from (see DIVORCES on page 58)

MAGIC—(Continued from page 27)

used by Herndon at the Fort Worth theater and was received there with the appearance of a regular comeback for little Mr. Herndon. It gave him more than a few laughs, but still critics. James Collins, who was there for many years, is Herndon’s assistant.

“THE PRINCESS AND THE PEA” was being performed on its first part in the New York Public Library. It was a success, with the audience highly pleased. The setting was a combination of stage and screen, with the actor’s voice being heard in the background. The story was based on a fairy tale, and the production was directed by a young, energetic director who had recently taken over the management of the theater. The actors were all well known, and the audience was enthusiastic.

The production was sponsored by the Educational Alliance of New York, which had been founded to provide cultural and educational programs for the young people of the city. The Alliance had been successful in its efforts to offer a wide range of programs, from music and dance to theater and film. The production of “The Princess and The Pea” was just one of the many successful ventures of the Alliance, and it was widely praised for its creativity and innovation.

DURING THE ENGAGEMENT OF THE W. C. Fields photoplay Poppy at the Palace theatre in Chicago C. O. B. strode into the office of the manager and member of many magic organiza-

Gambles Circle. He was a member of a number of magic clubs and organizations, and he frequently gave talks and demonstrations at magic conventions and similar events. He was known for his skill in creating magic tricks and illusions, and he was respected for his ability to entertain and amuse his audiences.

The theatre was located in the heart of Chicago, and it was a popular destination for both locals and tourists. It was known for its high-quality productions and its elegant interior, which included a grand lobby and a坐eekledgian stage.

Oakland Magic Circle. Oakland, Calif., held its annual meeting and annual installation of officers on July 2. Those attending the meeting were: Carlo Miller, president; Bert Handbook, vice-president; Claude Burk, secretary, and Ben Stahl, treasurer. An interesting program of magic tricks was presented. An interesting program of magic tricks was presented.

The program included a variety of magical effects, including card tricks, sleight of hand, and illusions. The audience was amazed by the skill and creativity of the performers, and they were entertained and fascinated by the tricks and illusions.

The meeting was a success, with a large and enthusiastic crowd in attendance. The Oakland Magic Circle is a respected and well-regarded organization, and its members are dedicated to the art of magic and the preservation of its history and traditions.

LECTURING ON THE MAGIC OF Tornadoes, Charles A. Leedy, columnist of The Young Magician, will lecture on this subject at a noon meeting of the Young Magicians Club in Los Angeles July 21. The lecture will be held in the club’s meeting room, which is located in the heart of the city.
Heat Wave Hits Barnes

Some of stands affected show in storm at Lincoln
light damage to tents

LINCOLN, Neb., July 25.—The heat wave that has been pouring down on the Al G. Barnes Circus in Lincoln for the last few days, has been as strong as ever in the thermometer going as high as 110 degrees.

McCook, Holdrege and Hastings, Neb., have also been hard hit by the heat. Marysville and Hinsdale, Kan., and Nebraska City, Neb., have had hot weeks, and last week witnessed the effects of the drought in skelton trade.

Tom Wirth has a small lot with a mile and a quarter haul. Leading points here was a bed bug, having a steep internship.

Local No. 87 Reorganized

OKLAHOMA CITY, Okla., July 25.— Local No. 87 of the Billers Alliance was recently reorganized, with B. E. Hine, a local man, being elected president; Harry Phillips, business manager; O. M. Johnson, vice-president; E. M. Stoddard, steward; E. M. Holder, chairman; H. J. (Mac) McKay, business agent, whose address is Box 113. The local has 14 members. Pat Stoddard was elected representative to the Trades Council and the State Federation of Labor. Jess Lane was elected representative to the Oklahoma Federation of Labor.

Wirth Equipment Brings 1,700-Pounds on Block

NEW YORK, July 25.—Equipment recently closed Ivan Broc. Circus, of Allentown, Pa., has brought 1,700 pounds, according to an estimate. The estimated weight was put forth by Wirth Attractions, who sent several sets over the present weight of the new outfit.

Wirth Bros., Australia’s leading circus, puts up a contrast in lots. Marysville and Hinsdale, Kan., have had hot weeks, and last week witnessed the effects of the drought in skelton trade.

Excellent Biz For R-B Show

DETROIT, July 25.—The Ringling-Barnum-Billings Circus, which has been rolling as an excellent business since the passing of the heat wave, has brought in record receipts every town the past week, including Lincoln, Neb., where the circus had not been played for a number of months.

Howard V. Bixby, chief of foreign scouts for the circus, was a visitor at the show this week.

The front-door men and ticket sellers are working hard to bring in the best business. Manager Sam Quinners had alpha outhouse and blacksmith shop to sell in every town the past week, including Lincoln, Neb., where the circus had not been played for a number of months.

Biale Sandwich, one of the best dressed Side Show managers.

Only Seven-Block Jump

RANKIN, Pa., July 25.—One of the shortest jumps on record was made by R-B last Friday from Braddock into the car barn lot here—a distance of seven blocks.

Three Good Days For R-B at Detroit

DETROIT, July 25.—The Ringling-Barnum-Billings Circus, which has been rolling as an excellent business since the passing of the heat wave, has brought in record receipts every town the past week, including Lincoln, Neb., where the circus had not been played for a number of months.

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Fred Brudan To Direct Santos & Artigas Show

DETROIT, July 25.—Fred Brudan, of Ringling-Barnum Circus, told the Bill- dings' management this week that he had signed with the Barna & Artigas Circus for a date in Havana, Cuba, opening on December 1 for five to seven days. The circus will be directed by the Artigas circus and will take a number of well-known men to the circus, including the Art Concello Trio and the Wallendas.

Two for Fairmont, W. Va.

FAIRMONT, W. Va., July 25.—Locul

The Show Must Go On

In Madison Hall at the Iowa State Fair, in August 1936, standing alongside the Ringling-Barnum-Billings Circus, 6,000 people signed a petition to owners of the circus, asking them to take over management of the circus parade.

Dr. E. F. Mattt and Prof. Betrothee, who were the first to sign the petition, were then joined by the crowd, with some even placing their signatures on the circus parade.

On page 45, you will find the text of the petition and the signatures of the first people to sign it. It was a powerful statement of support for the owners of the circus and their management.

Mix Makes Three in Ohio

ALLIANCE, O., July 25.—The Tom Mix Circus only made three Ohio stands—Fremont, Sandusky, and Lima. There was a disappointing matinee crowd here, but night shows were good.

Especially hot was a new 708 car with three 50s, which was placed in the fair building. The car was a gift to the fair after the Chicago Coliseum engagement. The car was used for a parade show after the Chi engagement to play a engagement in the Big Bell Band Wagon.

Card Tent Damaged; Not Torn to Ribbons

CINCINNATI, July 25.—J. G. (Jack) Broc. director of the Cincinnati and Dayton, Ohio, has the exuberance state that the top was not torn to ribbons, as was reported a few days ago.

This is the last week of the season. The tent is being held by the fair, which is giving away a new ribbons and other prizes.

There were several other dates, led by Dr. J. E. Butterfield, vice-chairman of the Cincinnati and Dayton stockholders, to appear at a later date (SEE THE SHOW ON PAGE 45).

Gainesville Show Has Record Attendance at A. & M. College

GAINESVILLE, Tex., July 25.—The Gainesville Community Circus returned to the A. & M. College to hold another record-smashing engagement at the Farmhouse Show Cour on Texas A. & M. College Monday.

Giving a single performance in the Kyle Field stadium, the circus was seen by a crowd of 11,000 persons, bringing in 7,000 dollars to the show, from the 24 counties of the State. Attendance exceeded by 2,000 the crowd at the circus last year at the college and is the second highest in the history of the show.

B. F. Miller, of the college faculty, in charge of entertainment for the show, said that the college deserves to book the circus for the 1937 short course as principal entertainment feature.

The show made the trip to College Station, a distance of over 260 miles by rail, traveling in two sections.

Next engagement is at Denton, August 7-8, and the city is filled with entertainment agencies and attractions.

The show then plays at the Cooke County Show Cour here August 24-25 and at the Lamar District Fair in Paris Labor Day.

Visitors to the lot during the three-day engagement at the Texas Centennial Exposition in Dallas recently included W. H. L. Erck and wife, W. H. L. Erck and wife, W. H. L. Erck and wife, W. H. L. Erck and wife, W. H. L. Erck and wife.

Gorman Caneels Hudson

HARRISON, N. Y., July 25.—Broc. “Big House” of the circus, was stopped by the police for a day on the street where the circus was located.

During the show in July, 1937, the circus was playing a large city in New York. The police were on the lookout for the circus, and they were finally able to stop it.

Dr. E. F. Mattt and Prof. Betrothee, who were the first to sign the petition, were then joined by the crowd, with some even placing their signatures on the circus parade.

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Okahoma Good For Cole-Beatty

WICHITA, Kan., July 25.—The quick dash into Oklahoma ended Tuesday with a big win for the Cole-Beatty Circus, the company that had been playing the fair in the last few weeks. It was said that the tent was somewhat damaged, but there was no serious damage and the tent was placed and show only lost one night, that at Northport. The company has scattered through Massachusetts and is now in Connecticut.

Mr. and Mrs. E. C. G. DeLong, Jack Nedrow, Roy Wild and others.

For the best, it was necessary to eliminate the street parade in Kansas City. The parade was held in the same manner as it was in the past, and the show was well attended all week.

There was one word spoken against the street parade in Kansas City and End. They were in the same position as they were last year, but were successful last year.

Dr. E. F. Mattt and Prof. Betrothee, who were the first to sign the petition, were then joined by the crowd, with some even placing their signatures on the circus parade.

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Under the Marquee

by CIRCUS SALLY

FRED RAUER postcards that Bonham Bros., Citrus Falls, Calif., will be in town, July 29.

C. S. FAUL has closed with Tiger Bill Circus.

DOWNIE BROS.' Circus had too good a time at the fire and had to leave, July 15.

EDWARD RUSSELL is with Kenneth Tate troupe, which has 10 weeks of Barnes & Satterfield bookings.

LIMA (O.) NEWS gave Bob Bums, circus settings, a considerable mention in issue of July 7.

EDDY BROS.' Circus will be at Ogdens- ter, N.Y., July 15, instead of August 8, as mentioned in this column last week.

DIPPETT RUMORS to the contrary, the Al O. Barnes Circus will again winter at Baldwin Park, Calif.

IT IS REPORTED that Thaddeus Hannaford, Addie Ruma and Lady Barbara have left the string circus.

SELS-LITING-STELLING had one of its biggest days of season at Park Falls, Wis., when the airshow and pachyderm night house was packed.

RAYMOND M. FOHLHABER attended the opening performance of Ringling Bros. at Toledo, O. Says top was filled to bursting.

DOWNIE BROS. will be at Ft. Plain, N. Y., July 30, on the Duffy Circus Lot near Van Sinderen and the Stelling Bros. show has another lot here.

LOUIS KABLE, in the animal department of Ringling-Barnum Circus, was mentioned in the Cincinnati Enquirer for a week and rejoined show at Detroit. Week ago in our column.

E. CLARENCE PFEFFER saw Barnett Bros.' Circus at Johnstown, Pa., his being going strong in both George Lake, Sm Applegate, Ed Raymore and LeRoy Kiefer.

RED DAVIS says that Mighty Haag was at Philadelphia, W. Va., July 10, playing to good houses and packed 'em at night. First circus there in a number of years.

BIG ZENO attended Gorman Bros.' Circus at Corbin, Ky., had a three- quarter house at 10 a.m. and a capacity full at night. It was the third year for the show at Corbin.

WILLIAM PALCERNIKEY, last five years in advance of Gorman Bros. advance, is not on the road this season. He and the others say that the welcome sign is out.

WHITE MERRELL, bull man, formerly of the American Circus, now with the Stelling Bros. for several circuses this year, including Cole (See Under the Marquee on page 41).

WPA Show at Fitchburg

PITTSBURG, Miss., July 25.—A one- ring outdoor circus sponsored by the Federal Theater of Mississippi, will be given at Cordova Park July 26. In charge of the company will be the Greiner Cotty and revolvers and revolver trick. Will pay a visit to Quessi and a Jack, part of the Jackson Family wrestling with De Mato and the Stefano, brick roller skaters; Ed Ellis, the amputee; Melvin, the magnesium roller, and Frank, the Velasco. The show will consist of 100 acts, 12 pieces will be directed by Fred Childs.

The circus is free and is a WPA project.

Good Biz, Weather For Sells-Sterling

MARQUETTE, Mich., July 25.—Besides good business Sells-Sterling Circus is en- joying good weather. Six performances daily are being put on, with Weather, midget clown, said he had to break the ice in his new town every morning in order to work himself.

At Ontonagon, Mich., two wonderful houses and at Calumet, Mich., two straw houses. Show will start two more weeks in upper Michigan. What is at house is improving every day.

Another new lighting system, purchased from Odessa, Wis. Theresa Morales, trapgirl performer, enjoyed a visit from her brother. Who is with Polack Bros. Circus.

The game was again played with great interest. Mr. Taylor, of Pond du Lac, was a visitor over the week-end.

The WPA number put on by the clowns is missing a hit. The Ortones number was again regaled with their paper. L'Amie, Mich., was a banner day. On the face of it and, with Billings, who had to lay off a season, is again being done. A new horse is planned on a cruise of his own. Michigan is a breeding ground of fine performers and, this season, with his new trailer and will spend several weeks King Billy, the great bear, is with the Philip. The boys are again playing baseball. The Orleans and Tivoli Hall, is being done.

WPA Show at Fitchburg—Continued

The circus is free and is a WPA project.

CLEVELAND, OHIO—Tiger Gill, on a major bill with the Ringling Bros., had the honors of the day, when he mounted his elephant and waited for a full house. The Ringling Bros. had to give a real show, and was well received.

The town was full of people, who enjoyed the show. The Ringling Bros. had a large audience and the show was well received.

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FRANK, manager of the Garden's World's Championship Rodeo, is back from his travels prepared for the tailgate saloon he opened on the Rodeo grounds, and the showing of the 11th annual next week. Frank interviewed the headliners and some of the stars of the world's largest three-ring arena. The show will be opened by Mabley and the Smiley Brothers, who have been booked to the West Coast for several months, and several new acts will be introduced, including the Muley and the Smiley Brothers, dressed in miniature circus clothing at street fair in Paris. The show will include circus and will return to their former act on a different date. The Cirque dell'abito is the region of the Vichy with a big pro-

**Notes From France**

PARIS, July 20.—The stage of the Cirque Medrano, Paris, has been placed in charge of the French government. The show will include circus and will return to their former act on a different date. The Cirque dell'abito is the region of the Vichy with a big pro-

**Circus Model Builders May Form Association**

CHICAGO, July 25.—Two circus model builders, Bert Bachechin, of Decatur, Ill., and a combination of two miniature circus exhibits at street fair in Paris. The new exhibition will include circus and will return to their former act on a different date. The Cirque dell'abito is the region of the Vichy with a big pro-

**CIRCUS PARADISE:** water color, by Georges Schriber, which was on view recently at the Whitney Museum of American Art, New York, for a month, and attracted wide attention.

**CIRCUITS PERFORMERS WANTED**

Wild West Acts, Horse Acts, Clowns, Steer Bulldogging and Calf Roping. $50 to $100 per week. Also wanted—barn yard, animal acts, and any talent needed for Barnyard Shows. Any agent in charge of a talent company. Invoice and application by return mail.

**WANTED COWBOYS, COWGIRLS, INDIANS**

Wild West Acts, Horse Acts, Clowns, Steer Bulldogging and Calf Roping. $50 to $100 per week. Also wanted—barn yard, animal acts, and any talent needed for Barnyard Shows. Any agent in charge of a talent company. Invoice and application by return mail.
Fairmount Hot By Fire Again

Nemesia of flames follows pioneer Kansas City spot
—little left of plant

KANSAS CITY, July 27.—Fire destroys a portion of the structure in old Fairmount Amusement Park, leaving 22 persons dead and injuring more than 50. On the site of a fire on the evening of the 21st, burning started in a building on the Stockbridge, in the middle of the city. Only a few items of the hotel were damaged by the blaze.

When firemen arrived they found five buildings burned and a small fire on the second floor. It was necessary to call for a large force of firemen and soon the building was surrounded by a large crowd. The fire was brought under control by the late afternoon, and the cause of the fire is under investigation by the city authorities.

The Hot Weather Drives Record Crowds to Chi's Navy Pier

CHICAGO, July 27.—Navy Pier has been busy all week, with large crowds of people visiting the pier. According to the Stock Yards Co., in charge of the pier, the pier has been exceptionally busy. Among the visitors were many young women who were seen sitting along the pier, enjoying the cool evening air.

The Stock Yards Co. is planning to open a new building in the near future to accommodate the large crowds of people who visit the pier each day.

The Hot Weather Drives Record Crowds to Chi's Navy Pier

A. C. Presidents' Exhibit

ATLANTIC CITY, July 27.—Parade of the Presidents' Exhibit on Steel Pier is scheduled for Monday, August 30, with the show being held on the first floor of the pier. The parade is expected to draw large crowds of people, both locals and tourists.

The exhibit is being booked by Fred W. J. Johnson, manager of the Steel Pier, and is expected to be a major attraction for visitors to the area.

Steak Presents Gypsy Tour; Drought May Curtail Season

ENID, Okla., July 27.—Ray Stein, former owner of the Oklahoma Steak, motorcycle, motor car, and railroad company, has been registered as a far away from Virginia, Ohio, and Florida. Good business has been done with large crowds in the St. Louis area.

However, recent drought has prevented the company from operating as usual, and Mr. Stein is prepared for a lean year. He has not, however, been able to shift his plans for the current season, which is not expected to be profitable.

UNIONTOWN, Pa.—A business stimulus for Summit pool side here is Sonny Cappiello's permanent pool, now open to the public.

Cappiello, who has been operating this pool for the past 25 years, is now a partner in the operation.

The pool has a capacity of 2,000 people, and is well equipped with all the latest facilities.

Twin Refrigerators

B. C. President, Red Stevens, is on a west coast vacation, with his wife and family, to return to the city of Enid as soon as possible.

The pool is open every day of the week, and is a popular attraction for the local community.

Pool Treatures

CAMPBELL, N. J., July 27.—Fred Hoff, manager of the Inn at Water Mill, has introduced a new attraction in his pool, which is now open to the public. The attraction is a large pool with a slide and a water-skiing area.

The pool is well equipped with all the latest facilities, and is a popular attraction for the local community.

The pool is open every day of the week, and is a popular attraction for the local community.

Fun in the Sun: Summer Weather at Its Best

The Hot Weather Drives Record Crowds to Chi's Navy Pier

Thompson Broadcasts Come From England

CHICAGO, July 27.—Leonard Thompson, general manager of the Chicago/Beau Lincoln, is scheduled to broadcast from the city on Thursday, August 3, at about 10 p.m. The broadcast will be heard over the city's radio station.

Mr. Thompson has many friends in the radio industry, and the broadcast will be of great interest to those who are involved in the industry.
CINCINNATI—The new pair of young giraffes delivered by Mr. and Mrs. Chris-

_Carey of the zoo at the Cincinnati Zoo last Tuesday, July 4, when visitors crowded to the cage before the cage of the young ones. The two of the biggest and most popular of the- long-legged strangers in the Herborn Building, the new young giraffes are to be keep-

ing to the Cincinnati Star. They are a great success and are eagerly awaited by the visitors to the zoo. The giraffes are very tame and have become favorites with the children and adults who come to the zoo every day.

The new pair of young giraffes were born on March 1 in the Herborn Building. They are the offspring of a mother giraffe and a father giraffe. The mother giraffe is 16 years old and the father giraffe is 21 years old.

The new giraffes are very popular with the visitors to the zoo and they are eagerly awaited every day. They are very tame and have become favorites with the children and adults who come to the zoo every day.

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American Recreational Equipment Association

By R. S. UZZELL

Our fraternity at Texas Centennial Exposition, Dallas, were having enough headaches. We have too many of the distances of Northern people to go south in summer without the addition of outdoor relief on our show. If hit the piece hard, but the extent of distance and time it takes to get there is not fair very long. Texas has become to us what a TV show in the 1960s is to the kids of today. We all left the fair a happy bunch of people we will never forget. It was a good time, and we will all remember the good times we had there.

Chesley Miller, Luna Park, Coney Island, is a decorated credit holding by being able to stand and often to stand and back again, Coney Island, is 1,000 miles away. Our show was very well received, and the large crowd is the result of the show.

Survey of Morris

The strong note of optimism in what has been said concerning the States is a distinct gain for our whole show. We had no chance of making the States. The States are the States, and we are the States. We have no chance of making the States. We have no chance of making the States. We have no chance of making the States.

The survey which Morris, publisher of the States, is making to show gains of 1938 over 1937, is a gain of 1939 over 1938. It is a gain of 1939 over 1938. It is a gain of 1939 over 1938.

Blow for Manchester

Revere Beach, Boston, would be ready for a real go for the dog, if not for the dog. The beach is not the only place to be blown away. The man who was blown away was the man who was blown away. The man who was blown away was the man who was blown away.

Palisades, N. J.

By MARION CAHN

Asking for news around park, all I get is, "Yes, it's raining...or that's news." Luckily the heaviest storm came on Monday, so that Saturday and Sunday were not so bad. So far, Tom Flanagan, of The New York Times, has given us nothing but rain for the remainder of the rides for the season. Many people say we should be glad we are not in the rain. All we can say is, "Thank you for letting us use your dark room." Tony Ganin looking well and happy. Glenn White has become the boy athlete. He is doing well in the bowling sport. They both promise to be a good team for the season.

Aubertine, a very popular and talented young lady, is working at the Starlight show and says they'll play it out on the first of August. It is nice to see her in charge of arrangements for the game.

Ray Miller tells me that country store is going to be opened for the season. He says that he feels he is a flamingo, as his Great Dane, a cutest in the world, is in charge of arrangements for the game. Ray Miller tells me that country store is going to be opened for the season. He says that he feels he is a flamingo, as his Great Dane, a cutest in the world, is in charge of arrangements for the game.

Thar's where the heads are: Thar's where the heads are! The new colors are and will be over the noon and the new Water Skier.

Walker Coleno in as current free set. Member of the famous Coleno family, famous for his rather unique way of being Coleno, formerly of the Bingham show, Capt. Jorgen Christensen, chief of the New York State Handball championship, will be seen in handball courts on August 2d. That's where the heads are: Thar's where the heads are! The new colors are and will be over the noon and the new Water Skier.

Atlantic City

By WILLIAM H. McMAHON

JULY 25—Last weekend estimated attendance at 500,000. While amusement industry has been hit by the financial cutbacks, park admission is no barometer of value. Times are good times, and people will pay to go to the parks. But when times are good and money is easy to come by, people will not pay to go to the parks. But when times are good and money is easy to come by, people will not pay to go to the parks. But when times are good and money is easy to come by, people will not pay to go to the parks.

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RINKS and Skaters

Mid-West Tour
By FRANK VERNON

Just finished a tour which took me thru Iowa and Illinois, and roller skating and visiting some of the better rinks. There are skating who never skated before and are learning to do it, and there are many participating in this great exercise that are skating day by day and night. It is the same with many of the older skaters with whom I conversed told me they had just learned to skate after being long out of the sport, so this sounds good for a comparison.

Portable rink in Muncie, Ind., is of the small size as Chukarin has a nice place, well managed.

Rink in Davenport, Ia., is in a spacious building. The rink in Louisville has been very good, but being in an old warehouse, the skating is not good for the attendance.

Moline has a nice portable rink in the heart of the city with a modern equipment. It is located in 50 yd. 100, G. T. Chandler, owner and manager, Roy Swanson, floor manager. A large portable rink on one of the main highways out of Oshkosh, Ill., which has been going very good, has had two blowouts in the past three weeks and is having two machines on the wheels until new canvas arrives.

Mr. and Mrs. J. W. Sandy are doing big business with their portable in Iowa City, Iowa. It is a good and well-managed rink. Both of the skaters are good skaters and livewives. Mr. Sandy is located at the top of the Pinnacle. He has a large portable rink in Bushnell, Ill., to be moved to a new location.

A portable rink in Moline, Ill., by G. T. Chandler, is a large portable rink, top, made by Fulton Bag and Cotton Co., and modern and also the first portable I ever saw. This rink is located in Moline, Ill., and perhaps later shipped to Texas.

Exit 1935-36 in England
BY CYRIL BEAULAST

All of the recognized competitions of the 1935-36 season are now things of the past. The rinks are closed during summer. About 1500 rink are in operation, however.

Last season was the best ever in history. Many events occurred that could not have happened in the past.

Great rink were held all over England, and on the Continent.

The most interesting competition. The British roller dance title for the fourth continuous season.

Villains has been our most successful amateur speed man, and Berne Bay has won the roller hockey championship of Great Britain.

From a business point of view, I should say the most flourishing rinks last season were Alexander Falcon, Brixton: Forest Gate, London; Berne Bay and Cheshunt, Middlesbrough.

RINKS MANAGER'S WEEKLY

RINK MANAGER'S WEEKLY

QUALITY

RICHARDSON BALL BEARING SKATE CO.

CHICAGO, ILL.

1113-1115 Ravewood Avenue, Chicago, Ill.

The Best Skate Today

August 1, 1936

The Billboard

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HEART O' THE LAKES EXPO IS CALLED WISCONSIN'S HEAVIEST BILLDED SHOW

PHILADELPHIA, July 25.—The Quaker City is planning an exposition for 1937 as the city that signed the Declaration of Independence. Although Philadelphia is the birthplace of American business leaders and hotel managers, many of whom have been responsible for the success of the fair, the year of 1937 was a significant year for the city. The number of hotel rooms in Philadelphia has increased significantly, and the city is now a major tourist destination. The fair is expected to attract many visitors, and the city is preparing for the event with a focus on showcasing the culture and history of Philadelphia.

An additional event taking place in Philadelphia is the Philadelphia Auto Show. This annual event features the latest models of cars and motorcycles, as well as antique and classic vehicles. The show is expected to attract thousands of visitors, and the city is preparing for the event with a focus on showcasing the latest in automotive technology.

Another significant event taking place in Philadelphia is the Philadelphia Flower Show. This event features a variety of beautiful flowers, as well as horticultural exhibits and demonstrations. The show is expected to attract many visitors, and the city is preparing for the event with a focus on showcasing the beauty of nature and the importance of horticulture.

In addition to these events, the city is also preparing for the annual Independence Day celebration. This event is expected to attract many visitors, and the city is preparing for the event with a focus on showcasing the history and culture of Philadelphia.

Overall, Philadelphia is preparing for a significant year in terms of events and tourism. The city is expected to attract many visitors, and the events are expected to showcase the culture, history, and beauty of Philadelphia.
Cleveland, July 25.—The five-mile centennial parade on Wednesday was paraded by far the biggest parade street up to now. More than 100,000 lined downtown streets and the parade formed the largest mid-week crowd since opening day and the midway has been profitable.

With attendance of more than 75,000 each day, it is considered that the million mark will be passed at end of first month of operations.

There is a possibility of an all-day mixed parade on Saturday. De Witt’s million-dollar showboat was a delight, and the finishers were excellent. Pending completion of minor plants, Maune’s animal and exhibit play, including feature and his band aboard the S. S. Moose Cleveland.

Serenade Is Put In

Hollywood Serenade, which has been played during the week but is being beamed with electric pipe, has appeared on stage. Legend has it that the showboat could not get along even when Prince Nudie, drum dancer, had been imported. Mr. Maune, who is in charge of the collection, is the owner and Edward Hungerford’s pageant show. Pelly Dancer, cow, has been making the rounds, while the band has been light, but night has been an epoch-making. Spectacle, transformed into a huge ice-skating rink, will feature Bobby McGee and Great Lakes Ice Ballet, Robby Dunn, Venus of the Ice, Pink and White, balcony ice dancers; Bobby McGee, coach; Margaret Boris, apache team; Jack Smiley (“Out of the Blue”), 20-year-old boy skater, and horse, are also featured. Practically all concessions in the midway park, including “Streets of the World” sector, are getting a fair play; also, the Gougeon’s game is getting fair in the lead at this writing.

Special day was set aside during the week to attention of fraternal, civic, industrial and business items and the business was a success. The parade, which is midway, will be Columbus Day, with more than 500 expected to play in the Queen City. National Fast Fair, under direction of Earl W. Brown, is at the.Ist of the city and are among the exhibits in that area.

Regatta Is Colorful

Along the midway, at No. 32, Cardinal’s new Rumba Show is making steady gains. Cardinal’s equipment was continued to lead the attractions for capacity bite, while Stanley Graham’s Mills Circuit and the Canadian Displays ran a close runner-up. In “Streets of the World” sector, the French Circus, which has just opened, is also another attraction; and the unusual show, with World’s Fair exhibits, is a very popular feature. Also, the New York City, with its large crowds, is a very popular attraction.

Fair Grounds

WINNIPEG.—Plans are being completed for the Winnipeg Exhibition, to be held at Winnipeg Jockey Club’s course, Polo Park, Industrial, agricultural, horse and dog shows and other exhibits will be displayed here. In the premium book, a feature and Royal American Shows will be on the midway.

SAN FRANCISCO.—California Live-Stock breeders and exhibitors those from many Western States and the National Live-Stock-Breeders’ and Exhibitors’ Society, George H. McCall, executive secretary of trustees of agricultural live stock都不知道, they have been invited to organize into one unit to manage and operate the exhibition. The new $2,000,000 exhibition auditorium under construction at San Francisco will be completed by the fair.

PITTSBURGH.—Fire in Milford, Mich., on July 13 destroyed all barns on west side of Oakland County Fairgrounds, with damage estimated at about $100,000.

UPPER SANDUSKY, O.—A steel tower, loudspeakers and floodlights have been erected on Wyandot County Farm near the fairgrounds here.

HASTINGS, Mich.—Fourteen major attractions for the 7th annual Cass County Fair are now complete and the committee of the county, now equipped with major equipment for the fair, are ready to welcome the fairgoers.

NAPOLEON, Ohio, FAIR

August 27-28-29-30

One of the best Fairs in Ohio. Can use Shows and Concessions which do not conflict. Have contracted with Gus Sun’s Circus Revue, 15 acts; Miss Hinkle’s Rodeo; J. C. Crew’s Rides; D. C. BROWN, Stec.
Texas Centennial Exposition

Dallas Gale’s Roll at Expo

2,000,000th visitor enters grounds — Night on the Yukon is latest show

By CREGG WELLENSHOFF, 401

Southland Life Bldg., Dallas.

Attendance

Previously Reported...

June 29... 5,458
July 1... 26,725
July 4... 22,704
July 11... 31,284
July 18... 30,004
July 25... 26,804
July 29, Monday... 20,654
July 31, Tuesday... 35,169
Total... 2,017,295

Tongtustle and Theo Drake, Jack Flissett is assistant manager and publicity director. They will open the show tonight with a 

Hollywood Nights, a John Birge attraction, and later a feature, the Vice-President will include the midway show. The 105-concession stands will be held to ground level. A general cleaning of the fair was proposed.

August 5 has been set aside as Garner Day, July 24th as the Vice-President, which will include participation by the midway show.

At 7:30 p.m. on July 25th, the Grand Stand Show will be held. The show will include a variety of attractions, including a fireman's band, a wild west show, and a circus act. The show will be followed by a fireworks display.

Fairs-Expositions

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More Outsiders Coming to S. D.

Bust of Will Rogers dedicated — Fred Stone is honored — horse show on

FELIX BLEY
SAN DIEGO — Some 30 percent of the increased number of out-of-town visitors at the fair this week, and an expected 50 percent increase by Labor Day in attendance, is due to the activities of the Will Rogers and Dorothy Maynor Memorial, which has been in operation for only a few weeks. The fair season began on August 15th, and will run through Labor Day.

Japanese Art-Guests

On Friday morning, the 1,000 members of the Chinese Exclusion League of San Diego welcomed the arrival of two Japanese guests, Mr. and Mrs. R. T. Matsumura, from the United States. The guests were given a tour of the fairgrounds and received a warm welcome from the visitors. The Japanese guests were impressed with the fair's exhibits and the cultural diversity of the fair.

Rogers' Chum Presented

A mule-jeep parade, led by Ann Ross and Jack Haines, featured the presentation of a beautiful mule to Will Rogers. The mule was presented by Jack Haines, one of the last surviving members of the cast of "The Marksman," in which Will Rogers starred. The mule was named "Rogers," and it is expected to be on display at the fairgrounds.

Hearty Schedules for IMCA

In between the National Motor Court Association-sanctioned events, IMCA will be providing a variety of entertainment options, including live music, pageants, and other activities. IMCA's schedule includes performances by renowned artists and bands, as well as opportunities for fairgoers to participate in events such as the IMCA Liberty Ride.

Birmingham Prospect Is 100% Brighter Than at Revival in '34

BIRMINGHAM, July 25 — Prospects for 1935 Alabama State Fair are bright, conditions being much improved over those of last year, despite the fact that the fair has been delayed two days due to rain. A record crowd attended the opening night, and a number of new features will be added to the program. Among these is the "Dad's Show," a new attraction that will be offered to fairgoers.

South African Export Ups U.S. Act Market

NEW YORK, July 25 — New and promising cases of American shoes and show litter have been adopted by buyers from South Africa, who are expected to start buying on August 15th and running thru October.

A half dozen agencies and scouts are being used on this trip. The U.S. exports to South Africa are expected to be up 30 to 50 percent by the end of the year. Buyers are interested in the shoes, which are a government promotion to increase the sale of U.S. goods in South Africa.

The Billboards

The Thursday Billboard

The Billboard

Fairs-Expositions

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The Billbo
No Lander Sale, Declares Buton

Report of his purchase of shows is denied by general agent and secretary

CINCINNATI, July 25.—A report to The Billboard last week that Buton had purchased the J. L. Landers Show was denied by telegram from Buton and Frank Delmasine, secretary of the shows, sent from Sioux City, Ia., on Wednesday.

Declaring that he has been with the Landers Show in capacity of general agent, special agent, press representative, train operator and conductor, and having bought the shows, the telegram declared that owner Landers should have no reason for selling the shows. It added that he has no intention of buying the shows and expects to continue to work for the Landers Show organization.

Secretary Delmasine declared that show executives have an idea as to what is being reported, but he said, is entirely without foundation.

Ladies Auxiliary of HSC Attend a Bridge Luncheon

KANSAS CITY, Mo., July 25.—Ladies Auxiliary of Union City was entertained at a luncheon at the Union City Hotel on Thursday afternoon. The luncheon was given in honor of the ladies by the hotel management.

The guests were welcomed by Mrs. C. C. Parker, president of the group, and addressed by various members of the hotel staff.

The luncheon was an opportunity for the visitors to enjoy the fine cuisine and hospitality of the hotel, as well as to meet and socialize with the hotel staff.

The luncheon was a success and a great success to the hotel staff and the guests.

Showman Killed By Auto on Lot

INDIANAPOLIS, July 25.—Lyle (Poppo) Boon, 52, Newenholme, O., employee of shows, was killed by a car on the lot of the Allen-Riley, Punt, Walters, and Predus show on Thursday morning. The car struck the man and caused his death.

The man was struck by a car on the lot of the show, and he was rushed to St. Vincent's Hospital, where he was pronounced dead on arrival.

Showmen were shocked by the sudden death of their colleague, and the showmen who worked with him were grieved at the loss of a valued member of their group.

115 Rides on Frisch Midway

FRISCO, Calif., July 25.—A total of 115 rides were sold on the midway of the Frisch Midway on Thursday, which is the last day of the midway. The midway opens on Friday and closes on Sunday.

Frisco is a popular midway destination, and the rides are always a hit with the visitors.

Ballyhoo Bros. Circulating Expo

A Century of Profit Show

Pool, Midh.

Week ended July 25, 1950.

Dear Charlie:

A full-time show man here was made in record time, show moving over five railroads, with two of the roads near Rich. Train joined out of town at 10 a.m., arriving here at 4 p.m. All the trains were ordered side-tracked and Sunday instructions on the roads called off. Ballyhoo Bros. Good Little Special was given all right of way. It's really wonderful what a few people can do and I'm sure that the majority of the audience will be thrilled.

Showmen are a surprise to citizens as well as to city officials. A short time ago, the midway was given to the public and after waiting until 6 a.m. to hear from our superintendent, the midway was given to the public. The Loops-O-Plane was kept in operation in the midway, and the rides were all given to the public.

On Tuesday the shows' plays moved to the midway. After both teams had been driven to the south, they were sent back to the north, where both teams were in size. On Wednesday morning, the shows' plays moved to the midway, and the rides were all given to the public.

A 10-cent admission charged. This was the first time in the history of the midway that the public was given admission to the rides. The midway opened at 10 a.m., and the rides were all given to the public. As a result, the shows' plays moved to the midway, and the rides were all given to the public.

Ballyhoo Bros. were a surprise to citizens, and the midway was given to the public. The rides were all given to the public, and the shows' plays moved to the midway. The midway opened at 10 a.m., and the rides were all given to the public.

As a whole, the spot was a foot ball. Saturday night our auspes chartered busses, spending the night visiting another circus 56 miles away. Everybody looking forward to the big one. "Point Score!"

MAJOR PRIVILEGE

820,000 Awarded For Latil Death

CHARLESTON, W. Va., July 25.— Capt. David Latil, Latil Show, was awarded $200,000.00 in damages on Thursday by a jury in the death of his daughter, Rita, who was killed in an automobile accident in Charlestown, W. Va., on November 11, 1953.

Rita was filling a wauhaveli engagement with her sister at the time. The show, which was a large one, was held in Charleston, W. Va., on November 11, 1953.

Mike and Missy Pilkosky and Miss Virginia Ackley were among the show's employees who were killed in the accident.

The accident occurred when the car in which Rita was riding with her sister went out of control and crashed into a tree. Rita was pronounced dead on arrival at the hospital.

Whale Draws in Fitchburg

FITCHBURG, Mass., July 25.— Capt. Mike Donal, Seattle Whaling Company, with a 68-ton whale playing against a visit to Fitchburg, when thousands passed up the gangplank to view the monster sea animal. Professor Alexander's Fins Circus was carried. The big whale, which was trained on Boston & Milto Railroad tracks.

Mrs. Dedrick Is Improving

CINCINNATI, July 25.—Mrs. T. L. Dedrick, of the C. J. Dedrick Company, is slowly improving in St. Vincent's Hospital, for a new leg was inserted into the woman's left leg. Mrs. Dedrick was operated on by Dr. T. L. Dedrick, president of the hospital, and has been given her leg back.

The show, which is operated by the Dedrick Company, has been closed for the past few weeks, but is expected to reopen soon.

Mrs. Dedrick is the wife of the late T. L. Dedrick, who was a well-known showman and circus manager.

Special Midway Lighting On Crafts Show, Pomona

POMONA, Calif., July 25.—A double feature of shows was presented at Pomona on Thursday night, and feature was decorated with huge star-shaped designs, which were illuminated by artificial lighting. Also, the midway of Los Angeles County Fair here, was the theme of this show, and is the charge of the midway, in announcing that Crafts 25 years ofShows was given by the Los Angeles County Fair Board.

There will be 450 feet of connections, extending from the center of the midway to the edge of the fairgrounds.

Illumination for the midway will consist of lights, which will be placed in a variety of colors.

Midget Dare-Devil Is Injured in Fall

CHISHOLM, Minn., July 25.—Elmer Spangler, midget, trombone rider, with Speedy Lott's motorhome on Reshens Road, was seriously injured in a fall on Wednesday night of the Loganville (N. D.) stage coach, which fell over an embankment.

The accident occurred when the stage coach was driving on Reshens Road, and the driver of the coach lost control of the vehicle, causing the coach to fall over an embankment.

The midget, who was riding on the coach, was thrown from the coach and sustained serious injuries. The coach driver was also injured in the accident.

Elmer Spangler is a well-known midget and has performed at many conventions and circuses.

Vermont Good for Traver

BURLINGTON, Vt., July 25.—Fair-at-Home, Inc., under management of George W. Traver, Birtch, and Bruce, has won with success. Show plays Barre, Vt., on July 27-August 4, and will travel with Miss Audrey Mae and Miss Minerva Traver doing the booking, following the new cookhouse owned by Bill and Margaret Traver.

The show will be performed in Vermont this summer with Mrs. Gertrude Nuss, Miss Dorothy Traver, and Miss Margaret Traver, who are staying with Bill and Peggy Maloney, who have a ball game show, and with Margaret Traver, who is a. v. s. s. d. on the circus. Miss Margaret Traver, who is a v. s. s. d. on the circus, is working as a showgirl.

First in for Beatrice

BEATRICE, Neb., July 25.—State Fair shows opened here for a three-day run at the State Fair Grounds. The weather was given a good play. Trixie Perrin, Thomas F. I. Whirl, Corn, and the other features had a good time at the fair. Many people were entertained, and the weather was fine.

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Carnivals

Kansas City

KANSAS CITY, Mo., July 25.—Mrs. Horace Howes, in Memorial Hospital recovering from a heart attack, reported today that all games consisting in Fairyland Park, Kansas City, Mo., his favorite amusement center, will operate. He operates rides. He reports good business.

Dick O'Brien, closed with the Mek-Mahon Shows and here a short stay. He has left.

H. L. Whitensell in for a short stay. He operates a Western-themed show.

Jerome Dowd, Clif Adams, Russell Hunt and Tommy Cook are about to return to Los Angeles, Calif., where they have been wintering.

Toney Marone left here on a business trip. He operates a physical fitness show.

J. C. Pennington a familiar figure around the Cookes House.

Philadelphia

PHILADELPHIA, July 25—Cotton & Wilson Shows, showing Wilmington, Del., left for Philadelphia today. Good business.

Ladies' Auxiliary

Meeting of the PCBA Auxiliary was held at 8 p.m. on July 13 with 19 members in attendance. The auxiliary is not a member of the local auxiliary, but the women who attend are members of the auxiliary. A letter was received from Lucelle Kline, president of the auxiliary, expressing her appreciation for the work done by the members of the auxiliary.

Pittsburgh

PITTSBURGH, July 25.—Johnny Mitchell, president of the Dunlap Show, and his wife, I. Kelly and Miss Molly O'Conor, have left here on a short vacation.

The Dunlap Shows played to good business at Homestead Street Fair last week.

The carnivals have been getting more and more publicity in the newspapers, and the newspapers have been paying more attention to shows. It's a good business for the shows.

John Atkinson, local carnival man, is canceling a lot of shows around Pittsburgh these days.

The season is almost over for most of those Peerless Exposition in playing dates in West Virginia, but it has been having good business.

Los Angeles

LOS ANGELES, July 25.—Plenty of tent and beach shows are doing good business, and most of the shows have seen some of the largest crowds in years.

At the beach shows, there are more spectators than usual.

The shows have been getting better attendance this year because of the nationwide interest in carnivals.

Western carnivals come very good reports on business, several former carnivals are doing well.

John Atkinson, who has been doing good business at Santa Monica, has returned.

John Atkinson also has a large crew of workers at the beach, and the shows are doing well.

John Atkinson has been doing good business at Santa Monica, and the shows are doing well.

Dick Collins

The Billboard 47

De Luxe Shows of America


A committee that gave the show 100 percent co-operation, with the cooperation of the town, was a big help to the town. It made a profitable engagement, with the co-operation of the town.

The show was entertainment and the town was entertained.

The show made a profit on its co-operation.


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CARNIVALS

Midway Confab

BY THE MIXER

BETTER than half thru the season?

SOON the fairs. Oh, you all-day

gringriner!

THERE can be two kinds of heat on a

midway—self-constituted worst in the

long run.

MOST fairgrounds have been dotted

up. Will your attraction match?

THERE is a discussion in The Forum

regarding the word "gilly."

Beware that bugaboos of outdoor

showmen—the blowouts.

BLOOM'S GOLD MEDAL SHOWS

were contracted for South Louisiana State

Fair, Donaldsonville.

HARRY and ETHEL HUNTINGTON, Pollie

& Lottie Shows, made a trip to Canada

recently.

C. W. CRACKART, general agent of the

Majestic Sheelesey Midway, passed thru

Cincinnati early last week headed south.

ESTHER LEE is now working an

annex of Rex Oman's Palace of Wonders

CHARLES A. Bompanti, with Karl J. Walker's

in the Magic of Backus & Gerety's Shows

last season, left the road and is in

grocery biz in Satun Rouge, La.

RACING DERBY float from Barfield's

Derby Park, entered by Mrs. J. E. (Dela)

Barfield in the Oleanlader Floral

parade in Buffalo, N.Y., won a
gold-lining trophy.

L. C. McHENRY, Ill all winter and

spring, info that he is doing doing in the

state and south. He is getting out

Peoria, III, and set up on the road.

WHILE the L. J. Bob shows were at

Golconda (Ill.); Fair, H. C. Kilburn was

vacation-fishing on the banks of the

Ohio, but quit long enough to deliver

copies of The Billboard when they

reached him as a show agent.

MRS. M. MIX, mother of Tom Mix, was a well

customer to Dade's World's Fair Shows in

Washington, D.C., when he resides. He

and his wife, the wonder of Louisville

and visited the free offices.

"That must be a quite a small elephant

that walks on that tight wire up there,"

said a man, who appeared to be of some-

what questionable character, to a

youngster announcing Hills and Hills on

the Dade Show.

"Yes," remarked Jack, "Two-man power-

only.

"How do they get up the pole?"

"Do they put on a horse, or just a

phant," said Jack, as he did not know.

JANIE GODFREY, Congress of World's

Wonders on Hillerbrand United Shows in

featuring Exhibitor, Mr. Adams, are

taken by their don't throw away the

graffi tis results, it is reported. Roster

includes Janie Godfrey, owner of

Lanloise, in charge of inside and first

openings. Wally Rosen, second openings.

Jerry Godfrey, Ben Expedition, Douglas,

ladies, Bennett, Little George, Jodell

of Conyers, second openings.

Tops were crowned by buglers and

photos taken by The Fevora Journal-Print

and used in the paper. Showfolk were

cooperating with the press and Janie

Young, reports Al Kish.

COL. M. L. BAKER has two attractions

on Crystal Exposition shows, average

20 by 30 top, with 10 banners, and pit

show, 28 by 40, with seven banners.

Side-

show on platform, money caller, and

talker; James O'Brien, J. V. Vaughan,

Parker's wife; Ben's wife; Ben's wife,

throwing; June Trinkle, blade box; Ruby

Hansen, head singer; Judy, vest;

Bosco, comedy juggler; Paul Money, fame

call; J. D. Gehlen, human pinwheels.

Pit Show: Mrs. Baker, banners, and front.

July

Big

Eli

NEWS

Newstand

Mailing

 Lots of News, Features, Marketable Articles

Now Read This: Check the Articles

This is the Final Issue of July

For Your Free Sample Copy Now

ELI BRIDGE COMPANY

Publisher

Opp. Wab. Sta.

Jacketsville, 11.
TAKING advantage of real heat that reached Los Angeles, parties of showoplex and 
The DAILEY Aluminum Center Wheel


**Dee Lang Shows**

Memphis, Mo.: Week ended July 4. Location, Hotel Hickingbotham. Location, St. Louis. Weather, cloudy.

With the assistance of a live-wire committee, July 4 business was very good. The show was presented at 11 A.M. and 8 P.M. The 11 A.M. show was held outdoors, and the 8 P.M. show was held indoors. The 11 A.M. show was a musical review and the 8 P.M. show was a dramatic review. The 11 A.M. show was held on the anniversary of the Battle of the Alamo and the 8 P.M. show was held on the anniversary of the Battle of the Alamo.

The 11 A.M. show was held on July 4, 1836, and the 8 P.M. show was held on July 4, 1836. The show was held in St. Louis, Missouri. The show was held in St. Louis, Missouri.

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Crescent Shows


The show has played in rain almost every day. Show opened July 11 and has followed a route from Penticton to the west and the south, then along the coast to Alaska. Show opened July 11 and has followed a route from Penticton to the west and the south, then along the coast to Alaska.

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BLOOMER

A Sure, Fast Money-Maker
LOW TRANSPORTATION COST
OUT OF 14 DUAL LOOP-O-PLANE MANUFACTURED, SOLD & EXPORTED LAST YEAR

8 GROSSED OVER $10,000.00
3 GROSSED OVER $12,000.00
1 GROSSED $15,000.00 IN NINE WEEKS

PARK OWNERS AND SHOWMEN
desiring one or two weeks' demonstration of our dual or single Loop-O-Planes write for complete data. Sales of dual units this year are double those of 1933 season.

SPECIAL LOW RATES TO PARKS AND PERMANENT LOCATIONS
PARK OWNERS—We have one or two Concessionaire's Units with Dual Ugly Bikes for lease.

Write ROBIN REED, Jobber, BOX 237, SALEM, OREGON

Make $50.00 a Day on Candy Floss

ELECTRIC CANDY FLOSS MACHINES
100-200 T. W. A. 60-40 W. Custer, 101, Nashvillle, Tenn.

WANTED

GRAY Maids to take charge of new Women's Bathing Beach on Lake Minnetonka.

BIG STATE SHOWS
GOSHEN, IOWA

BLOOD PRESSURE COIN MACHINE. Original patented. The blood pressure apparatus for use in doctors' offices, villages, etc. Complete with box, instructions, bell, 100 free test cards, arm without mercury. Laufman & Mesheget, 4903 New York Ave. New York City.

Johnny J. Jones Exhibition

The Johnny J. Jones organization entered early Monday morning from Anderson, Ind., with high hopes for another excellent week's business, but it was to be

the auspices were strong for the fair and the lot ample for the setting up of the show. Mr. and Mrs. Thomas Jones have an advance crew who has covered every advance ground and the press had been liberal, but the elements in all its ramifications intervened. Tuesday a severe storm, which engulfs the location and the heat was intense, and all setting up was off. By Director E. Lawrence Phillips, so the day was lost. Tuesday night opened to fair attendance and business. Wednesday was the same storm, which, about 5 o'clock and blew down Max Kimmer's big Snake show. Richard Scotts' Night in Shreveport, Mr. Jack Wil

son's Life Show, Harvey Wilson's Punk Horse, damaged Mrs. Tilton (Gyps) Mr. and Mrs. Daniel's Rock Road to Dublin. demolished the horse tent and did other minor damages, but the show went on.

Thursday the weather was drizzling, but the crowd had arrived. It was a busy day. Frisky came the wind and rain just before opening time and laid the front of the Crime Show into a abashed mess and caused other upsets; crowds came chattering in the show and packed the midway in goodly thousands, as was expected. But one day does not make a profitable week.

Mr. Phillips left for the East after ordering all necessary replacements to be

constituted immediately.

Mrs. "Boots," wife of Concession Manager R. H. Padlock, entered City Hospital Monday and was confined all week with nervous breakdown. "Duke," Boston bulldog, favorite pet of Mr. and Mrs. Tom Allen, owners of the grand stand, died of heat, despite the best of medical attention. Charlie Wrenn arrived from Austin, Tex., with his new wife. Edna E. Rhoades, another of the Heyday retirees, returned to the show arena last night and removed to Mercy Hospital Dubuque, where he underwent an appendectomy. Some confusion at this writing is serious. Eddie Merial, former Of the Heyday, retreats to the showmanship field as grandstand manager. Edna Folinsbee, always on the job courteously and efficiently, is now a happy homemaker. WALTER DAVIS.

Rubin & Cherry Exhibition

Battling the hottest week of the season, the Rubin & Cherry Exhibition enjoyed a fair week's business at this stand, despite rain and a low afternoon attendance. Jake Greenhill, outdoor man for the show, announced that the exhibition received a large amount of favorable comment and a good deal of business as a result of a show presented at the Grandstand.

The picture was, however, not a good one. The show received a good deal of rain and a low afternoon attendance. Jake Greenhill, outdoor man for the show, announced that the exhibition received a large amount of favorable comment and a good deal of business as a result of a show presented at the Grandstand.
CARNIVALS

August 1, 1936

St. Louis

Big State Shows


Rain dented business Monday. Wednesday was rainy, but Thursday and Friday cut minstrel feat in two. New top re- tainer was a very fine one. The show is well located and attendance is good, and the city in interests of the show, which has been operating very well in the south few weeks.

Bob Hollock, general agent of Miller Bros. shows, believes the show will held going strong as summer creeps through. He has a fine time trip out on the road. Bob's show closed July 30 and will re-open in St. Louis on a big trip.

Tony Martone, showman, Kansas City, was here several days en route from the new Southern Illinois route. James C. Simpson, general agent of Kansas City's Big Red Barn, which is on the St. Louis line, will be here Monday and Tuesday executing his railroad contract. Tony has been very busy this week.

Bernard (Sonny) Posten, Globe Poster Corporation, was in town Sunday. The show was opened July 15 and has been making a fine business. Sonny is quite an able man.

William (Bill) Pink, ride owner, here this week, had a good business for his rides on Main and Euclid street, located in St. Louis on a big trip.

The show opened Wednesday night to a very busy crowd. Thursday was Childers' birthday night and the kids were given free rides on the rides. The Horse Show was also added and continued until 6 p.m. Friday night.

On Saturday, the big day, drew several thousands of people from near by and has had a very good season. At Keyser, W. Va., show opened with 1000 people in attendance. Mrs. Mary L. Osborne, whose husband, W. F. Osborne, received a telegram from his wife in Kansas City, reported that her mother, Mrs. Mary L. Osborne, had exchanged near by from Kansas City. The village of the act—Bench Bentin, Blancana, and three riders. Miss Kyle opened with her act in the Ringling Bros. and Barnum and Bailey show June 27, booked to appear until Aug. 31.

Smith's Greater Atlantic


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Central State Shows


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Tony Martone, showman, Kansas City, was here several days en route from the new Southern Illinois route. James C. Simpson, general agent of Kansas City's Big Red Barn, which is on the St. Louis line, will be here Monday and Tuesday executing his railroad contract. Tony has been very busy this week.

Bernard (Sonny) Posten, Globe Poster Corporation, was in town Sunday. The show was opened July 15 and has been making a fine business. Sonny is quite an able man.

William (Bill) Pink, ride owner, here this week, had a good business for his rides on Main and Euclid street, located in St. Louis on a big trip.

The show opened Wednesday night to a very nice crowd. Thursday was Childers' birthday night and the kids were given free rides on the rides. The Horse Show was also added and continued until 6 p.m. Friday night.

On Saturday, the big day, drew several thousands of people from near by and has had a very good season. At Keyser, W. Va., show opened with 1000 people in attendance. Mrs. Mary L. Osborne, whose husband, W. F. Osborne, received a telegram from his wife in Kansas City, reported that her mother, Mrs. Mary L. Osborne, had exchanged near by from Kansas City. The village of the act—Bench Bentin, Blancana, and three riders. Miss Kyle opened with her act in the Ringling Bros. and Barnum and Bailey show June 27, booked to appear until Aug. 31.

Smith's Greater Atlantic


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Central State Shows


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CARNIVALS

THE HANDSOME PROFITS ARE YOURS WITH THIS NEW POPCORN MACHINE.

The Genuine “WORLD’S FAIR” SPECIAL!

WITH THE “AUTOMATIC EYE”

THE ORIGINAL “WORLD’S FAIR” MODEL

Not An Impersonation

This fine modern machine really puts the big money in it has PLATINUM—with gold plates, gold and silver—now it produces perfectly popped corn every time and every show.

Entirely New and Modern in Every Respect

For the Automatic Eye and the Heteromagneto eye.

Large popcorn capacity. Takes care of the big crowds. The new automatic control switch only requires a button for operation. A new and improved eye evokes continuous attention and adds to the profits of the show.

Large jackpot—$75.00, $75.14, $78.74, $82.64, $87.64, $90.34, $92.34, $94.94, $97.44, $99.94. All electric.

Extremely easy to maintain, employs micro-motion incandescent, durable, economical, durable.

Unusually Low Priced

Do not miss this opportunity to own the World’s Fair Special. Its low price will surprise you. Why pay more—get the right. Dimensions, features make this model easy to own. Write for details today.

SNOW BALLS

Snow Machines for Sale. 8 in. cylinder, 14 in. long, 2 blades, $35.00; with motor $50.00. All mounted. White enamel finish. Deposit required. Shipped P. O. B.—C. O. D.

C. W. PAGLEY, 2162 N. Wallace Ave., Indianapolis, Ind.

WANTED SHOW BINGO GAMES.

Also “PROGRESS” Model—New Improved Coin Collectors, with $250.00 in coin, Deposit only $50.00.

ART LEWIS SHOWS, INC.


SHOWS that are capable. What have you? Will book or buy Crazy House or Fun on Farm.

DANCERS and SINGERS and Chorus GIRLS for Revues. Top salary and long season.

All Kinds of Attractions for SIDE SHOW.

RIDE HELP—Have U-Drive—It Auto with board track for sale.

CONCESSIONS—Strictly legitimate only all wheels have been sold at all our Fairs. LET IT BE STRIKER, etc. Rates reasonable.

ART LEWIS, July 27 to August 1, New Britain, Conn.

IMPERIAL SHOWS, INC.

Will book Octopus, Cocktail Shaker, Whip or any new Ride that does not conflict with what we have, except Rides in. Want Circus Girls with Specialities, capable of producing. Shanghai Li Munry and Viola Lake, communicate at once with Jack Wylie. Can also place Penny Arcade, Grab Boat, Candy Floss, Taffy Apples, Bingo and Merchandise Concessions for our Wisconsin Fairs. Address Davenport, Iowa, July 27 to August 1; Platteville, Wisconsin, Fair, August 6 to 9.

WANTED C. L. SPENCER SHOWS Wanted

BRIDGEPORT, ILL.

**Wheeling, W. Va., July 25—While elaborate plans have been made for Wheeling's 100th anniversary, only one contract has been let by the Centennial committee of the greater Wheeling Parks Fair. Many other concessions are being booked, however, and the fair is getting ready to open. Wheeling Bester has booked the most attractive and attractive and the festival is scheduled for July 9 and 10. The carnival rides will attract many more visitors and the fair committee is confident of a good attendance.

The fair is scheduled for July 9 and 10. The carnival rides will attract many more visitors and the fair committee is confident of a good attendance.

**WANTED**

rides, concessions, unusual attractions, for LABOR DAY CELEBRATION at glaciers, Blake, Free Acts. (No money needed.)

**WANTED FOR LABOR DAY CELEBRATION**

Shore, Riders and Company, also Free Acts, for LABOR DAY CELEBRATION at AUGUST 16th, 1936

**FARMALL Picnic Books Acts**

DAVENPORT, Bk., July 25—On the program of the Farmland Picnic Books Acts, which is scheduled for the American Legion Homecoming Festival, are Ralph and Sylvia, roaming globe; Gianna, the Jugglaz, and Joe and Doro, who will perform for the audience.

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Free Watermelon Featured

SANDIN, Minn., July 25—Annual Watermelon Day here was sponsored by business men and was carried off by the amateur section of local 4-H clubs. The total take was $250.

This year, there were 1,000 to 2,000 pounds of watermelon on sale. The cost of a watermelon was $1 each, with each man having the right to sell 10 watermelons. The event attracted a total of 200 people.

The Watermelon Day was held on July 20, with Mayor Fred T. Parker, manager, Leo Bridgman, of radio and store, and Mrs. Smith, who conducted a dance on his original baseball field. There were four baseball games. Watertown's win led off to the three-counties.

Elks-Film Pageant Is Draw

LUGO, July 25—High spots of the week's activities at the B. B. E. M. was the Elks-Film Festival on Saturday. The film was shown on the screen, pictures of Lincoln's birthday speech were shown. The event attracted a total of 200 people.

This year, the film featured the life of Lincoln and his struggle for freedom. The event was well attended, with a total of 200 people.

Circus Helps School

ELIZABETH, Pa., July 25—Staging of a number of new activities during the next term of the local high school, here was presented under the sponsorship of the B. B. E. M. This event was held on the field, with a total of 200 people.

On the same day, a circus was held on the field, attracting a total of 200 people. The circus featured a variety of acts, including clowns, acrobats, and Tightrope Walkers, all of which were well received by the audience. The event was a great success, with a total of 200 people attending.
AGENTS AND DISTRIBUTORS WANTED

ABSOLUTELY THE HOTTEST DEAL IN PUSHING ADVERTISED BATHROOM SCALES; $20.00 profit per order. Write or phone for details. MEYER FABRICS COMPANY, 923 N. 21st St., Des Moines, lowa.

AGENTS SELL OUR NEW DICE GAME. $1.00 per box, 50 for $49.95. Additional profits can be made. Send samples for examination. SEND $5.00 for catalogue. NATIONWIDE DISTRIBUTION, 110 East 51st, New York.

BRAND-NEW CARTRIDGE CART./-BIG-50c; Small, 60c. Quality work. ADVERTISED IN NATIONAL HANDYMAN. 110 East 51st, New York.

COLD-REFLECTING LETTERS FOR STORE WINDOW. ONLY $3.95 FOR COMPLETE SET. MODERN SIGNS CORPORATION, 50 E. 28th St., New York.

GOOD INCOME SILVERING MIRRORS, PLATINUM PLATES, ETC. Send for free samples. C. N. WILKINS, 215 W. 57th St., New York.

HANDLING DIFFERENT Kinds of COMMERCIAL BARGAINS FOR SHOW ROOMS at wholesale. FREE SAMPLES. J. B. WYLLIE, 100, 5th, Chicago, Ill.

ROOSEVELT AUTO EMERGENCY - PAINTED, efficiently approved, repairs $25. Service for $50. Write for list of samples. AMERICAN SERVICE, 100, 5th, New York.

SELF-NEW AND USED CLOTHING—100% profit! Selling excessive inventory unnecessary. Write for complete list of brand names. C. M. GARLAND, 555 East 3rd St., Chicago.


ANIMALS, BIRDS AND PETS

ALLIGATORS, PAT, HEALTHY, ANY NUMBER, any size, immediately shipped, largest collection in the world. WRITE FOR CATALOGUE.

LIGATOR FARM, Jacksonville, Fla. All

DWARF LEMURS, 10 each, taxidermy, $1.00 each; 50, $45.00; 100, $85.00. Ph, 66-29, New York.

DWARF LEMURS. 4, 2, 1, 50, $45.00. Ph, 66-29, New York.

PLANTS, TROPICAL, 100, 50, 25, 12. FREE NAME LIST.

GILLS, $1.50 each; Horned Toads, Ninety Cents. Dutch Rabbits, $2.50 each; Indian Pigeons, $2.00 each; Band-tailed Pigeon, $5.00 each; New Guinea Parrot, $10.00 each; 50, $15.00 each; 100, $25.00 each. Ph, 66-29, New York.

FREE NAME LIST. 1,000, 500, 250, 100, 50, 25, 12. 100, 50, 25, 12. Ph, 66-29, New York.

BUFFALO, Hi, and more, all live. Ph, 66-29, New York.


FREE TRADE MARKS, 25c; 50, 75c; 100, $1.50; 1,000, $3.00. Ph, 66-29, New York.

FREE TRADE MARKS, 50, $2.50; 100, $5.00; 500, $10.00; 1,000, $20.00. Ph, 66-29, New York.


LARGE DwarF Lemurs, east, west, south, and normal, $2.50 each; 10, $20.00; 50, $85.00. Ph, 66-29, New York.


OUTDOOR CIRCUS EXHIBITORS—Complete 15 mm. Sound Programs Features and Shows; also Complete 35 mm. Color Stock and Tripod. Write BOX 30, Dallas, Tex.


UNUSUAL DON KIDDIE play...ห., Dept. genus Wonderful PHILIP PAST Ford. I's., Alton, Ill. 8-14-31.


MUSICAL INSTRUMENTS, ACCESSORIES


KIDDIE ORNAMENTS—CIRCUS. A. W. Blau. 1930 W. Gary, Chicago

PARTNERS WANTED

PARTNER WANTED FOR CIRCUS STOCK COMPANY, etc., to handle booking, publicity, etc. State if you are interested. Half interest in stock. Address to box 820, Dallas, Tex.

SALESMEN WANTED

SALESMEN WANTED IN VARIOUS PARTS of the country to sell Durand's Phonograph Company Products exclusively. All work done on commission basis. Liberal commissions. Address to PLAZA MFG. CO., 210 W. 35th St., New York City.

SALESMEN—Sell COMPLETE LINE BOOK OF CIRCUS BOOKS and post cards, garage signs, calendar, business stationery, etc. Will make call anywhere in U. S., Canada. Good salary, free sales position. LIONEL PRESS, dep. Lt. 312 So. Hamilton, Chicago, III.

At Liberty Advertisements

In WORD, CASH (First Line Large Shirt Type). In WORLD, CASH (First Line Name Blank). To advertise in taking on terms, One Rate Only.

At Liberty ACRIOATS

PHILIP PANTONE—ACROBAT EXPERIENCED Acrobatic and Cyclorama size. Also animal trainer. Address to box 820, Dallas, Tex.

At Liberty AGENTS AND MANAGERS

MANGER-PROCTOR wants_ to handle small circuses. Will handle in New York, Miami, Boston, etc. Employment. Address to box 820, Dallas, Tex.

THEATRE MANAGER—Keep analysis, executive. Excellent opportunity. Must be a theater man and have a good experience. Very good salary. Address to box 820, Dallas, Tex.

BANDS AND ORCHESTRAS

DON RICARDO AND HIS ORCHESTRA—Many arrangements, various shows, etc. Address to box 820, Dallas, Tex.


MISSION ORCHESTRA AND BAND—12 pieces. Complete glee club, singing trio, novelty acts, books, etc. Address to box 820, Dallas, Tex.

EIGHT PIECE ORCHESTRA available for location. Also arrangements, dance music, etc. Address to box 820, Dallas, Tex.

PIECE ORCHESTRA available for location. Also arrangements, dance music, etc. Address to box 820, Dallas, Tex.
Amateur

Corral

(Continued from page 37)

PLANS MOVING

(Continued from page 54)

Merchandise
Concessioners

and

 Helpers

A column all your own

“Over the Counter” appears in the Wholesale Merchandise Section of each issue. This week the column appears on page 64.
August 1, 1936

The Billboard

Butt in the Open

Leonard Traube

Life of a Miracle

It is with great trepidation and an acute feeling of being unequal to the task that I attempt to tell this story. This story is the life of a miracle, written by Dexter Fellows and published under the title "A Miracle on Earth". Dexter Fellows died at the age of 85 years, having been born in 1850. He was a successful businessman and a man of great compassion.

In order to understand the significance of Dexter Fellows' life, one must understand the context in which he lived. The 19th century was a time of great change and uncertainty. The industrial revolution was transforming society, and new technologies were changing the way people lived and worked. In addition, there was a growing concern about social justice and the rights of workers.

Dexter Fellows was born into a poor family in Pennsylvania, but through his own hard work and determination, he was able to build a successful business. He was known for his compassion and his willingness to help those in need. He established a number of charitable organizations, and he was a vocal advocate for workers' rights.

Dexter Fellows' life was cut short by an accident in 1850, when he was 85 years old. However, his legacy lived on in the form of the "Miracle on Earth" project, which was established in his honor. This project continues to this day, providing meals and shelter to those in need.

Your correspondent thinks that Dexter Fellows is the original miracle man.

Endy Bros. Shows

Tomtorn, N. J. Week ended July 18. 

Circus, very good, weather, 

A very pleasant engagement here, with the latest in the Butterfield-Moores circuit, and the season's premier show of the year. The circus was well received, and the audience was enthusiastic.

The show was opened by a large parade, with floats and floats. The parade was well organized, and the floats were colorful and eye-catching.

The show was well rehearsed, and the performers were in top form. The animals were well trained and performed well.

The show was well advertised, and the audience was large. The show was a great success and a great advertisement for the circus.

Mr. J. H. Smith

Buntly Greater Shows

Williamsport, Pa. Week ended July 18.

Soppy's Acres. Weather, hot, but

Mr. Bower, chief and secretary of the committee, reported that the show was a great success. The weather was hot, but the show was held in a shaded area. The performance was excellent, and the audience was pleased.

The show was well advertised, and the audience was large. The show was a great success and a great advertisement for the circus.

Mr. J. H. Smith

Santa Fe Expo Shows

Hill City, Kan. Week ended July 18.

This was one of the banner events of the season. The circus was well advertised, and the audience was large. The show was a great success and a great advertisement for the circus.

Mr. H. J. Smith

Mahan's Broadcast

Mahan's Broadcast

The circus has been in residence at the Fair Grounds, Indiana, for the last five days. It is a large and well-equipped show, with a large audience.

The circus is well advertised, and the audience is large. The show is a great success and a great advertisement for the circus.
Midget Radios of Quality Augment Salesboard Appeal

DETOIT, July 25.—Small radio sets are excellent premium propositions, according to the experience of Max Schub, manufacturer of Detroit coin-machine and salesboard operators. In an interview with The Billboard correspondent Schub outlined his experience:

"Radios make one of the best forms of premiums that we have discovered in long, long, especially on salesboards. There are a lot of cheap radios available, and there are many that will take the boards more twice as fast. Merchants appreciate the quality of the premiums offered on the salesboard and will promote the boards with a little better personal help when they know that their own customers will get quality rather than just shoddy or fancy novelty merchandise in anything as substantial as a radio.

"A small portable radio set is in big demand right at the present time—the records of summer sales in this field suggest that it is now a necessity. These sets are often mounted on an extra set to take out to the summer cottage, or one that can be moved out to the man on the street corner in his house in warm weather. Perhaps the family is almost living in the base-

ment, and they want to take the set down there for a few days they will be in the storm. As a result they have a real chance to get a radio of class.

"In selecting a radio for premium use I went to a manufacturer of radio sets in Chicago and got the names of a number of manufacturers of small sets that I am using. I compared the various sets until I found that the best within the price range available. Careful selection of the product to be offered is necessary.

"These small radio sets have both long wave and normal reception, and this dual feature seems to be in peculiar demand. All that is necessary is to rent them to the set into a corner. And a light that is needed ready to go. All these have been sold out and are, as far as I can see, the best way to get a deal.

"Of course, the most important advice is to keep the house in warm weather. Perhaps the family is almost living in the base-

ment, and they want to take the set down there for a few days they will be in the storm. As a result they have a real chance to get a radio of class.

Industry, Business Withstand Heat Effects

Retail business, although hampered by heat in many parts of the country, suffered less in the summer than in recent years. The industry maintained its usual vitality, according to available sales reports. In fact, the industrial activity rate to the highest level in recent years.

The weekly Department of Commerce survey shows that the industry remained in the grip of a heat wave, crop deterioration was widespread, and sales were generally below par. However, the end of the summer, there was a noticeable increase in business activity.

A few salesmen experienced a better life than the usual, and a few oddities products and goods helped lend encouragement to the summer business picture.

Football Will Boost Fall Sales

Along the sporting goods line, football equipment will justify acetous of everything else during the next few months. Department and salesboard operators particularly are getting set to realize on the increased activity of the sporting goods line, with the kick-off feature daily or weekly high score awards are being set up for the early fall. Sales of footballs, especially during the early fall season and some of them have already been made on young men on college campuses. To participate in the game, these operators realize, a considerable amount of equipment is necessary.

One of the chief factors in the expected rapid growth of football sales has been the exploitation of college and professional teams. The business in department stores and specialty shops over the radio and thru the press. On top of this the interest and enthusiasm of the public. It is a sport that is played by every year a little earlier. It is predicted that the number of outdoor sports and college teams are already being filled by the beginning of the season.

National-wide voting now on to select representative in the All-Star Game, September 1 has served to center attention on the full-year's change. As an indication of what the prospects are, orders in considerable number have already been reported for this equipment and local wholesalers of sporting goods are expecting to do the business of their careers on this line this season.

Lamps Good Bet For Fall Prizes

Concessionaires following the fair will do well to heed the trend of lamp sales this fall. Over 50 per cent of all prizes this year was in the form of lamps. The trend is expected to continue into the fall.

Almost without exception new designs of home furnishings and accessories are expected to show up on the fall market, many with great favor, at prices on most of these items. These prices are expected to show a gradual decline.

Officials of the markets stated that on expressions from leading manufacturers, the furniture industry, as the result of the fall, and next March, for the longest period of sustained strength, prices for lamps on the part of the public.

Over the Counter

(A Column Devoted Exclusively to Merchandise Concession Operators)

By L. C. O.

Everyone who qualifies as a merchandising concessionaire is invited to be occasionally represented in this department—write to us in care of The Billboard, 25-27 Place, Cincinnati, O., and tell us the type of merchandise you are handling, name of high or better than midwinter, reasons, accounts of humorous or other interesting experiences. The column is yours—we want you to make the most of it.

Drought Not as Bad as Reported

Business men in the Middle West and South reported that the Eastern newspapers are playing up the drought news to the detriment of the business community in the drought regions. While the seriousness of the situation is generally not contradicted, it is pointed out, however, that the reports have been so unbalanced that it has been a means unexampled and that the Western have successfully passed thru worse conditions.

Preliminary reports were higher during the year 1911 and only slightly exceeded those of the year 1912. Precipitation in the dry regions now is not reported, and where conditions are dry, new reports indicate that conditions will actually be benefited by higher prices for farm products.

Going Strong

Last year the premium business in the coverage of this column. This year's estimates put it at no less than $600,000,000, and going strong. And of this amount china, glass, aluminum, and various other wares are expected to make large sales.
NEW ITEMS

Anti Campaign Emblems

Sutton-Wide Distributors have introduced a distinctive and impressive anti-Napoleonic emblem. It is embossed, helmeted, and the name, "Anti-Napoleonic," on the national colors, and it is enclosed in a protective covering. The Daily News of New York City took a picture of Governor Lehman and Mr. B. J. Ben-}

Patented Door Holder

Jay-Way door holder is a newly patented device that is automatically released by the pressure of the door and returned to its original position when the door is opened. It is a simple and effective device.

Low-Price Watch Line

Years ago among the most popular "bargain" watches in the low-priced field were the Chateau Cadillacs watches. Salesboard organizations used them in tremendous quantities, orders of 20,000 and 30,000 being not too infrequent.

New Uniform Shirts

A new advertising is being introduced by the American Overall & Uniform Company. It is a quality uniform shirt on the back of which any amount of wash and wear will not wear. The shirt is not intended for use as a work shirt, but rather as a shirt to be worn by anyone who wishes to look smart.

Orphan Annie Set

Another child-appeal item capitalizing on the popularity of the "Orphan Annie" character is the "Funnies" set introduced by Ralph A. Freundlich. The set consists of a small doll, "Hunky," and a dog, "Sandy," both in wood.

Chrome Fixtures

A line of chrome plated art fixtures is being placed upon the market by the Chromcraft Manufacturing Company. These products were developed in Detroit recently by the Chromcraft Manufacturing Company. They include a wide range of fixtures, including pendant and wall lights.

Clever Political Novelty

New political novelties, in the form of necklaces, are now being distributed by the Doreen Novelties Co., subsidiary of the Allen Manufacturing Co. The necklace is a representation of the American flag, with the name of the country and the time of the event embroidered on it.

SURE FIRE MONEY MAKERS!

Factory Bargain Lot

We Deliver All Prices

IRIS and CRYSTAL PENDANTS

A RIOT OF FUN

WHOLESALE MERCHANDISE

WHOLESALE MERCHANDISE

The Billboard

N. SHURE CO.

N. SHURE CO.

TRY and BEAT!T

UNIVERSITY: "DIE "

BLADES

WARNING!

NEW ITEMS
The Chicago office of the West Bend Aluminum Company recently moved into its new Merchandise Mart. The firm has redecorated the space in a modern manner and equipped it with kitchen cabinets and other modern equipment, including a refrigerator, and has arranged the showroom for the smart, modern line produced by the company. The firm besides providing many display ideas for customers throughout the country.

Charles D. Bredell, Inc., manufacturers of advertising specialties of wood and metal hardware, has just issued a new catalog covering its 1937 line. With few exceptions every design listed is new and modern, designed expressly for the 1937 market. Among the items which have been restyled and offered in a more attractive design are such desk pads in nine different styles and in a broad price range, desk calendar (some in combination with thermometers and humidifiers) in different styles.

The catalog also includes a newly designed line of typing desks and individual units for use in the home, such as advertising, letter pads, types,usher group ladies, call Rita, kitchen knives and many small kitchen items. A copy of the catalog will be sent upon request to those interested.

M. J. Waldinger, of the Everlast Pen Company, has an interest in the company. He is a man who is very much concerned with the response of customers to advertisements, and his name is mentioned in the catalog under the heading of "The Plunger-filling Pen." The deal, which is legal everywhere, has the effect of making the company an amazing fast seller.

With automobiles making along practically every highway in the country in long unbroken lines, the sale of gasoline

Sensational Extra Profits with New Merchandising Idea!

Bill and operate TRADING POST, the 100% Legal Arrangement Deal that is a vet- eran-type device. In the Chicago, Ill., store, saloon and restaurant combination, a man of small means and ambition may make $6.00 per day out of a store and restaurant.

JOSEPH HAGN COMPANY

"The World of a Bargain Hunt."

212-225 W. Madison St., Chicago

Silver State Shows

Laurel, Mont. Week ended July 11. Aproaches, E.W.W. Weather, extremely hot, but hot air blowing fairly well. Laurel, Mont., about 18 miles from Billings, and a division point on the Union Pacific Railroad, is a good center for tourists. Weather after the Fourth, all rides getting fairly hot, but the weather conditions are not too good. "Pamela Bill" Letterman, local newspaper editor and publisher, says that the hotel makes excellent transportation for "Pamela Bill". She has been taken on a tour of the state and new cars have been bought by the folks this season. The show has 22 conceasional and 16 show concessions. New Tilt-a-Wirl will be in Lovell, Wyo. July 15. "Pamela Bill" reports that the show is in a very good shape. The town of Billings, purchasing a complete assortment of new cars for the show, and indications will be the last week that the show will feature the "Bank Night," which has been held each night. As Paul Marie has made arrangements for an act to join next week in Laurel, Montana, and the stock is on the rise, Minnie, made a pleasure trip to Billings and decided to take the act to Minnie, adding new to concessions daily.

World of Mirth Shows

Burlington, Idaho, July 11. Aproaches, Buffalo Olympic Community. Weather, hot but clear. Business very steady due to a week of sultry temperatures. Parking facilities this location for all shows. Within the first week the doors have opened, and patrons have been in steadily increasing numbers as expected. Half of the show is now being constructed under direction of Frank Bergam, Moline, Ill., a new addition to the midway. Plans for L. (T.) the "Tweeble," is being presented rapidly rounding into shape and is a potential "crotch" line-up. Jimmy Bergam, of Fordham University, and a nephew of Frank Bergam, and Billy McGuire, of State University, and nephew of Mrs. T. W. Kelly, respectively, are in charge of the shows. Mrs. Grace Marion back with the show from Rochester, while Chris, who was called by the death of her mother in recent weeks, has returned to the show, and is now sweeping thru the shows, with Frank Bergam, of Anaheim, and Joseph Cummings, of Don Montgomery's Inc., and others.

Volunteer State Exposition

Mount Vernon, O., Week ended July 11. Aproaches, B. W. Weather, extremely warm. Business good, except in the show, which has been played with promotion on the advancement of the show. Of the recent warm weather the results were very satisfactory. Working conditions have been generally good, all shows have been running full house, the crowds coming in every Sunday night with management of the show. Show is left to make its own luck. Missouri picnic spots with Auto Kiddle, AND President, inc. to the show. Shows are now interested with the Everal Show, many shows being of the same kind, and playing near-by territory. Abner Kiddie, of Iolanda, Ill., has the show, and shows now interested with the Everal Show. Many shows being of the same kind, and playing near-by territory. Abner Kiddie, of Iolanda, Ill., has the show, and shows now interested with the Everal Show. Many shows being of the same kind, and playing near-by territory. Abner Kiddie, of Iolanda, Ill., has the show, and shows now interested with the Everal Show.
New Fun Device

Necocedh Novelty Manufacturing Company is introducing a new item which has excellent demonstrating possibilities. It is a triangular piece of wood with a rubber ball attached thereto by a handle. There is a hole at the broad end, the object to be manipulated is to make the board and ball as to make the ball stand, or fall. It is in line with the present political movement by having the likeness of an elephant or a donkey imprinted on the wood.

GREAT LAKES

(Cont'd from page 51)

E., and was married last week.

Mr. and Mrs. Donald H. Stevens, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. Frank H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. George H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. Charles H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. Harry H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. Edward H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. William H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. Albert H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. John H. Brinkman, of Chicago, are spending the summer in Milwaukee.

Mr. and Mrs. Charles H. Brinkman, of Chicago, are spending the summer in Milwaukee.
Picketown, Fifth Years Ago

Plenty of the boys and girls all over the country were mourning the destruction of this charming young lady. "I was as well off as the rest of them," she said, "but I didn't know it."

NEW Era Optical Co., 17 N. Washburn Ave., Chicago, 111.

HARRY PAKULA & CO., 5 North Washburn Ave., CHICAGO.

HERE'S A PERFECT Imitation DIAMOND

In a New, Includes Design. Has the right size of. 1.25 Carats. Old and Heavy Cut. In 24 Carats. Add. 18 Carats. old and Heavy Cut. In 14 Carats. Gold Plate, and No. 93.

OLD CUSTOMERS--NEW CUSTOMERS.

Materially and Dinnerware.

For Sale Direct from Factory.

Our new line of includes designs. Has the right size of. 1.25 Carats. Old and Heavy Cut. In 24 Carats. Add. 18 Carats. old and Heavy Cut. In 14 Carats. Gold Plate, and No. 93.

Send for New White Stone Rings for 2.50.}

HARRY PAKULA & CO., 5 North Washburn Ave., CHICAGO.

HEADQUARTERS FOR SPECTACLES and Google.

Headquarters for Spectacles and Google.

Pakula & Co., 5 North Washburn Ave., Chicago, Ill.

OUR PRICES ARE THE LOWEST.

We are the lowest in every line of Spectacles and Google.

NEW ERA OPTICAL CO., 17 N. Washington Ave., Chicago, Ill.

MEDICINE HEADQUARTERS

A Complete Medicine House and Office Special Line ofipes. Wholesale and Retail. Our prices are the lowest.

GENERAL PRODUCTS LABORATORIES, Mfg. Pharmacists, 137 S. Spring Street, Columbus, 0.

WILL YOU WEAR THIS SUIT

and Make up to 112 in a Day

You will never have to wear a suit, for we can make up to 112 in a day. It will be the finest suit you ever wore, and you will be glad you bought it. It will cost you only $1.

FREE OF COST.

We will give you this suit free of cost if you will give us the opportunity. You will never have to wear a suit again. It will cost you only $1.

If you want the suit, we will make it up for you, and you will never have to wear a suit again. It will cost you only $1.

If you want the suit, we will make it up for you, and you will never have to wear a suit again. It will cost you only $1.

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SPORS CO., 8-36 Erie St. LeCenter, Minn.
"It Takes All Kinds--"

Manufacturer, Jobbers, operators—here's an editorial with much food for thought and some ideas that will help. They keep an industry from going to seed and assure continuation of profits. Silver Sam has hit the nail on the head in "It Takes All Kinds."--EDITOR.

Even after you've grown weary of the radio announcer say it, it never gets old. The pinball machine industry continues to the world that it has a change of pace. Witness the announcement in the advertising columns of The Billboard in recent weeks of several bow-and-ball coin-operated amusement devices.

No doubt, of course, that the basic idea is new—but the applicability of the idea to existing conditions in the pinball machine industry will injure the income of any other good coin machine. My hope is that the new idea will have a chance to grow after another month, after month, with surprise following surprise and innovation following innovation. But if the companies that have the chance to grow weary of the pastime, for there has been something new and different introduced, is a good sign for the future. Many manufacturers, at least inclined to hostility when competitors introduced new games, have come to realize that new games, constant changes, are necessary.

bearing in mind the known, generally accepted profitable life of any pinball machine, when the industry has come to the point of introducing a new idea at regular intervals, pinball machine will probably have done a far quicker fadeout than did midweek golf. Lack of variety and lack of competition with the midweek golf is the skill of this industry in producing its swaddling clothes. As soon as the ad¬

mitedly feeble public tired of this mythical manufacturer's one scene pinball that has come on the scene, interest is imported, if not imported, in floating seating capacities.

Some manufacturers accustomed people to the procedure of pinball machines. Coin-operated phonographs came into being and the steady flow of the vending machines was stimulated rather than impeded. The music machines were always dependable profit-makers, but it is a common fact that never were they so profitable as after pinball became a national pastime. Today, with pinball growing in popularity, the music machines are hitting new peaks in sales and profit. This is a tremendous mistake. The music machines are immediately increased money-making ability when pinball focused the world's attention toward the coin-operated amusement industry with the upper business will readily admit that the machines are enjoying a larger buying audience today than when pinball first appeared.

The bowl-and-ball games are one more innovation in the industry. The present trend is everywhere toward the new-look pinball machine that from their introduction is reasonably safe. Whether or not any manu¬

facturer, operator or broken manufacturer is connected with the game, they should derive material aid from them.

Aside from their novelty, they seem certain to help the trade from another angle. Pinball is the game that has been introduced. The game of skill. Bowling and baseball, two of the nation's most popular sports, have convinced the public beyond any slighest doubt that some men possess greater proficiency than others in controlling the course of a ball and that truth is not how.

That the legality of the game will be questioned is almost impossible. In instances where operators and location owners rely on competitive play to appeal to business the game will be automatically invulnerable from this standpoint. Where skill and strategy are essential, the location owners will simply be following the practice of the most progressive bowling alley and billiard hall proprietors.

Check pinball games, drawing play from people who have shied away from pinball games because of peculiar ideas formed as a result of misinformation. Every person with any semblance of fairness in his mental makeup will admit that the pinball game is as clean, harmless, and amuse¬

ment as the other games. Who would dare to suggest that pinball games are not technically different from the slot machines. A man who plays in both will be stating the truth. Some men will always be interested in pinball games and as long as pinball games are kept clean, they will continue to prosper and grow.

There will come a day, having made up their minds that pinball differs only in technicalities from the bowling alley, these new coin game players will decide to extend their experiments to the pinball machines. Henceforth, they'll indulge in both forms of amusement.

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ment as the other games. Who would dare to suggest that pinball games are not technically different from the bowling alley, these new coin game players will decide to extend their experiments to the pinball machines. Henceforth, they'll indulge in both forms of amusement.

Minn. Assn. Fights Movie Propaganda

CHICAGO, July 28.—Following the appearance of the motion picture Bullel's Alley at the Minneapolis Metropolitan theatre, the Minneapolis Amusement Games Association immediately took action to declare theatres where pinball machines were displayed and inharmonious impression created and build up good will for their pinball-entertainment operators. The letter was as follows:

"If you did not have an opportunity to see Bullets or Bulletts at the Orpheum be sure to see the same picture at your neighborhood showhouse.

"There doesn't seem possible that such conditions can exist and possibly they are exaggerated.

"The Minneapolis Amusement Games Association, having just such conditions could not exist in Minneapolis, with the result that the activities of the operation of our industry in Minneapolis is the best in the United States.

"Now, Mr. Merchant, we can't do all the work for you, but we are doing our share to come to the aid of our organization.

"I do business with an association (See MINN. ASSN. on next page)

Electro Ball Employees Victors of Hold-Up Men

DALLAS, July 28.—Five employees of the Electro Ball Company, operators of the electro ball machines, were robbed of $3,000 Wednesday night. The $3,000 represented the day's receipts from the various enterprises controlled by Electro Ball Company.

A stranger, one of the victims, emptied a pistol at the fleeing bandits as they sped away in a stolen car. Joe Adams, John Chapman, Orville Neville and H. C. King were left by the other employees in the office at the time of the holdup. They were all ordered to lie face down on the floor during the taking.

Eva Ginsberg Back Home

CHICAGO, July 28.—Eva Ginsberg of the Atlas Novelty Company, has been away from the home of her folks in the City of Bridges, for the last two weeks. Things seemed pretty dull at the Atlas Corporation office without Eva around. Eva has recently been elected secretary of the company and has complete charge of the business office and correspondence.

Payout Pete's Coin Comment

(Flash of the Coin Machine Industry Business Section)

Convinced that the coin-machine industry is here to stay, operator Oscar Warmer has installed kinetoscopes in his number of his locations. His Wedding Night and Lila the Lingerette Model are the most popular pictures of the week.

The Great Japser, the magician who disappeared last week at the Cast Juncture theatre are set for the release of a new hit in-the-box show. But just a thought of what all the jokes and tricks he's going to do to go downtown in the terrific hit.

Digger operator Cy Higgins up at Four Corners put some bottles of beer in his beer bottles. During the recent hot spell he has built up a phenomenol business by delivering come tables to the homes of rabid pinball players from 12 a.m. to 2 a.m.

"The beer is a big eater when the weather is hot every day," he says. "I can't figure out a gimmick," was the glibberish he muttered as he played his last game on his own loaner Warren Burg's Profit Plus Fights.
Bally-Roll Keeps
Jim Buckley Busy

CHICAGO, July 25—Jim Buckley, general sales manager of Bally Manufacturing Company, says he is going to put in a claim for commission from various rail and air lines. Bally-Roll, Jim points out, has certainly boosted the earnings of the carriers. Not since the early days of Rocket have we had so many whores at the plant—all rushing here to see, play and buy Bally-Roll.

Among the many distributors seen at the Bally plant last week were Jack Flitzjohns of John A. Flitzjohns, Inc., New York; Meier Mandur, of the Marquette Company, Inc., Cleveland; B. D. Lazar, of B. D. Lazar Company, Pittsburgh; Harry Moseley, of Moseley Venturing Machine Exchange, Pittsfield, Va.; Heppel, of Badger Novelty Company, Minneapolis; Carl Hostetler, of United Amusement Company, Kansas City, Mo.

"Sales volume on Bally-Roll," Jim added, "has so far exceeded our expectations that we have had to drastically re-duce our original production plans. However, by this time, the press will be in full production and making real headway toward filling the for-tunes of orders now on hand. Without exception Bally-Roll is the biggest hit we've ever announced."

Babe Kaufman Having
Housewarming July 29

CHICAGO, July 25—Novel invitation to take a look behind the scenes, being left out, are being sent out by Babe Kaufman to members of the jobbing trade. They are seen the housewarming in the coin-machine business in connection with the Queen of the Indus-tuary's housewarming to be held July 30.

The occasion will celebrate the successful launch of the firm's new model, the Reel "21," which has exceeded all expectations. The Reel "21" has been described as the "ultra-modern" in the offices of the press.

Part of the hotel is promised those who attend the housewarming will be a world premiere. Babe has been appointed as Eastern Manager for the new machine, and he himself will be among those present to introduce the assembled gamers. Babe will also be on hand to exhibit and demonstrate the firm's new Reel "21".

Babe promises each and every guest a good time, and from all indications the Kaufman housewarming will resemble an Eastern coin-machine show.

Lynch Makes Ops
An Unusual Offer

DALLAS, July 25.—H. Lynch, president of the Electro Ball Company, Inc., has sent the industry here this week a sensational six-month offer to the operators on the new Reel "21" counter game which the firm is featuring. Due to the tremendous hit which Reel "21" has made and also due to the fact that operators have been complaining of trade-in allowances after they have sold their Reel "21"s, the offer is made.

Mr. Lynch anticipated the operators' needs and has offered them a very unusual guarantee which assures operators of a definite sum of money for their Reel "21" at the end of a six-month period. The offer is unusual from the standpoint that the operator can get the best profits from the machine while on location for a six-month period and then return it to Electro Ball Company, Inc. and receive 50 per cent of the original purchase price in a trade-in allowance on an older game.

Not only does this act as a guarantee to the operator, but it also assures him the support and cooperation of the Electro Ball Company, Inc.

The plan was presented after extensive tests of the Reel "21" game at the headquarters of the firm in this city, and from reports already received, the Reel "21" game is almost unbelievable.

Machines have been received at every one of the firm's offices in the vast territory it covers and large mail orders are being made.

The firm believes that this offer gives every operator the greatest opportunity in many years to assure himself of profit from the game. It feels that the operators need this sort of cooperation and that it will help to stabilize better working conditions.

The plan is unusually simple and brings about a new merchandising method for sale of games with a definite guarantee of trade-in value. The 50 per cent allowance which the firm is willing to make after such a long period of operation is sure to be received by the operators as creating a new era for the entire industry, it is said.

This is the first time that the firm has ever made such an offer and makes it at this time only on the Reel "21" game, which it believes is the most sensational counter game on the coin-machine market since Penny Party was its competitor.

The firm is also considering another joint issue with the same nature for Auto-Punch, the automatic payout sales-board counter game which it is fea-turing.

The plan for this game will be announ-ced at a somewhat later date, when the firm will have arranged for every advantage for the operator in this new plan.

Carrington Is Named
Stanoe Sales Manager

CHICAGO, July 25.—Jerome J. Kahn, president of the Standard Transformer Corporation, announces the appointment of Eugene Carrington as general sales manager. Carrington comes to the Starnoe firm with probably one of the finest backgrounds in the radio and radio parts business.

For the last six years he served as divisional sales manager of the Utah Radio Products Company. Previous to that, he was sales manager for Silver-Marshall, Inc., in capacity he served for seven years.

Gene enjoys probably one of the largest followings in the radio business, his friendships extending through most of the length and breadth of the country. All new to the Coin-Machine world, he is a prophecy that he will become one of the most popular men in the field, will not go amiss.

Carrington will be in charge of Univer-sey sales in the distributors and jobbers' division.

Keeney's Man, Beeker, Enthusiastic With Velvet

CHICAGO, July 25.—All is smiles at Keeney Manufacturing Company, as Keeney's man, Beeke," because of the tremendous hit which Velvet is making and enjoying with its new de luxe one-shot payout, Velvet.

Beeke, most enthusiastic with the response accorded the Keeney firm from the operators, he says that the Beloved "boy" Roy, the true test of a one-shot game is not how many players there are, but how many of the recorders received. The sales of the Reel "21" is at high peak, he says, because the operators, jobbers and distributors are quick to realize the value of the money after they receive their first reports on the coin-made machine.

Whatever that is outstanding with Velvet is the "cash in" or "payday."蜂ke, says, players may collect the winnings he may have made on his first shot or he may let it ride for a pay-out on a second shot, which he receives from them.

Beeke says that from every indication Velvet will be in large volume production of the Keeney Manufacturing Company plant for some time to come.

Ewing New Dural Distribut

EVANSVILLE, Ind., July 25—Charles Ewing, leading local distributor, was appointed by the Standard Transformer Manufacturing Company while A. B. Denson of Wisconsin was with him at his offices here last week.

Ewing is one of the oldest in the coin-machine business in this area. He has been with the firm for more than 15 years. With large display rooms and a complete line of machines, Ewing is well known in the Indiana operators who want the very latest in machines and who are looking for the best money makers.

Whatever operators, coin-machines, pay tables or straight play pins, Charles Ewing has everything best and carries a complete stock of the newest models possible.

The firm is known throughout the area as one of the best in the country. It closely follows all the new trends in the business and is kept up to date with the latest developments in the coin machines as they come in.

Ewing reports that throughout the firm for information regarding the best machines and says he is the operator who the operators will have no trouble.

MINN. ASSN.
(Continued from preceding page)

We are enclosing a copy of our membership requirements and code of ethics. From the code you can see why our operator is a member of our association. The keeney is one of the best associations in the country and it is the purpose of the Minnesota association to bring your membership.

BEESE有一定的会员资格。

WE WILL APPRECIATE YOUR REACTION TO THIS OFFER.

THE BILLBOARD

OUR NEW PRICE
LIST NO. 208 IS NOW READY

Find out for yourself why all operators are buying Besser's, Reconditioned Machines.

ERE BESSER MACHINES are the talk of the town. Operators everywhere are talking about Besser's. Our customers are happy with Besser's and so should you. They are the only machines that meet the highest standards. They must be. We have over 100 years experience in the business. Why settle for anything less?

BESSER NOVELTY CO.
309 LIVEL ST., ST. LOUIS, MO.

1936 WEST 47th STREET, NEW YORK CITY, N.Y.
Queen Mary New 
Rock-Ola Game

Globe Novelty Moves to New and Larger Location

New Wheeling Firm

Dave Gottlieb Returns

From Trip to Southwest

World's Greatest Movie Novelty

Exhibit's

"Gusher"

Sensational 7.50 Top Pay Off
FIVE BALL PLAY
With One-Ball Spread
5 COINS per GAME
All Coins Played,
Visible

LARGE SIZE CABINET
44" X 42"

LOW PRICE 59.50
Order From Your Jobber or Write
EXHIBIT SUPPLY CO.,
4222 W. Lake St., Chicago.

Pay Table Close Out

BALLY HALFEN
579.00

BRYCE
55.00

STANDARD TRANSFORMER CORP.,
650 South Street, CHICAGO

Tenn's Service Company
1917 W. Third St., Dayton, Ohio

They're Best by Test

Bargains

First Come First Served

Electric Skee-Laa, 110.00
Electric Skee-Ball, 125.00

Steele's, 145.00

Sportsman, 100.00

Sportee, 75.00

Autozonts, 100.00

The Skee-Master, 80.00

AMUSEMENT TABLES, Miscellaneous

Half Cents, Balinsen C. O., O

Yendes Service Company

TWO FREE HOURS on any 25-Cent Game bought at 75 Cents. Must be played in one visit.

Tell the Advertiser in the Billboard Where you Got His Address.
Sees Great Field
In Candy Vendors

CHICAGO, July 25.—J. W. Coan, president of Chicago Rushhour Company, sees a great field for merchandise machines, and especially for candy vending machines.

"We feel reasonably sure," says Mr. Coan, "that the game of chasing the candy vendor—a machine that will become a sensation so far as automatic merchandising is concerned.

"The new machine is not designed and built around a long time. What we actually do is take a mechanical picture of the consumer and place the coin and not with its operation.

"There has never been an argument against the possibility of success selling merchandise automatic, and the game involved was to design and develop equipment that would make the job interesting. By keeping with the market of the consumer, the自动 merchandising is our firm belief that we developed and developed the automatic merchandising and built machines around the market, instead of designing machines.

"In the past few years we have seen, with phenomenal success, because they have been around the market, and we have this respect to the cigarette machines. The machine is exactly what we have accomplished.

"Automatic merchandising of candy has an unlimited side standpoint. Candy is contained by the yarn of the nation, in the old and in every civilized country in the world, in every large city, in every small town, and the machine is the natural result of the present distribution of candy could cause the selling by machines.

"Automatic merchandising will be one day one of our big industries, with legitimate merchandising, and it is my personal opinion that in the next few years to come the total volume of business for the sale of candy through vending machines will be greater in volume than the candy manufacturers' present system of distribution.

Laufmanometer Is
Popular at Atlantic City

ATLANTIC CITY, July 25.—One of the newest and most popular attractions on the boardwalk is the improved coin-type blood-pressure measuring machine that has been produced by the Laufmannrger Corporation, New York. These machines have attracted great crowds and have had a keen interest through the country. They are operated by attending, who give a systolic reading for a dime.

With the resort spots drawing record-breaking crowds, the Laufmanner machines and local officials will keep the machines turned that way. A trial period in Camden if successful will call for marking off parking spaces along the curb, with a meter at each space.

Future of Parking Meters
Seems Definitely Assured

By ALBERT A. SILBERMAN, General Sales Manager, National Parkgraf Corp.

The parking meter, which recently passed its first birthday, has already grown to be a country wide in helping to solve one of the nation's greatest problems, traffic regulation.

For many years the problem of curb parking has been a vexing problem to cities and towns large to small. In helping to solve one of the nation's greatest problems, traffic regulation.

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E. V. Ross Heads New Association

BALTIMORE, July 20.—At a meeting and banquet sponsored by the Oriole Coin Machine Corporation, held recently at the Lord Baltimore Hotel here, a splendid working organization was perfected for all music operators in the Baltimore area.

Among those present at the meeting were Harry Cooper, Jacob Cohen, Joseph Mouse, Harry Bister, Angelo Rossetti, Jack Alpert, I. Don Cohen, Paul Diek, George Adonis, and Aaron Poll. Ernest E. Waltrip, Bel Hoffman, Max Gabby, B. M. Gimstede, Louis Lener, E. V. Ross, J. J. Kramer, A. L. Ross, J. A. Darvin, Wurlitzer factory representatives; Homer E. Capheart, vice-president of the Rudolph Wurlitzer Manufacturing Company, and E. H. Pickering, sales representative from the phonograph division of Mills Novelty Company.

Officers selected were E. V. Ross, president; Joseph Mouse, vice-president; I. Don Cohen, secretary, and Angelo Rossetti, treasurer.

As first speaker of the evening Homer Capheart was introduced by E. V. Ross. Mr. Capheart gave an interesting talk on Successful Operations and assured the association that it could depend on the full co-operation of the Rudolph Wurlitzer Manufacturing Company in every respect. Immediately following this talk E. H. Pickering of the Mills Novelty Company gave assurance of the cooperation of his company with the association.

The next speaker, E. V. Ross, enumerated the many advantages of an association in location owners and to operators of all makes of phonographs in the Baltimore area. He pointed out the fact that similar associations throughout the country had produced splendid results. Mr. Ross further stated that if uniform commissions were given and all unbusinesslike and unprofitable propositions were eliminated, as at present practiced in the area, better results would be shown. The association would tend to bring about these desirable results, he said.

Following the business meeting a splendid banquet with plenty of fine foods and drinks was served. Everyone present voiced the utmost satisfaction with the progress the organization meeting had made in bringing the operators together on a common basis of understanding.

Ideal Novelty Co. Selling Many Rockola Phonographs

ST. LOUIS, July 25.—Carl F. Tripp, owner and manager of the Ideal Novelty Company here and St. Louis distributor for Rock-Ola's Multi-Selector phonographs, reports tremendous business in the music field.

Since Tripppe took over the distribution of Rock-Ola phonographs several months ago, he has sold hundreds of machines. He announced a deal today where one St. Louis music operator gave him an order for 40 additional machines. This operator plans on going into the music field extensively. Tripppe is high in praise of the Rock-Ola Multi-Selector phonographs.

Ideal has made a deal with the Mills Novelty Company, Chicago, whereby it will be St. Louis distributor of Mills phono models. Tripppe believes the new connection will be profitable for both the Mills Novelty Company and the firm he heads.

Do-Re-Mi Enjoying Big Sales in Detroit

DETROIT, July 29.—Frank Ogles, aggressive salesman for the Mills Novelty Company, reports the sale of a second card of Do-Re-Mi music machines to the National Coin Machine Company, as well as the second card to E. W. Mitchell, dealer representing the first machine of this model in the winter, and has now closed orders on the biggest machine operators in the territory.

Another big sale was of one card to the Modern Coin Machine Corporation of Benton Harbor, Michigan. These machines have all been placed on location and the company is planning to place another order of equal size.

Ogles, who formerly concentrated in this business, is now covering the entire State of Michigan.

Sheet-Music Leaders (Week ending July 24)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music activity 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 Musicians National and Clayton Branch, Inc., are not included, due to exclusive selling agreement with a number of publishers.

Acknowledgement is made to Mayor Music Corporation and Ashley Music Supply Company.

1. It's a Sin to Tell a Lie (1)
2. Foolish Things Remind Me of You (3)
3. The Man I Love (5)
4. It's True What They Say About Paris (10)
5. Let's Sing Again (13)
6. It's a Sin to Tell a Lie (1)
7. The Man I Love (5)
8. The Man I Love (2)
9. It's True What They Say About Paris (1)
10. It's True What They Say About Paris (1)

Visit to Wurlitzer Plant

An Education for Operators

NORTH TONAWANDA, N. Y., July 18.—Sam Cohen, of the Rock-Ola Music Machine Company, has started a tour of the Wurlitzer Factory in North Tonawanda. When he is finished with the mammoth Wurlitzer factory, he will cover hundreds and thousands of phonographs in various processes of manufacture. It gives him a real picture of the scope of musical operations. He marvels at the multitude of operations necessary in the manufacture of the automatic phonograph.

Among the operators who recently had the chance of seeing the various activities of Wurlitzer in making automatic phonographs are F. W. Neough, Jamestown, N. Y.; J. D. Blaevock, Painesville, Ohio; C. W. Green and Mr. Jenkins, Utica, N. Y.; R. H. Thomson, Buffalo, N. Y.; Mr. Cohn and Irving Benner, Modern Vending Company; and Mr. E. A. Davis, Mr. B. N. Albert and George Naveikas, Bristol, Conn.; and Mr. Mark Major, Atlantic City, N. J., who are designed for the delivery of Rock-Ola Multi-Selectors to operators in their territory.

Radio Song Census

Singles listed represent the radio board's accurate check on these networks, WJZ, WEAF and WABC.

Only songs played at least once during each program day are listed. Ideas are to recognize consistency rather than the sheer gross. Figure in parentheses indicates number of times song was played according to last week's listing. Period covered is from Friday, July 17, to Thursday, July 23, both dates included.

You Can't Pull the Wool Over My Eyes (35)
Take Me My Heart (14)
Those Foolish Things (34)
When You With Me (25)
Crosspatch (27)
Get a Little Sourdough (29)
That's a Small Hotel (12)
Make of Love (11)
It's Only a Dream (3)
Dixie (16)
Dixie (12)
Would You (25)
Roses and Roses (20)
Stompin' at the Savoy (24)
After Glow (16)
No Regrets (21)
Let's Sing Again (23)
Shoe Shine Boy (5)
You're Not the Kind (17)
Sing Sing Sing (17)
Shall We Have Music (17)
Foolish Things (17)
I Can't Escape From You (15)
Now You've Got Me (12)
You Can't Pull the Wool Over My Eyes (1)
It's a Sin to Tell a Lie (11)
Roses and Roses (11)
Sand Francisco (13)
You Can't Pull the Wool Over My Eyes (9)
Foolish Things (9)
No Regrets (9)
Low and Low and Far Away (9)
Me and the Moon (10)
The Man I Love (9)
Shoe Shine Boy (9)
}
Rock-Ola Phonograph Business Increases

CHICAGO, July 25—Phonograph Division of Rock-Ola Manufacturing Company reports a noticeable uptrend in the phonograph business. Orders in June showed a 90 per cent increase over those of May, and by July 22 the sales of the month of June had already equaled May figures. A well-known operator on a recent visit to the Rock-Ola factory saw 20 carloads of Rock-Ola Multi-Selector phonographs ready for shipment, and said: "All the boys who received a bonus must have decided to invest it in phonographs." He was mistaken, however, as a vast majority of orders being received were from regular, well-established operators, who are increasing the number of their locations by at least 25 per cent a month. It is more probable that Rock-Ola officials, by reorganizing their business, are making Rock-Ola phonographs and creating new business in the process.

Install Teletype Equipment

SEATTLE, July 25—In order to speed up communications between their various offices Lou and Harry Wolcher have installed a complete teletype communication system at present Western Distributors, Inc., in Portland and Seattle, as well as Advance Automatic Sales in San Francisco and Los Angeles, are using the system. They express themselves as well satisfied with the service and believe it enables them to give a faster and more complete service to their customers.

Necelle Big Factor

In Perfect Reproduction

CHICAGO, July 28—If you've never heard the name of the President of the Permo Products Company, you are missing out on one of the most interesting men in the record business. According to a recent interview Olin, the President of Permo Products, who has been in the business for over ten years, is making Permo Point phonograph needles that are better than any other on the market.

In a recent interview Olin stated: "Successful music operators know that the reproduction of the record sound is not only as good as the needle in the pickup head. Without the proper equipment, the record sound is not worth listening to. The key to the proper reproduction is the needle. A bad needle will render perfect reproduction for better than 2,000 jobs. Because of the special materials and process used in making the Plastic Point needles, the point is comparable to a diamond in hardness. Naturally, I believe we sell the best needle and, on a comparison sales basis, the best sound made. I don't want to brag. I can honestly say 'When better phonograph needles are made, these will make them.'" (With apologies to the Buick Motor Company.)

Atlas Novelty Doing Big Symphonio Business

CHICAGO, July 25—"Like a duck takes to water," says Olin, "the public is responding to a inquiry to see how many music operators like the Sereenbsa InPrint High Fidelity Symphonios. Greenberg is manager of the Pittsburgh branch of the Atlas Novelty Company. This aggressive organization, in addition to the Pittsburgh branch, has its main office and display rooms in Chicago. Greenberg is especially enthusiastic about the Sereenbsa High Fidelity Symphonio line. It's a no thought at all to sell these machines. Right now I want to sell a music-minded operator a machine and, after I show him the beauty of the de luxe cabinets with their matched walnut veneer, the sale is made."

"When interested in automatic phonograph operation, I always have him take a look at my money operation other types of equipment. The operator has come to regard the automatic phonograph as the type of equipment he can always rely upon for a consistently substantial income.

"An old good business judgment problem for the music operator, the sale of Sereenbsa Symphonios we have sold, I am frank in saying our volume is positively astounding."

Ten Best Records for Week Ended July 27

**BLUEBIRD**

1. 06353 — "Get That Drunk and Truck" and "Maybe It's Someone else"

2. 06370 — "Do You or Don't You"

3. 06378 — "Have a Deal at Ball Ball" and "Anybody"

4. 06379 — "Would You and It's a Sin to Tell a Lie"

5. 06381 — "You Started Me Dreaming" and "Remember"

6. 06362 — "No True What They Say"

7. 06373 — "Be My Side on the Lowlands"

8. 06361 — "State of My Heart" and "You're Too Late to Find Me"

9. 06355 — "My Heart's ecstasy"

10. 06352 — "You Can't Stop Me" and "When the Sun Comes Up"

**BRUNSWICK**

1. 06353 — "On the Beach at Ball Ball" and "Aying"

2. 06370 — "There's a Small Hotel"

3. 06378 — "A Ring a Ring, A Rose, Any Bottle Today" and "You're Too Late to Find Me"

4. 06379 — "The Moon is Crying" and "It Seems I've Done Something"

5. 06362 — "Oh, No Never" and "A Ring a Ring"

6. 06361 — "Do You or Don't You"

7. 06355 — "The Moon is Crying"

8. 06353 — "On the Beach at Ball Ball"

9. 06370 — "You're Too Late to Find Me"

10. 06378 — "On the Beach at Ball Ball"

**DECCA**

1. 06353 — "Lolli to Myself" and "Evil" 

2. 06370 — "Oh I'm a Fool"

3. 06378 — "Any Ring, Any Rose, Any Bottle Today" and "You're Too Late to Find Me"

4. 06379 — "The Moon is Crying" and "It Seems I've Done Something"

5. 06362 — "Oh, No Never" and "A Ring a Ring"

6. 06361 — "Do You or Don't You"

7. 06355 — "The Moon is Crying"

8. 06353 — "On the Beach at Ball Ball"

9. 06370 — "You're Too Late to Find Me"

10. 06378 — "On the Beach at Ball Ball"

**VICTOR**

1. 06353 — "It's a Sin to Tell a Lie" and "Big Chief De Soto"

2. 06370 — "Sing Again" and "The More I Know You"

3. 06378 — "Cross Patch" and "Cabin in the Sky"

4. 06379 — "On the Beach at Ball Ball" and "I'll Meet My Watercolor"

5. 06362 — "You Started Me Dreaming" and "Remember"

6. 06353 — "On the Beach at Ball Ball" and "No Regrets"

7. 06370 — "Star Dust" and "Woolly Mammoth"

8. 06378 — "On a Biscuit" and "We're on the Road"

9. 06379 — "On the Beach at Ball Ball" and "I'll Meet My Watercolor"

10. 06362 — "You Started Me Dreaming" and "Remember"
Playing collections.

The Beat These Prices AUTOMATIC PAYOUT MACHINES

In Keeney's Bowlette

CHICAGO, July 25—Keeney's new bowling type still maintains its top production of mechanical and playing features exclusive with this type. Exclusively for Bowlette, the manufacturer has endeavored to meet the thought in mind that Bowlette will meet this new requirement—a game that will be new to the fun and thrills of bowling for the first few years to come. Fully appreciating the fact that when the operator invests his money in bowling games he must have a device that will not be obsolete within a short time, the manufacturer has made the game accordingly.

One of the features most outstanding is the built-in cash register, which is in the cash-drawer opening and readily visible to the operator when he plays the game. These twin meters record the total credits the player has inserted into the game and also the total amount of re-distributions made by the locations on awards for high scores if the location permits payoffs for skillful playing. This all-important idea assures the operator of all the profits to which he is entitled, and it also shortens the time necessary for making collection.

Awards may be offered on various total scores from 320 up to 450, the highest possible score. In addition, a wiring arrangement of Bowlette, the operator may offer such awards with any dollar amount.

Another very important feature exclusive with the Keeney design is the automatic release coin chute. With this Keeney idea positively all nine balls are returned to the player in the next play without any possibility of some of the balls remaining in the return trough or runway.

Many other features have been developed by J. H. Keeney & Company exclusively for Bowlette. The Keeney company has developed its own electrical step-up switch scoring mechanism for Bowlette and all of the new games have interchangeable features and strengths in order to withstand the heaviest and most abusive play.

The extremely attractive and highly visible light-up backboard indicates the total score with each ball bowled. The backboard also records the number of strikes, series of strikes, and high game. A score point. "On and Off" lights give added excitement to this popular feature.

In order to facilitate quick assembly and easy installation on the location Bowlette is of portable construction and is made in three sections. The operator therefore needs no special facilities toassemble Bowlette without any complete equipment.

Only announced just a few short days ago, Bowlette has been highly acclaimed in the front in sales for the new type bowling game, according to Bob Becker, the Bowlette representative. The game, when completed, will be the first of the Sport Bowl family.
COUNTER GAME CARLOAD ORDER

Lynch, of Electro-Ball, orders first carload from David Mfg. Co.

DALLAS, July 25—E. H. Lynch, of Electro-Ball Company, Inc., internationally known distriber, made counter game history Wednesday when he placed the first order with David Mfg. Co., of Dallas Manufacturing Company, Inc., for electro-ball games. The order was for complete delivery of 121 "21" counter games, one for each of the 121 counties in Texas.

It is believed that the carload will contain approximately 1,000 games, which will be the largest single shipment of its kind in the history of the Dallas Manufacturing Company, Inc. Withholding the order with the small factory and instead pleasantly surprised Mr. Douglas on his arrival in Dallas, the order was placed on the spot.

Mr. Lynch gave Electro-Ball the following orders which Mr. Lynch gave the Dallas Manufacturing Company, Inc.:

A. D. Douglas, said: "We know that Reel 21 was the greatest counter game hit this industry has ever had, but we never thought to all in the all of these we have been surprised in such a short time.

It is my belief that this is the first order of its kind in the history of the industry, and I believe it can be considered a record, because before this it is believed games have been able to sell any type of counter game by themselves.

"There is no doubt in my mind that Electro-Ball and the Dallas Manufacturing Company, Inc. will break all existing sales records for counter games. The Electro-Ball game has been a tremendous success in Texas, and I feel that there is a surety that this is going to be a tremendous success in every county in Texas."

"BuzZEE" Hooks a Tall One

CHICAGO, July 26—A new line of fishing is attracting the attention of the public in the city of Chicago. The "BuzZEE" fishing rod, manufactured by the BuzZEE Company, is causing a sensation among the fishing enthusiasts in the city.

Captain James J. O'Connor, president of the BuzZEE Company, is looking for ways to increase the demand for his product. The "BuzZEE" fishing rod is made of the finest materials and is designed to meet the needs of the fishing enthusiast.

In order to attract more customers, the BuzZEE Company is offering a special promotion. Customers who purchase a "BuzZEE" fishing rod will receive a free fishing license for one year. This promotion is aimed at encouraging more people to take up fishing as a hobby.

The "BuzZEE" fishing rod is available in various sizes and colors to suit the needs of different customers. The company is also offering a warranty on all its products, ensuring customers that they are getting high-quality fishing rods.

Immediate Deliveries

On New Bally-Roll

NEW YORK, July 25—John A. Fis- hel, president of the Bally-Roll Company, Inc., informed The Billboard that deliveries on all new orders are being made in quantities immediately.

The company has shown a steady increase in orders for the Bally-Roll, and this trend is expected to continue. The Bally-Roll is a high-quality coin-operated game that is designed to provide entertainment and excitement for players.

The Bally-Roll is available in a variety of colors and styles, and it is designed to be appealing to both children and adults. The company is also offering a warranty on all its products, ensuring customers that they are getting high-quality games.

The Bally-Roll is being used in many places, including bars, arcades, and family entertainment centers. The company is also offering a lease option for those who want to try the Bally-Roll without investing in it.

"BuzZEE" SEEBURG standing beside the eight-foot totem pole he bought at Miami, Fla., recently.
Popularity of Credit Continues

CHICAGO, July 25—Pay-table operators are finding it easier to control and increase the number of pay-tables they have in their locations, according to a report released recently by the Amusement Machine Manufacturers Association. The report states that the continued popularity of credit is its remarkably low price. Operators, they say, appreciate the convenience of being able to place a major pay-table hit with big profits in all their locations. For credit's low prices they are able to offer more pay-tables in more of their locations because of the smaller investment.

However, operators and distributors are quick to point out that credit's popularity is far from being based on prices alone. According to the report, operators and distributors are finding that credit has a number of other advantages over traditional methods of payment.

Beside the obvious advantages of increased profits and lower costs, credit also offers operators and distributors several other benefits. For example, credit allows for easier tracking of sales and profits, making it easier to manage and control a business. Additionally, credit can help to reduce the amount of cash on hand, which can be a security risk for some businesses.

Rabbit's Foot Kicks In

CHICAGO, July 26—“Bally sure should kick it in now that it sent out those souvenirs rabbit-foot key chains,” says Jim Buckley, sales manager of the Bally Manufacturing Company. “Good luck and success stories have been pouring in. Here’s the latest:

“It’s about an operator in New Hampshire who put firm trust in the little rabbit’s foot. Seems he promised to have a Bally Challenge game delivered to certain location not later than July 4. Accordingly he ordered the game from his jobber to be delivered the day before. But due to last-minute difficulties the jobber was unable to get the game thru. “Poor operator! No game, no location, no luck. But lo! On the morning of the Fourth a representative of Bally’s Eastern distributor, John A. Petakoff, happened to be driving thru and he also happened to have a sample Challenger in his car. The operator bought it—fast—and it was delivered to the location on schedule. And everybody’s happy.”

To Be Biggest Summer Yet, Says Jim Buckley, of Bally

CHICAGO, July 25—Hot weather should not be allowed to interfere with an operator’s earnings, suggested Jim Buckley, general sales manager of Bally Manufacturing Company, who pointed out that the summer months, especially, are holding up their income average by giving operators a wide variety of games to offset any tendency to drift away from coin-operated amusements.

“Back in ’32,” Jim reminisced, “the Bally Challenge was so popular that we were never able to keep it in stock. Last summer in ’33 we had to increase output by 50 per cent. Now, with our new 125-room complex alone in the city, we can afford to sell cool beer and remove some of the pressure on workmen who were turning out the old Challenge. We hope to keep the ‘35 Ace, Progtord and Jumbo kicking out summer games.”

“Says Buckley, “Hot weather is the best weather for Bally sales. We are even seeing an increase in sales in the colder months. We attribute this to the fact that Bally operators are taking advantage of the policy of diversified amusements.”

At the cream locations we have our Track and smart operators have learned that the Bally Challenge will cover more territory than any other game. Moreover, the cheapie pin games have been going at any location where they have been marketed. The Bally Challenge is available in all colors and sizes, and we believe that we’ll be in peak production way into winter.”

Supreme Organizes Radio Subsidiary

NEW YORK, July 25—Supreme Vending Company, Inc., for many years leading manufacturer of coin-operated amusement machines, has completed the organization of a subsidiary company to be known as Supreme Radio Company.

The subsidiary will make the head- quarters for the firm's radio program, The Supreme Vending Company under the leadership of its chief representative, Leo Simion, will direct the affairs of the new company, which will deal in all types of radio receivers, transmitting equipment, etc., for every angle of the radio business.

An attractive illustrated catalog has been prepared which will be sent to a select list of prospective radio receivers dealers throughout the country. Based on the success of the radio program, which was started by the Supreme Vending Company under the leadership of Simion, the new affiliate will continue the work of the old firm, and in addition will handle radio manufacturers and other radio equipment, as well as radio receivers.

Supreme Radio Company will be happy to cooperate with its many friends and well-wishers thru The Billboard.
A PLAIN STATEMENT of FACTS on "SKEE BALL" by H.E. Capehart
A Plain Statement of Facts on "Skee Ball"

by HOMER E. CAPEHART
Vice-President, The Rudolph Wurlitzer Manufacturing Company

With so much being said and written about "Skee Ball" (Reg. U. S. Pat. Off.), I believe it is time that the industry should know who holds the original patents on "Skee Ball"—who owns the copyright to the name "Skee Ball" (Reg. U. S. Pat. Off.)—whose experience best fits them to produce the kind of game that will have the greatest play appeal—that will enable you to make the biggest profits as an operator.

• As you may know, last November the National Skee Ball Company, creators and manufacturers of "Skee Ball" (Reg. U. S. Pat. Off.) introduced a coin operated "Skee Ball". For nearly a quarter century prior to that time their business had been confined to amusement parks, where the game is operated by attendants and has always been a big money maker.

• We became interested in the "Skee Ball" (Reg. U. S. Pat. Off.) because it was a legitimate game that could be placed in the same category as bowling alleys... archery... bowling on the green and other such games—and the fact that it required a certain athletic skill to play it. This was important because only such type games are of interest to us.

• Our scouts made a careful survey of locations where "Skee Balls" (Reg. U. S. Pat. Off.) were being operated—discovered that it was making big profits for operators—recommended that we engage in the manufacture and sale of "Skee Balls".

• Instead of attempting to infringe the patent rights of others, we then negotiated with and acquired the National Skee Ball Company. This move by a company as large and successful as Wurlitzer, opened the eyes of the industry, with the result that others have entered the business.

• We have no quarrel with those who wish to enter this field. However, for your own good, we hope they do not make a gambling device out of this wonderful game and that they will produce a well constructed, high class piece of equipment which will lend credit to the industry and the game.

• However, we have not licensed anyone to manufacture or distribute this game or any similar bowling device. Through the acquisition of the National Skee Ball Company we control the original "Skee Ball" patents and copyrights for the name "Skee Ball" and "Skee Roll". No other manufacturer can rightfully imitate this game and call it "Skee Ball" (Reg. U. S. Pat. Off.) or "Skee Roll" (Reg. U. S. Pat. Off.) either in advertising, correspondence or verbally.
• In acquiring the National Skee Ball Company, we also had another motive—namely to eliminate guesswork and experiment ... to build the kind of game that experience has taught is essential to the operators’ success.

• We learned that electrical operation destroys the essentially athletic character of the game. This is why everything about “Skee Ball” (Reg. U. S. Pat. Off.) except the lighting is mechanical.

• When the player pulls the knob to release the balls—when he bends slightly because our game is made bowling height, he gets the mild exercise which is the basis of this game.

• When he sees his scores mechanically recorded after each ball in white numerals on a black field, he sees it in a form that he is accustomed to seeing scores at baseball games, football games, etc.

• When the player rolls the balls he wants the alley to feel solid—just as in bowling. This is why “Skee Ball” (Reg. U. S. Pat. Off.) is built of heavy red oak and weighs 450 lbs.—why we refuse to build a game from light wood that would have a hollow sound and lose much of its play appeal.

• Yet, because we make our own cabinets—are not obliged to buy them from outside plants, we can sell a game that will give you years of fine service for no more than what you would pay for a game built from light wood.

• In building the highest quality of merchandise and selling it at the right price, we are following the same policy that has proven so successful with the Wurlitzer-Simplex Automatic Phonograph.

• It is my belief that Wurlitzer policies and methods will make “Skee Ball” (Reg. U. S. Pat Off.) a big, profitable business for everybody ... that Wurlitzer’s “Skee Ball” is a worthy companion to the Wurlitzer-Simplex Automatic Phonograph.

• Both were the originals. The Simplex phonograph business was purchased by us from the Simplex Phonograph Company of Chicago—established in 1930—which company introduced the first multi-selective type phonograph. The National Skee Ball company were the pioneers and the originators of the game called “Skee Ball” (Reg. U. S. Pat. Off.).

• Already orders on hand indicate a tremendous demand for the Wurlitzer “Skee Ball” (Reg. U. S. Pat. Off.)—a demand that promises to tax our production capacity for months to come. So, to insure deliveries when you want them, let me suggest that you wire, write or phone for full particulars without delay.
WURLITZER'S "SKEE BALL"

The Original "Skee Ball"

**REG. U.S. PAT. OFF.**

**REGULATION SIZE AND CONSTRUCTION.** Substantially constructed of high quality red oak. Meets every regulation standard for width of playing field—length and arrangement of alley—site and arrangement of target area and all other essentials.

**STREAMLINE DESIGN.** Smartly designed for maximum eye and play appeal by Paul Fuller, noted designer of Wurlitzer-Simplex cabinets. Natural hardwood finish attractively set off with black, color and chrome decorative treatment and fittings...finished in liquor and waterproof ship varnish.

**DIMENSIONS**
- Overall length 14' 2"
- Width 29 3/4"
- Height at rear 6'
- Length of Ball Runway 10'

**PORTABLE.** Divided construction permits ease in shipping, transportation to locations and assembly.

**UNOBSTRUCTED ALLEY.** Coin chute and ball release located on the right side out of the way, not in front where they would be out of shape and put out of commission by players' feet. Nothing in front of alley to cut down length of playing field—detact the player's eye—interfere with his play.

**POSITVE ACTION, MECHANICAL COUNTING DEVICE...** shows score in large white numerals on black field up to 499, the maximum score.

**INDIRECT LIGHTING** of scoring device for easy reading of scores.

**INDIVIDUAL LIGHT BRACKET** floodlights target area.

**REGULATION SIZE TARGET area.** Target circles made of heavy rubberized machine belting.

**HEAVILY CORDED HAND WOVEN NET.** supported on heavy tubular steel frames protects tops and sides of rear end of alley.

**ADJUSTABLE FOR EASIER OR MORE DIFFICULT SCORING.** Elevation or "hump" over which balls roll before reaching target area can be adjusted.

**HIGH SCORE METER adjustable to any figure the operator wishes to set, shows the number of winning scores that have been made and is a positive check on the number of prizes given by the location owner.**

**REGULATION SIZE ALLEY.** Both the alley and target area are covered with heavy green cork carpet, easily cleaned to remove dust and ball marks.

**COIN METER shows how many coins have been taken in as a check on collections.**

**SILENT.** Rubber cushioning on ball return rack—construction and insulation of target area and inclined alley assures quiet operation. Can be installed in locations where noisy games would not be permitted.

**POSITIVE MECHANICAL OPERATION.** Everything about this game is mechanical, nothing electrical except the lighting. No contacts, wires, batteries or power boards to get out of order.

**NOTE: No one is licensed by us to manufacture or distribute this game or any other similar bowling device.**

RUDOLPH WURLITZER MFG. CO., NORTH TONAWANDA, N.Y.

READ PRECEDING PAGES FOR IMPORTANT MESSAGE BY H. E. CAPEHART
SELLING OUT ALL OF THESE GAMES TO THE HIGHEST FIRST BIDDER

ALL GAMES GUARANTEED 100% PERFECT

NAME YOUR OFFER AND WILL WRITE OR WIRE YOU IF ACCEPTED

AUTOMATIC PAYOUT MODELS

APEL (1 Ball) Liberty Bell (1 Ball)
Ace (1 Ball) Liberty Bell (1 Ball)
Renaissance (1 Ball) Liberty Bell (1 Ball)

STRAIGHT PIN GAMES

American Beauty Fire Chief
Bunton's Automatic Fire Chief

COUNTER GAMES

Marble Games

AMUSEMENT NOVELTY SUPPLY COMPANY
312 CARROLL ST. Phone 4080
ELMIRA, N. Y.

The Vending Machine Co.
The South's Largest Distributors for the Worlds Leading Manufacturers of Coin Operated Devices.
WRITE FOR LATEST LISTS OF NEW AND USED MACHINES

205-215 FRANKLIN ST.
FAYETTEVILLE, N. CAR.

ACT QUICK-CLOSE OUT-ART TICKET GAMES-100% PERFECT CONDITION

AUTO DART...$10.00 EXHIBIT TICKET GAME
AUTO CROWN...$10.00 WHIRLPOOL GATEWAY $20.00
AUTO WINNER...$5.00 EXHIBIT TICKET GAME


OPERATORS: Buy Used Machines From a Reliable Distributor

American, Inc.

J. J. St. John

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS
Kaufman Shows Bowling

CHICAGO, July 25—Babe Kaufman and Sam Kaufman, whose family returned from Long Island, N. Y., to Chicago, to distribute bowling balls, three states, have a game on display in their new showroom here. This is the largest game in the world and is a feature of the Kaufman firm, Sam Kaufman, in telling the story to a Billboard reporter, was excited he could hardly talk.

"When we were in Kaufman's factory," said Sam, "the chief engineer was boasting about how perfect the machine was. When this machine was turned on for the first time, it was so perfect, the machine itself was turned off. Babe, who didn't take a breath from anyone, picked it up, turned it on and off, and suddenly it got to the second-third window. When it was brought into the room it was put back into the machine and it ran perfectly."
Pin Game Makers Big Glass Users

CHICAGO, July 25.—Glass sales for use in skill and amusement games outlasts the attention of trade managers of that industry.

The June issue of Glass Digest has the following comment on the popularity of the "Big Glass Sales in Pin Game Industry":

"Little more than a year ago I might have suspected they had become a feature of the amusement industry."

This developed at a meeting held by the American Hotel, following which members of the National American Coin-Operated Machine Manufacturers announced the sale of 2,000 new skill or amusement games, commonly known as pin game devices.

The new supply is to replace models among the 500,000 which existed during 1934 and 1935. Each of the new models will have a glass top 10 ft. wide by four to five feet long.

Games produced in the past two years just past required some 3,000,000 square feet of glass.

Gerber & Glass Distributors

For Hot Shot Records

CHICAGO, July 25.—Hot Shot Records are proud to announce the appointment of the American Distributors as exclusive Central States distributors for its records.

Hot Shot records are a novelty in recordings that should go over big with the people who patronize coin-operated devices in various forms. For convenience, the music has been adapted to long-term contracts by the California firm.

The first shows are in about a few months.

Announcements on 30 Shot Records will be made in the near future by Gerber & Glass.

DIVORCES

(Continued from page 33)


Late Deaths

(Continued from page 5)

Jenny is received at her home, on the way, in Denver, Colorado, July 25.

WANTED

GOLD SEAL SHOWS

State immediately hotels, honorees and concessionaires, as soon as possible.

B. H. Nye, Mixer, OMAHATRA, W. VA.

WANTED CONCESSIONS FOR OLD SETTLERS' MEETING

JONATHAN HALL, 67 & 8, Des Moines, Ia.

HUGHY BRO. SHOWS

Want real Wood Operators to join us now. It is not too late to get into the big show business. We have big shows and starting every third week. Variety of talent. A great opportunity for the right man.

S. S. LEE

Ruby Lee

RUBY LEE

Came home at once, another very ill. Stay now.

S. S. LEE

Barker Shows

Waukesha, Wis., and Green Bay, Wis. Shows.

WANTED

Good Yoyo Act and other Acts for Fair dance. Add to 30 or 50. Include. Write to B.B., 58 East Main St., Perryville, Mo.

Solicitor and Circus Acts

W. E. WES MOTEKIZED SHOW

Pittsburgh, Pa., June 12—W. E. W. Mote, the Worthington, O., agent, announced that the show was well received in every town through which it passed. The act was well received.

FRISK GREATER SHOWS

WANT CONCESSIONS AND ACTS. Can supply absolute of Tipton, Ind., fully equipped with all necessary for an absolutely successful show. All supplies, including sleeping cars.

WANTED

J. J. PAGE SHOWS

Want legitimate Concessions, reasonable rates; also Grid Shows, with or without outbuilds. WANT Side Show People, pay out of safe. Also want Talkers for Side Show.

Charley Flinn wants Cookhouse Help and Ball Game Workers. Address J. J. PAGE SHOWS, Sweetwater, Tenn., this week; Chattanooga, next week.

AL C. HANSEN SHOWS, INC.

Can place for balance of season Cook House, Crab Joint, Photo Gallery, Frozen Custard, Ball Games and any other legitimate Concessions. Stairway, Piano Player and Dancing Clown for Girl Show, Talkers and Cabinets. Twelve weeks of Falls. Will place one or two teams with either Falls. Address AL C. HANSEN, Manager, this week Galvich, Ia., or week August 10th, Dubuque, Ia.

WANTED

SILVER STATE SHOWS WANT.

Corn Game, Mop Joint, all legitimate Concessions. Good opening for Penny Arcades.

BROWNIE SMITH

Elkton, Va., this week; then as per route.
PACES RACES

The Original, built by one of the most reputable manufacturers in the world and by the best engineers available. It Works!

We are authorized distributors for these machines and can quote prices to suit all needs. We also have an established network of sales representatives throughout the country. If you require more information, please contact us.

MOSLEY VENDING MACHINE EX., INC.
100 Broad St., RICHMOND, VIRGINIA

ASSORTED FRUITS

JELLOETTS

Wolf Shows Want

Please Wheel Fareway, Cook House, Popcorn, Chocolates and all Kind of Confectionery

TILL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

PAMCO FASCINATION

Has Screen Appeal

CHICAGO, July 25—In describing Pamco Tango Fascination, new look ball game in production at Pacific Amusement Manufacturing Company, Irving McCarthy, sales manager, says the game has the same appeal as Sereno, so popular with the theater-going public. Pamco Fascination gives the player nine balls for a nickel. Then he takes into account the number of slant-wise lines of pockets which corresponded to the number of lights on the backboard.

Each line is determined with award values ranging from 10 to100 points, and when five balls occupy a direct line of pockets an award is made in accordance with the award legend appearing opposite the line of lights which have been illuminated.

Mr. McCarthy has called jobs and operators’ attention to the similarity of principles between Pamco Fascination and the game Sereno as played at theaters. He points out that the line-up light-up ideas have proved their popularity and that they are going strong as new style when first introduced. Patrons interested in mechanical developments in the field of amusement games, in particular, will find Pamco Fascination an interesting new product. As a matter of fact, the game is striking a favorable note with the trade, with a lively prospect for a nice long run in production.

ROUTES

(Continued from page 9)

Clift’s Greater, Picayune, La.,(Pair)

Friends, New Orleans, La.,(Pair)

Barker, St. Louis, Mo.,(Pair)

Gordon, New Orleans, La.,(Pair)

Palmer, New Orleans, La.,(Pair)

Burns, New Orleans, La.,(Pair)

Starkweather, New Orleans, La.,(Pair)

CASIUS

W. G. WADE SHOWS CAN PLACE

A new and exciting show for the trade is W. G. WADE SHOWS, of Pontiac, Ill., which can be seen for the first time in the city of Chicago.

ANNA BROS. FAMOUS SHOWS

Playing theaters Street Fairs and Celebrations all over the United States and Canada, running continuously. Can furnish new Tents, Rides and other attractions for the trade. W. H. H. WADE SHOWS, of Pontiac, Ill., will furnish outfitting. Write for details. Address: W. G. WADE SHOWS, of Pontiac, Ill.

CRYSTAL EXPOSITION SHOWS WANT


WANTED—MABEL R. WEER SHOWS—WANTED


ATTENTION CONCESSIONERS

Line up for your shows with our complete line of Fisher Novelties, Dolls, Lamps, etc. Expert carton delivering. One day service. A large stock of all lines.

MILANI NOVELTY COMPANY

400 E. North Avenue, N. S.

WANTED---CONCESSIONS OF ALL KINDS

CENTENNIAL---ALEXANDRIA BAY, N. Y.

1,000 Island Playground. A Sandy, Spat, Boys. AUGUST 9th TO 15TH—DAY AND NIGHT.

Celebration all week—All Concessions welcome. Alex. Day and Night. Address: George J. SAVAGE, Secretary C. of A, Alexandria Bay, N. Y.
PLAY SKEE-BALL!

Muutoscope's

HURDLE HOP

ENABLES YOU TO TAKE ADVANTAGE OF THE SKEE-BALL CRAZE for ALL LOCATIONS

OPERATORS' PRICE

$50.00

ONLY

Also available with Ticket Unit.

FULLY TESTED ON LOCATION

An Extraordinary Money Maker!

QUANTITY SHIPMENTS NOW BEING MADE

INTERNATIONAL MUTOSCOPE REEL CO., INC.

THE HOME OF THE ELECTRIC TRAVELING CRANE

Groetchen's New Columbia Popular

CHICAGO, July 25.—Groetchen's new Columbia Jackpot Bell has been welcomed into the coin-machine fraternity by operators throughout the world. The newly designed machine is a complete transition from the old-style mechanisms. Columbia is a fully automatic payout bell or side vender, with double jackpots. The machine has 10 stops but 20 symbols each. The payouts are made to the customary Bell machine combinations either on the standard or mystery bases. The double jackpots pay alternately, in addition to 20 payouts on three-bar combinations.

Columbia has no coin tubes or payout slides as in the old Bell mechanisms. Instead the coin are stored in an 80-compartment horizontal wheel, standing on end on one side of a compartment, the next coin touches the next one. Therefore, the machine will work equally as fast on worn coins as on new ones. The coins are inserted thru the gooseneck coin drop-slot at the top of the machine and the coins checked for correct diameter. After releasing the mechanism for play they drop into a rotary escapement, which shows the last coin played. From the last station in the escapement the coin drops into the 80-section rotating coin magazine. At each play the coin magazine moves one section to the right (counterclockwise). Whenever there is a payout it moves a corresponding number of notches to the left and the remaining number of coins is ejected into the payout funnel thru a coin. Once the coin magazine is completely filled (80 coins) the coins overflow into the jackpot loading chute, which keeps both jackpots loaded. A certain percentage of the coins go into the cash box while the jackpots are being loaded.

Columbia's mechanism is protected against rough play by a safety ratchet on the handle and a specially constructed slip clutch for the handle.

Each Columbia machine plays pennies, nickels, dimes and quarters. The change from one kind of coin to another can be made right on the location within less than five minutes. Only two parts are necessary to make the change from one coin to another. These extra parts are furnished free of charge. Every Columbia machine gives the service of four individual machines.

Columbia also gives positive protection against slugs.

The machine is small enough to fit in any location, yet large enough to stand out and attract play. It is 12½ inches wide, 11 inches deep and 16 inches high. Because of its low weight, only 36 pounds, it is more portable than the usual Bell. Heavy steel doors and Illinois Superlock locks protect the machine from thieves.

Columbia's smartly designed cabinet commands immediate attention wherever placed on location. Beautifully inlaid cabinets for ultramodern night clubs or natural oak for taverns. Columbia is at home in every type of location. Built strong enough to withstand the grip of a prize fighter, yet delightfully attractive to ladies.
Detroit

DETOUR, July 25.—One of the newest and best places to get in on the coin-op machine field is William G. Blankensy, who after entering the supply field business in Detroit, has gone out on his own. The company is owned by Edmund L. Steele, A. O. Wagner, head of the Automatic Distributing Company, which is shortening the company's name to Blankensy and Company. will manage the place himself, replacing his father, Alexander, in the role.

Elliott plans to spend the next few months servicing the machines in their territory and will have every in the fall to spend the winter in Florida before making any permanent move. At least two of the new machines are to be placed in the area, which is one of the best in any show in the downtown Detroit.

RouT3ES

(Continued from page 86)

ullco & Grant Harvey, Mich.; Hudson 3-J.

Pleco & Brewer, Houston, Tex.

Porter United, Stetburn, Minn., 1-J.

Ray Am., Ct., Conoek, Minn., 30-Aug., 1.

Branding United, Glar invalle, Tenn., 1-Aug., 1.

Inland United Asso., Seymour, Wis., 1-Aug., 1.

Field Operator, Jacksonville Beach, Fla.

Roger Director, Cedarville, Tenn.

Roger & Powell, Dexter, Mo., Housewife 3-6.

Iowa American, (Fred) Bright, Rock, Conn.

Royal Palm, Bersenberg, Ala.

Dublin & Cherokee, Cape, Rockford, Ill.


Branch House, St. Louis, Mo., 1-Aug., 1.

Churches in Indiana, Chicago, Ill.

Chung & Walser, Manilla, Iowa.

Bill & Bros., Glenridge, Mont.

River State, Grizzly, Wyo.


R. C. Am., Wellsboro, Pa., 1-Aug., 1.


Exhibits & Trade, Des Moines, 1-Aug., 1.

Saloon & Trade, Des Moines, 1-Aug., 1.

5-15, Aug., 1.

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George Ponsor Enthused Over Roll-a-Ball Results

NEWARK, July 25.—George Ponsor, well-known local distributor and jobber of coin-operated machines and president of the Roll-a-Ball Sales Company, Inc., with headquarters here, has declared these days over the results being obtained by his sensational new bowling game, Roll-a-Ball.

Time tested on locations for a full year, Roll-a-Ball has developed the reputation of being a grand money getter, with the results since the Ponsor firm has been literally flooded with orders for the new game for some time. In speaking of his new creation, Ponsor says:

"The game has player appeal; it attracts and keeps the crowds. It presents new and exclusive features that make every watcher a player and it gives the player complete control of the ball. It is a game of skill and may be used as an amusement. It loosens your muscles, takes the kinks out of your bones and makes for competitive play.

"We have overcome all objections on the part of dealers in regard to size by making two machines. The machines are identical in play, design and operation, except that one is 6 feet long and 26 inches wide, while the other is 16 feet long and 20 inches wide. Our reason for going thru this additional expense of making two machines is because we have found that there are many good locations where the 14-foot is too large, whereas the 12-foot will fit in perfectly. The play is exactly the same on both machines.

"We have been informed that locations and storekeepers in order to get the Roll-a-Ball set have ripped up floors, torn down show cases, moved counters and built special partitions.

"The Roll-a-Ball is the only machine of its kind that gives the operator a complete checkup on his earnings, as records and registers every winning prize and scores the entire game. The game is fully automatic and electromechanically controlled and trouble proves to be non-existent. The electromechanical time clock, a visible coin chute, the player operates the machine and none of his money is done away with. It is legal and can be operated in closed places and may be used as a family entertainment.

"The machine is made from the finest and best material that money can buy, is rigidly constructed and has strong trade appeal. It is equipped with a special automatic facsimile that will end all bothersome fuse-replacement problems. It is complete in every detail and we are sure that we have never moved to a larger plant delivery can be had immediately."

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The Op's "Design for Profits"

By a VETERAN OPERATOR

What is the commonest mistake that novices in the coin machine business make?

That's an easy question to answer. In many cases the most prevalent error is to expect the business to be on a big profit track overnight.

It is much like the former of the able man who, after planting his corn, had to wait five months for a harvest attained after Nature.

Success of consequence in the coin machine business is like success in other enterprises. The foundation must be laid first.

There is only one practical policy for placing machines in locations, for example, and that is to place them in what theoretically seem excellent locations to the extent possible and (2) to constantly eliminate poor locations, substituting better ones.

Once a first-class location is secured and held, the returns rapidly wipe out the preliminary effort which may have been successful to line up that location.

It is said that there are national advertisers who will spend for advertising to the consumer three or four times the sale price of the product for each sale to a new buyer that is made. On the surface this sounds crazy, doesn't it? to spend 30 cents or more than a dollar on a 1-cent article.

The arithmetic, of course, is very simple. A great majority of the new buyers will repeat. What seemed at first a 10-cent sale may actually in the course of four years be a $100 or $200 sale.

The same principle applies to the effort to place a machine. The operator exercises to obtain good locations. He may have spent much before he gets in a good location, has been a drone at these for months over as many months. So long, however, as the operator understands the principle of the thing and keeps striving to obtain a good location he is safe. He will make more money and, as he becomes profitable, his business will grow.

Every operator starting out should have a theoretical plan which is to put him on a sound, profit-making basis. Of course it will be necessary to modify the plan; unexpected revenues will occur — also unforeseen opportunities. The operator should allow, too, for the local problems.

He will need assistants. Who will they be? These are the assistants who help members of his own family or relatives if he can turn to them. Starting with assistants, he must philosophically accept the fact that each one is an experiment.

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STONER CORPORATION
Aurora, Illinois

WE HAVE THEM IN STOCK!

STONER'S

TURF CHAMPS . . . $137.50
SHORT SOX . . . $139.50

WESTERN'S

TURF CHAMPS . . . $137.50
SHORT SOX . . . $139.50

New Price List on Automatic Payouts—Now and Used—Just Off the Press.
WRITE FOR IT. All prices F. O. B. Chicago.

ATLAS NOVELTY CORP.
2200 N. Western Ave., Chicago.
1901 Fifth Ave., Pittsburgh.

FORTUNES LOST

Every year by operators not giving real thought where to buy! Dealing with us you never lose, as we believe only the best, best-ventilated machines of every description. Immediate Delivery.

BANNER SPECIALTY COMPANY, 1530-32 PARISH ST., PHILADELPHIA, PA.
"Nationally known for Honest Dealings in Every Respect"

OPERATORS

MAKE Barrels of PROFITS
with the

BAR BOY

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 Votes. Three-of-a-kind beer emblems pay variable odds of 2 to 10. S. Play.
Legal Ball Gum Vendor, 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.
NOW IN PRODUCTION
IMMEDIATE DELIVERY

**Keeney's Bowlette**

- 9-ball, bowling-type skill game
- Electrically operated scoring mechanism
- Twin meters recording total play and awards
- Coin chute instantly releasing all 9 balls
- Lightup backboard with "On and Off" flash
- 12-coin esculator, "Univerter" equipped
- 3-section construction
- 14-ft. cabinet

Actual une-touched photograph — not a *dressed up* drawing

**Gorgeous Girls On Gorgeous Harlich Cigarette Boards**

1000 Holes (Large Holes, 25 Holes to Square Inch)

TAKES IN $10.00

Available with Payouts of from 20 to 50 Packages.

Get our latest circular describing these and other new Harlich Profit Makers! Write stating your line or business, to

**Harlich Mfg. Co.**

1417 W. Jackson
Chicago, Illinois

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Pamco Ballot Gets Big Texas Reception

**Houston, July 25—**Harold Dalley, South Coast amusement electricity, says the good-will value of his business has taken a decided turn upward with the arrival of Pamco Ballot and Pamco Leathernecks, two new Pacific Amusement payout machines.

"Ballot is right in line with the trend of the times," says Dalley. With the elephant and donkey, symbolic of the two big major parties, screened on the play field it's bound to have plenty of appeal to everyone, Democrats and Republicans alike.

With politics the keynote Pamco Ballot barges out into a principle of play that is most catchy. Eight odds values take a turn for bigger or lesser awards each time a nickel is played. Pockets on the board assume the amounts indicated on the big odds commutator and pay off automatically when the ball comes into the hole of its choice. The skill element centers around the top payout pockets. However, there are more than 50 over the field for players to stake their chances on.

An outstanding high point of the game occurs when a ball escapes all payout pockets and approaches the bottom of the field. Here are eight payout pockets, each identified by an electric light. Lights flash first on one side of the board, then jump over to the other as they work their way toward the middle. Should the ball hit a pocket at the same time with its light-up signal odds are paid as indicated on the odds commutator. Dalley reports Pamco Ballot to have done wonders since it went into operation.

In the history of operating throughout the Lone Star State...
SMILES AT THE CALENDAR

Time passes.

months roll by.

but Tycoon just smiles

and continues to roll up

the highest weekly collection

totals of any table

on the market.

Reason?

It has the ONLY simple.

practical seven slot mechanism!

Odds are controlled by players'

skill, not blind chance.

The great NEW Tycoon,

entirely redesigned and

simplified for continuous

service-free operation.

$1.50 top payout.

See it at your jobbers or order direct.

MILLS NOVELTY CO., 4100 FULLERTON AVE., CHICAGO

"The Fastest Thing on Four Legs"

MILLS NEW TYCOON

SHREWD OPERATORS
readily recognize an in-
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affording a highly lucrative
yield. EVANS' ROU-LETTLE
provides realistic roulette,
completely automatic. An
impressive super-attraction
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Investigate today!

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Announce the Opening of Their
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NOVELTIES — BARREL OF FUN — SALESBOARDS
Southern Illinois Distributors for All Leading Manufacturers of
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THE MARKEPP COMPANY
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Greatly Enlarged Display of
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EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY
KEYSTONE NOV. & MFG. CO. PHILADELPHIA, PA.
Earns $25 to $50 Daily PROFIT!

OLD-TIMERS CALL IT GREATEST SENSATION IN 40 YEARS

No matter what you’re operating now, RELIANCE will make more money for you! Thousands now on location prove RELIANCE fastest, steadiest profit-producer in the payout counter game class. Operators report that no similar device can stand the gaff of RELIANCE competition—it simply grabs the play and holds it.

REALLY ROLLS THE BONES—GENUINE TRUE DICE!

RELIANCE duplicates every play known to the ancient “seven-eleven” sport. And the dice whirl and spin as if thrown by hand! Player WINS ON 7 OR 11—loses on 2, 3 or 12. If any other number is thrown (4, 5, 6, 8, 9 or 10) handle trips for FREE PLAYS and player “throws” till he “makes his point” and gets AUTOMATIC PAYOUT—or till he “crap” by “throwing” a 7! Four “naturals” in a row pay $25.00 GOLD AWARD on Quarter Model—$5.00 on Nickel Model!

For Immediate Delivery RUSH YOUR ORDER TODAY.

When Ordering Specify “8-Pay” or “4-Pay”

Operators report PROFITS BOOSTED 50 TO 75 PER CENT with new “8-PAY” MODEL, which pays out 8-TO-1 instead of 4-TO-1. The new “8-PAY” has been tested for months in all sections of the country and has been definitely proven the greatest money-maker in this class of equipment. Try the “8-PAY” at SPECIAL LOW PRICE—and you’ll be a RELIANCE booster for life.

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JOHN A. FITZGIBBONS, Inc., Eastern Distributor, 453 W. 47th St., New York, N. Y.
1-Shot Payout Game

ROUNDUP

Payout $99.50
Ticket, $109.50 F.O.B. Chicago
No extra charge for check separator

44 in. by 22 in.

Natural 1-Shot Payout Dice Game

Plays regulation dice game—WIN ON 7 OR 11—or WIN WHEN YOU MAKE YOUR POINT! Clever Odds-Changer on Light-Up Totalizer attracts up to 10 Nickels per game. Earn as high as $50.00 daily profit with this Long-Life sensation. Order from your jobber!

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Still the fastest selling, fastest money-making machine in Multiple-Coin-Chute class! Every pocket a winner. Two Mystery Pockets pay $6.00 TOP. Most beautiful SeAnic panel ever designed—gets instant attention and plenty of play. See it at your jobber!

$139.50
F. O. B. Chicago
Complete with Electro-Pak
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Bally Mfg. Co.
2640 Belmont Ave., Chicago, Ill.

**DAILY FENCE RACES • BUSTER**  
**WITH MOTOR DRIVEN PAYOUT UNIT!**

*Either Game $125*

**MYSTERY SINGLE COIN SLOT**
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Available no extra cost. Single coin gives 2 to 8 horses at odds high as 40 to 1.

**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 to 1. Multiple or mystery coin slot optional. Just see what this remarkable baseball game does for you.

**PLAYER CONTROLLED CHANGING ODDS**
**SUNSHINE BASEBALL**
**WITH MOTOR DRIVEN PAYOUT UNIT!**

**SUNSHINE BASEBALL** is a one ball automatic payout at a price far below its true value! Player can leave odds stand or has one opportunity to change them by successfully hitting “change odds” pocket. Leading major and minor league teams are represented. Pays 2-1 for cellar position and up to 40-1 for league championship. Pennant Winner and Series Winner Mystery Payout Holes provide additional thrills. Order now!

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IT'S THE CHOICE of the industry’s keenest PROFIT-PROPHETS—men who know how to pick winners—men who see in BALLY-ROLL the biggest opportunity in years! Take a tip from these leaders. Take a tip from Joe Calcutt, who has already ordered 20 CARLOADS OF BALLY-ROLLS! Take a tip and get in on the ground floor of the greatest boom in amusement history!

THOUSANDS of LOCATIONS
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BALLY-ROLL’s portability and noiseless operation opens doors to DRUG STORES—TAVERNS—HOTELS—CLUBS—LODGES—CIGAR STORES—SPORTS—FRAILS—BOWLING ALLEYS—and similar spots. Particularly one large or medium-sized pin-game location it now a BALLY-ROLL spot.
ALSO Amusement Parks, Carnivals, Fairs, Excursion Boats, Picnic Grounds, Dance Halls. ALSO any VACANT LOT or VACANT STORE can be turned into a gold mine with BALLY-ROLL. A moderate investment will make you independent. Get details quick!

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STRICTLY LEGAL! OPENS ALL CLOSED TERRITORY!
Earning power $3.00 TO $5.00 PER HOUR—and it's ALL PROFIT, as COMPETITIVE PLAY APPEAL makes AWARDS UNNECESSARY!
BALLY-ROLLS acoustic-scientific NOISELESS OPERATION opens doors to countless locations now closed to noisy bowling machines. And EXCLUSIVE 3-PIECE PORTABILITY makes BALLY-ROLL as easy to handle, install and operate as any pay-table. NEW DE LUXE DESIGN, illustrated above, now standard, NO EXTRA CHARGE!
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WRITE OR WIRE TODAY FOR PRICES AND CIRCULAR IN FULL ACTUAL COLORS

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STEER A STRAIGHT COURSE TO PROFITS WITH QUEEN MARY

Rock-Ola's new royal one-shot pay table SUCCESS!

* Huge 50 inch cabinet.
* Beautiful, colorful playing field.
* Mystery coin chute.
* Changeable odds.
* Score-increasing switches.
* Equipped with Rock-O-Pac Battery Eliminator and batteries.
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* Flashing lights.
* Real bell sound effects.
* Mint vendor optional.
* Universal pay unit.
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* In-a-drawer mechanism.
* Proved sensational earning power.

$145.50
Incl. Rock-O-Pac Battery Eliminator, Mint Vendor, $10.00 Ticket Unit, $10.00 Additional.

Gentlemen, we introduce you to the Queen of all pay tables—the royalty of coin machines—the great QUEEN MARY! And QUEEN MARY is all set... ready... to introduce you to the heaviest, steadiest profits you can make today! The profit-features listed above just hit the high spots. Only by looking QUEEN MARY over yourself can you realize what a beauty she is! What appeal she has! What action! What a game! Now that QUEEN MARY is launched, there is a terrific scramble to get aboard. Be sure you get on—and get on at once! Chart out a course for QUEEN MARY all through your territory. Grab the wheel and steer a straight course to rich, continuous profits—with QUEEN MARY!

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Thoro-bred opens your way to better types of locations...locations where big money is spent. Exclusive night clubs, taverns, city and country clubs, cocktail lounges, excursion boats, recreation parlors, arcades, etc., welcome Thoro-bred as an attraction that entertains the patrons and at the same time earns real money. With all of these "golden" locations awaiting your call, you cannot afford to overlook Thoro-bred, "The Greatest Machine The Industry Has Ever Seen."

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