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MAY 16, 1936

The Billboard

The World's Foremost Amusement Weekly



ALEXANDER GRAY
Radio — Screen — Stage — Concert

Management: CBS

"Red" McKenzie and his Orchestra

FEATURING
**MOUND CITY
 BLUE BLOWERS**

DECCA RECORDING AND
 CHAMPION ARTISTS



**THE METRONOME NOMINATES
 "RED" MCKENZIE
 FOR THE MUSICIANS' HALL
 OF FAME**

You've probably heard Red McKenzie's rich, slow-vibrato baritone on records or over the air; his voice has embellished all sorts of discs—Paul Whiteman's, Red Nichols', the Mound City Blue Blowers', the Six Spirits of Rhythm's, the Trumbauer and Beiderbecke records, and most recently the Onyx Club Boys' outpourings.

And you've probably sat back and marveled at the grand way in which Red McKenzie puts over a song, his neat phrasing and choice of figures, plus the very real feeling he puts into his work.

And he isn't such an old chap at that—even though he has done so much already. He's only thirty-two, a St. Louis born lad who went to live in Washington at the age of nine, and who later gave up his job as a jockey to organize the gods of modern music.

A popular gent, this Red McKenzie, and popular not only for his singing and for what he's done for dance music, but popular as well for his own self—which is enough to put anybody in a Hall of Fame.

... Reprinted from *Metronome*, October, 1935.

Red McKenzie and his Orchestra are now playing at the "Famous Door" in New York City. They are available for Spring and Summer Dance Dates.

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**DANCE BAND DIVISION
 NBC ARTISTS SERVICE
 30 ROCKEFELLER PLAZA · NEW YORK**

The Billboard

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May 16,
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WARNING TO CANVAS SHOWS

Abbott Hits AEA Tactics

**Letter to members attacks
administration for red scare
and electioneering official**

NEW YORK, May 9.—George Abbott, producer, playwright, actor and Equity member, has written a letter to all Equity members protesting the alleged tactics of the Equity administration in electioneering for administration candidates in the forthcoming election of council members. The slate nominated by the administration-controlled nominating committee will be opposed by 14 candidates nominated independently on separate petitions, with the possibility of many split tickets as a result. Ballots have already gone out, with all in—
(See **ABBOTT HITS** on page 9)

Aerialist Fatally Injured in Canada

KITCHENER, Ont., May 9.—Sue Alrick, member of the Four Queens, aerialists, met with a fatal accident on Conklin's All-Canadian Shows' midway here Thursday night. While engaged in a feature of the act, a break-away, something went wrong with the rope and the performer was hurled 80 feet to land on her back among the horrified spectators. She was rushed to Kitchener General
(See **AERIALIST FATALLY** on page 84)

Stormy Four A's Meeting Discusses Many Problems

**Interchangeability of cards, constitutional procedure
brought up—Gillmore goes to AFL convention unin-
structed—reported controversy over financial report**

NEW YORK, May 9.—Altho an Equity spokesman this morning called it "a quiet meeting," the Four A's annual meeting yesterday was a stormy session in which several dissenting voices attacked the organizational setup as violating rules of parliamentary procedure. Main fight was over interpretation of the constitution, which was amended last summer by mail vote. Confusion over the constitution was emphasized this morning when a spokesman for the Four A's and Equity denied *The Billboard's* request for a copy of the constitution. The meeting was attended by about 20 people and was held in the Equity headquarters. Altho Four A officials refuse to reveal the names of delegates who attended, the following were seen leaving the meeting: Frank Gillmore, Paul Dullzell, Philip Loeb, George Heller, Charles Mantier, Edward Fielding and Alfred Harding, of Equity; Dorothy Bryant, of Chorus Equity Association; Thomas J. Phillips, of the Burlesque Artists' Association; Miss Elizabeth Hoepfel, of the Grand Opera Artists' Association; Ralph Whitehead, of the American Federation of Actors; Otto Steinert, of the White Rats Actors' Union; Martin Krisow, of the Grand Opera Choral Alliance, and Reuben Guskin, of the Hebrew Actors' Union.

The Screen Actors' Guild was not represented, altho its vice-president, James Cagney, was in town during the meeting. According to amendments to the constitution adopted this summer, each
(See **STORMY FOUR** on page 9)

N. Y. Garden Goes in For Attack on Heat

NEW YORK, May 9.—Promptly after the circus, its prize tenant, left for its tour Madison Square Garden went campaigning for summer bookings, hot weather being the Garden's perennial Jonah. Ted Deglin, publicity chief, ran an 18-inch ad in nine Manhattan and three Brooklyn dailies, plugging a contest idea announcing that Garden is being air-conditioned and asking the public for hints on how the spot can be best used during the high thermometer days. Ads brought a terrific
(See **N. Y. GARDEN** on page 84)

Studio Increases As IA Takes on Effective Jurisdiction

HOLLYWOOD, May 9. — Complete jurisdiction over grips, property workers, miniature workers and special-effects men in movie studios has been handed over to the IATSE in a cleanup of the jurisdictional situation between the IA and the carpenters' union. This and the formal terms of the division of sound men between the IATSE and IBEW were to be announced late this week. The settlements were agreed upon at the recent basic agreement meetings in New York and become effective May 11.

Under the IA-Carpenters' readjustment the carpenters lose about 500 men whom they took over from the IA after the 1933 strike.

Chauffeurs get 15 per cent increase and the IATSE and IBEW a flat 10 per

Federal Tax Returns Being Closely Scrutinized by Revenue Collectors

**Flagrant evasions of laws, unallowed exemptions and
slipshod methods discovered by government investiga-
tors—strict and truthful bookkeeping system necessity**

CINCINNATI, May 9.—Owners of shows, and especially circuses, carnivals or other tented outdoor attractions, beware! The federal government is on the war-path as far as the collection of show taxes is concerned, and every owner is cautioned to use the most careful business methods and the exact legal methods in collecting and paying these federal taxes, otherwise they will find themselves in serious trouble before the season just starting is half over. The Collector of Internal Revenue at Washington, where all

LaBreque Manager Of Trenton Fair

TRENTON, N. J., May 9.—Harry E. LaBreque, international showman, was named by George Hamid as resident manager of Trenton Fair, which has been leased by George A. Hamid, Inc. LaBreque and Hamid arrived here yesterday from New York, former moving into the executive offices on the grounds. Mrs. LaBreque is with him.

Col. J. Fred Margerum, retiring general manager, and Helen G. Laffan, executive assistant, who are in advisory capacities, representing the Interstate Fair corporation, conferred with the duo on fair plans. Also in the confab were
(See **LaBREQUE MANAGER** on page 84)

Modern Dancers Seek Union Protection and Gov't Subsidy

NEW YORK, May 9.—The Dancers' Association has opened negotiations with the American Federation of Actors for an arrangement whereby dancers, and in particular those in the concert field, can achieve union protection. The Dancers' Association has been investigating the eligibility requirements and jurisdiction of the various actor and chorus unions for quite some time.

Final negotiations have simmered down to the AFA. The group has about 250 members, mostly modern dancers. Many are on the Dance Unit of the Federal Theater Project, which is administered by Don Oscar Becque, who is also vice-chairman of the Dancers' Association. The dancers claim the project appropriation permits hiring of more dancers and are attempting to get more of their members on the project.

Ralph Whitehead, AFA secretary, recently appeared before the Dancers' Association's executive board, along with Charles Mosconi, AFA treasurer, and William J. Rapp, AFA counsel. Whitehead will speak at the First National Dance Congress and Festival May 20 to 27 at the Theresa L. Kaufman Theater on "Unionization for Dancers." The congress will comprise four major conferences: The dance in the changing world, economic status of dancers, survey of dance organizations and dance and criticism.

Other speakers will be Elizabeth Burchenal, Phil Bard, Grand Code, Oscar Duryea, Martha Hill, Ruth Howard, Lincoln Kirstein, John Martin, Edna Ocko and Helga Weigart. The association is compiling statistics on the economic status of dancers, issuing questionnaires asking how many
(See **MODERN DANCERS** on page 10)

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Screen Writers Break Up, With Talk of Scab Union

Conservatives pull out when affiliation vote goes against them—Mankiewicz pushes rival scab guild, to work hand in hand with producers, asking no agreement

HOLLYWOOD, May 11.—Making a complete switch of strategy, 150 remaining members of the Screen Writers' Guild suddenly rescinded the disputed Article 12 Friday night and voted for an immediate amalgamation with the Authors' League of America on the original hard-boiled program. Explained by leaders as a strategic move, the switch is being looked upon by producers and non-Guild writers as a sign of early passing of the present writers' group. Article 12 was killed, it was explained, because of its unfairness in keeping loyal members from signing contracts beyond the May, 1938, deadline. About 100 writers immediately signed application for membership in the Authors' League.

This act automatically tosses overboard the compromise setup voted last week, which calls for modifying amendment to the original plan for a writing-talent merger. Meanwhile plans are being formulated by leaders of the walk-out conservative faction to form a new organization of film scribes. A meeting of all working non-Guild writers was announced for tonight to draw up plans for the new body.

HOLLYWOOD, May 9.—After voting with amazing smoothness here last (See SCREEN WRITERS on page 10)

Gordon Objects to Strangling Taxes

NEW YORK, May 9.—Producer Max Gordon, in an appearance before the Senate Finance Committee at Washington yesterday, echoed the sentiments of the League of New York Theaters when he said, in effect, that excessive and unfair taxes were making it very difficult for producers to present shows, a situation which naturally leads to Hollywood backing of Broadway productions. Screen stars, according to Gordon, are in much the same predicament, with the result that they make fewer pictures, just as producers put on fewer shows, so that they do not have to turn back so much money to the government. Tho Gordon was not very clear as to just what tax measures were causing the trouble, it is known that the levies referred to are those placed on admissions, corporations and incomes.

According to Dr. Henry Moskowitz, executive adviser of the League of New York Theaters, legit is particularly hard hit by the corporation tax, because in the theater it is much more necessary to form new corporations than it is in other businesses where a similar amount of money is involved. Brock Pemberton further clarified the issue with a comparison of the method in which taxes are applied here and in England. British practice provides for a proportionate levy over a number of years; here a producer cannot go along smoothly as other businesses do, but is very heavily taxed on seasons he has had hit shows.

So far as is known Gordon's appearance before the Senate was unofficial and not designed to voice the opinions of any organization.

Summer Theaters

SKOWHEGAN, Me., May 9.—The Lakewood Players will open their 36th consecutive season on Saturday night, May 30. Closing date will again run into October, as the company plays thru the final week of September.

Melville Burke will return as director for his sixth season. Players returning, so far announced, are Mary Rogers, Grant Mills and Ben Lackland.

Lakewood is the oldest summer company in continuous existence and is always the first to open and the last to close. A season of 18 weeks is indicated by the opening date and the probable closing date.

SEND IN ROUTES

The Route Department (appearing in this issue on Pages 31 to 33) represents one of the most important functions that this paper performs for the profession. Certain listings are obtainable only thru the consistent co-operation of the performers and showmen involved. How about helping your friends in their efforts to locate you? This can be done only by keeping THE BILLBOARD Route Department informed of your whereabouts, and sufficiently in advance to insure publication. ALL ROUTE LISTINGS SHOULD BE SENT TO ROUTE DEPARTMENT, BOX 872, CINCINNATI, O.

IA Officials To Run Again

No opposition to Browne expected—June 8 convention—Local 1's fiftieth

NEW YORK, May 9.—No opposition is expected to George E. Browne's running for re-election as president of the International Alliance of Theatrical Stage Employees at the IA convention in Kansas City the week of June 8. The entire IA administration will seek re-election, it is indicated. It will point to its Hollywood studio victory as reason enough for re-election.

The problem of organizing ushers and other unorganized front-of-house workers will come up. Altho the IA was given front-of-house jurisdiction by the American Federation of Labor last year, it has made no attempt to organize this field. The IA's drive will depend a great deal on the strength of the industrial bloc within the AFL. If the craft crowd is still powerful, then the IA fears opposition to its cutting into rival jurisdictions, despite its enlarged paper jurisdiction. The IA voted with the entrenched craft bloc at the last AFL convention, but unofficially its sympathies are with the industrial crowd, as the IA itself was organized on the industrial union idea.

Stagehands' Local 1 meanwhile held its 50th anniversary Sunday night at the Hotel Astor, with 3,000 attending. James J. Brennan, president, related how 12 stagehands organized on April 26, 1886, and how the local reached a membership as high as 2,200 in 1920. Other speakers were Browne, Joseph N. Weber, Dr. Henry Moskowitz, Morris Gest, Edward Canavan, Jacob Rosenberg, Herbert Minsky, Joseph Weinstock, William T. Phillips, Ralph Whitehead and Robert Weitman.

Receivership Suit Brings Fisticuffs

TOLEDO, O., May 9.—An exchange of fisticuffs backstage at the Capitol Theater resulted in a suit requesting receivership of Lucas Theaters, Inc., according to Charles Cameron, one of the Lucas firm, which has the Capitol under contract. Cameron testified in Common Pleas Court here last week that he and his brother, Donald, co-partners in the Capitol management, engaged in a scrap a few weeks ago with Jack O'Connell and Larry Jacobs.

O'Connell is president of Town Theaters, Inc., successor to a first Town Theaters, Inc., now in receivers' hands. The Capitol is subleased from Town Theaters. Jacobs is also a member of the Town Theater group.

While the suit was dismissed further court action is expected, with a possible grand jury investigation.

ALEXANDER GRAY
(This Week's Cover Subject)

Heat Up, Grosses Down, as Stem Prepares for Summer

NEW YORK, May 9.—Hotel dining rooms and theaters are cooling-system conscious, old Sol is in the ascendant, and it all adds up to a general letdown in grosses along Broadway. Defying the humidity with the greatest impunity and success is Walter Hampden in a supposed last tour of Rostand's *Cyrano*, now held over another week at the New Amsterdam. The poetic lover with the

Cincy WPA Group Makes Expenses in Combo Show

CINCINNATI, May 2.—Combined vaudeville and dramatic presentation staged by the local WPA theatrical group under the direction of Donald (See CINCY WPA on opposite page)

Durante nose is corralling packed houses every night. Also in keeping with the season is the Chartock Gilbert and Sullivan repertory revival at the Majestic, where the slippery rhymes and tuneful warbling of the cast are doing very nicely for the management.

Picture house business is neither very good nor bad, with the Music Hall still (See HEAT UP on page 10)

MP Ball Fans Await League

NEW YORK, May 9.—The Motion Picture Baseball League has been organized for the 1936 season, with four games already played. At a recent meeting the following officers were elected: Jack White, president; G. H. Woodward, vice-president, and J. Shellman, secretary and treasurer. New companies admitted this season are Music Hall, Paramount Pictures, Skouras Theaters and Consolidated Pictures.

The following is the official schedule for the rest of the first half of the season:

Date	Opponents	Field
May 9—Consolidated	vs. Music Hall	Fort Lee H. S.
" 11—Paramount	vs. United Artists	George Washington H. S.
" 13—Columbia	vs. MGM	" " "
" 15—Skouras	vs. NBC	" " "
" 16—Consolidated	vs. MGM	Fort Lee H. S.
" 18—RKO	vs. Skouras	George Washington H. S.
" 20—NBC	vs. Columbia	" " "
" 22—Paramount	vs. Music Hall	" " "
" 23—Consolidated	vs. NBC	Fort Lee H. S.
" 25—United Artists	vs. Music Hall	George Washington H. S.
" 27—RKO	vs. Columbia	" " "
" 29—MGM	vs. Paramount	" " "
June 1—Skouras	vs. United Artists	" " "
" 3—MGM	vs. NBC	" " "
" 5—Columbia	vs. Paramount	" " "
" 6—Skouras	vs. Consolidated	Fort Lee H. S.
" 8—NBC	vs. United Artists	George Washington H. S.
" 10—Music Hall	vs. MGM	" " "
" 12—Paramount	vs. RKO	" " "
" 13—Columbia	vs. Consolidated	Fort Lee H. S.
" 15—Music Hall	vs. NBC	George Washington H. S.
" 17—RKO	vs. United Artists	" " "
" 19—Skouras	vs. Paramount	" " "
" 20—United Artists	vs. Columbia	Fort Lee H. S.
" 22—NBC	vs. RKO	George Washington H. S.
" 24—MGM	vs. Skouras	" " "
" 26—Music Hall	vs. Columbia	" " "
" 27—Consolidated	vs. RKO	Fort Lee H. S.
" 29—Columbia	vs. Skouras	George Washington H. S.
July 1—United Artists	vs. MGM	" " "
" 3—NBC	vs. Paramount	" " "
" 6—RKO	vs. Music Hall	" " "

Museum of Modern Art Shows Last History - of - Pix Program

NEW YORK, May 9.—The Museum of Modern Art Film Library presented *The Jazz Singer*, *All Quiet on the Western Front* and *Steamboat Willie* at the Dalton School, 108 East 89th street, May 5 and 6 as the final program of a series illustrating the rise of the American cinema. Beginning with such early ventures as the kinetoscope, the entire series fragmentarily traced the evolution of the modern motion picture from 1893 up to the advent of the talkies, including a few productions showing the influence of French and German tech-

nique upon present methods.

The Jazz Singer, produced by Warners in 1927, gave the final impetus which resulted in studios all over the country being wired for sound. Intrinsicly mediocre as a film, despite a few talking sequences, the picture was distinctly retrogressive as far as technique was concerned. It was not until *All Quiet on the Western Front* was produced by Universal in 1930 that the industry once more regained the mobility and fluidity of sequence which were characteristic of the latter-day silent films. Also on the bill was *Steamboat Willie*, produced by Disney in 1928 and the first animated sound cartoon to be publicly shown. The remarkable use of sounds and music in these cartoons pointed the way towards a greater development in the field of sound-film technique.

The resources of the Museum of Modern Art Film Library are available to schools, museums and various other study groups. P. A.

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Film Actors-AFA Agreement; Also SAG-British Equity Tie

AFA meeting adopts death benefit system, and elects replacements to council—SAG-AFA pact would be similar to Guild-Equity agreement—Whitehead gets IA gift

NEW YORK, May 9.—Screen Actors' Guild and the American Federation of Actors agreed this week to make an "affiliation" similar to that now existing between the Guild and Actors' Equity. Kenneth Thompson, executive secretary, wrote the AFA Tuesday informing it that his "board of directors at its meeting last night instructed me to tell you that it would welcome an affiliation with the AFA." He asks for the AFA by-laws and constitution "as soon as possible, so that we may start drawing the agreement." The letter was read at the AFA annual meeting Tuesday in the Paramount Hotel and the idea of an agreement was accepted unanimously. Ralph Whitehead, AFA secretary, says the agreement will involve compelling members of each organization to join the other when in the latter's jurisdiction.

Eddie Cantor, Sophie Tucker, Fred Keating, Ed Lowry, Eddie Miller, Frank E. Lynch, Sid Williams and John Dilson were elected to fill eight vacancies on the AFA Council. The meeting was, attended by 500 members, with Joe Laurie (See FILM ACTORS on page 17)

Grand Opera Artists Elect

NEW YORK, May 9.—The Grand Opera Artists' Association held its first annual meeting Tuesday in Steinway Hall and re-elected Elizabeth Hoepfel president. Other officers are Amund Sjøvik, Giuseppe Interrante, Lavinia Darve, Foster Miller and Delfina Calzolari, vice-presidents; Matilde Bastulli, recording secretary; Evelyn Brant, financial secretary; Marguerite Ringo, secretary for advancement; Silvio Paglia, treasurer; Emma Redell, Sonia Winfield and Georgia Standing, trustees, and Luigi Dallo Molle, sergeant at arms.

Miss Hoepfel reveals that actor organizations have been fighting to restrict imported talent as far back as 1888. She has discovered old newspaper stories about the Actors' Old of Fellowship appearing before the Ford Committee on Investigation of Immigration in Washington, D. C., on December 13, 1888.

A committee of the fellowship was then urging that the contract labor law be amended so as to include professional actors and musicians among the classes prohibited from entering the United States under a labor contract. Edwin Booth was a leader in the movement, which failed in its effort to have the law amended. The grand opera association is now lobbying for similar restrictions.

Megrue Prize to "Boy"

NEW YORK, May 9.—The Council of the Dramatists' Guild at a meeting recently awarded to Samuel and Bella Spewack for *Boy Meets Girl* the Roi Cooper Megrue Prize, a matter of \$500 given each year to the author or authors of a play which leaves the audience in the happiest state of mind at the conclusion of the performance.

Dance Teacher Groups Combine To Oppose Gov't Free Classes

NEW YORK, May 9.—For the first time three major dance teacher associations have gotten together on a common problem. Fearing further inroads by dance classes run by the WPA and the National Youth Administration, the Dancing Masters of America, the Dancing Teachers' Business Association and the New York Society of Teachers of Dancing adopted a resolution Sunday asking the WPA to scrutinize more carefully all students accepting free or very cheap lessons from government-financed dance classes.

The resolution is being submitted to regional and local dance associations,



Live on Chicago's Colorful North Side

Motor routes from your home bring you right to the Sheridan Plaza Hotel. The Chicago, North Shore & Milwaukee Electric Station at Wilson Avenue is just two blocks west. Busses to the Loop stop at the door—fare 10¢. Enjoy residential quiet and social life in a fine hotel at moderate cost.

A Comfortable Room from \$1.50 Single

400 MODERN ROOMS EACH WITH BATH

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TRY THE "TOLEDO TICKET PROCESS" TICKETS OF ALL KINDS

Stock: 2,000 in a roll. 1 roll 50c; 5 rolls \$2.00; 10 rolls \$3.00; 50 rolls \$12.00. 100,000 special printed to order tickets \$17.00.

THE TOLEDO TICKET COMPANY
Toledo, Ohio, U. S. A.

CINCY WPA

(Continued from opposite page)

Heim at Emery Auditorium here April 28 to May 2 pulled only fair attendance, but enough was realized at the box office to pay the house rent and incidental operating expenses, with a few dollars remaining in the treasury. All seats were scaled at 40 cents. Nearly 150 people participated in the big show.

For the dramatic end of the show the group presented *Uncle Tom's Cabin*. Bob White directed the opus and played the role of Tom. Others in the cast were Al Freeland, Charles Cassidy, Charles Brown, Virginia Craig, Ardis Thedders, Robert Toepfert, William Querner, Mary Louise Lantz, Joe Harding, Don Pavay and Thelma Bruckers.

It is planned to repeat the same show in 16 near-by towns.

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The QUALITY KIND that attracts and gets the money. Finest Snow-White or Bright Yellow Poster Paper; Brightest, Flashiest Ink Colors.

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MASON CITY, IOWA

CONTESTANTS

Deadline for Mammoth Trillathon Oakland Ice Rink is May 18th. Entertaining teams should clean up. Duke Hall, Jimmy Johnson, Bill Owens emsees. Biggest show ever.

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648 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$5.00—Double, \$7.00 per Week. Unit Headquarters. 5 minute walk to Loop. Theatrical Booking Agencies located in hotel.

WANTED

Dramatic People all lines, Girl Musicians, Feature Specialty Team, Musical or Novelty Acts. Tent Rep, week stands. Wardrobe on and off and ability essential. Tell all you do and rock-bottom salary. You get it. Year's work for real troupers.

SOVEREIGN PRODUCTIONS, Westerville, O.

WANTED QUICK

Med. Performers all lines, including A-1 Blackface Comic. Prefer those with Musical Specialties or Dancing. This show pays off. Buster Williams wire. DOC. J. H. McDONNELL, Monahans, Tex.

WANTED

Colored Medicine Performers, Musicians all kinds, Singles and Teams, Comedians, Singers, Dancers. Oscar Lee Jones, Walter March, Edward J. Dorns write or wire. SURE-TONE MED. SHOW, Box 1295, Rocky Mount, N. C. P. S.—White Performers for No. 2 Show also wanted.

Late News Flashes

NEW YORK, May 11.—Lee Shubert's *Ziegfeld Follies*, at the Winter Garden, will be closed for three or four weeks owing to an attack of arthritis suffered by Fannie Brice. An understudy took her place Friday. But when Dr. Joseph S. Diamond stated she would be ill for nearly one month, the management decided to call off the show for the duration of the illness.

Movie operators' union Local 306 says it will file suit for \$500,000 against Harry Brandt, president of Independent Theater Owners' Association, claiming he libeled the union by calling it communist. Union and Allied have broken off merger negotiations again and are once more picketing each other's houses.

In a shakeup of vaudeville-circus division of Federal Theater Project Charles Mosconi has resigned as vaudeville head. Fearing further and drastic shakeups, project workers are holding a meeting this afternoon in Union Church and asking reassurance of project continuance.

WANT SPECIALTY TEAM

Join on wire, account of disappointment. Do Straights in Acts. State all and lowest. Ben Cox, Art Krough wire. BERT RUSSELL, by Western Union, Fairbairn, N. C.

WANTED AT ONCE

For Outdoor Platform Med. Show. Dancing and Singing Team. Salary low but sure. DOC FLOYD WILLIAMS, 8 Main Street, Binghamton, N. Y.

WANTED QUICK

Single Novelty Act, change for week. Man doubling Piano and Small Parts. Others wire. RICE-PERCY PLAYERS, Farmer City, Ill.

ORIENTAL DANCER MUST BE GOOD; also CHORUS GIRLS doing Specialties. All must be young. Photos returned. Open immediately. Wire or write BUD BREWER, General Delivery, Bradford, Pa.

WANTED

Med. People in all lines. Play own music. Must change for two weeks. People with living car. Platform show. Wire, pay own. PRINCESS BEARFOOT, 25 S. 19th St., Terre Haute, Ind.

WANTED—Merchant and Advance Man with car. Salary and commission. Must be a producer. Prefer one who doubles instrument in Orchestra. Real proposition for right party. Write, don't wire. EDDIE B. WILSON PLAYERS, 218 5th Ave., E., Cresco, Ia.

WANTED A-1 young Comedian, double real Specialties or Orchestra. State lowest. Address FRANK SMITH PLAYERS, Greenfield, Tenn.

WANTED YOUNG TOBY COMEDIAN, doubles Orchestra. People in all lines write. ALLERITA LOOMIS PLAYERS, Santa Rosa, N. M.

WANTED—APPLEGATE'S COMEDIANS, People all lines, doubling B. & O. and Stage, Piano Player that doubles Band, anything but Drums. Ft. Sumner, N. M., May 11-13; Santa Rosa, May 14-16.

WANTED AT ONCE

Medicine Performers all lines. Skippy, Jerry, Darwin answer. MADAME MAYFIELD, Tidoute, Pa.

Important Announcement

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

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

TEXAS EXPO. BROADCASTS

Tentative Plans Are Submitted Calling for 45 Programs Weekly

WFAA, KRLD and WRR schedules are arranged with allowances for eventual 100 live talent shows per week—deal closed with ASCAP for performing rights

DALLAS, Tex., May 9.—Reports from the Texas Centennial Exposition, which opens in Dallas June 6, indicate that the Gulf-Exposition radio and public-address system, installed at a cost of more than \$150,000, will be the first private exhibitor's project completed in the Exposition Park. Technical equipment valued at \$100,000 is being installed in the \$50,000 studio and the grounds system comprised of 20 loud-speaker banks and 10 permanent remote pickup points. This is sufficient equipment to fully supply six radio stations. Dallas stations have submitted schedules calling for 45 live talent broadcasts from the grounds weekly and indicated they would add 30 more to the schedule within a fortnight. Of these WFAA will originate 16, KRLD, 15, and WRR, 14. Together with the Expo-Gulf sustaining roster these will keep audible-visual shows before the public about 90 per cent of the time the Exposition is open. Most of the WFAA originations are carried on the Texas Quality Net, which includes KPEC, Houston, and WOAL, San Antonio. The Sunday night Dr. Pepper show goes to 17 Southern stations.

Of 39 persons who will comprise the radio public-address system staff, 20 are on the grounds. Clyde Vandenburg, formerly chief of the San Diego Exposition's radio public-address staff, is director. Lewis Lacey, former Pacific Coast and Southwest Broadcasting executive, and Arthur Linkletter, formerly program director at KGB, San Diego, joined the staff this week as assistant director and program director. Others include technical staff and David Clark, continuity.

E. C. Mills, ASCAP general manager, after a conference with Exposition radio officials granted the Exposition rights to ASCAP-controlled music for the duration of the show. After a tour of the grounds Mills expressed himself as overcome with the magnitude of the fair and offered the full co-operation of his organization. He stated the Gulf facilities were the equal of any broadcasting layout in the country.

Exposition officials anticipate that Mills' move to ASCAP will be followed by other music-control groups.

Included in the array of talent expected to originate local, regional and transcontinental programs from the Exposition are Jan Garber, who will open in the Chrysler Building; Jose Manzanarez and his South Americans, who will be at the Ford Building, and several others of big-time caliber. Paul Whiteman, among others, will originate his Woodbury commercial here also.

Ellsworth Expands

CHICAGO, May 9.—W. M. Ellsworth, radio artists' representative, has taken larger quarters and has added three new departments to his organization. He now has a publicity department directed by Curt Ison Thomas; a contact department, with James F. Parks in charge, and a musical arrangement, with Larry Kurtze as musical director.

MBS April Billing Hit Seasonal Drop

NEW YORK, May 9.—Mutual Broadcasting System is changing its method of computing monthly billings and will in the future announce figures for the complete network, including supplementary stations. Previously, MBS gave out only the network business of the four basic stations, WOR, WLW, WGN and CKLW.

A seasonal drop is shown in Mutual's April business, total, including various accounts taking time on 12 supplementary stations, running to \$139,934.34. Gross amount, for the four stations, is \$119,664.39. March, for the entire group, including supplementaries, registered \$191,492.73.

Weber Seeks Aid For NAPA Cause

PHILADELPHIA, May 9.—American Federation of Musicians is readying to carry the torch for the National Association of Performing Artists, both in a moral and financial sense. Joseph N. Weber, AFM head, has requested the co-operation of the individual locals to join in a movement to prevent the playing of records over broadcasting stations, cafes and restaurants, dance halls and off-the-air recordings. Further donations to battle the canned stuff are being solicited.

Campaign planned is of an educational nature, rather than legal, and is reminding of the fight waged by the musicians' union against canned music in pix houses. The horn tooters, especially those with recording outfits, are being enlightened as to their performing rights, based on the judicial decisions gained by Fred Waring in his disk suits. Men are urged to affiliate with any society or organization which is in position to protect their performing rights from unfair exploitation. On behalf of the NAPA, Fred Waring waged a successful legal battle in protecting the performing rights of his phonograph recordings and air broadcasts. Injunctions were granted him by Judge McDevitt, of the Common Pleas Court, against WDAS, restraining the station from broadcasting his records; against the Robinson Recording Laboratories, enjoined from making and transcribing records of the Ford broadcasts, and against the Studio Ballroom and Uhr's Roumanian Restaurant from playing his recordings for public entertainment.

Judge McDevitt, in his opinions, pointed out the indiscriminate use of recordings as a causative factor in the present deplorable unemployment of musicians, and now Weber is planning to bring that thought home to all the musicians.

Court Action Seems Inevitable As NBC Seeks AFM Adjustment

NEW YORK, May 11.—After having worked out a plan for the booking of its orchestras, one which was okeed by Joseph N. Weber, president of the American Federation of Musicians, the National Broadcasting Company has finally reached the stage where it believes its only out now is to start a court action and obtain an injunction restraining the AFM from interfering with its business.

Altho the plan in question received an okeh from Weber, when George Engles, vice-president in charge of the NBC Artists' Service asked the AFM to forward his approval in writing, Weber did an about face and left the matter completely in the air once more. It is the intention of NBC to either get a written consent to its plan from Weber or take immediate court action. Definite decision is expected today.

Most feasible proposition worked out was the setting up by Charles E. Green of his Consolidated orchestra booking organization with offices in the RKO Building. Green was to have an agree-

A Language a Day Keeps Red Ink Away

DETROIT, May 9.—Foreign language programs are becoming increasingly popular in Detroit. A series of international programs is being broadcast regularly over WMBC, with a different language program going on six days a week. Schedule is Monday, Jewish; Tuesday, German; Wednesday, Ukrainian; Thursday, Hungarian; Friday, Italian, and Sunday, Polish. Nicholas Shustakewich, who directs the Ukrainian hour, also has two additional hours on Friday morning and Sunday afternoon, while a daily Polish program is given in addition to the above, in charge of Valentine Jarosz.

ASCAP Wins Change Of Venue in Washington

OLYMPIA, Wash., May 9.—The American Society of Composers, Authors and Publishers won its first round in the current battle with Attorney General G. W. Hamilton, of Washington, over alleged monopoly of radio music when the State Supreme Court granted the society a change of venue.

ASCAP sought to remove the State's case against it from the court of Superior Judge D. F. Wright, of Thurston County, to Judge John M. Wilson, of the same county. Judge Wright recently granted the State's plea to throw the society's operations in this State into receivership. Since then he has ruled against ASCAP repeatedly and named Tracey E. Griffin, Seattle attorney, as receiver.

What ASCAP's next move will be now that it succeeded in moving the case out of Judge Wright's jurisdiction is problematic. It may try to dissolve the receivership. Judge Wright's decisions, outside of the one refusing the change of venue, never have been appealed to the State Supreme Court.

Kellogg Co. Picks Two Acts for Test Shows

NEW YORK, May 9.—After auditioning a flock of talent, Kellogg foods have decided on two acts to be used in test programs locally. Acts given the nod by the sponsor were Jack and Loretta Clemens and Red Nichols and his Pennies, a small band. Nichols previously was on the air for the same firm.

Times haven't been set, but most likely the Clemens act will go on at about 10 a.m. on WOR. Nichols will be given an earlier spot, possibly before 8 a.m. on WABC only.

N. W. Ayer, New York, handles the account.

KTHS Sale Set; Wait FCC Okeh

Buyer will move only NBC Arkansas outlet to a better site

LITTLE ROCK, Ark., May 9.—Sale of Radio Station KTHS, Hot Springs, to Colonel T. H. Barton, president of the Lion Oil Company, of El Dorado, Ark., will be completed as soon as formal approval can be received from the Federal Communications Commission at Washington, it was announced this week. Under the tentative sales agreement Col. Barton will pay \$75,000 for the station, with terms of \$25,000 cash and \$10,000 yearly for five years.

Station KTHS is one of the oldest stations in Arkansas and is the only NBC outlet in the State. The Chamber of Commerce of Hot Springs acquired the station from the Arlington Hotel Company several years ago as a gift, including physical property valued at \$26,000. Under the terms of this exchange the hotel was to receive \$25,000 in event of sale of the station. However, in order to complete the sale pending the hotel has agreed to accept \$15,000, with the residue to be used in a wide-spread newspaper and radio advertising campaign by the C. of C.

The site of the station is to be moved from Hot Springs to an undetermined location, tho most likely to El Dorado, where the Lion Oil Company is now operating a 100-watter that was dedicated less than a year ago. One official of the oil company said that it has been suggested that a State-wide survey be made to determine where best reception conditions can be found. The inability due to meteorological conditions peculiar to Hot Springs was given by the C. of C. as the reason for disposal of the station.

KTHS operates on 1060 k. c., unlimited time, with 10,000 watts. Previous to a recent change it had been forced to share 1040 k. c. for several years with KRLD, Dallas.

Local 802 Working On Class B Scale

NEW YORK, May 9.—Radio committee of Local 802, American Federation of Musicians, is working out a new contract with Class B radio stations in New York. Contract which had been in force expired March 1, same date as the contracts between the local and the networks. No difficulties have been encountered in the negotiations, altho, as was the case with NBC and CBS, the new agreements with the B stations will call for wage increases and hour decreases. Union is seeking these terms to spread work.

WMCA has already agreed to the new terms, but hasn't signed, pending negotiations the local is now carrying on with WHN. Latter station, previously a Class C outlet, was raised to B standing last year when it was emanating programs for several out-of-town stations. Now that the station is on 5,000 watts it will remain in Class B. Other local B stations are WNEW (Newark) and WINS.

Old scale, under which the stations are still working, provided \$75 for house men, 30-hour week.

Neff-Rogow Places Another WOR Show

NEW YORK, May 9.—Fisher Baking Company spots its second program on WOR starting June 1, taking three 15-minute periods weekly for a kid show, *Junior G Men*. New show was placed thru Neff-Rogow, Inc.

Fisher currently has Transradio news spots on WOR. Account is handled by the Scheck agency.

Warner-Mutual Deal Cold; Never Regarded Real Hot

Mutual spokesman definitely puts quietus on further rumors of proposed plan which would have entailed a complete reorg. and movie foothold in radio

NEW YORK, May 9.—All possibilities of a deal between Warner Brothers and Mutual Broadcasting System are out, according to Theodore Streibert, vice-president of WOR and a vice-president of MBS. Information was not considered as any too much of a surprise, since the proposal, altho broached by Herman Starr, music head of Warners, was never regarded as having much chance of going thru. Principally, this was because it would have definitely meant that the picture company would have gained a foothold in the three mainstays of Mutual and none of the stations would be open to such a proposal.

Another reason which caused doubt of consummation of the proposal was that it would have involved a complete reorganization of the operating method of Mutual. MBS does not operate in the same manner that NBC or CBS do; there is no central organization with which an investor could do business nor is there anything tangible, in the way of a network as compared to either of the other major chains, into which outside interests could buy. This is not the first time that outside capital has been offered to Mutual, Wall Street interests having preceded the Warner offer.

However, with Warner money and the expansion it would have helped speed the co-operation and mutual aspect of the chain would have ended. Same operating methods as used by the other networks would have been adopted. Mutual is averse to this, mainly on the theory that expansion along its own lines, even tho taking place in more time, will eventually mean more money. Because of the maintenance of wire lines among a fewer number of stations, stations on Mutual now actually make less money than NBC or CBS stations, even tho the other chain stations do not get full card rates as Mutual stations do. The difference between the full rates and network prices to their stations is made up in Mutual's sales commission, agency commissions and wire charges. However, the Mutual stations will make more as the group grows and the maintenance costs are spread out.

Nothing definite was stated on the proposal for Mutual and Don Lee networks to get together when Don Lee and CBS split. Deal is said to be getting near consummation, however.

Commentator Does a Freud; Boss Phones in To Squawk

PHILADELPHIA, May 9.—Alan Scott, WCAU news commentator, whose discourses resulted in tiffs with G men and city mayor, now has the station prexy yelling "enough." On his 11 p.m. news shot for Sharpless Ice Cream on Tuesday Scott overstepped ethical bounds and delved at length on the sex ramifications of a pervert's murdering habits.

Dr. Leon Levy, WCAU head, listening in at his home, made a hurried call to the station and had Scott yanked off three minutes before his scheduled time.

An informal session to map plans for combating a rumored strike of radio technicians of the Don Lee chain and several Los Angeles independents was held during the week by station managers. Jerry King, manager of KFVB and head of the managers' group, presided.

Material Protection Bureau

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

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

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

Chattanooga Outlet Plans Moving Ahead

CHATTANOOGA, May 9.—Winner in the mad scramble for a permit to establish a second radio broadcasting station in Chattanooga, W. A. Patterson, oil company proprietor, today was going ahead with plans for the station. Equipment will be "the best that money can buy," Mr. Patterson said. The new station, which is to be in operation by September 1, will offer the best programs obtainable, he declared. Efforts are under way to seek certain NBC programs in addition to local talent.

The transmitter will be located on property now owned by Mr. Patterson. Location for the studios has not yet been decided. Under the permit a 100-watt station is authorized for day-time operation on a wave length of 1,420 kilocycles. Permission for stations here and in Rossville, Ga., has been sought by the Chattanooga Broadcasting Company, Southland Broadcasting Company, Joe Engel, Mr. and Mrs. P. B. Whitaker, Ben Taylor and the North Georgia Broadcasting Company. At present WDOG, with Columbia programs, is the only station in Chattanooga.

Field Opens Talent Agency

NEW YORK, May 9.—Julian Field, formerly with the Lennen & Mitchell agency and director of commercial broadcasting for Columbia Broadcasting System, has opened his own offices for the sale and representation of talent. Office has a number of names already signed. Field was most recently with the Joseph Katz agency.

Seasonal Accounts Going Off; Summer Paradox, Says NBC Book

NEW YORK, May 11.—Despite the better outlook for network business this summer, National Broadcasting Company is rushing out its latest publication entitled *The Good New Summertime*, and every effort is made to explode the traditional beliefs about summer slumps.

Book concerns itself with taking apart the summer slump paradox, with all the facts and figures being further verified by the Anderson, Nichols, Associates, research bureau of this city. NBC's book is an attractive job in colors, aided by modernistic pictorial charts and is expected to be ready for release some time this week.

NEW YORK, May 9.—While, true to form, this summer is expected to step ahead of those in past years from the standpoint of radio billings, national advertisers are starting to fold their tents and put their programs away for the summer. There will be plenty of business on the networks during the swelter months, nevertheless, sales executives reporting that summer inquiries, especially from seasonal advertisers, are quite numerous.

National Broadcasting Company so far has only two definite cancellations for the summer, coming from Pittsburgh Paints and Elgin Watches. Latter show moves to New York for a while soon, then going back to Chicago before it leaves for the summer. Programs, respectively, are the Pittsburgh Symphony and Eddie Dowling, Ray Dooley and Bennie Goodman Orchestra. However, NEC is expected to have numerous other summer

WELCOME TO WHN!

Important in the radio news of the week is the association with New York's WHN of Herbert L. Pettey, former Secretary of the Federal Communications Commission, as Associate Director in-Charge of Sales.

This expression of confidence in WHN by one of radio's outstanding figures is another sign that WHN is going places.

New powers (5,000 watts L. S.) is bringing many thousands of new listeners to the Times Square station.

Wayne Randall Assumes Additional NBC Duties

NEW YORK, May 9.—Wayne Randall, head of the NBC press department, has been moved to the sixth floor, away from the fourth, on which are the publicity offices. Move has been traced to an expansion of Randall's duties, in line with the recent NBC reorganization, whereby he will act as co-ordinator of all departments clearing thru the press bureau. No official announcement was made this week and isn't expected until Tuesday or Wednesday (12-13).

Vance Babb, formerly head of commercial publicity for NBC, has returned to the network as Randall's assistant. Babb came back to the network from Benton & Bowles, which just cut down on the size of its press staff.

AP Fights KVOS on Reopening Case

WASHINGTON, May 9.—Associated Press, thru its attorney, John W. Davis, filed a brief with the United States Supreme Court asking that the injunction granted against Station KVOS, Bellingham, Wash., be continued. KVOS recently asked for a review of the case wherein the Ninth Circuit Court of Appeals reversed a lower court and enjoined the station from sending out certain news originally gathered by the A. P.

Former Senator Clarence Dill is representing KVOS and it is expected that the Supreme Court will decide shortly whether or not it will agree to reopen the case.

IF YOUR MATERIAL IS N. G. YOU CAN'T CLICK

Years of experience writing topnotch radio shows and material for leading artists of radio and stage is our guarantee that we will do a good writing job for you. Whether it's comedy or dramatic skits or serials, gags or songs our NEW LOW RATES make this your big chance to get the kind of material you need NOW! Write today.

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

March Biz Up 14.6%; Local Volume Down

WASHINGTON, May 9.—Gross time sales of broadcast advertising for March reached a total of \$9,332,368, or an increase over February (of \$8,141,836) of 14.6 per cent, according to National Association of Broadcasters. The March, 1936, figures was 12.6 per cent greater than for March, 1935. By comparison with the previous year, regional network and national non-network advertising continued to show the greatest gains, with national network increases slipping somewhat, and local broadcast advertising for March declining in volume below the 1935 level.

The NAB review says: Other than farm papers, radio broadcast advertising experienced the greatest gains during the month as compared to the corresponding period of the previous year. National farm paper volume increased 39.6 per cent over the March, 1935, level. Increases in non-network revenue were fairly even thruout the entire medium as compared to March of last year. Regional station volume showed the most pronounced increases as compared to the previous month. . . . While announcement volume showed the greatest increase as compared to February, electrical transcription and live talent business were the only forms of rendition to show gains over March, 1935.

In the national non-network field, announcement volume experienced the most important increase over the preceding year's level, tho it was closely seconded by both transcriptions and live talent programs. Transcription programs were the only ones to show gains in the local field as compared to March of last year.

Broadcast advertising for March, by classes of business, was as follows:

National networks, \$5,400,252; regional networks, \$112,546; national non-network, \$2,097,400; local, \$1,722,170.

New Biz, Renewals

NEW YORK, May 9.—New business and renewals on the National Broadcasting Company this week:

PILLSBURY FLOUR MILLS, thru Hutchinson Adv. Co., starts June 1, Monday to Friday, inclusive, 10:45-11 a.m. EDST, on WEAF and 35 stations. *Today's Children*.

MANHATTAN SOAP CO., thru Peck Adv. Agency, starts June 3, Wednesday and Friday, 11:30-11:45 a.m., on WEAF and 15 stations. *The Wife Saver*.

FIRESTONE TIRE AND RUBBER CO., thru Sweeney & James, renews, effective June 1, Monday, 8:30-9 p.m., on WEAF and 67 stations. Musical program.

CBS Renewal

UNITED STATES TOBACCO CO., thru Arthur Kudner, Inc., renews, effective (See NEW BIZ on page 8)

Station Notes

Address All Communications to the New York Office

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

★ **LEITH STEVENS** ★
 Conductor
 exclusive management
 COLUMBIA BROADCASTING CO.

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

Harry A. Romm, Representative,
 RKO Bldg., Radio City, N. Y.

charles carlile

Now Playing De Luxe Loew Theatres.

the Harlem Express! Himself

★ **JIMMIE LUNCEFORD** ★
 AND HIS ORCHESTRA

the new King of Syncopation
 Now Touring Texarkana, Tulsa,
 Kansas City, Omaha, Des Moines.
 Direction
 HAROLD OXLEY, 17 E. 49th St., New York, N. Y.

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

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

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

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

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

Theodore Gannon, who had charge of all classical programs and handled broadcasts of the New York Philharmonic Society Orchestra for Columbia, succeeds Stuart M. Thompson as manager of the Cincinnati Symphony Orchestra.

Electrolux refrigerators has placed its transcriptions featuring CARSON ROBISON and his gang on WSB, Atlanta. . . . WWJ, Detroit, has been given a power boost to five kilowatts daytime, one kw. night. Station is owned by *The Evening News*. . . . Elkins Motor Company is using two spots on WDNC, Durham, N. C., one with TOMMY DORSEY and his orchestra; the other a hymn singing group. WPTF, Raleigh, N. C., is using the "\$1 a question" idea, Allen Service Stations sponsoring. CARL GOERCH, announcer, asks questions along the street. Those who give the correct answer get \$1.

ANN MARIE HAVRILLA, sustaining artist on WICC, Bridgeport, Conn., and niece of Alois Havrilla, will listen to wedding bells several weeks hence. . . . EDDY BEGLEY handles the baseball broadcasts daily at 6:15 p.m., over WELI, New Haven, Conn. . . . WELI, New Haven, Conn., starts its first dramatic serial over the air this week on Thursdays at 5:45 p.m., with episodes from the life of an attorney.

JIMMIE WILLSON, program director of WWL, New Orleans, has returned to the studio after having been confined to a hospital for several weeks following serious auto accident, and out of the station into the same hospital goes Captain ARTHUR PRITCHARD, station manager. . . . The newly organized Southern Broadcasting System, hookup of seven Louisiana stations, including WJBO, Baton Rouge; WDSU, New Orleans; KPLC, Lake Charles; KALB, Alexandria; KMLB, Monroe; KRMD, Shreveport, and KVOL, Lafayette, on May 12 will broadcast the entire proceedings during the inauguration of Governor-Elect RICHARD W. LECHE of Louisiana. WJBO as usual will be key station. . . . WJDX, NBC's Jackson, Miss., link, owned by the Lamar Life Insurance Company, has newspaper tieup with *The Brandon* (Miss.) *Weekly* giving over three to four pages each issue to gossip about the station and its programs.

WATL, Atlanta, signed many new commercials last week. Pine Lakes Subdivision took spot announcements three times daily. Mary Louise Shopping Program, 15-minute tour of various shops, tri-weekly. King Furniture Company, daily lost and found column of the air. Colonial Terrace Hotel, remote control tri-weekly and rebroadcast from WHAS, Louisville, weekly for Oertels Beer program. Station also renewed Wisteria Gardens and TOMMY ROSEN'S Band program contract. Station has signed Weatherly Trucking Company for daily reports on early morning program giving destination of trucks that day.

JOHN COWLES, associate publisher of *The Des Moines Register and Tribune*, owners of the Iowa Broadcasting Company, has been elected a trustee of Phillips Exeter Academy. He was graduated from Exeter in 1917. . . . REGINALD MARTIN will become station manager of KFAB and KFOR, Lincoln, Neb., on June 1. MARTIN has been program director for KSO and KRNT, Des Moines, for nearly two years. Previously he was with WSBT, South Bend, and WGN, Chicago. All stations with which he has been associated have been newspaper affiliates, which is also the case with the new setup in Lincoln.

WWJ, Detroit, dedicates its new studios on August 16, the 16th anniversary of the opening of the station. Waring's Pennsylvanians are booked to appear personally for the opening program. . . . JACK RICKER, production manager of WXYZ, Detroit, has resigned, being replaced by BRACE BEAMER, who formerly held the same job. He has held the title of commercial manager in the meantime. . . . CHARLES STARRETT, who has been handling publicity for WJBK, Detroit, is now announcing for the station. . . . JACK WILSON, formerly with Muzak wired radio company in Cleveland, is new publicity director and writing continuity for WWJ, Detroit.

JIM EBERLE, from Syracuse, N. Y., is a new announcer at WWJ, doing baseball broadcasts. BILL KENNEDY, from WGAM, is another new announcer. CHARLES WOODS, who was also on WGAM, has joined WXYZ as announcer. . . . NANCY BASKERVILLE, coloratura soprano, has been added to the permanent cast at WWJ, Detroit. MISS BASKERVILLE comes from DePauw University. . . . ROLLIN THOMAS, for three years announcer with WJR, Detroit, has left. GORDON CASTLE, who announced all General Motors shows during the recent spring showing, has been added, to the announcing staff of the station.

RAY SHIELD, NBC central division general musical director, is in Hollywood to write the musical score for Laurel and Hardy's new picture, as yet untitled. He was accompanied by TED DUNCAN, former Chicago NBC musician and arranger, and MRS. DUNCAN. . . . JAY SIMS, NBC announcer in San Francisco, has resigned to become personal representative for DEL COURTNEY and his orchestra, now on tour. . . . RICHARD DEASY has been added to the writing and production staff of KSFO, San Francisco.

NEW BIZ
 (Continued from page 7)
 June 1, Monday, 8:30-9 p.m., on WABC and 52 stations. *Pick and Pat*.

New York Area
 MT. CLEMENS RHEUMATIC INSTITUTE, thru Roger S. Belkin Co., starts May 11, Monday thru Saturday, 1-1:15 p.m. Fred Duff, songs. WMCA.

BELL TRANSPORTATION SYSTEM, direct, starts May 11, Monday thru Saturday, 8:45-9 a.m. Program not set. WMCA.

CANADIAN FUR TRAPPERS CORP., thru Bess & Schillin, started May 4, Monday thru Saturday, 12:30-12:45 p.m. Musical program. WMCA.

WIPE ON CORP., thru E. M. Freystadt Associates, started May 4, Wednesday, 12-12:15 p.m. Household hints. WMCA.

G. CEREBELLI & CO., thru Arthur Kudner, Inc., starts May 11, Monday, Wednesday, Friday, 7:15-7:30 p.m. Dale Wimbrow, songs. WHN.

CARTER MEDICINE CO., thru Street & Finney, announcements. WHN.

PRINCIPAL PICTURES, Inc., started May 5, announcements, thru the Blackstone Co. WHN.

B. FISCHER & CO., thru Tracy-Locke-Dawson, Inc., announcements. WHN.

Mutual Accounts
 HOLLAND FURNACE CO., thru Ruthrauff & Ryan, one time only, May 16, 3:15-3:30 p.m., on WOR, WGN, WLW and CKLW. Tulip Festival.

CROWN OVERALL CO., thru H. W. Kastor & Sons, renews, effective May 14, Thursday, 7:45-8 p.m., on WOR, WGN and WLW. *Pleasant Valley Frolics*.

Cleveland
 RICHARD W. KAASE CO., announcements. WHK.

PURO WATER FILTER CO., thru Interstate Broadcasting, announcements WHK.

DRUMS, Inc., thru C. C. Winningham, Inc., six weekly five-minute transcriptions. WHK.

GARDNER NURSERY CO., thru Northwest Radio Adv. Co., six five-minute transcriptions weekly. WHK.

SHAKER THEATER, announcements. WHK.

OIL HEATING DEVICES, thru Bayless, Karr, announcements. WHK.

ELLIOTT & EVANS CO., thru Campbell-Sanford, six weekly 15-minute transcriptions. WHK.

Chicago
 THE CHEVROLET CO., thru Campbell-Ewald Co., *Musical Moments*, a local electrical transcription, taking 7:15-7:30 p.m., Monday to Saturday, 11. Extension. WGN.

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

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

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

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

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

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

ing 9-9:30 p.m., Friday, effective May 8, 1936, to and including October 30, 1936. Renewal. WGN.

South
 HEIDELBERG HOTEL CO., direct, nightly remote from roof garden of floor show and Husk O'Hare and ork. WJBO, Baton Rouge.

FORD MOTOR CO., thru N. W. Ayer & Son, Inc., and McCann-Erickson, Inc., jointly, two 15-minute transcriptions weekly, Monday and Friday. WJBO, Baton Rouge.

FULTON LOAN CO., New Orleans, direct, 15-minute transcription, Friday at 9:15 p.m., beginning May 1. Program, *The Silver Lining*. WSMB, New Orleans.

Chicago
 Station WGN reports the following business:
 MACFADDEN PUBLICATIONS, thru Ruthrauff & Ryan, Inc., *The Goodwill Court*, an MBS commercial originating (See NEW BIZ on page 9)

Program Reviews

EDST Unless Otherwise Indicated

"Insurance Court"

Reviewed Tuesday, 7:30-8 p.m. Style—Talk and dramatic sketch. Sustaining on WBNX (New York).

Purpose of this new series is to promote reforms in the insurance field. Production is under the direction of an insurance expert who is aided in his talk by a dramatic cast which adds to the human interest and realistic features of the program. This one had as its subject the technical and "legal" out-attached to certain policies, particularly those upon which premiums are paid weekly. Script takes the listener into the home of the insured, beginning with the examining physician's visit, sickness, death and trial in court whereby the widow seeks to collect on the policy. Widow winning in the lower court, the higher tribunal reverses the decision in favor of the insurance company. Just how this came about in what appeared to be a clean-cut case in which the insurance company should have paid the face value of the policy is plainly brought out. Cases are taken from actual court records, altho names, etc., are changed, of course. It appears that thousands of policy holders stand to lose out in the same manner because of questionable clauses.

Apart from the policies the unethical agents representing reliable companies also come in for a slam. Questions sent in by listeners are answered by both mail and over the air by Morris H. Siegel, under whose direction the programs are presented. Show is bound to attract a certain following and could be made into a first-rate bet for any insurance company it would seem. On the other hand the strong treatment might not be considered good business by the average concern that would be in the light of running down competitive companies. It is also worth much to the station as a good-will program as it stands, sponsored or not.

M. H. S.

John Q. Dohp

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

"John Q. Dohp" is David Oliver Universal newsreel cameraman who suddenly discovered he had a flare for comedy and forthwith became an ace comedian for said company. Introduced to radio by Rudy Vallee on the Fleischmann yeast hour, Vallee first carried on a sort of interview with Oliver, presenting himself in the character of Dohp, symbolic of all Dohps, such as taxpayers, etc. Later Dohp on his own did a monolog, mentioning his getting lost in the Easter Parade and his activity at the races where he finally picked a winner and in his excitement ate up his ticket which would have paid him off. Thus he walked home once more.

Oliver's delivery is somewhat different and for radio there should be a definite place for him, particularly on a half hour or longer session where he may come on for a period or two. There seems to be great possibilities in the character and no end of material is available for his type of act. To say the least he is a novelty.

M. H. S.

"Sporting Extra"

Reviewed Monday, 10:30-11 p.m. Style—Sport dramatizations. Sponsor—Adam Scheidt Brewing Company. Station—KYW (Philadelphia).

Spotted Monday night at 10:30, beer concern has a well-written and well-produced *March of Time* in the sporting realms. However, this show does not compare with the original pattern from any angle. Lacks the pace, speed, arrangement and the showmanly sprightliness of the *March of Time* effort.

Presented and copyrighted by Bill Dyer, who authors the script and dramatizations and numbers among the cast, material is from sport pages, old and recent. When caught did seven skits with many thanks to the sound effects department who keep this stanza from falling apart. The dramatic portions fail to develop a sense of mounting excitement at any time. And this weakness must be attributed to the lines, rather than the casting or acting. Com-

paratively recent on the air lanes. Dyer, who is also handling the baseball broadcasts for WCAU, may be able to get his pen in the proper groove.

Opens with a news hawkie barking the title, a trumpet fanfare, a teletype ticking and Dyer spilling the flash which furnishes the material for the emoting. Isadore Eisenberg, known to have played seven sound effect records in 18 seconds, assisted by Roger Griswold, supply the realism. Commercial spiel is limited to three plugs, somewhat of a record in itself for a local sponsor. What figure was the greatest personality in sports and why serves the basis for a giveaway of two box seats to the Sunday ball game to 10 winners furnishing an answer. However, no beer tabs or labels are required to enter the competition.

As it stands, looks like this one would be considerably more effective if trimmed to the quarter hour. At least it would make for better punchiness and not prove tiresome to even the most indolent sportsters.

ORO.

"Hit Parade"

Reviewed Saturday, 10-11 p.m. Style—Orchestra and vocalists. Sponsor—American Tobacco Company. Station—WABC (CBS network).

For some time now the radio trade, or at least program builders, musicians and reviewers, have thought none too highly of the brassy orchestra policy preferred by American Tobacco Company and president thereof, George Washington Hill. When this blary style was adapted to the *Hit Parade* idea, presenting the top peeps of each week, additional exception was taken on the basis that between the constant brass and repetition of songs dinned thru the speakers all week long listeners would no like. So what? So the program idea clicks, gets a good rating in the surveys, gets its audience and most important sends sale of Luckies up to the extent of a reported 17 per cent. In the face of which several other sponsors are planning copies of this program.

Luckies are building the *Hit Parade*, rather than individual leaders or vocalists, with anonymity practically ruling 100 per cent. Singers aren't credited and the leaders only at the start and finish of the program, band being referred to as the Lucky Strike Orchestra thruout. Since all the bands sound just about the same, adhering to a well-defined formula laid down by President Hill, that's best all around. Freddie Rich gained only the distinction of having a commercial, not of having done a musically better job. His music, arrangements, tempo and program structure followed no original lines. Rich succeeded Carl Hoff, who follows Al Goodman in about a month on NBC. Rich's successor, if any, not yet determined.

Sponsor is starting a contest, free ciggies to those mailing in the proper order the three leading tunes each week; idea called the Lucky Strike Sweepstakes. Commercials are excellently delivered by Basil Ruysdael.

J. F.

Robert L. Sherman's Tent Show

Reviewed Saturday, 9:30-10 p.m. Style—Dramatic and singing. Sustaining on WIND (Gary, Ind.) and ABC network.

Patterned after the *Showboat* program, this new series, one of the weekly features of the Affiliated Broadcasting System, intends portraying the intimate life of tent-show troupers with a mythical tour of towns in the Middle West. First imaginary stop was at Fond du Lac, where ABC has an outlet, and the players presented a melodramatic tabloid version of *The Convict's Daughter* with a cast composed of Delle Gillis, Roy Hudson, Raymond Mack, Lillian Tinnin, Harry Cansdale and Milton Morris.

Robert L. Sherman, old-time tent showman, portrayed himself and announced his troupe. Show was produced by Neal Gordon Keehn from the script of Ray Wilson, and the acting was in true ten, twenty and thirt' style. Between the acts the Singing Canvassmen, a studio quartet, rendered *Darling Nellie Gray* and *Silver Threads Among the Gold* to the accompaniment of Dave Bacal, organist.

F. L. M.

Plan New Detroit Outlet

DETROIT, May 9.—A new local broadcasting station is to be erected here, according to plans of the Cadillac Broadcasting Company, newly incorporated with offices in the National Bank Building. A group headed by David Bernstein, Hyman Altman and Harry Matler has incorporated the company and application has already been made to the Federal Communications Commission for a license. Offices are in the National Bank Building.

NEW BIZ

(Continued from page 8)

at WOR, taking Sunday, 9:30-10 p.m., beginning June 7, 1936, for 52 weeks
CROWN OVERALL CO., thru H. W. Kastor & Sons Adv. Co., Pleasant Valley, an MBS commercial originating at WLW, taking 6:45 to 7 p.m. Thursday, effective May 7, 1936, to and including December 31. Renewal. WGN.

KROGER GROCERY AND BAKING CO., thru the Ralph H. Jones Co., a local transcription called *The Wisecrackers*, taking 6-6:15 p.m. Tuesday and Thursday for 52 weeks, beginning May 5, 1936, and ending April 29, 1937. WGN.

Newark

WALKER GORDON LABORATORY, thru Donahue & Coe, started May 7, participating in Martha Deane program. WOR.

SKOL PRODUCTS CO., thru Kimball, Hubbard & Powell, starts May 11, participating in Martha Deane program. WOR.

RUDD MANUFACTURING CO., started (See NEW BIZ on page 25)

ABBOTT HITS

(Continued from page 3)

dependent candidates lumped together on a single "opposition" ballot.

Abbott objects to a letter which went out over the signatures of Katharine Cornell, Helen Hayes, Philip Merivale and other administration stalwarts, intimating that the independent candidates were radicals. He also objects to the electioneering activities of Frank Andrews, of the Equity headquarters staff. Andrews, who is contact man be-

tween headquarters and the various acting companies, has used his official position, it is alleged, to influence Equityites to vote the straight administration slate, even taking back signed ballots personally, according to the allegations.

Abbott's letter is as follows:
"To the Members of Actors' Equity Association:

"The political situation within the Actors' Equity Association is something about which I have felt very little interest. I am one of those who have been very thankful that so fine a man as Frank Gillmore was available to lead us thru the strike and thru the years afterward. But one or two incidents connected with the coming election which have come to my attention make me feel that it is my duty to make a protest.

"An Equity agent coming to rehearsals in his official capacity has taken aside young inexperienced members and secured their signatures to a ballot for the regular ticket. This is a little terrifying. It is close to coercion.

"Then when I read on our bulletin board a letter which implies that the independent ticket is representative of radicals of a dangerous nature I feel, even tho its signatories are some of the most illustrious names in our theater, that unfair tactics are being used. I happen to know, personally, most of the candidates running on the independent ticket, and if it is fair to call Allyn Joslyn, John Brown, Anne Revere, Mary Morris, Burgess Meredith, Eric Dressler, Edith Van Cleve, Shepard Strudwick, Edward McNamara, John Litel, Paul McGrath, Alex Kirkland, Edward Everett Hale and Richard Gordon dangerous radicals then I am afraid it is fair for them to call those in power 'Bourbons.'

"I do not believe that any organization should bring undue pressure upon its members to prevent a free election. I believe that the members of Equity should vote for the men and women they consider best fitted to serve the organization, whether they happen to belong to one group or another."

(Signed) GEORGE ABBOTT.

STORMY FOUR

(Continued from page 3)

organization may have a maximum of three delegates, who shall cast one vote for each 300 members. Despite this method for counting votes, the voting yesterday was by individual delegates. Equity had seven delegates present, Gillmore having invited his entire council to attend.

As expected, the question of interchangeability of cards came up again and was voted down. After the meeting an Equity spokesman explained that he was not sure interchangeability of cards was mandatory under the constitution, but said there was now in existence a partial interchangeability. For example, he said, an AFA member in good standing need pay only \$45 instead of \$50 initiation fee when joining Equity. He said actors may claim this privilege, altho many are admittedly not aware of this. It is known that interchangeability of cards is provided for in the constitution, however, despite refusal of the Four A's to put the system completely into effect.

Gillmore was again elected delegate to the American Federation of Labor convention, with Dullzell as first alternate and Guskin second alternate. Gillmore is going uninstructed.

There was a controversy over lack of a financial report, it is understood. There are only two paid employees of the Four A's: Dullzell at \$400 a year and Steinert at \$50 a year.

Marie Almonte

THE SMART SET'S FAVORITE SONGSTRESS
NBC ARTIST

Currently THE EPICURE, Philadelphia, Pa.



Network Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, May 1, to Thursday, May 7, both dates inclusive.

Lost	29	Tormented	16
Melody From the Sky	27	All My Eggs in One Basket	15
You	25	Stoppin' at the Savoy	15
Touch of Your Lips	22	Glory of Love	13
Love Is Like a Cigaret	21	I'll Stand By	13
Robins and Roses	21	Wake Up and Sing	12
Goody, Goody	20	Blazin' the Trail	11
I Don't Want To Make History	20	Rhythm Saved the World	10
You Started Me Dreaming	20	What's the Name of That Song?	10
All My Life	20	Basin Street Blues	9
There's Always a Happy Ending	19	Dinah	7
Is It True What They Say About Dixie?	17		

SHEET MUSIC best sellers will be found on page 13.

COAST to COAST

★ WALTER ★
TETLEY

Radio's Outstanding Boy Actor
FRED ALLEN 8:00 p.m. Wed. NBO
SHOW BOAT 8:00 p.m. Thur. NBO
PAUL WHITEMAN 9:30 p.m. Sun. NBO
BOBBY BENSON 6:15 p.m. Mon. CBS
Wed. CBS
BUCK ROGERS 6:00 p.m. Wed. CBS
Fri. CBS

Air Briefs

By JERRY FRANKEN

LILY PONS, who finishes with Chesterfield in June, will broadcast once for Ford Motors. She is heading for Hollywood to make another picture. . . . The *Bobby Benson* juve is undergoing complete revision. Locale is being changed and will treat, in the future, of "small people." A new writer replaces John Battle, with only three of the cast, Billy and Florence Halop and Neil O'Malley, being retained. . . . Supposedly, this was done because the audience got a little tired of too much of the same. . . . Rosaline Green married last week. . . . Dick Powell's return to *Hollywood Hotel*, postponed again last week, is again regarded as doubtful. If it does happen, it won't, according to report, for some time.

Jack Overall has succeeded Wyle Kinney as a salesman for Mutual Broadcasting, Kinney going into another line. Overall was formerly with NBC. . . . Barry McKinley, who returned to the air last week doing a sustaining on NBC, has, as the band in back of him, some of the best instrumentalists in radio. Included are Dick McDonough, Carl Kress, Adrian Rollini and Caspar Reardon. . . . Cal Swanson, of J. Walter Thompson Company, is no longer doing publicity, having been upped to production on the Ripley show. Harry Kerr takes his place as space grabber. . . . Venida hair nets, etc. (the Reiser Company), plotting a show on Mutual, dramatizing stories from MacFadden's *True Romances*. Rights to radio presentation of these stories said to be held by Dave Christman, MBS time salesman. Mac-

Fadden's show, co-sponsored by Finlay-Straus, ended its term on Intercity last week. . . . Macy department store drew over 5,000 customers to the store from a 15-second lipstick giveaway announcement on *Morning Matinee*. Only the air plug was given the giveaway. None was given away unless the customer came to the store for it.

Because Gabriel Heatter could not get a release from Modern Industrial Bank, his proposed broadcasts from the Queen Mary are to be done instead by Harlan Eugene Read, who canceled a lecture tour to do them. . . . Paul Jurnone and Anthony Klukowski have been added to Larry Nixon's press staff at WMCA to handle the news broadcast editing. . . . Lou Mindling going ahead of Guy Lombardo to Chicago for the Bob Taplinger office. Taplinger, incidentally, was in an auto accident last week and given a bump on the conk. . . . Dave Oliver (John Q. Dohp) may be given a build-up same as was handed to Bobby Burns. . . . *Mr. E.*, who is doing an advice to the lovelorn morning show from the Fox Brooklyn theater on WMCA, is Bobby Nelson. Answers to questions will be delivered in song.

Devery Freeman, radio and magazine writer, and with Van Buren studios until this outfit folded several weeks ago, has opened his own literary service office. Firm will tackle all types of writing. Freeman has written for the Philip Morris, Ethel Merman and other radio shows, as well as for the Van Buren picture productions.

p.m., catching the 8 o'clock dialers back there. Selections from shows, operettas and operas are featured. Annette Hastings and Ralina Zarova, sopranos, are vocalists. There's also a male quartet. Sunday night Polak has his "String Time," an impressive contrast following the comics and noisier shows.

Douglas Beattie, bass-baritone, a comer, already signed for the San Francisco opera season, has a Monday 9:30 p.m. spot on KGO which is sent east. Polak has the orchestra. A new Tuesday night show, *Russian Rhapsody*, stars Ralina Zarova, as vocalist, and Sarah Kreindler, violinist, with other instrumentalists. KGO scores again with *Songs by Candle Light*, nightly at 11, catering to those who don't want dance music. Tommy Harris, tenor, with Paul Carson, organist.

Los Angeles

LOS ANGELES, May 9.—Talk has been heard locally for many months regarding a proposed move on the part of the Screen Writers' Guild to annex radio writers as a separate unit of the guild. However, with the current problems of a split membership of conservatives and liberals in relation to the amalgamation of all writers under the one banner of the Authors' League and this week's wholesale resignation of top screen writers, little has been done in connection with gathering the radio scribes into the fold.

With this week's Writers' Guild resignations reaching about 150, a move is on foot by seceding conservatives to organize another guild in opposition to the existing body and beat the SWG to the punch by inviting local ether scribes to participate in their venture. Several local radio writers have been doubling in pictures the past few months and they are being offered a very inviting proposition by the leaders of the proposed body. All plans are being conducted in secrecy, but it is reported that Bill Robeson, author of the air serial "Calling All Cars," who is now at RKO on a one-picture contract, and Carol O'Meara, ace Don Lee writer, are handling the details of the radio writers' setup for the guild.

HEAT UP

(Continued from page 3)

scoring with its holdover, *Under Two Flags*. The Center has *Champagne Charlie*; the Capitol, *Till We Meet Again*; the Roxy, *Let's Sing Again*, with Cantor's protegee, Eddie Breen; Paramount holds *13 Hours by Air*; the Rivoli, *Things To Come*; the Strand, *The Golden Arrow*, and Loew's State, *Little Lord Fauntleroy* coupled with the vaude bill headed by Everett Marshall. Trade in all of them is just fair.

Night spots are averaging fair takes, the weather considered, and soon the slack will be taken up by hotel roof gardens, not to mention air-conditioned dining rooms and roadhouses. Burlesque, while not continuing its fine trade of a little while back, is still playing to well-filled houses, particularly on 42d street, where the Eltinge, Republic and Apollo are waging a price war and now offer the excitement seekers summer rates.

It looks like a good trout season, and bathing suits are in the show windows.

MODERN DANCERS

(Continued from page 3)

years a dancer has studied, difficulty in collecting salaries, ability to make a living wage, desirability of a government project, average annual income.

Monette Solotaroff is treasurer of the congress, located at 66 Fifth avenue here.

STUDIO INCREASES

(Continued from page 3)

sound equipment and the setting up and striking of it on stages or locations.

Ten per cent wage increase, under the new terms of the basic agreement, affect the following union workers at the major studios: Chauffeurs, electricians, sound men, cameramen, projectionists, drapers, upholsterers, prop men, swing gang, prop manufacturers, laboratory workers and negative cutters.

Thru the failure of William Hutcheson, president of the carpenters' union, to show up at the agreement session that craft failed to get wage increases.

With the installation in film studios of these new arrangements Universal has engaged Walter Clairville to handle personnel affected by the IATSE and IBEW unions' increase. There are more than 15,000 studio employees in Hollywood coming under the agreement, and

it is expected that all the major lots will be forced to engage extra expert employment and accounting help to handle the complicated scales which vary for hour, day and weekly work.

SCREEN WRITERS

(Continued from page 4)

Saturday night in favor of the movement to organize all writers on a national basis, revolution again broke out in ranks of the Screen Writers' Guild Monday morning, with a wholesale resignation drive among studio writers and the signing of contracts beyond the May, 1938, deadline in defiance of the voted Article XII and a \$10,000 resignation penalty.

Fifty writers seceded from the Guild Monday, and by Wednesday the secession drive was strongly under way, with resignations being tendered by more than 150 writers connected with the major studios. Four of the five members of the committee of conservatives voted into office at Saturday's annual meeting, three of whom were elected to the executive board, repudiated the Guild and demanded immediate acceptance of their resignations. These four are James K. McGuinness, Paterson McNutt, Bert Kalmar and John Lee Mahin.

In the letter of resignation by McNutt, Mahin and McGuinness, in which Kalmar concurred, they summarized their reasons for quitting as follows:

1. An examination of the vote (220 voting out of a membership voting strength of 420) reveals that the Guild does not represent united following; and that, as now constituted, it is a dangerous and non-representative instrument.

2. Those whom they represented do not approve of the compromise.

3. That no screen writer can derive any benefit whatsoever from membership. Some of those resigning attempted to force an immediate court case to test the validity of the \$10,000 penalty in Guild membership contracts. George Bricker, of Warners, offered to defend such a case; William Rankin, of Paramount, took the reverse angle, notifying his attorney to bring suit against the Guild unless his resignation was immediately accepted.

Meanwhile executives at the major studios denied any promise had been made Guild members who signed long-term contracts to imply that the studio would protect them in litigation over the fine.

Resignations of McGuinness, McNutt and Mahin, conservative leaders, are expected to be the signal for a wider exodus from the Guild of scores of other members who have been straddling the conservative-liberal issues and had agreed to withhold action awaiting the decision of the conservative leaders. One of the highlights of the secession move was the resignation of every writer on the 20th Century-Fox Western Avenue Studio, 10 in all, and the expected departure of Paramount's entire scenario staff.

With resignations mounting hourly, formation of another guild was being talked of, with indications that a new organization would be launched shortly with a membership of at least 100 top representative writers. Discussed as a possibility for this group is the placing of active operation and negotiations in the hands of an officer who would devote his time exclusively to this organization, similar to the services rendered by Gene Buck for ASCAP. The group will not aim for a basic agreement with studios, it is stated, but will endeavor to negotiate a code of writer practice which would be in accord with both writer and producer viewpoints.

Herman Mankiewicz, feeling out the ground for a possible new Guild of screen writers, has talked the proposition over with producers on every major lot, and reportedly received assurance that a new body would be welcomed. Mankiewicz, non-member of the Screen Writers' Guild but in the fold of the Dramatists' Guild thru his playwrighting efforts, is also said to be talking to Dramatists' Guild members now in pictures.

Despite the many resignations and the attitude of film producers to the Screen Writers' Guild setup, the executive board of the body announced it would go thru with its attempts to get producer recognition of a minimum basic agreement. They also stated that a negotiating committee has been selected.

Meanwhile the Society of Publicists and Newspaper Correspondents (Spancs) was reported to have been approached by Guild envoys to join in amalgamation with the Authors' League. Until a definite proposition is given them, Spancs' spokesmen declare no member will go before the SWG to discuss the bid.

Chi Air Notes

By NAT GREEN

"Uncle Ezra," of WLS, planning a trip to his boyhood home, Holden, Mo. . . . It will be his second visit in 20 years. . . . Xavier Cugat moves from CBS to NBC May 14. . . . Morrison Hotel switched from NBC to WGN and Mutual last week. . . . Ray Hedge, of the *Myrt and Marge* programs, made a brief visit to his home town, Brazil, Ind., after which he went to New Orleans and boarded the Norwegian freighter Vestvangen on May 9 for a 40-day voyage to the British West Indies and British and Dutch Guiana. . . . Thanks to Ann Leslie, of WISN, Milwaukee, for a copy of *Ann Leslie's Scrapbook*, a pleasing souvenir of her morning chats. . . . Also to Lum and Abner for their friendly letter and autographed photo from the newly named town of Pine Ridge, Ark. . . . Phil Levant's radio schedule has been augmented and now he's getting a nightly Coast-to-Coast shot at midnight over NBC and an early broadcast each night at 10 over WENR. . . . That was a clever photo of Fibber McGee and Molly which the comedy team sent out on the first birthday of their air program. . . . Showed the twain in baby caps and with nursing bottles to their lips. . . . Russ Hodges seriously ill and Hal Totten is doing his evening sports review on WIND, while Hal Berger takes over announcing of ball games.

Holland E. Engle, former program director for the Western division of CBS, has joined Erwin, Wasey & Company as radio director and will be identified with the planning and production of this agency's radio accounts, among them being the *Carnation Contented Hour*. . . . Bobby Brown, who has been commercial program manager of WBBM, has been made Chicago CBS program director, succeeding Bob Kaufman, who has resigned to join a group of small Midwestern radio stations. . . . Henry Weber, musical director of WGN, is back from a Bermuda vacation. . . . Kathryn Witwer, young Chicago soprano, who left WGN four months ago to do a series of programs in New York, also returns this week. . . . Georda Young, singer, in St. Luke's Hospital. . . . Lulu Belle and Skyland Scotty, of WLS, are driving to the "land of the sky," North Carolina, for their vacation, starting June 1, and, of course, five-month-old Linda Lou goes along. . . . H. Leslie Atlass back

from trip to St. Louis. . . . NBC is going to give Vivian della Chiesa a quick buildup when she begins working for them this week.

Virginia Clark, the *Helen Trent* girl, will take her first vacation in five years when she goes to Europe in June. . . . Her program will leave the air until September. . . . Milton Charles, CBS organist, celebrated a birthday May 8. . . . Johnny Fuller, WBBM engineer, convalescing in St. Joseph's Hospital after an operation. . . . Virginia Ver-rill, contralto, started a new series of afternoon programs on WISN, Milwaukee, last week, with Mark Warnow's Orchestra accompanying. . . . Wayne King is broadcasting his Monday night *Lady Esther* programs from WBBM studios for an indefinite period. . . . Leona Malek will celebrate her 5,000th broadcast as Prudence Penny over WBBM May 22. . . . Lillian Gordoni is writing and appearing in *Mrs. Clancy's Kitchen*, heard over the ABC network Monday, Wednesday and Saturday. . . . She also writes *Country Cousins*, in which Don Gordoni, Essie Martin, Gladys Andree, Bill Shawl and George Gale Young appear. . . . Frank Wilson back on his *WBBM Quarter Hour of Romance* programs after a two weeks' absence with a severe cold. . . . Hugh Studebaker also has returned to the show as announcer. . . . Robert E. Chaffee, of the Chi CBS sales staff, journeyed to Iowa City to give a talk to College of Commerce students on May 11.

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West Coast Notes; Buildup for KGO

SAN FRANCISCO, May 9.—NBC's request to the FCC to increase its KGO from 7,500 to 50,000 watts has resulted in a buildup by the network for the station, with bigger and better programs in the offering which is putting it on par with KPO, a 50,000 watter. Many Eastern dance bands and other features are being eliminated from KGO and Lew Frost, Western division program manager, is relying upon local ideas and performers to increase ear interest.

Emil Polak is responsible for two big leaguers on Sundays. One is *Echoes of the Orchestra Pit*, which goes east at 4

Conducted by ROGER LITTLEFORD, JR.—Communications to 25 Opera Place, Cincinnati O.

Famous Names At Vanity Fair

Ann Pennington, Ann Seymour and Roscoe Ates in reopened Chicago spot

CHICAGO, May 9.—Two famous names from the halycon days of show business and one from the current musical comedy era grace the roster at the new Vanity Fair, which opened, Thursday night. The glamorous little Ann Pennington of *Follies* fame and Roscoe Ates, stuttering comedian of the screen, are the oldtimers, and Ann Seymour, late star of *Life Begins at 8:40*, of the newer era. They, together with Dave Franklin, songwriting emcee, and Barbara Ray, titian-haired singer, and a good-looking chorus, put on a fine show.

Duke Ellington, well-known colored band leader, opened an engagement in the Urban Room of the Congress Hotel Friday night with a large crowd on hand to greet him. He is offering a pleasing brand of swing music and has several clever entertainers in his band.

The Via Lago, north side night spot, has been taken over by Harry Eager, operator of the 5100 Club, and will be completely remodeled and redecorated. It will reopen in about three weeks, probably under a new name.

Vallee To Rate 5 Grand at Astor

NEW YORK, May 9.—Radio Orchestra Corporation, band booking firm, has been given the exclusive music booking rights to the Astor Hotel, New York, in the deal closed this week setting Rudy Vallee into the hotel. Vallee, who opens June 2 and will be at the Astor Roof for at least a month, is getting \$5,500 per week for the date, a sock price for a hotel band engagement. In addition, leader will be given a percentage of the gross above a certain take. Band succeeding Vallee will first be approved by him, under the terms of the booking.

Radio Orchestra Corporation, of which Ralph S. Peer is president, is expanding and, by the Vallee deal, in addition to getting one of the best spots in the city, also will handle all banquet and other music necessities for the hotel, including private parties that may be held there. ROC increased its personnel this week, adding several salesmen. They are Fred Robbins, Billy Shaw, Bernard Barton, Frank Fishman, formerly of Archie Bleyer's group; Norman Campbell, formerly with CBS, and Lester Laden, formerly with Vallee. Laden will handle all radio activities of the firm. Ed Fishman is sales manager.

Argyries Adds Binghamton Spot

ROCHESTER, May 9.—Arthur Argyries, of the Mutual Entertainment Exchange, has added the Hill Crest Cafe, Binghamton, for the 12 weeks beginning tomorrow. Opening show has the Four Aristocrats, Paddy Bradford and Jean Arlington.

Bill Behney's Continental Revue is being held eight weeks at the Moonglow, Syracuse. Other recent Argyries bookings are Yvonne and Lamar, Tony and Sara Nocera and Verne Wilcox at the Bartlett Club, Rochester; Four Golden Gate Girls, Perzade and Jetan and Ed Jardon at the Times Square Supper Club, Rochester; Aileen Sanborne, Stark and Dorne and Paige and Parker at the Casino, Rochester; Miller and Martin, Les Hall, Irene Stowell and Gladys Bryson at the Melody Gardens, Elmira, and the Four Marionettes, Aileen Lee and Harvey McMann at the Club Rayott, Niagara Falls.

Those Roof Gardens

NEW YORK, May 9.—Hotel McAlpin is not opening its roof garden until June 1. According to the hotel, the May 15 opening date in past years made it necessary to anchor down the piano when the south wind blew too freely. Taking no chances this year.

Publicity Stunt

NEWARK, May 9.—Renea Vilon, night club dancer, was naked when she stepped off the plane from Miami Monday. Photographers had been tipped off to snap her riding a white horse as Lady Godiva. While Miss Vilon was looking around for the horse blushing airport officials threw coats on her and hustled her into a cab, altho she wanted to ride in a bus. P. S.—She got the publicity.

Ross Fenton Farms Set

NEW YORK, May 9.—Rex Reynolds, of Baltimore, will open the Ross Fenton Farms, Deal, N. J., the second week of June. Sammy Walsh is being set for the opening show, booked by Marty Rubin, of Jack Pomeroy office.

Claremont Inn Opens

NEW YORK, May 9.—Arnold Schleifer opens the Claremont Inn here May 19. Outdoor gardens have been enlarged to accommodate 1,500 diners. A name band is being set now.

802 Sponsors Move for Nat'l Payment Scale for Arrangers

Will present plan for passage at AFM meet next month, with reported okeh of Jos. N. Weber—new system already in force in 802 jurisdiction, getting plenty squawks

NEW YORK, May 9.—National provisions covering payment to arrangers and copyists by orchestra leaders will be sought at the annual convention of the American Federation of Musicians next month by Local 802. Local is planning to present a resolution for passage by the meeting which will end the more or less helter skelter system of paying arrangers. As it stands now, such payment is either made on a salary basis, per piece basis or per page basis. Understood that arrangers and other musicians working for music publishers will also come under the proposed new regulation which, it is reported, has the approval of President Joseph N. Weber.

Saratoga Spot Opens

SARATOGA, May 9.—Riley's Lake House opened Saturday with Herb Gordon and Brunswick Recording Band featured. A WGY wire is being set.

Meanwhile, orchestra leaders, both well known and not so well established, are protesting the new system which has been approved by the 802 membership and which is now in process of clarification. Previously, an orchestra leader employing an arranger and on a steady job had him on a weekly salary. If a leader wanted a special arrangement of one number, arranger called in was usually given a flat fee for the job, this fee also taking care of any copyists the arrangers might have to employ in filling out the job. These practices now are out. Scales covering payments to arrangers and copyists are being prepared now and will probably represent a compromise between the committee handling this for the local and the protesting leaders.

One suggested scale provided, roughly, the following layout: \$1.50 per page (for score) up to 12 instruments; \$2 up to 18 pieces; \$2.50 up to 25 instruments and prorated up in proportion to the number of pieces in the band. Copyists are to get 40 cents per page, 60 cents on piano parts.

Name leaders state the principal reason for their proposal is that in the cases of large bands the costs of arrangements will be prohibitive. They say, too, that it may remove some of the competitive angle in selecting their arrangers, altho this is discounted, at least partly. Cost of setting up a program for a 20 or 30-piece outfit will be enormous, say the leaders.

Orchestra leaders trying to establish a name have another argument. Unlike the better-known names, their fees are small, an instance being \$150 or \$200 for the leader and scale for the men on the radio job. But the advertiser will want special arrangements on several numbers and because he isn't hiring a name, won't raise the ante. Result is that the leader has to pay for the arrangements himself and that means he either works for nothing, loses money or takes a chance on a jam with the union because he's paying the arranger under scale.

Some leaders in New York have already threatened to take their arrangements out of the jurisdiction of Local 802. This is one of the principal reasons for seeking a national scale for such work.

Night Club Reviews

Mirror Room, Mansfield Hotel, New York

This well-known hotel on 44th near Fifth avenue has just gone thru a remodeling job and blossomed out with a new bar and dining room featuring intimate entertainment.

Dave Cuneo, singing red-headed bartender, is quite a personality, regaling the customers with his guitar strumming and sly singing of risqué songs. He is aided by the baritone Sidney Nesbit, who also sings and accompanies himself on the guitar. Both have done radio work and show obvious training. Nesbit is out temporarily and has been replaced by Lou Albergardo, also a singing guitarist, who shows a nice smooth style. Entertaining is done in the Mirror Room, which features a slick little semi-circular bar. This leads into the dining room. Entire layout is intimate and comfortable, the quiet green decoration doing much to build a pleasing atmosphere.

Spot is managed by Merritt Moore, with T. Edward Murtaugh doing the press stuff. Joseph P. Day Management Corporation operating. Denis.

Summer Terrace, Hotel New Yorker, New York

The most novel floor show in any local hotel dining room is here and should be the talk of the town before long. Ralph Hitz has installed a pip of a summer revue into his Terrace Room. Emphasis is on novelty, and the ice-skating carnival and marionette show take care of that.

Show is staged on a sliding ice rink, rolling out from under the band stand. Four skating acts come out on flashing steel to do their stuff in thrilling fashion. Blond Gladys Lamb contributes swell figure skating and Norval Baptie comes thru with grand one-leg spins and other fancy stuff. They join for slick movements, living up to their billing of "world's foremost pair skaters." Four Nelson Sisters are on a couple of times in charming ballet work. Then there is Bobby Hearn, trick champ, who leaps over as many as four barrels and almost into the customers' soup plates. He even does a back hand spring. Duffy and Wait do a comedy horse act, also on skates. They return for a Bowery knockabout number and otherwise bring a few much-needed laughs to the show. All nine skaters combine for a flashy finale.

When the rink is rolled back a center opening behind the band stand opens to reveal a Russell Patterson marionette show. It's a regular production, directed by Hollywood's Luther Reed, book and lyrics by Robert Lewis Shayon, music by Ruth Cleary and special songs by Robert Graham. It is the story of a couple of adventuresses trying to make good in Hollywood. It has some risqué situations, flashes of bright dialog and is, generally, very entertaining. The marionettes are peachy, of course, and are

manipulated by Allan Lang and Vi Turner, with Betty Douglas doing the voice impersonations. The top of the puppet stage opens to permit the puppeteers to take their bow. Ruth Cleary and Robert Graham provide excellent piano accompaniment, while Judson Hall is stage manager and Edith Dustman is credited with costumes, coiffures and makeup.

The Clyde Lucas Band handles the dance music job nicely. Lucas himself is an ingratiating leader who puts his 13 men thru spirited sessions of swing music, peppered with clever special arrangements that have the boys doubling as vocalists and whatnots. Lucas does a bit on the trombone and also has Lyn Lucas, clarinetist, double as tenor vocalist. Lyn has a swell voice and knows how to handle it. The band has a sweet violin section which can be built up to seven men on special numbers. The rhythm section is nifty, too. The band even put on a double marimba number, *Tabu*, handling it like a real Latin outfit. Denis.

Terrace Room, Chicago

Sophie Tucker—the same hearty, rough-and-ready favorite who has successfully weathered the theatrical hurricanes of many years—came back to Chicago Friday night with a band of her own and was given a reception that must have warmed the cockles of her heart. The Terrace Room of the Morrison Hotel was jammed to capacity, the lobby was filled to overflowing with floral tributes from friends, and the evening was one long reception for Sophie, who, despite a gruelling day spent in whipping the show into shape appeared fresh as a daisy and gave the appreciative audience her best efforts.

Show got under way with Ted Shapiro directing the band and the Terrace ballet in black and silver bat-effect costumes leading off with a novelty routine. Jack Fulton, handsome band leader, sang *Sylvia* and *I Wake Up Smiling*, his pleasing tenor voice registering well. He was followed by the Nonchalants, three knockabout comedians, who in addition to their laughable tomfoolery do marvelous hand-balancing feats. Dario and Diane, sophisticated dance team, who came direct from the Rainbow Room of Rockefeller Center, New York, offered some unusual routines. They have a breezy, unstudied style that is refreshing and Dario's smiling countenance is a pleasing relief from the usual dead pan type.

Following the dance team Sophie Tucker herself came on to a thunderous reception. Dressed in white lace and wearing a huge bunch of orchids, Sophie made a splendid appearance. The audience rose almost en masse to welcome her and the applause was long continued. Choosing the style of numbers that especially fit her personality, Sophie sang *No One Man Is Goin' to Worry Me*, *Poolin' With the Other Woman's Man*, *I'm the Girl Who Didn't Marry Dear Old Dad*, *It's the Swank*, *Life Begins at*

Forty, a clever "round and round" comedy song about food, *Rhythm of the South* and, of course, *Some of These Days*. Never has she been in finer fettle, and her songs went over tremendously. Following the finale in which the entire company appeared and Sophie, Jack Fulton and Dale Sherman sang, the many floral pieces were brought to the band stand and Sophie made a great speech of appreciation. Show clicked from start to finish.

Sophie has an excellent band that plays danceable music. Jack Fulton is both handsome and a good singer and, of course, Ted Shapiro presides at the piano when Sophie sings, and is an excellent foil for Sophie in their cross-fire patter. Dale Sherman, last heard with Harry Sosnik's Band, is a pleasing and talented singer.

By no means the least part of the show are the King's Jesters, who play before and after the main show. Charming Marjorie Whitney sings with them and she and the boys provide grand entertainment.

The fine buildup given Sophie Tucker by Leonard Hicks and Willard M. Rutzen seems fully justified by the acclaim with which Sophie was received on opening night. Green.

NBC VAUDE UNIT SPLURGE

Artists' Service Will Produce Strong Series of "Name" Shows

Ripley units to be followed by Vallee, Wallington, N. T. G., "Cartoonland" with "Popeye" and others—bookers everywhere voice a desire to play the attractions

NEW YORK, May 11.—Vast expansion of the vaude activities of the National Broadcasting Company's Artists' Service is indicated in plans under way for a series of unit shows to follow in the wake of the Major Bowes Amateurs, which paved the way for a very definite insight into the fact that certain attractions with a "magic" name attached will draw even tho the name in question is not a part of the unit itself. According to present activity there will be a full steam ahead on the first of the *Believe-It-or-Not Ripley* units which has just been revamped in order to be presented at de luxe houses. Having tried out at a couple of Pennsylvania dates and taken the likes and dislikes of the theater bookers as criterion for revamping and building of additional units, NBC feels that it is ready to give the theater bookers exactly what they want.

Under consideration for action as soon as facilities will allow are the following type unit shows: *Rudy Vallee Varieties*; *N. T. G. Night Club* revues; *Vic Irwin Cartoonland* show with voices of *Popeye the Sailor* and *Olive Oyl* and *Jimmy Wallington All Star* revue, which will not be a radio show. Wallington is under a CBS contract insofar as announcing is concerned on the ether, but is not affected as to vaude.

All these "names" are considered worthy attractions and a draw for theater owners. Since the Major Bowes units played without the Major, it is considered the drawing power should be equally as strong with a "name" like Vallee, N. T. G. or the popular Jimmy Wallington.

While NBC is convinced that there is money to be made with such units, actual progress may hinge for the time being on lack of sufficient organization and personnel to handle the various ramifications involved. At present the whole department for such production is centered in Ruby Cowan, who has one assistant in Murray Bloom. Cowan is credited with having sold Major Bowes the idea of putting out the amateur units.

It is understood, however, that NBC does not intend to kill the proverbial golden goose by putting out too many units, more or less a mistake made by the Bowes production department. That the market for the units is a reality goes without saying since Loew, Paramount, RKO, Charles Freeman for Interstate and Canadian theater bookers have voiced an interest in buying the units.

A Texas Centennial unit featuring the Southern Methodist University band will also be put out as a good-will gesture and flash.

Davies Agenting on Own

NEW YORK, May 9.—Jack Davies has gone out on his own in the agency field, taking space in the Palace Theater Building. He was with the Al Grossman office up until he went for himself, and prior to that was with Harry Rogers for many years.

Pryor as Band Leader

NEW YORK, May 9.—Roger Pryor, film performer, now making personal appearances, will head a dance band during the summer months, following in the footsteps of his famous band-leading father, Arthur Pryor. Pryor will head a 15-piece band, starting on a tour of one-night dance dates July 1.

King and Noble for A. C.

ATLANTIC CITY, May 9.—The Steel Pier here, booked by Eddie Sherman, of Philadelphia, will use two "name" bands for its ballroom May 30 and 31. Wayne King and ork will play Decoration Day, while Ray Noble and ork will come in the following day. Sherman is currently seeking a "name" attraction for those days for the pier's theater.

Interesting Angles On Mex Show Biz

CHICAGO, May 9.—A communication received at the local office of *The Billboard* from A. B. Marcus, whose *La Vie Paree* opened the new million-dollar Teatro Lirico in Mexico City on April 24, reveals many interesting angles on the show business in Mexico. The Marcus show is giving two two-and-a-half-hour shows nightly without motion pictures at five pesos top (equivalent to \$2 in American money), and the show played to a gross of 62,000 pesos the first week, according to reports.

There is no advance sale, says Marcus, and scalpers buy about 90 per cent of the tickets each night, selling them in the lobby, and even right next to the box office, for eight or nine pesos each. The management is powerless to do anything about it, he states, as the government backs up the scalpers. Marcus expects to add several acts to his organization and is looking forward to a long run in Mexico City, with a possible tour of Australia to follow.

Big Gross in Chi For "Folies Comiques"

CHICAGO, May 9.—*The Folies Comiques* rolled up a \$31,000 take at the box office on its first week here, which is the largest gross the Palace Theater has enjoyed since September, 1935.

The show drew rave notices from most of the critics on the dailies, who have been comparing it with legit musical revues. *The Folies* will probably be held over a third week here. Eddie Cantor comes in on May 22.

Minsky Unit Folds

NEW YORK, May 9.—The burlesque unit, *Life Begins at Minsky's*, touring vaude theaters, folded Thursday night in Richmond, Va. The unit played four and a half weeks in the East.

RKO Down to Three and a Half Weeks; Worst in Its History

NEW YORK, May 9.—After this week RKO will be left with exactly three weeks and four days on its vaude books, the houses comprising the Palace, Chicago; Palace, Cleveland; Shubert, Cincinnati, and Proctor's, Troy, the latter being the four-dayer. In addition, there are occasional bookings into Kansas City, Minneapolis and Detroit. This showing is one of the worst yet in the vaude history of the circuit, and, tho last season was acknowledged to be a poor one, RKO had considerably more time at this period.

This week last year the circuit was booking shows into the Palace, Academy and Coliseum, in town; Albee and Madison, Brooklyn; Tilyou, Coney Island; Proctor's, Troy; Albee, Providence; Capitol, Trenton; State, New Brunswick; Capitol, Union City; Palace, Chicago; Downtown, Detroit; Palace, Cleveland;

Filling In

NEW YORK, May 9.—Lester Hammel, of the Morris Agency, lunching at the Astor Hotel one day this week, was served by a waiter whose face looked familiar. The waiter addressed him by name, but asked Hammel to guess who he was. Poor at guessing, Hammel finally gleaned from the waiter that he used to be with the act of Bob, Bob and Bobby.

Keith and KAO Turn In Healthy Profits

NEW YORK, May 9.—Both B. F. Keith Corporation and Keith-Albee-Orpheum Corporation and subsidiary companies showed substantial profits for the 13 weeks ended March 28. The Keith group showed a net profit of \$238,326.40, as against the \$29,820.13 profit for the same period last year. KAO's profit for that period was \$274,049, as compared to the \$28,954.95 profit for the period last year.

For the 52 weeks ended March 28 the Keith group showed a net profit of \$673,151.21. KAO's net profit for the 52 weeks totaled \$648,167.49. Latter is equal to \$10.07 per share on the 64,304 shares of 7 per cent cumulative preferred stock now outstanding.

Detroit Booker Adds Two Houses to Books

DETROIT, May 9.—Sol Berns, local booker, is adding the Granada Theater here and the Rialto, Bay City, Mich., to his books. Both houses are operated by the Associated Theaters Circuit, with the Granada just taken over this week by the group.

The Rialto, a new house, is scheduled to open in a few weeks. The Rialto will split the week with the Rialto in Flint, now booked by Berns for the same circuit, with Maxie Gealer as master of ceremonies.

Sax Gets 1937 Date

NEW YORK, May 9.—Ray Sax has been booked for the London Palladium's *Crazy Show*, opening in August, and has also been set for the Scala, Berlin, for the month of March, 1937. He goes into the *Crazy Show* on a 10-week guarantee with options stretching it to six months. George Oberland booked him thru Dick Henry, of the Morris Agency.

Coogan-Grable Sans Unit

NEW YORK, May 9.—Jackie Coogan and Betty Grable are returning from the Coast for more personal appearances, working without their unit, *Hollywood Secrets*, which has disbanded. The duo are scheduled to go into the Stanley, Pittsburgh, this Friday, and the Earle, Philadelphia, May 22.

Edwards' Flop Tough on Acts

Principals in bag for 8 days' salary—chorus and others nicked 70 per cent

NEW YORK, May 9.—Sunday night's sudden blowup of Gus Edwards' try at straight vaude at his Broadway Show-Window found all the principals holding the bag for a full eight days' salary and chorus people and less important principals in the bag for about 70 per cent of their salary. So far no suits or a like action have been started by any of the performers to collect money owed them, and until today the American Federation of Actors, which had obtained a closed shop agreement with the management, had no complaints from any members to start action.

Ed Lowry, emcee of the Edwards show, planned to take over the show, working the cast co-operative and guaranteeing salaries to the union crafts with a daily payoff. On Sunday Lowry took over the box office as head of the cast, but there was very little there with which to work. It was agreed to turn the money over to the chorus girls and kids in minor parts, with others around the house chipping in to give the kids some sort of a payoff.

It is reported that the house grossed about \$17,900 in its three-week run and lost about \$15,000. Louis Smalinsky, of Detroit, and Sam Levy were Edwards' original angels, but on the second week another money man had to come in, Herb Ebenstein, insurance broker. It is understood that Smalinsky and Levy put up \$10,000 and Ebenstein the other five.

Following the sudden folding, most of the people went on the hunt for other jobs. Lowry landed the emcee berth at the Paradise Restaurant, opening this Monday in Milton Berle's spot. Joe Dorris will go into Ben Marden's Riviera May 21, and Bill Powers' chorus girls and Ruth and Billy Ambrose opened yesterday in Philadelphia with Joe Penner's unit.

The AFA had little time to corral the company for membership following the signing of the closed shop agreement with the management. However, some of the performers were members of the organization, but as yet they have not asked for the actor group to take action against the management of the Show-Window.

Cincy's New Policy a Flop; May Run 4 Weeks and Fold

CINCINNATI, May 9.—The Shubert Theater here wound up the first week of its new stage-band policy Thursday night to a disastrous showing at the box office. The policy is a very inexpensive one, and it was deemed a poor contrast to the show that it followed in, *Folies Comiques*, which broke the house record.

The new policy is in for four weeks, and it is understood that the house will go dark for the summer after the four weeks are up.

Produce Colored Unit

NEW YORK, May 9.—Lou and Jack Klotz are producing an all-colored unit which opens for RKO May 15 in Troy. The show includes Buck and Bubbles, Earl Hardy's Band, Dynamite Hooker, Three Queens, Myra Johnson and a line of girls.

Veloz and Yolanda Unit

NEW YORK, May 9.—RKO is building a show around Veloz and Yolanda, the unit opening this Friday at the Orpheum, Minneapolis. Among the acts set for the show are Bob Hall; Ross, Pierre and Schuster, and the Thrillers.

THE INTERNATIONAL SHOWMAN



A. B. MARCUS

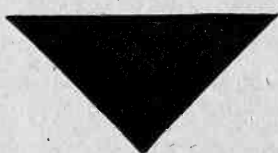
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Would like to hear from Pete and Joe Michon and
The Aristocrats

Loew's State, New York

(Reviewed Friday Evening, May 8)

Loew's wonder house, offering Broadway's only dyed-in-the-wool vaude, slips up on this week's show. Doesn't come anywhere near the caliber of shows that have been presented here, but it's playing opposite the picture *Little Lord Fauntleroy*, so the week's business should be pretty good anyway. Attendance at this supper show was off, the record-breaking heat outside probably accountable. The five-act layout is weak in midportion, but the balance of the bill is okeh. Show runs a snappy 54 minutes.

Sylvia Manon and Company open, an adagio act trimmed in Maurice Golden fashion, a sort of *Porcelain Romance* affair. In Colonial days' atmosphere the blond little Miss Manon is tossed around daringly and expertly by her three male partners, with the catching also expert. Two fems sings operatic numbers during the adagio, and it's all good, which the audience showed to be the case.

Georges Andre Martin, a Parisian, brings a novelty to the deuce spot, but it's a novelty that needs more intimate confines than those of a theater. With his two fingers and doll-like accessories he imitates dancers, the ballet one being the best. It's long sighting in a theater, and he'd probably do better in a club. A lobby display shows repros from a *Time* magazine article, referring to Martin as "His childhood is unfinished." Fared mildly.

Sammy Lewis and Patti Moore go okeh, but they need to reroutine their act to get by the early slow spots. Their finish is best and it's straight dancing, but the talk and horseplay up ahead slow the act. Act is too long as it is, but a severe o. o. should give it more substance. At eccentric dancing they're good also.

Everett Marshall, with a mike planted in front of him, song-blasted his way to a big hand. He really doesn't need a mike, and while it increases the volume it doesn't disturb the quality of his voice. He also has a fine dramatic delivery, and all in all he gives an outstanding account of himself.

Carl Freed and Harlequins, harmonica act in which Carl is assisted by eight boys, goes over very big in the closing spot. Grand harmonica music, with nice enough comedy relief provided by one boy. A type of act that most audiences go for, as proved by Minevitch's success in that line.

Ruby Zwerling and pit boys play the show well as usual.

SIDNEY HARRIS.

Oriental, Chicago

(Reviewed Friday Afternoon, May 8)

The show this week doesn't quite jell because of too much jam and too much jam is equally as bad for the customer's constitution as it is for the little boy whose eyes are bigger than his belly. Not everyone is crazy about swing music and Fletcher Henderson, who heads the bill, has forgotten that in arranging his program here. Instead of varying his selec-

tions with some sweet stuff now and then his band does nothing but broken rhythm and weird noisy tempos that can hardly be called music. In a cafe this style is probably the last word but the loud barbaric brassiness should be tempered somewhat when the band appears on the stage.

The Emerald Sisters, three attractively costumed girls, opened the bill with a clever line of tumbling and comedy acrobatics, closing with some tricks done with a table and chair. Good hand.

Goss and Barrows kept the customers entertained in the next spot with their comedy talk, the singing by Mary Goss of *Little Old Church of My Dreams* to her own accompaniment on the uke and *Take Me in Your Arms Again* to Barrows' accordion. Three bows.

Raymond Wilbert, who has now played every vaude house in the loop, did his hoop rolling and juggling with constant comedy chatter. He had a little difficulty in completing his featured rope trick at this show but finally did after several tries and left to a rousing hand.

Fletcher Henderson and band (12) opened with their theme song, *Christopher Columbus*, before the attractive Southern mansion set recently used at the Chicago Theater. *Nagasaki*, played in torrid style, featured the singing and hot trumpet playing of Roy Hildrudge. Ted Lewis sang two numbers; the Three Lightning Flashes contributed some excellent tap numbers; a brass quintet played *Sultan of Savoy*; *Honeysuckle Rose* featured lotsa piano by Henderson, and Valaida sold three songs, ending with a bit of trumpet playing on *Tormented* to a heavy hand. The band closed with *Limehouse Blues*.

F. LANGDON MORGAN.

Roxy, New York

(Reviewed Friday Evening, May 8)

The Roxy succumbed to the current craze for sports in theaters this week, headlining its stage show with, of all things, a game of badminton between George F. (Jess) Willard, national pro champion, and Bill Hurley, Pacific Coast champ. The boys play an 11-point game at each performance and it makes for exciting entertainment. Badminton, which has a popular rep for being a sissy pastime, isn't as these guys go at it; it's strenuous and it had the crowd in an uproar. Willard won by a close score at the showing caught.

Only three professional acts in the rest of the show. Red Donahue and Uno, his trained mule, open with their well-known comedy act, which was as well received as ever, the mule pulling down plenty of laughs with his excellently executed routine. The Kitaros, ace foot juggling and Risley turn, are in center spot, introduced by an ingenious Japanese production number done by the Gae Foster Girls, house troupe. The Kitaros introduce comedy judiciously and that, combined with their smooth talent, makes it a stand-out act. Next-to-shut spot is held down by Larry Blake, a fail-coated impersonator, who not only does extraordinarily able imitations but lends added zest to his stuff by pretending to show how the effects

are obtained. It is a unique and excellent innovation, and Blake was forced into a thoroly deserved begoff.

This week's amateur is Bill Baker, a pianist, who plays the *Hungarian March* very well, tho the semi-classical tune seemed a bit over the heads of the Roxy's pop audience.

The Foster kids, in addition to their mid-section flash, open with a cute number in which they are led by Joan Standing, a pretty-pretty from the line who sings and dances excellently and shapes up as a coming principal. The kids close the show with a brief introduction to the badminton game and then stay on the stage as audience during the contest. Freddy Mack emsees and leads the pit boys.

The picture is *Let's Sing Again* (Lesser), and house was fair the supper show opening today. EUGENE BURR.

Orpheum, Los Angeles

(Reviewed Wednesday, May 6)

Policy of this house has been for past several years to let down a bit and go in for cheaper talent to fill bills for several weeks after name or big-draw attractions. Amos 'n' Andy played here two weeks ago to top grosses and result, last week and this, is a run of lesser performers. Sheila Barrett is in this session, but she was the single bright spot.

Show opens with Wally Guterson's Ork in pit playing short overture. Harry and Gurley come on first in a light acrobatic routine. Act entirely lacks flash or color.

Danny and Eddy, colored tap experts, take the next turn in a tap and song pattern. Duo work fast in swank attire, then step to the wings to allow each other solo turns. Act played the house several weeks ago and still using their original routine of rope-skipping tap, roller-skate dance and a novelty turn.

Third on is Eddie Stanley. He gags, tells stories, plays adequately on the flute and fingers a piano. Gags and spills yarns of no consequence and brings on Penny Gill for a bit of rumba and stuff. Stanley then proceeds to read comic letters from home and finishes with swell piano arrangement of *In My Solitude*.

Sheila Barrett makes her first Coast appearance in next spot. Her brand of mimicry is novel, entertaining but apparently unsuited to local vaude tastes. Her applause was slim. Broke her act in half, with first portion devoted to imitation of night club emsee introducing celebrities. She then handles short pieces on Katharine Cornell, Lionel Barrymore, Mae West and Garbo. Second section of her act is the much-used "Broadway chorine who goes to London" monolog.

Closing spot is handled by Joaquin Garay in his fifth return engagement here over a period of three months, doubling between night clubs. He sang *Lost* and *La Cucuracha*, encoring with *I'se a-Muggin'*.

Films are *Arizona Raiders* and *The Witness Chair*. SEYMOUR PEISER.

Earle, Philadelphia

(Reviewed Friday Afternoon, May 8)

(FIRST SHOW)

JOE PENNER UNIT

While his engagement is unlikely to come anywhere near his record-smashing visit two seasons ago, Joe Penner was greeted by a near-capacity house at the Earle today.

The famous duck salesman has surrounded himself with a good show which he emsees thruout, pausing from time to time for his own funny interludes. The opening brings on the Hollywood Debutantes, a line of 16 good lookers who sing a song about the stars who have come from the chorus and introduce three of their members for specialties, a tap dancer, an eccentric dancer and a high kicker. Finish is a unison tap, most of it unaccompanied by the orchestra.

Penner appears for a brief comedy scene with Edward Emerson and Cliff Hall and then introduces Alice Dawn, deep-voiced torch singer, who warbles *I'm Shootin' High*, *Moon Over Miami* and *I Won't Dance*. Good voice and delivery, tho the interlude was a little long and should have been split into two appearances.

Penner then does the restaurant bit with Hall as the hard-boiled waiter and Emerson as the policeman who doesn't show up when he's needed. With Miss Dawn introducing the number by singing *Alone*, the chorus, in good-looking

trailing purple gowns, does some ballet maneuvers and graceful acrobatics. Ruth and Billy Ambrose fit into the number with their ballroom routine, beginning with a waltz and ending in a fast rumba tap.

The next interlude for the comedian presents him in "imitations" of Fred Astaire and Eleanor Powell, followed by the introduction of "The Lucky Boys," a sextet of Risley artists, who mix plenty of good slapstick with their stunts. Act got the afternoon's biggest hand.

For the finale Penner sings one of his songs which lets the orchestra "cross" him for some amusing comedy gags. He then thanks the audience for its reception. Ending is a little flat. A brief full-stage routine with the girls would have given this really attractive show the conclusion it deserves.

The film is *Florida Special*. H. MURDOCK.

Grand Opera House, N. Y.

(Reviewed Friday Evening, May 8)

Grand Opera this half presents a bill of average merit, opening with Siegfried and Company, a strong-man act featuring heavy juggling and iron-jaw balancing of weights. Siegfried is rigged out as a Roman gladiator and handles props with amazing ease. Routines include catching balls catapulted by a teeterboard on the back of his neck, balancing a number of weights on a perch held in his teeth, etc. He is aided by two nice-looking lasses, both of whom he twirls from a tandem arrangement attached to his head for the finale. Went off nicely.

Marshall Trio, two blondes and a boy who doubles at the piano, in vocal renditions of *I'm Puttin' All My Eggs in One Basket*, *I Can't Give You Anything But Love, Livin' in a Great Big Way* and a hot Harlem number called *Pick Up the Can, Pick Up the Garbage*. In the last two the girls hoof some and generally liven up the act. Their singing makes use of many variations and interpolations around the original melody. A fair act.

Pinky Lee, aided by a girl and boy, offers a variety of the nuttiest hoke in next-to-closing spot. Lee puts over some risque gags with the girl as foil, mugs,

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dances a bit and carries on a variety of nonsense. The audience liked him and he pulled down a tremendous hand. The other boy, besides straightening for Lee, is a fair eccentric stepper and the girl also does a good acro Russian dance turn. All scored.

Dance flash closing the bill was the *Don Alvin Revue*, four girls and the Don. A few ensemble tapping turns, two routines with Alvin and a pair of the girls, a ballroom tap waltz by Alvin and a girl, and a solo tap by Alvin about complete the dance numbers. For fill-ins two of the girls sing *Don't Give Up the Ship*, leading to the closer which is an ensemble shoulder-to-shoulder stepping routine with everybody in sailor suits. Looks pretty cute, too.

Pictures were *Robin Hood of El Dorado* (MG) and *Lady of Secrets* (Columbia). Fair house for a supper show.

PAUL ACKERMAN.

Kedzie, Chicago

(Reviewed Saturday Afternoon, May 9)

Another typical family time bill is on tap this week-end with Joe Christy acting as emcee thruout. The policy out here seems to insist upon an emcee weekly. Usually the man in the next-to-closing act is elected, whether or not he has ever done emceeing before, and in most cases the selection tends to slow up the show considerably.

Joyce Brothers and Dean opened with a soft-shoe routine that featured splits. Later the three go in for a few knee falls and a jam session of sock Russian steps. Some cane and acrobatic stuff is included and they closed with fast acrobatic work to a good hand.

Al Mardo, in the deuce spot, started with a comedy song and then got quite a bit of fun with his bulldog. Played on a small harmonica without the aid of his hands and closed with an eccentric dance routine. Nice hand.

The Four Esquires, a vocal and instrumental combination, are evidently a night club floor act breaking into vaude. Consists of muted cornet, string bass, clarinet and guitar and the boys harmonize in a fair manner with *Goody-Goody*, *Shoe Shine Boy*, *Putting All My Eggs in One Basket* and other tunes. The boys lack stage presence and a different coat with their costumes would keep them from looking like waiters. Good hand.

Joe Christy, assisted by an unbilled woman, pulled a few gags; she sang; he did some nut comedy, a pantomimic impression of a lady taking a bath and closed with the playing on the piano of the *12th Street Rag*. Good hand.

The Donaldson Foursome, three men and a tiny girl, proved just another adagio act. Nothing new in throws or thrills and their execution shows the need of more rehearsing. Also need a closing exit and if the boys are going to continue to work in white shorts they shouldn't work with all lights up and a white spot. Darker shorts would look much better from the front.

F. LANGDON MORGAN.

125th St. Apollo, New York

(Reviewed Friday Evening, May 8)

This supper show ran just shy of 90 minutes, which may give an idea as to proceedings for the last show. First half hour did not have Lucky Millinder, leader of the Mills Blue Rhythm Band, on stage, with Edgar Hayes, pianist, officiating as conductor. As usual the opening is a production number, girls faking as musicians for a few minutes of kidding, then into the usual dance routines. Taps Miller, a Harlem star (*Shuffle Along*, musical), followed, scat singing and selling it handily, *Yazoo*. But Miller really gets to work when he starts tapping, of which he can do plenty. He earned easily the big hand he drew. Works with plenty of ease and finish and makes the hard ones look simple.

Doris Rhuebottom, another local fave, sang *Indian Love Call* and *Please Believe Me* in that sort of semi-falsetto, semi-coloratura style that is popular in Harlem. Second song has the line of girls going thru another set of paces. Apus, Ashes and George, comedy trio, work next in a typical undertakers' gag bit that got its laughs from the house. Three Rhythm Sisters, who appear later down also, contributed a somewhat lackadaisical routine, mixed in with a challenge festival.

Millinder came on here and led the band in his acrobatic style thru a torchy opener, followed by *Keep the Rhythm Going*. Chuck Richards, vocalist, has his

first tune here and he also returns later on. He, too, sings in that top-tenor style, the male counterpart of Miss Rhuebottom's work. The band's treatment of *Christopher Colombo*, one of the better swing tunes, is typical both of Harlem hot stuff and embroidered arranging, basic tune almost lost. Special lyrics precede the actual number, which is excellently done, however. Another well-done number was *Stomping at the Savoy* essayed in a sort of Bennie Goodman number. Just before the closing act, and following a session with Lois Monroe, winner of the Apollo amateur contest, four or five of the men in the band go thru something hand-tailored for 125th Street, each man doing his own special version of trucking. Miss Monroe isn't much as a warbler.

Pops and Louis closed, socking as they would in any house. Youngsters do two vocal numbers and several dance bits, the solo hoofing of the taller of the pair copping the thunder.

JERRY FRANKEN.

Paris Bills

(Week of April 26)

A big-time vaudefest at the Alhambra, with at least four acts scoring technical show-stops and all acts scoring solid hits. It is difficult to pick the outstanding hit of this show, but biggest applause pullers are Walton's Marijonnets, Bobby May, the Maurice Colleano Family and Rene Dorin.

The Waltons present a series of puppet scenes that are decidedly novel and highly flavored with good comedy. The Maurice Colleano Family score a smash hit with their superb medley of clowning, tumbling and dancing. Added attraction is Con Colleano, incognito, pinch-hitting for his brother retained in America thru recent injury. Con tumbles and acts as well as the rest of the family. Bobby May without a doubt is one of the most entertaining of present-day jugglers. Rene Dorin is one of those typical Paris cabaret "chansonniers" who this writer usually finds tedious. Dorin, however is an exception. He delivers his witticisms and rhymes in an easily understood voice and his material is really witty and highly entertaining.

Geraldine and Joe are a clever pair of kids and score a big hit with their neat dancing, excellent tumbling and their sensational apache parody. Edna Covey also is unfortunate in being on this particular bill as her fine parody does not receive the appreciation it merits. Evidently to cut down the running time of the program Edna's number is sandwiched between two dance bits by Lois and Jean Sterner and the public is uncertain as to whether or not her act is over. The Sterner girls present two excellent dance bits which are a bit too modern for the Alhambra audience. The Hermanos Williams open the show with their neat balancing and tumbling routines. Leon Woizikovsky's Russian ballet presents a speedy tempoed ballet bit from Borodine's *Prince Igor*. A surprisingly good number for vaude. The Seven Queens of Hearts are a group of Viennese girls who sing in novel fashion, which at times seems dangerously near to rating them the bird, but they come out on top and click solidly with old lady bit as a sock finish. Rene Paul is one of those "chansonniers" mentioned earlier in this opus. A bit tiresome, but the public seems to like him. Maurice Roget is a talented pianist who reverses the usual procedure—playing pop tunes as Wagner, Mozart et al. would have played them. Okeh. The Eight Ben Behees close with their whirlwind tumbling, pyramids and other Arabian sports. Hap Hazard and Mary Hart are billed but fail to appear.

New revue at the Casino de Paris owes most of its bright moments to vaude acts and the peppy dancing of the Helena Greasley Girls. O'Dett, cabaret entertainer, is starred, but he is void of real talent. Smash hit of the show are Sinclair and Day, a talented team of American ballroom dancers. The Samuels Brothers, American hoofers, also score with their neatly regulated tap routines. Joan Warner, American fan dancer, is given heavy billing and pleases with two dance numbers, but fails to click in attempts at singing. Carmelo Vesio on for two good song numbers. Iris Kirkwhite, attractive English dancer, puts across her toe and acrobatic routines in showmanly manner and clicks nicely. The Two Fokkers on in their comedy acrobatic bit with the little fellow scoring with his exceptional spins and pirouettes. Gaby Marces does a strip on trapeze over the ork and finishes with excellent trapeze routine. Helena Greasley has staged a fine lot of dance ensembles in which her big troupe

of English girls show precision, speed and talent which livens up the show considerably.

Barr and Estes, the American comedy duo, have been added to the bill at the ABC. St. Granier and Samson Fainsilber, comedians, and the adagio trio of Diane Bell and Ryaux are featured at the Bobino. Excellent program at the European with Jean Lumiere, singer; Miss Dora, contortionist, and the band of Fred Adison. The Four Kentons, aerial, and the Molinoffs, acrobatic dancers, are at the Petit-Casino. The Samuels Brothers are doubling at the Gaumont Palace from the Casino de Paris. The Flying Banwards, bounding trampoline, and Wilba and Company, illusionists, are also on the bill. Good stage show at the Rex with the Karre le Baron Trio, acrobatic dancers; the Four Bonellys, aerial act, and the Romanos, equilibrists. Mathea, Merryfield, dancer, and the Caligary Boys, acrobatic comedians, held over at the Paramount. Miami Trio, adagio dancers, are at the Cigale, and the Fred Adison Band at the Roxy.

London Bills

(Week of May 4)

Three new American openings. Leonard Barr and Virginia Estes make their English debut at the Portsmouth Hippodrome, where they hit sensationally, taking five bows for a begoff at their first performance. Act has neat spoken and sight comedy plus extraordinary eccentric dance ability, while the girl is a peach of an acro-dancer. Turns look okeh for all European spots.

The Three Giants of Rhythm (Coles, Weaver and Saunders) open at the Palladium. Colored boys are hot-footed tap dancers with intricate rhythm. Big hit.

Carol Chilton and Maceo Thomas, creole dancers with swell comedy relief, open at Glasgow Empire, where they show-stop. Act is here on its fifth European tour and plenty popular. On the same bill the Three Sailors, with dandy hokum, and Senator Murphy, with his political gabfest full of belly laughs, click heavily.

Back from a brief Continental tour, the Four Franks, youthful stars of steps and tunes, again tie the show into knots at Holborn Empire. Act rates as the most popular of all American family turns this side.

Gene Sheldon and Loretta Fisher, with a swell melange of comedy, pantomimery and dance, are highly successful at the Mayfair.

Paul and Nino Ghezzi, dandy equilibrists and originators of their particular style of upside-down dancing, win high favor as headliners at the Wolverhampton Hippodrome.

Ade Duval, ace American conjurer, clicks with his appealing magic with silk at Finsbury Park Empire.

Hal Menken, slick and novel tap dancer, and Buck and Chic and Company, with their spectacular Western novelty, win high favor at Stoll's Chiswick Empire, while Roy Tracey, dancer, singer and monologist; the Diamond Littlejohns, with a corking novelty, and Radcliffe and Rogers, colored comedians, are all in the hit class at the Shepherd's Bush Empire.

Al De Vito, Russ Denny and Dorothy Stevens, with their hilarious hoke nonsense, are a laughing riot as headliners at Coventry Hippodrome, where Kirk and Lawrence, with their comedy novelty, also register successfully.

N. Y. Para's Bookings

NEW YORK, May 9.—The local Paramount has set its band bookings to follow the current engagement of Guy Lombardo. Bands to follow, in the order of their bookings, are Ray Noble, Louis Armstrong, Russ Morgan and Ozzie Nelson. All are for one week with the exception of Noble, who is in for two weeks. Gracie Barrie will repeat at the house during Morgan's stay.

Coughlin Soloist To Tour

DETROIT, May 9.—Carl Sobie, tenor, soloist with Father Coughlin's broadcasts for four years, is planning a tour of Eastern cities, playing theaters and other spots, starting in September. Harry F. Ludwig will be accompanist and P. J. Hoover advance man.

FILM ACTORS

(Continued from page 5)

Jr., first vice-president, acting as chairman in the absence of Rudy Vallee, president.

Whitehead explained and submitted

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the council's plan for a death-benefit system involving payment by the membership of 25 cents upon each death of a member, the beneficiaries of the deceased to receive approximately \$300, depending on the membership and treasury of the benefit fund. The plan was adopted unanimously and goes into operating in the fall.

William J. Rapp, AFA general council; Tom Senna, Boston representative; Paul Poole, Syracuse representative, and William Rowe, Harlem representative, were among the speakers.

A delegation of eight union stage-hands presented a silver gavel and silver-plated block with the inscription: "To Brother Ralph Whitehead, in appreciation of his efforts in behalf of organized labor, from members of the IATSE on the Federal Theater Project." Their spokesman, Sidney Platt, also presented Whitehead with a scroll signed by 40 IA members.

HOLLYWOOD, May 9.—The Screen Actors' Guild has already received the signed and okeed papers from British Actors' Equity for an affiliation and reciprocal working agreement. Steps will be taken at Monday's Guild board meeting toward placing the proposal before the membership for approval.

Meanwhile the Guild has formally contacted the American Federation of Actors regarding a reciprocal working agreement and affiliation.

AFA Booking Service Stays Until Bookers See the Light

Entertainment manager groups in Philadelphia and New York squawk over AFA club booking service—Whitehead intends continuing until he effects trade agreements

NEW YORK, May 9.—Until private entertainment bookers consent to a trade agreement with the American Federation of Actors, which would elevate bookings to a standard where performers would get fair wages and better working conditions, the AFA intends continuing its club booking activity, a service given to performers and sponsors without entailing any fee. This was the answer of Ralph Whitehead, AFA's executive secretary, to the complaints made by the Entertainment Contractors' Association of Philadelphia and the Entertainment Managers' Association of this city. Both organizations are protesting the AFA's move in entering the private entertainment booking field and circularizing chairmen of various organizations.

First squawk was made by the Philadelphia group, producing circular letters sent cut by the AFA, objecting strenuously to the line, "We therefore call your attention to the new system which we have inaugurated without profit to the middleman." The Philadelphia club bookers claim that Whitehead recently spoke at one of their meetings and that they promised to book none but AFA members. They also claim that their minimum is \$7 single and \$14 double, \$10 and \$20 on out-of-city dates, whereas they claim the AFA quoted \$3 and \$4 rates to those writing in answer to the circulars.

The managers' organization of this city, thru Frederic Watson, its executive secretary, claims to be very friendly with the AFA and in accord with union ideas and has no objection to the organization having a booking office, but that there is objection to the sending out of circulars telling of the elimination of the middleman's profit. Watson claims to have worked hard with Whitehead for a trade agreement, but that Whitehead's sending of a questionnaire to Watson's members more or less blew the whole thing up in smoke.

Whitehead defies the Philadelphia organization to prove the AFA's booking of any acts under the minimum, and that \$10 single is the AFA's minimum, altho in Philadelphia they observe the \$7 scale because of that being the minimum established by the managers. He revealed the Philadelphia managers did promise to use AFA men, but that when Louis Mosconi, AFA representative there, approached them they refused to have anything to do with them. According to Mosconi, the managers claim that they are booking on a basis of 33 1/3 per cent profit and that if Whitehead came into the picture they would be cut down.

According to Whitehead, the AFA realizes that in Philadelphia and all over the country that the actor is being taken advantage of in bookings. Furthermore, that the purpose of this department is to perhaps bring the managers into line to tie up on an agreement to book only AFA members, for the purpose of eliminating existing evils and keeping up a standard where actors would get fair wages and decent working conditions and where AFA would support bookers in seeing that they are protected.

Whitehead also revealed that some managers agreed to signing a trade agreement, but that the majority refused, and that it would be unfair to work with the few inasmuch as they would be on the spot with the others.

Mich. Artists' Bureau Folds

DETROIT, May 9.—The Michigan Artists' Bureau, operated at the Tuller Hotel by Eugene T. Dormer as a vaude and orchestra booking agency, has folded.

Weber-Gordon Office

NEW YORK, May 9.—Will Weber and Bob Gordon have opened offices in the Bond Building. They are handling attractions for all fields.

CHICAGO, May 9.—After three weeks' try on the road as a \$2.75 attraction the Savoy Opera Company, which has been presenting *The Mikado*, has been brought in by Michael Todd for revision and condensation as a vaudeville unit. A ballet of 12 will be added besides a Japanese acrobatic and juggling troupe. Show will reopen at the Riverside Theater, Milwaukee, on May 22.

Such a Business

NEW YORK, May 9.—An onlooker reported this happening in an indie booking office this week. A performer walked in on the booker and in gained voice said, "If you let 50 cents stand in the way of my getting the date, then our friendship is washed up."

Novellos Replace Elgins

DETROIT, May 9.—The Five Elgins, scheduled to appear at the Fox Theater here this week, only played the opening show, and then just to give Manager David Idzal a chance to get a replacement. Tom Breen, of the Elgins, was notified of the death of his brother and flew on to New York. The replacement was Novello Brothers and Sally.

Vaudeville Notes

FERDE SIMON is the first outside agent to sell a Major Bowes unit, selling the No. 1 show to RKO for the week of May 22 at the Mainstreet, Kansas City. . . . Judy Zeitlin, niece of the Hyde freres (Johnny, Alex and Victor), will be a June bride, marrying a New Jersey nonpro. . . . Diamond Boys arrived in New York on Monday on the Normandie after appearing abroad since March 9, 1935. . . . Arthur (Street Singer) Tracy is returning to England for more dates. . . . Walter Tetley, radio juvenile star, played the Ritz, Newburgh, N. Y., recently to capacity business, with hundreds of kids besieging him for autographs. . . . Billy Kelsey and Ken Neal joined the Bryant, Rains and Young act, opening for Loew this week in Washington, D. C., and scheduled to follow with Baltimore and the State, New York. . . . Act is slated to sail for Europe July 18.

AL WILLIAMS, of the dance team of Martin and Williams, in a visit to the home office of *The Billboard* in Cincinnati last week, reported that his partner, Gladys Martin, is recuperating in Buffalo, N. Y., from her third operation in nine weeks. She has been suffering with an intestinal ailment. Miss Martin expects to be able to resume work around July 1. She recently broke into a *Stranger Than Fiction* short with her sensational toe work.

BILL HOWARD, RKO booker, returned to New York the middle of last week after a tour of Midwestern houses. . . . Sammy Lewis and Patti Moore will sail for Australia June 23 on the Maripesa from San Francisco. . . . Open at the Tivoli, Sydney, in July for a 20-week

tour. . . . Jack Ward, agent, will get married June 21 to Sally Abramson, nonpro. . . . Mitzl Green returns to New York from the Coast in two weeks, having just finished a picture for Republic. . . . Mills Brothers will leave for Europe May 23 for a return engagement. . . . Morton Downey sailed last Wednesday on the Washington for European engagements, and Jimmy Durante sailed this past Tuesday on the Normandie.

BILL O'DAY, former RKO manager-agent, is now operating an entertainment bureau in Newark, N. J., in partnership with Bill Van Buskirk.

EDDIE SMITH is reported as getting along nicely at the Montefiore Home in Bedford Hills, Westchester.

FREDDY ROBERTS, dancing in the French Casino shows for two years and known for his "apple dance," has taken a new partner, Gabby Wallace. His former partner was Maria Desty.

LEW SHARP, New York agent, is trying to line up an exclusive on shows for American Legion Posts thru his membership in the NVA Post. . . . The Dows moved from the Brill Building to the 10th floor of the Bond Building, New York. . . . Little Jack Little and ork will open May 22 in the Catalina Islands.

LORA VALADON, in the Rhode Island Hospital, Providence, was entertained recently by a vaude show rounded up by her husband, Daniel. . . . She has been in the hospital off and on since 1932 and is now awaiting her 14th operation for injuries sustained in a fall while doing her novelty act.

New Acts

Georges Andre Martin

Reviewed at Loew's State, New York. Style—Novelty. Setting—In one. Time—Six minutes.

This Parisian fellow needs more intimate confines than those of a theater for his novelty, which is doll-like dancing by means of two fingers and tiny costume accessories. It is long sighting in a theater, whereas in a club its effect would probably be a whole lot better. Uses a wooden stand for his finger dancing.

Martin is a bespectacled bald-headed fellow, working in tux. Announces with a bit of an accent. A lobby front on him, showing repros from a *Time* magazine article, refers to him in this manner, "His childhood is unfinished." He imitates a couple of line girls, a Russian dancer, a ballet dancer, a tap dancer and a song-dance girl, with falsetto singing provided by him.

Went mildly in the deuce spot here. S. H.

Marshall Trio

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

Trio has been heard over NBC and comprises two good-looking blondes and a boy who doubles at the piano. Sing *I'm Puttin' All My Eggs in One Basket*, *I Can't Give You Anything But Love*,

Livin' in a Great Big Way and *Pick Up the Can, Pick Up the Garbage*. Latter is a hot Harlem offering, and the gals break into some hot stepping and hip tossing during the number.

Voices are fair, arrangements are very tricky, the trio looks well and the act clicks okeh. P. A.

Siegfried and Company

Reviewed at the Grand Opera House, New York. Style—Novelty. Setting—In three. Time—Twelve minutes.

Siegfried, a big blond fellow togged out as a Roman gladiator, goes thru a series of heavy ball juggling and iron-jaw perch stunts with no trouble at all. Two nice-looking brunets dress the act up, do occasional acro bits and handle the props.

Regulation turns done by the 23d street Roman are catching and balancing heavy balls, catapulted from a teeterboard, on the back of his neck, etc. Finale is a twirling turn in which the two gals are suspended from a tandem arrangement attached to Siegfried's head. P. A.

Stuart and Martin

Reviewed at the Folly, Brooklyn. Style—Comedy. Setting—In one. Time—Fourteen minutes.

Charles Stuart of (Stuart and Lash and for a short time Stuart and Samuels) is

Refuses WPA Vaude Post

Whitehead declines job in clash over circuit idea—Frank Merlin takes it over

NEW YORK, May 9.—Failing to reach an agreement on touring stage units, Ralph Whitehead withdrew his tentative acceptance of the post of director of WPA Vaudeville, Musical Comedy and Circus this week. The WPA then announced the appointment of Frank Merlin, former producer.

Temporarily at least, this kills Whitehead's plan to experiment with new stage-show and circus techniques and to tour the better units thruout the country, spotting them in theaters and auditoriums that did not compete with stage-show policies. Whitehead had laid down 14 points as a condition to his acceptance, one of the most important being permission to work out a national circuit scheme. However, he says Jacob Baker, assistant WPA administrator, wanted to limit his activities to New York, promising to tour the units thru the East if good enough. Whitehead says this defeated the entire idea of a national circuit.

At a special meeting of the AFA Council Monday it voted to withdraw Whitehead's three-month leave of absence to take the WPA job if he did not get national jurisdiction. When Baker refused to reconsider Whitehead resigned.

Baker accepted the resignation with, "I am sorry to learn that you and your Council finally came to the conclusion that you were not justified in taking the vaudeville job on our project. I am sorry because I think you would have pulled it out and up in good shape."

With the appointment turned down, Whitehead will probably leave soon on his much-postponed organizing tour to the Coast and back.

working with Martin, of Mills, Kirk and Martin, and seems to have found the ideal sparring partner. Martin gets right in with the hoke and gag comedy style the act needs, and adds strength to it with his warbling and guitar and uke strumming.

Martin worked as m. c. on the Folly show, with Stuart in and out for bits until their closing time. Then they panicked the house with about the same business that the original two-man act, plus girl foil, used. Love-making bit is as funny as ever. Closing, singing *Old Man River* at the mike, is the same.

Where there's vaude this act can go, Europe included. J. F.

Pinky Lee

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

Pinky Lee, aided by a brunet and a young fellow, presents 12 minutes of very nutty hoke. With the girl as foil he gets in a few spicy gags, mugs, dances some and frequently addresses a plant in the audience who obliges continuously with hysterical laughs. Sometimes the plant is funnier than Pinky.

All three close the act with hoofing, Pinky scoring well in a hoke Russian dance, the girl likewise clicking with a straight Russian acro, and the male member coming across with a good eccentric turn. Got a tremendous hand here. P. A.

Don Alvin Revue

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

A four-girl one-man flash offering ensemble tapping, a ballroom waltz by Alvin and a girl partner featuring tapping steps, a solo slow tap by Alvin, etc. Two of the girls also fill in vocally with *Don't Give Up the Ship*.

Closer is a shoulder-to-shoulder turn with all five going thru saillike routines. Simple, but a nice-looking bit. Act as a whole is modest and could use an acro or perhaps an adagio specialty. P. A.

Helburn Awards Seen as Move in League-Guild War

Figured as means of developing new writing talent if present deadlock continues—also figured as means of getting new film writers if SWG bolts studios

NEW YORK, May 9.—Theresa Helburn's Bureau of New Plays, sponsored by a group comprised of one representative each from six of the major film corporations, and organized with the announced purpose of giving financial aid to college students and recent alumni who have proved themselves of professional play-writing caliber, was viewed by Broadwayites as another development in the much-publicized dramatists-managers war. In the event that no solution to the impasse is accepted by both factions, it is evident that a shortage of play scripts will be the immediate result. Present plans of the Bureau of New Plays call for negotiations with the Dramatists' Guild and the League of New York Theaters in an effort to settle contract difficulties relative to the purchase of these student plays; but, should no accord be attained, the Bureau will produce under the contract of the New York League of Theaters. Sidney Howard, president of the Dramatists' Guild, when apprised of the proceedings, said: "It looks all right."

Present provisions of the Bureau call for the awarding of six \$500 prizes annually for (1) the best play of human relations, either a comedy or a drama on a romantic or domestic theme; (2) the best play on a social theme; (3) the best melodrama; (4) the best farce; (5) the best satiric play, and (6), the best character play, historic or modern. The awards are to be considered as outright payments, apart from whatever royalties might accrue should the plays be produced. There will also be available fellowships and scholarships of \$2,500 and \$1,200, respectively, to be used in aiding promising writers in need of assistance. Part of this money is to be returned to the Bureau later if royalties materialize from the work of the authors. Third, an award of a fellowship or scholarship may be given independently of one of the six aforementioned cash prizes. Should the Bureau deem it wise, experienced playwrights will be allowed to collaborate with the young writers.

Regarding other phases of production, those film companies backing the Bureau will have, in rotation, the privilege of financing the plays, and in the event of a sale to screen people the same contract will govern the proceedings. This screen angle is regarded as an evident desire on the part of Hollywood to develop writing talent, and is figured as a move by producers to develop new writing talent in the event of a long-drawn break with the Screen Writers' Guild.

Brooklyn Little Theater Gives "Blood on the Moon"

NEW YORK, May 9.—Claire and Paul Sifton's *Blood on the Moon*, depicting in three acts and nine short, episodic scenes the tragedies befalling German-Jewish middle-class families as a result of the Hitler "purification" edicts in Germany, was presented by the Brooklyn Progressive Players as the first of a series of programs dealing with the lives of people today, at the Brooklyn Little Theater, 126 St. Felix street, Brooklyn, N. Y.

Taking the Mohlenoff family as an example, the incidents of the play rapidly show the disintegrating effect of Hitlerism upon the domestic circle. Suicide, loss of social and financial position, frustrated ambition, unrequited love, exile and all the other publicized items portraying a demoralized people are woven into the plot with dramatic effect. Leading roles were played by Sabine Newmark, Alexander Scourby, Elizabeth Charney, Howard Newman and Gordon Warren.

A non-profit making and non-salaried organization, the Progressive Players are trying to establish a civic and social cultural theater in Brooklyn. *Blood on the Moon*, now being prepared for a tour of unions, summer camps, etc., is the first play of a production schedule calling for at least three presentations per season, selected from the works of modern playwrights. P. A.

Kondolf WPA Theater Director for Chicago

CHICAGO, May 9.—Following the several days' visit here this week of Mrs. Hallie Flanagan, national director of federal theater activities, it was announced that George Kondolf, young Broadway producer, had been appointed WPA theater director for the city of Chicago, succeeding Thomas Wood Stevens, who resigned to care for his Globe Theater interests in California, Texas and Ohio. Kondolf's appointment has already been confirmed by Jacob Baker, assistant federal WPA administrator, and he is on the job in the midst of plans for the development of summer months programs. It is generally accepted and taken for granted that the theater projects here will continue until well into 1937, altho there has been talk in other parts of the country that they will be disbanded in June.

Kondolf produced *The Wind and the Rain* and *Hell Freezes Over* in New York and recently did *A Room in Red and White* in conjunction with Dwight Deere Wiman. He was manager of the Empire Theater in New York for Gilbert Miller and is remembered here for his local production of *Springtime for Henry*, which played the Blackstone Theater a couple of seasons back.

Kendell Davis remains as State director in charge of down-State projects, and Russell Spindler continues as Chicago district supervisor.

"Vanities" Cast Collects

NEW YORK, May 9.—The salary dispute between the cast of Earl Carroll's road *Vanities* and Earl Carroll coupled with Imperial Plays, Inc., was recently settled, with a total of \$519.42 being paid to the cast.

"3 Men," Cornell Returning to Chi

CHICAGO, May 9.—Just two legit attractions left in the Loop as Chicago gets its first real taste of summer weather. *Awake and Sing*, the Group Theater production, is completing its first week at the Selwyn to fair business, and *At Home Abroad* is doing so well its stay has been extended to May 23, canceling Detroit and Pittsburgh.

The original company of *Three Men on a Horse* returns to the Harris Theater May 18 for a summer run. On June 8 Katharine Cornell will bring her revival of Bernard Shaw's drama, *Saint Joan*, to the Grand Opera House for two weeks.

From Out Front

By EUGENE BURR

With the season winging its way into the empyrean, the time comes to indulge once more in the pleasant pastime of thanking those actors and actresses who thru prowess in their chosen profession have made playgoing more pleasurable than it might otherwise have been. Such thank-yous come a week or so earlier than usual this year—but then the season is ending, to put it conservatively, a week or so earlier than usual. This week the column should really be devoted to a discussion of the Pulitzer Prize award, but a reporter enervated by the advent of spring cannot find in his veins the venom necessary to a discussion of that triumph of dumb-cluckery. Therefore, the discussion of the Pulitzer award will be postponed until next week, when the skies may be rainy and one's mood dark.

The last semi-seasonal actor-thanking-fest came at Christmas-tide, so the present list includes only those players who did their good work during the several months since then. It also includes, naturally enough, only those players whose work was seen by this reporter.

Thanks, then:

To Willie Howard and Bert Lahr, those inimitable clowns, who made George White's latest edition of his *Scandals* almost worth seeing—and in particular to Mr. Lahr for making even a phone number seem excruciatingly funny and to Mr. Howard for his immortal opera-singing imp, who has done more than Verdi to make the quartet from *Rigoletto* famous; to Ernest Lawford and Wilfred Lawson, the rival attorneys in Mr. Gilbert Miller's courtroom importation, *Libel*, whose antithetical yet amazingly effective manners made the play seem as good as it did seem; to Arnold Korff, who, altho wasted, turned in a fine performance in *Tapestry in Gray*, wherein Martin Flavin labored under the delusions of a masterpiece; to Minor Watson for his fine, clear-cut and honest performance in the same play, and, later in the season, for a performance just as good in *End of Summer*; to Helen Hayes for the sensitivity of her changing portrayal and for her tour de force of makeup in *Victoria Regina*, which allowed American audiences to spend large amounts for tickets in order to toast the Queen; and to John Litel for a straightforward, honest and, despite all obstacles, effective job in *Hell Freezes Over*, wherein several icebound Jonahs found themselves in a dirigible's gizzard, with dire results to both themselves and the customers.

To Jobyna Howland for her grand work in the lead of *O Evening Star*, which set early; to Frank Conroy for his vivacious, intelligent and amusing satire of a film director in the same misfortune; to Margaret Douglass for her characterization in *Russet Mantle*, wherein she presented a Southern Matron to end (God willing!) all Southern Matrons; to Harold Moffet for his amusing comedy work in *I Want a Policeman*, a play which should rather have requested a script doctor; to Ruth Gordon for her sensitive and effective—the mannered—performance in the Davises' dramatization of *Ethan Frome*, wherein Max Gordon somewhat surprisingly discovered that not even he could confine New England to the limits of a stage; to Gertrude Flynn and Gavin Muir for fine work in subsidiary roles in *The Puritan*, which, under Chester Erskin's aegis, was not Liam O'Flaherty's greatest show business success of the season; to that grand dance team, Gomez and Winona, for the beauty of their work in *The Illustrators' Show*, which must have made the illustrators, as well as Mr. Tom Weatherly, blush; to Chrystal Herne and the late Leslie Adams (whose loss is so greatly to be deplored) for their herculean efforts in behalf of Roy Hargraves' self-conscious nod toward the Marquis de Sade, *A Room in Red and White*.

To Fannie Brice for being Fannie Brice, to Josephine Baker for being a dusky, passion-whipped flame, to Harriet Hoctor for her sunlight grace, to Judy Canova for her ingratiating hillbilly idiocies, and to Cherry and June Preisser for being the grandest pair of kid dancers on the stage, all of them having appeared in the Messrs. Shubert's second edition of the late Maestro Ziegfeld's well-known *Follies*, and to practically the whole cast of another show filled with fine performances, the Theater Guild's production of *Call It a Day*: to Claudia Morgan for her always intelligent and always effective work, this time in an almost impossible part; to Jeanne Dante for her amazingly straightforward and truthful pretending as the

(See FROM OUT FRONT on page 20)

Pulitzer Prize To Sherwood

Award goes to "Idiot's Delight" author, who suggests drama critics choose

NEW YORK, May 9.—The high moguls of Columbia University have awarded to Robert E. Sherwood this year's Pulitzer prize in drama for his anti-war play, *Idiot's Delight*, a Theater Guild production starring Alfred Lunt and Lynne Fontanne and appearing currently at the Guild Theater. Released simultaneously with the announcement of the winner of the \$1,000 was a statement by Nicholas Murray Butler, president of Columbia, that the advisory board had dropped its previous restriction providing that a one-time winner was not eligible for consideration a second time. According to Sherwood, had the latter ruling not been removed he would have been forced to refuse the award in order to maintain his self-respect, in that a decision under the old ruling would have excluded from the running works of such playwrights as Sidney Kingsley and Maxwell Anderson. Anderson's *Winterset* was the recent choice of the Drama Critics' Circle as the best play of the year.

Further complicating his own viewpoint in accepting, Sherwood stated in a conversation with Guild officials that the award should be placed in the hands of the Drama Critics' Circle. Brooks Atkinson, president of the Circle, in speaking of Sherwood's suggestion, said "it is a very friendly suggestion and all the members will be pleased. But we cannot discuss the matter unless there is an official proposal of some kind." It will be remembered that in last month's award by the Critics' Circle three members named *Idiot's Delight* as their choice, tho *Winterset* finally came under the wire a winner.

Sherwood is now 40, attended Harvard, went to war with the Canadian Expeditionary Force and at the age of 31 attained his first dramatic success with *The Road to Rome*. In 1919 he was affiliated with *Vanity Fair* as dramatic editor, and from 1920 to 1928 he was first associate editor and then editor of *Life*. His other writing activities include motion picture reviewing for the old *New York Herald* and a weekly syndicated film story for *The New York Evening Post*. Besides *Idiot's Delight* and *Road to Rome*, his best known plays are *Reunion in Vienna* and *The Petrified Forest*.

"Parnell" Returns With New Leads

NEW YORK, May 9.—The late Elsie Schauflier's *Parnell*, terminated last winter while still drawing well, reopened at the 48th Street Theater Monday night, with Dennis King and Edith Barrett in the roles created by George Curzon and Margaret Rawlings. The new cast changed the emphasis of the production somewhat by making the characterizations of Parnell and his sweetheart less biographically accurate but better theater fare. Lacking the vitality of the original Rawlings portrayal, Miss Barrett has added a softer, more romantic tinge to the proceedings, well in keeping with Dennis King's matinee-idol type of personality.

Supporting members of the cast are not the least of the good things in the play, and Alexander Frank's Gladstone, John Emery's husband of Katherine O'Shea and Effie Shannon's Aunt Bennie will continue to add to the stream of incoming shekels as long as Smith and Ayer see fit to dare the dog days.

In the matter of staging and direction, the managers have tried to have Winston O'Keefe carry out Guthrie McClintic's original ideas. P. A.

"Dead End" for Coast

LOS ANGELES, May 9.—Sidney Kingsley and Norman-Bel Geddes have completed arrangements to produce *Dead End* here around the middle of June under the Homar Curran banner.

OUT-OF-TOWN OPENINGS

"I Confess"
(Detroit)

Author, William Beyer. Producer, WPA Federal Theater (Jack Marvin, project director). Director, William Beyer. Designer, Stephen Nastfogel. Cast: Peggy Fenn, Jay Michaels. Harriet Russell, Edward Masson, Richard Gamble, Klock Ryder, Helen Ulmer, Elynor Knight, Douglas Wright, Jon Chagy, John Matthews, William Williams, John Langley, Charles Schnitzer, David Carnes, Oxley Taylor, Nelda Lamb and Don Clarke.

Ernie Walter, unemployed trombonist, with both straight and racket schemes to earn money to pay his union dues so he can get a job, is the essential background of the piece. His wife, a romantic-minded typist in a radio station, and Diane Dennis, graphologist (the author doesn't seem to know the word for it), her roomer, secretly write a story of their lives and loves with Ernie for a \$5,000 confession magazine prize.

The play uses cinema flashback technique in 18 scenes, two acts, alternating in various order the life scenes and those of the two imaginative stories. In the finale the publisher, in shorts, arrives to award the prize—to Ernie, which is the first knowledge the audience has of his own competition in the contest.

The characters are so essentially callow and insignificant in themselves that this satire has little body to build on. Result is a pleasant play, with no apparent point of view as a background.

The play has plenty of smart gags, but requires more fast business to keep an even, rapid tempo. It suffers from too many New York allusions for a Midwestern audience and is distressingly dated. There is, however, a lot of good fun—evidently well cleaned up—and the audience liked it well enough to augur a run.

Reves.

"Seventh Year"
(Hollywood)

Author, Frances Romer. Producer, Spotlight Theater Company. Director, Earle Tree. Opened April 25 at Spotlight Little Theater for two weeks.

Cast: Helen Hayden, Marilyn Sall, Barbara Combes, Cecil Storm, Nanon Kiam, Mack Williams, Helen Avor, James Sherman.

Story is laid in small mid-Western town and concerns an expectant mother who is driven to suicide by false gossip of neighbors. Daughter is born and taken care of by mother's sister, who lives under the same roof with father and carries on an intense feud with him. Father marries woman he doesn't love in an attempt to drive aunt from house, but his efforts are fruitless. Father grows blind with old age and daughter, now grown, is hustled off to the East for music study. Wife runs out on husband and he reconciles with aunt. There's a gossip wife of the village preacher and a character grandpappy in the piece.

Characters are quite well known, having been done on numerous occasions, but with a little cutting, acceleration, dialog revisions it might be shaped into something worthwhile.

"Turn" Arb to Players

NEW YORK, May 9.—The *Left Turn* salary dispute, resulting from dropping of the play by Smith and Ayer owing to the death of Leslie Adams, was arbitrated this week, the decision being in favor of the cast. Under the Equity play-abandonment ruling the cast, which, with the exception of one mem-

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BROADWAY RUNS

Performances to May 9, inclusive.

Dramatic	Opened	Perf.
Bitter Stream (Civic Rep.)	Mar.	80... 48
Boy Meets Girl (Coort)	Nov.	27... 194
Bury the Dead (Fulton)	Apr.	18... 25
Call It a Day (Morosco)	Jan.	28... 123
Children's Hour, The (Elliott)	Nov.	20... 625
Co-Respondent Unknown (Ritz)	Feb.	11... 103
Cyrano de Bergerac (New Amsterdam)	Apr.	27... 10
Dead End (Belasco)	Oct.	28... 226
Elizabeth Sleeps Out (Comedy)	Apr.	20... 24
End of Summer (Guild)	Feb.	17... 96
First Lady (Music Box)	Nov.	26... 195
Idiot's Delight (Shubert)	Mar.	24... 55
Love on the Dole (Longacre)	Feb.	24... 88
Moon Over Mulberry Street (Second Engage.) (44th St.)	Jan.	13... 136
Mulatto (Vanderbilt)	Oct.	24... 229
One Good Year (Fulton)	Nov.	27... 191
Parnell (2d engage.) (48th St.)	May	4... 8
Pre-Honeymoon (Lyceum)	Apr.	30... 12
Pride and Prejudice (Plymouth)	Nov.	5... 219
Saint Joan (Beck)	Mar.	9... 72
Three Men on a Horse (Playhouse)	Jan.	30... 545
Tobacco Road (Forrest)	Dec.	4... 1050
Victoria Regina (Broadhurst)	Dec.	26... 157
Musical Comedy		
Follies (Winter Garden)	Jan.	30... 113
Gilbert and Sullivan Rep.		35
The Mikado (Majestic)	Apr.	10... 11
Iolanthe	May	4... 8
Pinafore and Trial by Jury	Apr.	27... 8
Pirates of Penzance, The	Apr.	20... 8
May Wine (St. James)	Dec.	5... 180
On Your Toes (Imperial)	Apr.	11... 33

ber, had rehearsed more than seven days before the play was shelved, was awarded two weeks' salary. Smith and Ayer's contention was that no monetary obligation existed because Adams' death was an act of God.

Arbitrators were Arthur W. Eddy for the managers, Kenneth McKenna for Equity, and Joseph Pulvermacher, of the Sterling National Bank, neutral.

FROM OUT FRONT

(Continued from page 19)

kid; to Florence Williams for a tender and sensitive interpretation of the adolescent; to Philip Merivale for his plugging, pleasant and withal rather wistful father; to Gladys Cooper for her brittle brilliance as the mother, and to almost everybody else in the show.

To Harry Irvine for one of the greatest and most majestic performances of this or any other season as the archbishop in the WPA production of *Murder in the Cathedral*; to Margaret Anglin for

her evident enjoyment of the humors of *Fresh Fields*, an enjoyment so grandly infectuous that it caught up all the customers in its sway, and to Agnes Doyle, in the same play, for being the cutest and altogether the best ingenue find in seasons; to Van Heflin for his amusing young radical; to Tom Powers for his night-swept, pitiful and intellectually frightening Russian, and to Doris Dudley for the youthful enthusiasm of her ingenue, all in the Theater Guild's *End of Summer*, wherein Mr. S. N. Behrman held another sparkling conversation with himself; to Mary Hone for occasionally bringing belief to the idiotic abracadabra of *Halloween*, which flickered no longer than a jack-o-lantern; to Edwin Phillips for his passionately sincere interpretation of the central character in *Searching for the Sun*, Don Totheroh's saga of the wild boys of the road; to Whitford Kane for the genial humors whereby he brought theatrical life to a trite tramp-philosopher, and to all the lads who played the boys of the road in the same piece, who, along with Mr. Totheroh, made it a stirring, tender, ruthless and tremendously effective example of stagecraft, one that rated infinitely better treatment than it received from both critics and audiences.

To Robert Shayne for giving another of his honest performances in that cheaply dishonest little piece of hopeless melodrama, *The Devil of Pei-Ling*; to Eleanor Lynn for the glowing sensitivity and tender insight with which she interpreted the little hillbilly drab in *Come Angel Band*, a play by *Tobacco Road* out of *Wild Birds*; to Elisha Cook Jr. for a straightforward job as the impossible farmhand in the same piece; to Wendy Hiller for the glowing beauty, the breath-taking effect, the fresh spirit of youth—and for more other superlative qualifications than this reporter can readily write down—with which she played in *Love on the Dole*, England's foremost contribution to the depression drama, and to Reginald Bach, Marga Ann Deighton, Alexander Grandison and various others of her supporting cast, who helped to make up one of the finest companies seen here this season.

To Richard Barthelmess for proving that one can be a film actor and still be able to act, a phenomenon he displayed in *The Postman Always Rings Twice*, wherein James M. Cain showed that he is just a Pollyanna in brass knucks; to Mary Phillips and Joseph Greenwald for splendid support in the same play; to Rachel Hartzell for her too-seldom-seen charm, which appeared

this year in *Mainly for Lovers*, a play notable chiefly for a thunderstorm and an English background—the latter hardly fitting Miss Hartzell, who is as English as baked beans; to Rex Harrison and Doris Dalton for counteracting, by their sharp, brittle and excellent playing, the saccharine attitudes of Evelyn Laye in *Sweet Aloes*, a somewhat depressing excursion into sentimental psychology; to William Gillette for making another farewell appearance (and may there be many more!), this time in *Three Wise Fools*, and to James Kirkwood and Charles Coburn for supporting him so well in the other two title roles.

To George M. Cohan, whose performing in his own *Dear Old Darling* was so infectuous that he almost made you think it an endurable play; to Charles D. Brown, who helped him out heroically in his inexplicably self-imposed task, and to seven of the players in the splendid cast that Katharine Cornell assembled for her production of Shaw's *Saint Joan*: Eduardo Ciannelli, Arthur Byron, Maurice Evans, George Coulouris, Brian Aherne, Charles Waldron and Charles Dalton, to say nothing of several more.

To Reed Brown Jr. for stepping into the leading role of *Fresh Fields* at a few days' notice, and so bringing a few moments of effect to that dull trick played by Morningside Heights collegians upon collegians of the Midwest; to George Tobias for his hulking, prudish, good-natured convict in *Star Spangled*, which should have been far funnier than it turned out to be; to Morris Carnovsky for so inoffensively being the animated lecture slide in *The Case of Clyde Griffiths*, that kindergarten lesson wherein Erwin Piscator and Lena Goldschmidt insulted audiences by trying to prove that the infamous Chester Gillette was just another victim of dat ol' debbil society; to Phoebe Brand for a sensitive performance in the same schweinerel; to Alfred Lunt for his sympathetic yet devastatingly satirical portrait of a fourth-rate vaudevillian (and for his hilarious song-and-dance session) in Robert E. Sherwood's *Idiot's Delight*, the most aptly named play of the season; to Lynn Fontanne and a group of chorus girls for grand burlesques in support of Mr. Lunt, the former's burlesque being of a Russian adventures, and the latter's of themselves, and to Vincent Sherman for a fiery and convincing performance in *Bitter Stream*, the Theater Union's persuasive demonstration that Il Duce has done more to ravage Italy than Ethiopia.

To Ray Bolger for his amazing dancing virtuosity as displayed in *On Your Toes*, which is definitely a superior musical; to Tamara Geva for her dancing ability and her oomph (if you get what I mean), and to Luella Gear for her grand sense of comedy, both in the same merry merry; to those grand old favorites of the Gilbert and Sullivan revivals, William Danforth, Frank Moulan and Herbert Waterous, for their consistently fine performing, and for the same reason to those comparative newcomers in the troupe, Vivian Hart, Roy Cropper and Margaret Daum, to say nothing of the work of the chorus, which has indulged in some of the finest Gilbert and Sullivan ensemble singing that this reporter has ever heard; to Walter Hampden for his Cyrano, which is to this corner the finest performance of any season in which it appears, and to Roy Roberts for his sense in burlesquing, and so making almost funny, some of the lavatory humors of Miss Ann Nichols' *Pre-Honeymoon*, which is an *Abie's Irish Rose* neither in odor nor in length of run.

Sincere thanks to them all.

Chorus Equity Notes

Two new members joined the Chorus Equity the past week. We are holding checks in settlement of claims for Nancy Lee Blaine, Adele Butler, Charlotte Davis, Liela Gans, Gladys Harris, Eda Hedin, Marge Hylan. (See CHORUS EQUITY on page 25)

The New Plays on Broadway

MAJESTIC

Beginning Monday Evening, May 4, 1936.

IOLANTHE

(Repertory revival)

Written by W. S. Gilbert and composed by Arthur Sullivan. Staged by Frank Moulan. Settings designed by Franklyn Ambros and built by Edward Golding. Costumes designed and executed by Brooks Costume Company from sketches by Billie Livingston. Musical director, J. Albert Hurley. Presented by S. M. Chartok.

Lord Chancellor	Frank Moulan
Earl of Mountararat	Bertram Peacock
Earl of Tolloller	Roy Cropper
Private Willis	Herbert Waterous
Strophon	John Eaton
Queen of the Fairies	Vera Ross
Iolanthe	Dean Dickens
Celia	Frances Baviello
Leila	Georgia Dieter
Fleta	Gertrude Waldon
Phyllis	Vivian Hart

Chorus of Fairies, Earls, Viscounts, Lords, Peers: Misses Jane Ann Edwards, Dorothy Forsythe, Geraldine Bork, Marion Ross, Evelyn Adler, Elfrida Anabel, Mildred Burke, Kay Curl, Margaret Henzel, Emily Marsh, Celia Schiffrin, Gertrude Waldon, Georgia Dieter, Edith Maison, Jean Matus, Frances Wade. Messrs. Joseph Olney, Norman Van Emburgh, David Milton, John Willard, Bruce Barclay, August Loring, Don Becker, LeRoy McLean, John Moore, John Cardini, Siegfried Langer, Joseph Scandur, Francis Clarke and John Muccio.

ACT I—An Arcadian Landscape. ACT II—Palace Yard, Westminster. Date: Between 1700 and 1882.

Mayor La Guardia and many of the faithful were on hand to giggle in the right places May 6 when the S. M. Chartock's Gilbert and Sullivan Company played *Iolanthe* the second night of its one-week revival at the Majestic Theater with a cast of tried and true Savoyards, including the spidery Frank Moulan, Bertram Peacock, Roy Cropper,

Herbert Waterous, John Eaton, Vera Ross, Dean Dickens and Vivian Hart.

The Chartock production is very satisfactory, balancing an occasional low spot with moments of high verve, dash and rapturous warbling. Among the musical numbers two stood out, the *March of the Peers*, delivered with breath-taking aplomb by the male chorus in Act I, and *Faint Heart Ne'er Won Fair Lady*, for which the Messrs. Moulan, Cropper and Peacock had to encore with five bewitching choruses. In fact, the trio did so well and Waterous' waltzing accompaniment was so enchanting that many of the audience sang right along with the refrain of *Nothing Venture, Nothing Win*.

To this reporter it seemed that the feminine voices were somewhat below those of the men, but the response accorded in both instances was about equal. It may be that to the devotees of such a cult an occasional lapse is not to be considered a matter of significant criticism.

Among the players Moulan struck the fancy most, particularly with his solo rendition of *Lord Chancellor*. Vivian Hart, as Phyllis; Vera Ross, as Queen of Fairies; Dean Dickens, as Iolanthe, and the aforementioned leading male roles were all solid repertory performances.

PAUL ACKERMAN.

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RADIO'S most successful comedy shows derive from the stage. Eddie Cantor, Jack Benny, Burns and Allen, Block and Sully, Joe Penner, Fred Allen and the 20-odd others that strive for higher ratings are stage products. Radio may succeed in developing its own small-voiced singers and bands, with the aid of its nation-wide hookups, but in the field of comedy and in the exploitation of that important element known as personality the background of stage experience is essential.

The latest of the stage teams to enter the network field is that of Eddie Dowling and Ray Dooley. Broadcasting from Chicago, this thoroughly experienced pair of troupers have gradually caught on with their potpourri of Dowling's emceeing and versatile character work, Benny Goodman's swing music and Helen Ward's warbles. Dowling, in the spot of headman, was up against a rather discouraging proposition. Those that came and went before him had seemed to exhaust the font of material and ideas for radio comedy and personality exploitation. Material was his greatest problem. We have tuned in on him several times and discovered a new Dowling.

Always with his kit full of surprises, Dowling as a radio program personality reveals a new side of himself that millions of persons who know and admire his artistry have never before sensed. Dowling emerges in this latest phase of his career as a master of mike technique; a genius of the art of appealing to unseen audiences. Miss Dooley, always a stick of dynamite to a seeing audience, shows up in radio as a comedienne with a distinctive style and singular appeal. When one considers that Miss Dowling depends on the sight element almost exclusively in most stage situations it can be seen how remarkable has been her progress in getting the hang of radio.

It is well that such combos as Dowling and Dooley are at last being given air time by sponsors. It is well for radio as well as the stage. Few of the stage names who have clicked anew on the air have been lost thereafter to the stage. In most instances their return to the stage has been marked by considerably higher salaries and swollen theater grosses. With radio using stage personalities more and more there will be an incentive for comedians and others to strive for stage success as a preliminary to radio work. The stage needs radio and radio needs the stage. One develops personalities for the other. The stage creates the framework; the bricks and mortar are supplied by the air. Some day—when things settle down somewhat—the stage will look upon radio as its greatest ally. But until then there is much to be done in the field of talent development.

Despite radio's great progress, despite better industrial conditions, talent is still a rare element. There never was a day in modern show business that talent was more needed than now. The broadcasting studios need talent even more than theaters due to their wide coverage and the sponsor element. But the supply must come from the theaters, which are still the only places where comedians are made.

THE summer season is around the corner. The prolog is now being enacted, with summer resort owners getting into the hair of agents and bookers for social directors and their staffs. This used to be the big laugh of the show business—just before the combined effect of the panic and a general revolution in the theater industry threw the smug actor from his high horse into the gutter. That's what used to be. Today the summer resort field is comparatively important. It involves three months of work. It represents—to many actors—the only opportunity to develop talent and try out material. Important as it is, the summer resort field is conspicuously unregulated; still dominated by promoters of chiseling proclivities, and still a coffee-and-cake business.

Several of the bigger resorts pay fairly decent salaries but—as with Broadway benefits—the big names that are still stagestruck and craving for the attention of idol worshipers serve to deprive lesser lights of a livelihood by performing gratis on week-end visits; in many cases appearing in two to three shows in that many days. The Decoration Day tryout practice has become a racket. Resort owners get their shows on the cuff thru this medium. There are other evils that are well known to those who have become accustomed to span the summer months with resort work. Performers can remedy many of them by calling conditions to the attention of municipal agencies regulating employment in the cities out of which they are hired. It might appear hopeless to appeal for help when one is stranded in Levy & O'Reilly's Outlook Inn, but the agent who acted as the middleman or the booker who sold the show can be held liable for breach of contract. Performers getting ready to take the summer resort trail should, however, look into every aspect of their employment before they leave.

THE average musician is something of an ass. He boasts affiliation with a powerful organization that has improved his standards and conditions immeasurably. He deliberately undermines this, his only salvation, by consenting to work below scale in choice spots. He argues that he has to do it, because if he doesn't consent the other fellow will take the job and he will be forced to join the breadline. He seems to forget that the other fellow is rationalizing precisely the same way. Which is one reason why the average musician is an ass.

There's nothing sensational in the statement that among the swankiest spots in New York (we assume this applies to other cities, too, but we refer only to New York to be accurate) orchestras are playing below scale. Nothing sensational because most musicians know it. Know it because at one time or another they turned down (thanks to another offer) underscale bids for the spots. The kick-back system makes it possible for the musicians involved to escape discipline imposed by the Federation. The hotels and other spots involved plead that they can't pay more because they are in the hands of receivers. Too bad for them and pity on the dubs who fall for this blarney.

The AFM License System was designed to hasten the showdown. Either the AFM, we were told, would gain in strength from the move or go out of business altogether. It looks like the AFM is going out of business—as much as we fear it. The License System is becoming a joke. The broadcasting companies are practicing neat stunts in evasion, thanks to the encouragement provided by the rulings of the licensing board. When it is considered that in the infraction of an AFM rule there is involved the suspension of a hotel's license, an agent's license, the expulsion of the contractor and the expulsion of all musicians involved it is not surprising that officially the AFM gets to know little about the underscaling practices. As far as it concerns those involved—with everything to lose and a pittance to gain—it is a proposition of all hanging together or being hung separately as far as the union is concerned. As much as we dislike suggesting it, the only solution that impresses us as being practical is for the AFM to offer fees to squealers and if the squealers happen to be involved immunity from expulsion or suspension.

Few things in life are accomplished without sacrifice. Each advance in human progress is over a road dotted with rotting carcasses of those who have fallen. So has it been with the AFM. Year after year it fought the battle of the musician: getting him, step by step, recognition, reasonable security, a living wage and other tangible benefits. All of this stored effort—stretching back more than 40 years—seems about to be wantonly dissipated; thrown to the four winds. If musicians don't get wise to themselves now they will have a miserable lifetime to regret.

The Broadway Beat

By GEORGE SPELVIN

ALL the Robinses in show business seem to have gotten a break the other day at a private entertainment at the Astor Roof booked by Jack Lavin for Billy Seeman. Show held the Robins Trio, Robins Family and A. Robin, the clown. . . . Occasion was the big party thrown by the Seemans by way of celebrating the 50th anniversary of the founding of the company. Many other acts were on hand as well as a line of gals from the Paradise restaurant. . . . Wise booking resulted in majority of the acts being for the eye and dumb acts came in for their own . . . after a party has been in progress for a while talking or singing acts, no matter how clever, are hardly ever listened to . . . not when the wine gets there first. . . .

Rudy Vallee must still have his strange power over the wimmin folk . . . As witness the satisfactory little smile that crept over the blond features of Jessica Dragonette as Rudy came over to sit down beside her at the recent Women's National Radio Committee luncheon. . . . Crooner soon became engrossed in giving Jessica, of Cities Service fame, some tips on Spanish grammar. . . . Incidentally, a flock of radio acts working indie outlets around New York are minus their salaries on various jobs because an agent suddenly decided to haul his torso to parts unknown. . . . Universal News Reel livened up its Kentucky Derby coverage with a stooge dolled up as Mr. John Q. Dohp, who gets it in the neck. . . . Was good for laughs as the stooge finally picked a winner and in his excitement ate his pari-mutuel ticket . . . walked home as usual. Dohp is the character's real name and is played by David Oliver, a cameraman for the past 18 years. As a result of this latest reel of his he has been given a guest shot on Vallee hour. . . . Bide Dudley was hissed at the Federal Theater project workers' meeting when he plugged Landon as against Roosevelt. . . . John Horgan, recently manager of the Edison Hotel, has switched to the Victoria. . . .

Book salesman in the Times Square area says he still gets calls for old joke books each day, the callers being either radio authors or aspirants to the job . . . older the editions the better they like them . . . salesman has standing orders from authors or their representatives, but it took him months before he got up enough courage to inquire what the rush was all about . . . being reticent at first the "authors" now chat freely and gag about their work. . . . With apologies to Chicago Chat, Bob Hall and Selma Marlowe met as cousins for the first time while working the Oriental Theater in the Windy City last week . . . they appeared on the same bill. . . . Palace, New York, has gone in for a new outfit of red plush from top to bottom and leather seats as well. . . . The Foster girls at the Roxy have been doing their bike routine so long at a stretch they now laugh at the feats of the six-day bike riders at the Garden, who appear as common ordinary sprinters to the gals . . . how about promoting a femme six-day race? . . . In burlesque when a singer is romancing a strip woman, they tie it up by saying: "So-and-so will be singing trailers for so-and-so any day now" . . . if you catch on a little. . . .

Now that the arrangers' strike is over at the music houses, among the amusing incidents recalled by one Spelvinite is the way the non-union musicians used to take advantage of the situation. . . . Ordinarily those that are not on the air, sustaining or commercial, have to pay the regular price for each orchestration . . . of course, as per request of Local 802 of the AFM, better known musicians and leaders stayed away from the publishers . . . but the lesser fry would breeze in boldly and demand to know from the boy or girl in back of the counter whether a strike was in progress, and then act as tho they were leaving . . . instead of having to show credentials, they picked the latest orchestrations and left.

Chicago Chat

By NAT GREEN

BOOTS and spurs and 10-gallon hats were in evidence all over the place last week when a bunch of Texans, headed by Governor Allred, invaded Chicago advertising the Texas Centennial. . . . The governor arrived by plane from Louisville, where he had attended the Derby, just in time to get in the picture at the Stadium, when Clyde Beatty was made an honorary Texas Ranger and was presented with one of the big hats. . . . Joe M. Leonard, publisher of *The Gainesville Daily Register* and president of the Gainesville Chamber of Commerce, managed to get in some good licks for the famous Gainesville Community Circus, which is going to be a feature of the centennial at Dallas for three days in June.

Olga Menn, wealthy social registerite of many talents, has written an operetta which she hopes to have produced on Broadway. . . . With the exception of some Brahms music, she has written the book, score and lyrics herself, and to the Brahms music she has appended some clever lyrics. . . . At a private audition for a few specially invited guests Miss Menn presented her conception of the operetta, taking all the parts—and they are quite diverse—herself, a difficult task. . . . I found it interesting and evidently possessed of possibilities. . . . So did the other members of the group, which included Prof. Rudolph Ganz, famous composer, and Mrs. Ganz; Mr. Gruenberg, another famous composer (he did *Emperor Jones*); Mrs. L. Hamilton McCormick, Dr. Max Thorek, Mrs. Thorek and their daughter-in-law; Frank Dare, of Equity; Margery Williams (Mrs. Dare), well-known writer; Mrs. Sidney Smith, widow of the Andy Gump cartoonist; Mrs. Arthur Wirtz; Dick Lydy, one of the backers of Fritz Blocki's *The World Between*, which introduced Sally Rand to Chicagoans; Mrs. Lydy and Paul Menn. . . . Fritz Blocki, by the way, is back from New York, where he arranged for the production in summer stock of his play *The House of Chance*, written in collaboration with Willie Howard.

Famous flicker folks flocked this Hollywood crossroads last week. . . . Down at the Blackstone we encountered Leslie Howard with his wife and son on their way to England, where Leslie pere expects to produce a picture and the son will enter Oxford. . . . Also at the Blackstone was Johnny Con-sidine and his wife, the former Carmen Pantages. . . . They, too, on their way to England, and Irving Berlin New York-bound to be on hand for a little stranger expected in June. . . . Garbo stopped long enough to tell the world she is "so happy when alone." . . . With her was Berthold Viertel, Austrian picture producer, who hopes to direct in Hollywood. . . . Walt Disney and Mrs. Disney here on their way east for a stay of several weeks, and John Boles going to Cleveland and Washington for personal appearances.

Diane Denise, prima donna of *Folies Comiques*, who is billed as from Paris, played Chicagoland night spots last year under the tag of Diane Quella. . . . "Bill" (MCA) Stein back from Honolulu and hopped to Texas. . . . Jule Stein will be back from Europe in June. . . . Watch for a new entertainment policy at College Inn shortly. . . . It's not likely Buddy Rogers will follow Abe Lyman. . . . Stanley Graham, of Midget Village fame, in town. . . . Ditto Mrs. Johnny Castle. . . . Ethel Shutta signed for a picture, according to word from the Coast. . . . Rasputin handling publicity for reopened Vanity Fair.

Communications to 1564 Broadway, New York City

Exhibitors' Organizations

The MPTOA confabs with major distributors, scheduled to get under way May 12 in New York, may not be immediately productive of results because three sales managers will not be in town when Ed Kuykendall, MPTOA president, and his committeemen come together for the trade-practice discussions. William Rodgers, of MGM, will be delayed by the annual sales convention in Chicago; United Artists George J. Schaefer will probably remain in Hollywood for a week and a half, and John D. Clark, of Twentieth Century-Fox will also be in Hollywood for more than a week.

According to present indications, all major distributors have expressed a willingness to enter into negotiations with the committee, the procedure of which was to have been discussed by a number of ITOA members appointed to supervise the details.

Following a delay last week because of a minor ruling regarding elections, Harry Brandt, at the annual ITOA meeting held May 5 at the Hotel Astor, New York, was re-elected president with no opposition. All other offices were filled the same way and consist of Bernard S. Barr, first vice-president; George Rudnick, second vice-president; Leon Rosenblatt, treasurer; Maurice Brown, treasurer, and David Schneider, sergeant at arms. The finance committee is composed of Louis Meyers, John Benas and Al Cooper.

In the board of directors are Hyman Rachmil, Maurice L. Fleischman, S. Rhonheimer, Rudy Sanders, Abe Leff, Jack Hattem, Arthur Ranf, David Weinstein, Leo Brecher, Stanley W. Lawton, Abe Shenk, Louis Schiffman, Bernard Pear, S. Seelenfreund, J. Rosenblum and the three aforementioned on the finance committee.

The official announcement of the merger of TOCC and ITOA will not be made until May 13, when an ITOA board of directors will have a confab with the membership at the Hotel Lincoln, New York. The initial work was done by three ITOA men appointed for the purpose, Louis Meyers, Hyman Rachmil and Bernard Barr.

Re-electing all its officers, the Association of Independent Theater Owners of Arkansas concluded its two-day spring meeting at Hotel Marion, Little Rock, Ark., Monday, after voting to investigate a charge "that the block booking system, in many instances, is demoralizing the youth of all communities."

Termining block booking of films as "vicious," Mrs. Scott Wood, Hot Springs, former president of the State PTA, called upon motion picture exhibitors over the country to provide their communities with the proper moral influences.

"It boils down to having to buy the bad in order to get the good," she said. "You would hardly expect to have to buy three bad oranges in order to get a dozen at your store, so why shall this system be imposed upon the motion picture industry?" A committee was later appointed to investigate these charges.

Besides Ray Morrow, Malvern, president, other officers renamed on the closing day were L. F. Haven, vice-president, and J. F. Norman, secretary-treasurer. Directors named are Henry Sanders, Little Rock, chairman; W. E. Malin, H. D. Wharton, Miss Emma Cox, B. V. McDougal, Hoyt Kirkpatrick and W. P. Florence.

Other speakers at the sessions were Representative Leo Nyberg; R. X. (Bob) Williams, president of independent theater owners of Mississippi; Ed Kuykendall, president of the MPTOA; Eli Collins, former national president, and Cecil Cupp, of Arkansas association.

"THE GOLDEN ARROW"

(WARNERS)

TIME—63 minutes.

RELEASE DATE not given.

PLOT—Daisy Appleby, millionairess, persuades Johnny Jones, reporter, to marry her "for convenience" so that she won't be pursued by a flock of gold diggers. After they are married the Appleby cosmetics company makes publicity capital of the nuptials and he is led the life of a front page. Meanwhile they have fallen in love, but he won't acknowledge it, since he doesn't think it's mutual and doesn't want to be taken for a fortune hunter. Both take up with rivals to make the other jealous and the girl he takes up with proves to him that Daisy is just a phony, not an heiress, but promoted for the publicity she has been bringing the face cream. Clinch ending.

CAST—Bette Davis, George Brent, Eugene Pallette, Dick Forna, Carol Hughes, Catherine Doucet, Craig Reynolds, Ivan Lebedeff, G. P. Huntley Jr., Hobart Cavanaugh, Henry O'Neill, Eddie Acuff, Earl Foxe, E. E. Clive, Sarah Edwards, Rafael Storm, Davis pleasing, Brent quite good. Hughes excellent as the small-time gal whose pop made a million. Clive stands out as Brent's valet. Doucet good as the social climbing guardian of the girl. Others are routinely adequate.

DIRECTOR—Alfred E. Green. A good, well paced job, especially in view of the story, telegraphed way ahead. The black eye bit is beautifully done.

AUTHORS—Story by Michael Arlen. Charles Kenyon on screen play. A fairly deft satire.

COMMENT—Entertaining adult fare, hurt by a bum title. It'll satisfy the customers once they're in.

APPEAL—Adult trade.

EXPLOITATION—Bette Davis as the Academy winner. Arlen for the authorship. A flock of angles on the "He married an heiress" gag.

News of the Week

J. J. (Jake) Milstein, for the past month Western sales manager for Republic Pictures Corporation, has been appointed to the position of vice-president in charge of sales for that company, according to W. Ray Johnson, president. Before his association with Republic, Milstein was manager of the Metro-Goldwyn-Mayer exchange for 12 years. He will make his headquarters in this city.

GB's second annual sales convention will be held in New York City at the Hotel Warwick, beginning May 23 and continuing thru the 24th, according to Jeffrey Bernard, of that company. There will be no regional conventions, but rather a national one. It is expected that branch managers from all of GB's exchanges in the United States will attend.

In a transatlantic telephone conversation with Mark Ostrow, GB's chairman of the board, and Sidney R. Kent, president of 20th Century-Fox, Jeffrey Bernard on May 4 denied printed reports that GB is thinking of selling its interests to another company. He further added that the company is planning an expansion program calling for a release of 24 productions for next season.

Joseph P. Kennedy, recently appointed as special adviser by the Paramount board of directors, left for California recently to make a survey of Paramount production activities. C. J. Scollard, formerly vice-president of Pathe, accompanied him and will be associated with Kennedy in his Paramount activities.

The British sales convention of 20th Century-Fox opened in London May 7 at the Savoy and lasted two days. Managing Director F. L. Harkey presided, and among those who attended were Joseph Schenck, chairman of the board; S. R. Kent, president of the corporation; W. J. Hutchinson, foreign manager, and Mr. Miggins, European manager.

MGM's sales convention was scheduled to get under way May 11 at the Palmer House, Chicago, and continue thru May 13, followed by individual confabs the next two days. A heavy attendance is anticipated, for, unlike previous years when two meetings were held in different localities, there will be only a single convention at which the entire sales staff will gather. About 240 men in all, including branch managers, salesmen, publicity men, studio representatives, etc., are lined up for the confab. Besides a large New York delegation, representing the Coast will be Louis B. Mayer, Hal Roach, Howard Strickling, Barrett Klesling and perhaps James Fitzpatrick.

Sol Lesser, who recently introduced Bobby Breen to the cinema world in *Let's Sing Again*, will probably produce 12 features next season. Three of these will feature Breen for RKO, two will be made for Columbia and six will go to 20th Century-Fox. In addition to RKO's three Breen films, the company holds options for the next five years.

Justice Aaron J. Levy, of the New York Supreme Court, has postponed the "Little Egypt" suit against MGM until May 18. "Little Egypt" is Mrs. Frieda Spyropoulos, of the Chicago World's Fair of 1893, and she claims \$25,000 damages because MGM neglected to secure her consent before portraying her in the film.

Irving Mack, president of Filmack Trailer Company, Chicago, announces the appointment of Andrew J. Kenney to the position of advertising manager. Kenney formerly was associated with Warner Bros.' theaters in Chicago for five years, assisting with advertising and publicity. He will be in charge of all sales promotion, publicity and advertising for Filmack.

According to Robert Edmond Jones, noted color designer, color pictures are here to stay and will bear the same relation to black and white films as talkies do the silents. Color photography, he says, has been perfected, and it will only take a little time before the public accustoms itself to the new medium.

"THE PASSING OF THE THIRD FLOOR BACK"

(GB)

TIME—80 minutes.

RELEASE DATE not given.

PLOT—Into the bickerings, squabbings and cheap little tragedies of an upper class London boarding house comes a strange guest, a wanderer who gently and with sympathy tries to set things right. He is opposed by Wright, a vicious little self-made man, who is buying himself a wife, a mistress and a chief assistant in the hostelry, also ruining as many other lives as he can reach, simply to satisfy his own sense of power. When the wanderer seems on the verge of defeat an opportune burglar kills Wright. The wanderer is accused and exonerated, everybody's eyes are opened and the wanderer leaves.

CAST—Conrad Veidt, Rene Ray, Anna Lee, Frank Cellier and others. Veidt alternately excellent and prize ham. Ray gives a sensitive and beautiful performance, and Cellier brings understanding to the villain. Lee not much of an actress, but an eminently tidy little trick.

DIRECTOR—Berthold Viertel. Occasional excellent touches, but the supernatural sections overdone and a bit thick.

AUTHORS—Screen play by Michael Hogan and Alma Reville from the play by Jerome K. Jerome. The old warhorse still stands up, despite some pretty painful creaking, particularly in the denouncement, where the long arm of coincidence stretches so far that it ruins the point of the play.

COMMENT—Will get by on strength of performances and reputation of the well-loved original.

APPEAL—Sentimentalists.

EXPLOITATION—Veidt and fame of the play from which it was taken.

Film Consensus

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

Name	Favor-able	Unfa-vorable	No Opinion	Comment
Under Two Flags (20th-Fox)	12	3	3	"Assuring heavy grosses."—M. P. Daily. "Creaks embarrassingly."—Herald-Tribune.
Thirteen Hours by Air (Paramount)	17	1	2	"Will go over nicely."—Film Curb. "A good melodrama."—Harrison's Reports.
Big Brown Eyes (Paramount)	14	2	3	"Holds interest."—M. P. Daily. "Universal appeal."—Film Curb.
Special Investigator (Radio)	8	3	6	"Fair."—Harrison's Reports. "Good program picture."—Film Daily.
Let's Sing Again (Principal)	5	1	2	"Should do nicely."—Film Curb. "Successful as a tear jerker."—The Billboard.
Pride of the Marines (Columbia)	4	7	3	"Most appealing."—Film Curb. "Bathos."—American.
The Country Beyond (20th-Fox)	4	9	7	"Run-of-the-mill."—M. P. Daily. "Ordinary and familiar."—Film Curb.
The Dragnet (Burroughs)	1	3	2	"Fairly entertaining."—Showman's Trade Review. "Good enough."—The Billboard.
The Last Assignment (Victory)	0	2	0	"No saving graces."—The Billboard.
Women in White (Guaranteed)	0	2	0	"Boring."—The Billboard.

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"CHAMPAGNE CHARLIE"

(FOX)

TIME—59 minutes.

RELEASE DATE—May 8.

PLOT—A ship steward who was formerly Champagne Charlie's valet commits murder to save a young matron on board from a blackmailer, and the rest is a flashback to the events leading up to the tragedy. Charlie was a brilliant gambler, backed by a couple of racketeers, who, when his luck ran out, got him to win an heiress. He did, but his better nature got the better of him when her former fiance tried to sock him on the jaw and he also discovered that she was the daughter of the girl he once loved. So he freed her, meeting his own death in so doing. The blackmailer was one of the racketeers, and it's discovered that the faithful steward didn't kill him after all. It was, like the picture itself, just an accident.

CAST—Paul Cavanagh, Herbert Mundin, Helen Wood, Thomas Beck, Minna Gombell, Noel Madison and Montagu Love. Fair at best.

DIRECTOR—James Tinling. Routine.

AUTHOR—Allen Rivkin. Ouch.

COMMENT—Flashback routine makes it a very slow starter, and even when it does get going it never arrives anywhere. A weak sister in every way.

APPEAL—Little if any.

EXPLOITATION—Routine, except perhaps for a tieup with a wine shop or champagne firm.

"TIMES SQUARE PLAYBOY"

(WARNERS)

TIME—62 minutes.

RELEASE DATE—May 16.

PLOT—Victor Arnold, wealthy broker, invites his pal of years, P. H. Bancroft, to act as his best man, Bancroft coming in from Big Bend, Ind., for the occasion. Bancroft gets the idea that Beth Calhoun, the fiancee, and her family are chiselers and tells this to both the groom and the family. The love birds argue and the marriage is nearly broken up, but Bancroft, realizing he was wrong, stages a phony theft of a bracelet the girl returned to Arnold, and so reunites them.

CAST—Warren William, June Travis, Gene and Katherine Lockhart, Barton McLane, Dick Purcell, Craig Reynolds, Granville Bates, Dorothy Vaughn. Williams and Travis give empty performances. Lockharts swell as the small timers from the sticks. Purcell looks as tho he has a good picture future. Rest satisfactory, with McLane given a different part for a change and doing well.

DIRECTOR—William McGann. Good job, somewhat slow and too obvious, a fault of the plot. Plenty of the phony picture "wealthy" atmosphere and ditto on the friendship gag between Bancroft and Arnold. Night club and football game scenes typical Hollywood hokey.

AUTHORS—From George M. Cohan's play *The Home Towners*. Screen play by Roy Chanslor. One song by M. K. Jerome and Joan Jasmyn. Number is tuneless.

COMMENT—Should do well in the neighborhood spots, but can't stand solo.

APPEAL—Adult family trade.

EXPLOITATION—Small town versus big town, and the Cohan name.

"TILL WE MEET AGAIN"

(PARAMOUNT)

TIME—72 minutes.

RELEASE DATE—April 17.

PRODUCER—Albert Lewis.

PLOT—The day before Barclow, an English matinee idol, and Elsa, a Viennese actress, are to marry war is declared between England and Germany. Austria will join the Central Powers in a few days and Elsa, who is in the espionage service for that country, leaves for her headquarters the morning of the day she was to have been married. Barclow, confronted with only the memory of his love, joins the English army and fantastically enough winds up as a spy too. In due time they meet under very dangerous circumstances, and both decide to make a dash for safety. They are trailed, get on a train by means of phony passports and finally have to jump off when the officials are cognizant of their whereabouts.

CAST—Herbert Marshall, Gertrude Michael, Lionel Atwill and Rod La-Rocque. All solid performances.

DIRECTOR—Robert Florey. Okeh.

AUTHORS—Screen play by Edwin Justis Mayer, Franklin Coen and Brian Marlowe.

COMMENT—Another spy story, but well produced and a good one of its type.

APPEAL—Should draw well in upper duals

EXPLOITATION—Routine angle of love versus country.

"ABSOLUTE QUIET"

(MGM)

TIME—71 minutes.

RELEASE DATE—April 24.

PLOT—A. G. Axton, financier, suffers a heart attack and is ordered by his doctor to take a vacation at the Axton ranch amid absolute quiet. In the company of his secretary, on whom he has a crush and whom he persuades to accompany him, Axton goes, but shortly after his arrival he is forced to shelter Jack and Judy, two murderers wanted by the State. A series of complications follow when an airplane carrying the governor, a reporter, an actor and sundry others is forced to land on the Axton grounds. When the murderers intercept radio messages from the plane calling for the premises to be lit up the plane crashes in the dark and both pilots are killed. The rest are sheltered in the house, where Axton is forced to introduce the criminals as relatives. After a lot of verbal sparring during which Axton tries to ruin the governor politically by tipping off Jack and Judy to make him pardon them in writing, the situation is relieved when the actor, now ruined as a star because of his lacerated face, suddenly shoots the pair of gangsters responsible for the mess.

CAST—Irene Hervey, Lionel Atwill, Raymond Walburn and Stuart Erwin. All wasted on preposterous nonsense.

DIRECTOR—George B. Seitz. A few tense moments.

AUTHOR—Screen play by Harry Clork from story by G. F. Wortz.

COMMENT—Too incredible, and a situation much rehashed recently.

APPEAL—Lower spot on duals.

EXPLOITATION—Routine.

"F MAN"

(PARAMOUNT)

TIME—62 minutes.

RELEASE DATE—March 13.

PRODUCER—Val Paul.

PLOT—Oldie about the boob who aspired to something, this time aspiration being to become a G Man. Boob takes an unmerciful amount of ribbing loses his gal and nearly brings about the death of Hogan, assistant chief G Man who has been ribbing him all the time. However, when the G Man and the dope's girl are captured by Public Enemy No. 1 the boob's water pistol brings about the capture of the thug and his gang.

CAST—Jack Haley, William Frawley, Grace Bradley, Adrienne Marden, Onslow Stevens, Franklin Parker, Norman Willis, Edward McWade, Robert Middlemass, Walter Johnson, Spencer Charters. Haley's part is strictly one of those annoying things. Frawley nearly makes something of his role. The unbilled actor who plays the part of a singer temporarily voiceless because of a cold, a bit, steals the laughs.

DIRECTOR—Edward F. Cline. Uninspired job.

AUTHORS—Story by Richard Connell. Screen play by Eddie Welch, Henry Johnson and Paul Gerard Smith. Connell's original was probably good reading, but story never rated more than novelette form, certainly not film production.

COMMENT—A bore that will entice no biz and be tough to sell.

APPEAL—Family.

EXPLOITATION—As noted, a hard one to push. Comedy angles on G Man stuff about all that is offered, there being no cast draw.

"ROAMING LADY"

(COLUMBIA)

TIME—69 minutes.

RELEASE DATE—April 12.

PLOT—A goofy gal of wealth loves an aviator and with her kidding around causes him to lose his job, whereon he goes to China and she stows away with him, and he, she and the comedy relief are captured by pirates. When the hero tries to escape she foils his plans thru her dumbness, and then, goody, goody, they do escape. So do the customers.

CAST—Fay Wray, Ralph Bellamy, Edward Gargan, Thurston Hall, Roger Imhoff, Paul Gullfoyle and others. For the most part way above their material.

DIRECTOR—Albert S. Rogell. What could he do?

AUTHORS—Screen play by Fred Niblo Jr. and Earle Snell. The ghost of Dion Boulicault probably had a hand in it too.

COMMENT—None needed.

APPEAL—Klds who still read Frank Merriwell.

EXPLOITATION—Oriental pirates and a gal who gets her man.

"THE HARVESTER"

(REFUBLIC)

TIME—73 minutes.

RELEASE DATE—May 5.

PRODUCER—Nat Levine.

PLOT—David Langston, a farmer, does not realize that he is in love with Ruth, the ward of his neighbor, Granny Moreland. He therefore falls an easy prey to the wiles of Mrs. Biddle, who, with the aid of her pretty daughter, Thelma, connives to place the young man in such a position that he cannot help proposing to the Biddle girl. Quite by accident, however, he learns of Mrs. Biddle's back-stair intrigues to snare him for Thelma and, disgusted with the proceedings, he does not withdraw his proposal of marriage, but nevertheless insists that he take care of Ruth and Mrs. Moreland's other adopted child, Naomi, both of whom had recently been left childless by the old lady's death. In the argument that follows Langston takes Ruth's hand, clears out, and they marry.

CAST—Alice Brady, Frank Craven, Russell Hardie, Emma Dunn, Joyce Compton and Ann Rutherford. Brady and Craven very good. Adequate performances by the rest.

DIRECTOR—Joseph Santley. Pointed for sentiment and characterization rather than action, but the slow pace is not boring.

AUTHORS—Screen play by Gertrude Orr and Homer Croly, from the novel by Gene Stratton-Porter.

COMMENT—Another love triangle yarn, but idyllic and well acted.

APPEAL—General, but leans toward class trade.

EXPLOITATION—Authorship of novel.

"THREE ON THE TRAIL"

(PARAMOUNT)

TIME—66 minutes.

RELEASE DATE—April 24.

PLOT—The town of Mesquite is the scene of Pecos Kane's murders, stage-coach robberies and cattle thievery. But when he casts a malignant eye on the newly arrived young schoolmistress, Hopalong Cassidy and Johnny Nelson begin a general cleanup. They are captured, brought to a hideaway on the desert, and are evidently about to be put on the spot, but Cassidy unties his hands and both he and his pal escape. In town they convince rich Mr. Ridley that Kane and the sheriff are in cahoots and that Kane is responsible for Ridley's cattle and money losses. Assured of Ridley's support, Cassidy and Nelson gun for the whole outfit and meet with success befitting such fighting cocks. Nelson marries the gal.

CAST—William Boyd, Jimmy Ellison, Onslow Stevens and Muriel Evans. Everyone clicks with a grim face.

DIRECTOR—Howard Bretherton. Got the guns all smoking.

AUTHORS—Doris Schroeder and Vernon Smith screen play by Clarence E. Mulford's story.

COMMENT—Pure sagebrush and alkali.

APPEAL—Okeh for the usual trade.

EXPLOITATION—Routine, and possibly Hopalong Cassidy plug.

Settlement of Complaints To Precede Contract Talk

BAA insists that managers iron out existing complaints before talking basic agreement—Phillips and Scribner met on Saturday—managers seem impatient for contract

NEW YORK, May 9.—Before any negotiations can start on the basis agreement for next season between the Burlesque Artists' Association and the Eastern Burlesque Managers' Association, existing complaints resulting from alleged breaches of this season's agreement will have to be ironed out first. This was definitely indicated by the BAA this week in contacts with the EBMA, and action on existing complaints will most likely get started this afternoon when Tom Phillips, of the BAA, and Sam Scribner, of the EBMA, will meet. The managers have been demanding that negotiations start almost immediately on next season's basic agreement, but the BAA is holding out for the settlement of existing complaints first.

The managers have been meeting every Tuesday, and its membership is practically 100 per cent except for the non-membership of the Gaiety, Gotham, Irving Place and People's in town and the Oxford, Brooklyn. With Charles Schwartz, of the Oxford, being out of the organization his position as secretary of the organization was given over to Harold Raymond, of the Star, Brooklyn. Another new officer is Oscar Markovitch, concessioner, who probably has more invested in burlesque theaters than any other individual. His office is that of assistant treasurer, while Issy Hirst is treasurer. H. K. Minsky is president; Emmett Callahan, vice-president, and Scribner is chairman.

Scribner revealed yesterday that the immediate task is to clean up a lot of existing complaints, and that he feels that after today's meeting with Phillips and the regular managers' meeting Tuesday that both organizations will be able to begin work on the basic agreement. Attempts were made last week by the managers to bring about a start on the basic agreement, but the BAA demands the wiping out of existing complaints first.

The matter of the managers' group as a dues-paying organization is being worked out now, with the general feeling that out-of-town theaters should not be required to pay as much as the local houses.

CECILIA TRAUNER has made up her mind to promote herself to the principal class under the name of Dawn Gray.

LET'S LOOK AT THE RECORD—A season of the best booking! Written acclaim from theater managers and trade paper critics alike! Vociferous approval of all audiences.

NADJA
"The Girl Who Revolutionized Burlesque."
Perm. Add.: HOTEL KNICKERBOCKER, N. Y. C.

"VIRGINIA" WOODS

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

MARY WOODS

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

BOOTS BURNS

THE GAL FROM DALLAS.
A New Independent Circuit Sensation.

NELLIE CASSON

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

"ESTA-ALJA"

SINGING—STRIPPING—TALKING.
Direction—DAVE COHN.

NEW—NEW—NEW

DYNA (MITE) DELL

The Hill-Billy Crooning Stripper.

NEW IN THE EAST.

TOMMY RAFT

ECCENTRIC COMEDIAN.
Also Plays Instruments, Sings and Dances.

JEAN DELMAR

The Million-Dollar Personality Stripper.

BOWER SISTERS

HARMONIZING STRIPEES.
At The Eltinge, New York City, Indefinitely.

PRETTY PATTIE LEE

BURLESQUE'S NEWEST TEASE SENSATION.

BAA Calls a General Meeting at the Edison

NEW YORK, May 9.—A general membership meeting of the Burlesque Artists' Association will take place tomorrow midnight at the Edison Hotel. This will be the first general meeting since last December.

It is understood that the meeting is primarily concerned with the first annual dance and entertainment to be held June 14 at the Manhattan Opera House. However, it is also reported that the meeting will also take in a general discussion of the existing situation between the BAA and the Eastern Burlesque Managers' Association.

5th Avenue's New Lessee

NEW YORK, May 9.—Milton Brooks, operating the Hippodrome, Louisville, Ky., burly house, is the new lessee of the Fifth Avenue Theater here, succeeding Jack Stern. House policy is pictures and one-hour burly tabs, four-a-day, 15 cents until noon and 25 cents the balance of the day.

MOULIN ROUGE THEATER, Oakland, Calif., burly house, is not affiliated with any theater chain, as was reported in a recent issue of *The Billboard*. A. L. King, operating the theater, reports that the house is entirely independent and that stock burlesque has been operated there for the last eight years.

next week, and there is a probability that the house will go dark for the summer. The Republic, New York, will go stock May 24, while the Gayety, Baltimore, has enough units to carry it thru until the end of the month, and it will probably go dark after that. The Bijou here is scheduled to go stock June 1.

Burly Briefs

BENJAMIN N. LIVINGSTON, operator of the Clover, Baltimore, was a New York visitor last week. . . . His house is the spot where Miles Murphy has been comic for 15 years, since the opening, doing five-a-day. . . . That's an all-time record. . . . A report made the Broadway rounds last week that N. S. Barger, of Chicago, had bought in on the Eltinge, New York. . . . Joe Quittner, of the Eltinge firm, denied it emphatically. . . . Harry Jackson, former comic, staged a show recently for Passaic High School. . . . His son, Sid, is busy singing on Stations WMCA and WOR. . . . Mae Brown was in an auto collision recently on her way to Newark. . . . Diane Johnson and Erma Voogele replaced Jewel Sothorn and Mimi Lynn at the Gaiety, New York, Friday.

MARGIE BARTEL went into the Eltinge, New York, Friday, along with George Tuttle, Lew Petel and Lillian Harrison. . . . Exiting were the Bower Sisters, Arthur Rogers, Joe Freed and Alba Bradley. . . . Tommy Raft opened at the Apollo, New York, Friday, as did Betty Rowland, returning for another engagement. . . . June Carroll, sister of Joan, recuperating at her New York hotel from a three-week illness. . . . H. K. Minsky back at his desk in the Republic, New York, after a week's siege of the gripe. . . . The Misses Sothorn and Lynn, mentioned above, moved to the Star, Brooklyn, from the Gaiety. . . . Peggy Hill was a rush booking into the Gaiety, New York, last week to replace Dorothy Ahearn.

HARRY HIRSCH, operator of the Gayety, Minneapolis, was casting a revue to open at the Radisson Inn, a summer resort near Excelsior, Minn., on June 1. . . . The place burned to the ground last Sunday. . . . Grisha, who completes a run of 10 weeks at the Rialto, Chicago, May 14, has been booked by Milt Schuster to open at the Roxy, Cleveland, as an added attraction the following day. . . . Mrs. Ray Steele, formerly known as Jerri McCawley in burlesque, is on her way to the Hawaiian Islands for a honeymoon, just having been married. She intends to retire from the show business. . . . Charles Country, Kenny Brenna and Jack Buckley, the "Three Musketeers" of the

Rialto, Chicago, are planning a vacation in June. . . . Palmer Cote and Billy Lee, who recently closed at the Gayety, Minneapolis, are vacationing at Lee's home in Baltimore. . . . Walter Rechin, who managed the Ada Leonard vaudeville unit, is commuting between Chicago and Crystal Lake, Ill., where he is living the life of a country gentleman. . . . Nora Ford opened May 8 as an added attraction at the Roxy, Cleveland. . . . Megg Lexing and Gene Darby were booked into the Avenue, Detroit, by Milt Schuster, where they opened May 9. The Avenue has been entirely remodeled by Arthur Clamage.

THEATRICAL CONCESSION MANAGERS' Association gave its party last Tuesday evening (May 5) at Connie's Inn. . . . There was a big crowd on hand, including such invited guests as Sam Samuels, Johnny Kane, Tommy (See *BURLY BRIEFS* on opposite page)

Burlesque Reviews

Gayety, New York

(Reviewed Tuesday Afternoon, May 5)

Doing a heavy business, this Minsky house is giving the customers a fairly pleasing show. It's not much on talent or originality, but it has flash and the usual amount of nudity and stripping. Billy Koud did the staging.

As usual, the comedy is the show's weakest spot. Herbie Faye, a swell comic who's been here quite some time now, and Al Pharr and the stout George Murray struggle manfully with weak material. Billy Burns does the tenor work, John Head does straight and singing, and Leon Devoe does a fine job as straight and all-around handy man. The blackouts are familiar: the timid husband and tough wife, 10 cents a dance, etc. Only comedy bit that appeared new was the artists' studio number, which at least provided a new dress to an old idea.

The chorus of 14 did nice work in the Koud numbers. The girls are not bad lookers, altho their uneven sizes made

U-Notes

By UNO

PETERSON SISTERS, Nellie, Frances and Pearl, formerly of burlesque, visited Ina Thomas at the Eltinge, New York, May 2. Nellie, now married, has retired from showdom. Frances is doing specialty dances in night clubs. Ditto Pearl, under the name of Forrester and the billing *The Radium Butterfly*.

JERRY ADLER, co-operator of the Star, Brooklyn, tells a funny one of how he acted as attorney in a deal that induced Eddie Brady, restaurant owner next door, to purchase a three-grand car to convey him and Brady all the way to Richmond, Va., to collect a \$3 loan.

ESTA ALJA, a lady of leisure over the summer, writes Teddy Underwood, with the West World's Wonder Shows in Wilmington, Del., May 1. On the way from New York Teddy and Esta stopped off in Washington and saw Jimmy Lake. Also Joe Moss and Hap Freyer, former burlesque comics, now singing waiters in Lake's cabaret atop the Gaiety.

JOE FREED and Alba Bradley left the Eltinge, New York, May 7 and are considering several offers for other burlesque spots.

CHIQUE RIONE, now with an Indie show and due at the Gaiety, New York, shortly, wants it known that it was a birthday and not a first-year wedding anniversary she celebrated May 28, and that her first story was all in joke.

ARTHUR PAGE, former burlesque, vaude and legit comic, now Arthur Perkoff, associated with Perkoff & Forman, Inc., real estate firm in Newark.

EILEEN HUBERT, who doubled in the front line and did acro dance specialties in different burlesque houses in Greater New York and who has been all along gradually acquiring further technique and routines under the expert care of Lillian Law, is about ready to step out as a finished footlight product. Opened at the Eltinge, New York, May 8.

TOMMY PELUSO, ork leader at the Gaiety, New York, is slated to return to the Globe, Atlantic City, again this summer. Also Paul Marakoff, number pro. Opening date set for the Globe is June 26.

BHEBE, BRUCE AND BETTY, acro dance trio, late of the Indie Circuit, left New York for Chi for a new engagement booked by Thomas Burchell, Western agent.

BERT GARR, comic, returned to the Eltinge, New York, May 8 with two pounds more of avoirdupois gained from a week's necessary vacash.

ALLEN GILBERT, show pro at the Apollo, New York, was guest of honor at a beefsteak party tendered him by (See *U-NOTES* on opposite page)

the line look a bit ragged. The costumes by Kitty Roth are more than adequate. Two production numbers stood out, and even these did not live up to their possibilities. They were the *Stormy Weather* scene in which Queenie King did a cooch dance and a brunet sang while the girls did formation work. The *Paris in the Spring* number was rather nice, too. A brunet toe dancer, girls holding spinning glass globes, while the others posed and one sat in a huge suspended whirling glass ball all combined to lift this number out of the ordinary rating.

Women principals are Jewel Sothorn, puxom brunet; Mimi Lynn, another brunet who has improved tremendously since last caught; Peggy Hill, slender red-head; Gladys Fox, slim and personable; Ceil Blondell and Queenie King. The Misses Fox, Hill, Sothorn and Lynn also do good work in the comedy scenes.

The Tommy Peluso boys handle the pit job capably. PAUL DENIS.

Tab Tattles

DAVE ROSE, formerly straight man with Johnny Burton's *Frolics* and other tabs, is now building himself a career at Bob White's Grill, Buffalo, N. Y. Dave has been there for a long stretch and is slated to continue indefinitely. Bert Smith and his company are slated to open soon at the Ramona Park Theater, Grand Rapids, Mich., for an all summer's engagement.

Margaret Flaharty and Mary Reller, Dayton, O., chorines, are in their 25th week at a Springfield, O., night spot. Hy Heath, veteran tab and burly comic, is now associated with Station KWKH, Shreveport, La., with the highfalutin title of continuity editor—in other words, script writer. Hy writes and produces two programs daily, besides a weekly script which he writes but does not appear in. He is in his fourth month at KWKH and hopes to remain in the radio field from here on in. Two other old-time tabsters on Station KWKH's staff are Walter (Bozo) St. Clair, who formerly had his own tabs in the West, and Morris (Hicky) Harding, of the team of Harding and Kimmerlin. The pair are doing a daily double b-f. broadcast entitled Henry and Minerva. They are also heard on several other broadcasts over the same station.

PAIGE & CRIDER closed their *Capers of Mirth* recently in Concord, Vt. The boys report a good season. Show was out eight months, during which time it covered 27 States and traveled 38,000 miles. More than \$4,000 was spent on gas and oil for the show's motor equipment. Paige & Crider will reopen on the fairs for the Gus Sun office in August, moving back into theaters late in September. Gus Sun and his daughter, Mrs. Edward Wren, are enjoying a brief vacation in Hot Springs, Ark. Before returning to her home in Springfield, O., Mrs. Wren will visit with her husband, who is in Houston on business. Tom Powell, manager of the Band Box Theater, Springfield, O., is confined to his home in the Sun Apartments, that city, with illness. Old friends are urged to drop him a line.

Lempi Pernu's *Flashes of 1936* are playing the Kemp Circuit thru the Carolinas before heading northward. Jolly *Jesters Revue* enjoyed good business at the Mishler Theater, Altoona, Pa., last week. Cast is headed by Jack Gregory and Company, novelty act; the Royal Nymphs; Al Barte, b-f. comedian, and an eight-piece stage ork. Bob Kerr's *Broadway Merry-Go-Round* is playing string of Pennsylvania dates for Bob Shaw, of the Sun office. After closing on the Pennsy time Billie and Beth and Cliff Crane are slated to sail for engagements in England. Boots Walton is doing comedy with Cleo Hoffman's *Flaming Youth* girl show on the Rubin & Cherry Exposition this season.

SYLVAN BEEBE, who for many years operated his rotary tabs in the Cincinnati area, is able to hobble around on crutches these days after spending nearly five months in bed with a pair of infected feet. Fred Hurley and Norma Phillips, well known in burlesque and tabdom, will shortly leave Louisville, Ky., for their annual trip to Indian Lake, near Lakeview, O. Have had inquiries recently on Billy and Margie Leitch, Marshall Walker, Billy and Babe LeRoy, Phil and Peggy Hart, Charles V. Turner, Don Dixon, Red Wilhoite, Faith Ryan, Drane Walters, Chet Umpleby, Slim Vermont, Babe Knight, Pat and Mickie Gallagher, Russell Clutterbuck and Ervil Hart. How about shooting in a line to let your friends know what you're doing?

N. Y. Burly Houses Get License Okehs

NEW YORK, May 9.—All local burlesque theaters have been granted their license renewals, according to License Commissioner Paul Moss. It was expected that the commissioner would take some action on renewals in view of recent difficulties he has with several theaters in the courts.

The licenses came up for renewal May 1, and the grantings by the commissioner without any hearings or the like was a surprise to the field.

BURLY BRIEFS

(Continued from opposite page)
German, Harry Clexx, Mae Devoe, Solly Garfunkle, Manny and Benny Rosen and Al Wiener. All the TCMA officers were present, including J. A. Brown, Donald Holt and Julius Reiss, while Sid Kramer helped largely in the arrangements and Luntly Pavis was the clown of the evening. Billy Edwards, TCMA publicity man, was missed at the affair due to a heavy cold. Eddie Green and Palmer and Peaches, in the Connie show and formerly of burly, were accorded huge hands.

JUNE ST. CLAIRE closed at the Apollo, New York, Thursday and went on to Colisimo's in Chicago. Al Golden Jr. bought himself a new car for a trip to his folks in Poughkeepsie. Mildred Clark, Mickey O'Neil, Jack Rosen and Pat Patee closed for the Minskys Saturday. George Broadhurst paid a visit to New York last week from his Belmont, L. I., chicken farm. Annette, now in Miami, will be one of the first to open at the Globe, Atlantic City, which is set for a June 26 opening. Sylvia Denny, chorine from Baltimore, is a newcomer to the Minsky Gotham, New York, ranks.

U-NOTES

(Continued from opposite page)
Billy Tanner. An army of friends taxed the capacity of the Ringside Bar and Grill on Eighth avenue, New York, May 4 evening and May 5 morning.

CURLS MASON left the People's New York, May 7 to return to vaude and night club work under the name of Ellen Gilmour and with Viola Paulson as a teammate in a new comedy act. Pattie Lee, formerly of the Gaiety, New York, replaced her the day following.

BURLESQUE CLUB members attended the funeral services for Harry Thompson, 68, old-time burlesque show manager, who died May 1 in a Brooklyn hotel from heart trouble. Was also a life member of the Elks, Cincinnati lodge.

JOYCE BREAZELLE, acro and character dancer with *Melody Maids*, Indie show, to change her moniker to Jonnie Browne. Has an offer from a Havana night club under consideration for the summer. Still retains her Memphis dialect.

GEORGE PRONATH, number pro, last at the State, Buffalo, now officiating at the Rialto, Chi, pending Fred Clark's return from a vacash.

MAX RUDNICK, operator of the Eltinge, New York, instructed his sidewalk barker last week to include in his monolog, "a Beverly Carr production."

ANN BERNE, showgirl with the Minsky stocks and a swimmer, rower, hiker and general all-round athlete, soon to emerge as still another new stripping principal.

INA THOMAS, at the Eltinge, New York, surprised last week by a visit from her mother she had not seen in two years, who bussed it all the way from Duluth, Minn.

CHORUS EQUITY

(Continued from page 19)
Fred Holmes, Dorothy Mellor, Evelyn Page, Carol Raffin, Percy Richards, Ragna Ray and Carolyn Russ.

All members holding cards good to May 1, 1936, owe \$6 to November 1, 1936. The constitution defines a member in good standing as one who on May 1 or November 1 of any year is paid six months in advance.

If you are out of work and unable to pay your dues at this time, you should apply for an extension of time in order to save the delinquency fine of 25 cents a month. Members holding extensions have the same use of the Association, the employment bureau, etc., as those who are in good standing. Extensions cannot be issued to members who are working.

Members who expect to be out of the profession for a year or more should apply for an honorable withdrawal card. Should the member return to the profession within a year he pays dues from the time the card is issued but no delinquency fine. If the absence is of a year or more the member on returning to the theater pays current dues only. The withdrawal card is issued only to

members in good standing at time of making application and will not be issued to members working in the legitimate theater, in radio, motion pictures, cabarets, vaudeville or presentation houses.

Those members now working in presentations are reminded that by a special council ruling they may place themselves in good standing by paying current dues.

Don't forget the annual meeting of the members of the Chorus Equity Association, which will be held at the headquarters of the Association, 117 West 48th street, New York City, on Friday, May 29, 1936, at 2 o'clock in the afternoon. In order to gain admittance membership cards must be shown at the door and the member must be in good standing at least to May 1, 1936.

If you haven't voted do so now. Remember that you should inclose nothing but ballots in the envelope marked official ballot. These ballots will not be opened until the election tellers meet on Thursday, May 28, 1936, at 11 o'clock in the morning. In order to be counted your ballot must be in the office prior to that time.

DOROTHY BRYANT,
Executive Secretary.

NEW BIZ

(Continued from Radio Section)
May 4, participating in Allie Lowe Miles Club. WOR.

ATLANTIS SALES CO., thru J. Walter Thompson Co., started May 8, participating in Allie Lowe Miles Club. WOR.

GUILD LABORATORIES, thru Monroe F. Dreher, Inc., starts May 28, Thursday, 5:30-5:45 p.m. Al Shayne, Herb Steiner and Annabelle Lee.

NELL VINICK, thru Neff-Rogow, Inc., renews, effective May 22, five five-minute spots weekly. Beauty talks. WOR.

Cincinnati

FRENCH LICK SPRINGS HOTEL CO., direct, announcements. WCKY.

DIETRICK FUR CO., announcements. WCKY.

KLINE'S DEPARTMENT STORE, direct, announcements. WCKY.

NUNNER & ASHTON FURNITURE CO., 300 announcements. WCKY.

Denver

ENGLEWOOD NURSERIES, six announcements. KFEL-KVOD.

HARCO CONSERVATORY OF MUSIC, three 30-minute programs. KFEL-KVOD.

KENNICOTT WAREHOUSE, thru the Connor Adv. Agency, eight announcements. KFEL-KVOD.

GANO-DOWNS CLOTHING CO., sponsorship of the 11 a.m. newscast for one week. KFEL-KVOD.

KAY'S MODES MILLINERY, thru the Raymond Keane Agency, 13 announcements. KFEL-KVOD.

JOE'S CAVE, four 15-minute nightclub programs. KFEL-KVOD.

DIAMOND DEPARTMENT STORE, three announcements daily except Sunday for one year. KFEL-KVOD.

MOHANA'S LINEN SHOP, three announcements. KFEL-KVOD.

FIRST CHURCH OF THE NAZARENE, three announcements. KFEL-KVOD.

GARDNER NURSERY, thru the Northwest Advertising Co., one five-minute program daily except Sunday, indefinitely. KFEL-KVOD.

MARTHA WASHINGTON CANDY, 16 announcements. KFEL-KVOD.

ROCKMONT FLORAL CO., four announcements. KFEL-KVOD.

DENVER FORD DEALERS, thru the McCann-Erickson Agency, 39 15-minute programs. KFEL-KVOD.

AMERICAN TENT AND AWNING CO., two announcements. KFEL-KVOD.

MERCHANTS' EXTRACT CO., thru the Harold Walter Clark & Associates Agency, 52 announcements, sponsorship of the Kid's Club for one week. KFEL-KVOD.

CHEVROLET MOTOR CO., 39 15-minute programs. KFEL-KVOD.

RED WING CAFE, six announcements. KFEL-KVOD.

MERCHANTS' BISCUIT CO., one 30-minute program weekly for 52 weeks. KOA.

KINDALL BEDDING CO., 18 one-minute announcements. KOA.

UNITED DRUG CO., five 15-minute periods. KOA.

AMERICAN GAS MACHINE CO., 25 announcements. KOA.

J. A. CASE, Inc., one 15-minute pro-

Kansas City Jottings

KANSAS CITY, Mo., May 9.—Dorothy Ray, formerly with Hilla Morgan and other Midwestern shows, left here recently to join the Davis-Morris circle in Oklahoma.

Perce Hall and Nellie Kempton are recent arrivals, having closed with the Harvey Twyman circle in South Dakota.

Billy Fortner, who has operated a circle all winter in Southern Missouri, closed his merry-go-round recently and he and his wife have joined the Ben Wilkes Stock Company in Illinois for the tent season.

Harry O. Brown Comedy Company is rehearsing at Cushing, Wis., and will open at an early date.

Edgar Settle, formerly with J. Doug Morgan, has joined the Ollie Hamilton Players touring the South.

Hal Barber left here recently to join the Princess Stock Company, now showing under canvas in Central Missouri.

H. V. Darr, former co-partner with Norman Gray, of the Darr-Gray Stock Company, has signed for the advance of the Fidler-Oliver Players, due to open soon in Eastern Missouri. Darr and Gray have dissolved partnership and the Darr-Gray troupe will not be on the road this summer.

Ned Wright, who recently underwent an operation at Leeds' Sanitarium here, has recovered nicely and has been transferred to a sanitarium at Mount Vernon, Mo.

Charles Manville, former manager of Manville's Comedians, is making tentative arrangements to open canvas show this season in Wisconsin.

Fred Dunning has signed with the (See KANSAS CITY on page 26)

gram daily except Sunday for 13 weeks. KOA.

McMURTRY MANUFACTURING CO., one 30-minute program weekly for 13 weeks. KOA.

FIRESTONE SERVICE STORES, Inc., 13 five-minute programs. KOA.

THE OLD HOMESTEAD BREAD CO., 370 announcements. KOA.

DENVER & RIO GRANDE WESTERN RAILROAD, 39 announcements. KOA.

Boston

SNIDER PACKING CO., Boston (Snider Catsup), 39 participations in the Yankee Network News Service, three participations weekly, started May 5 and ending July 31, thru Stuart, Hamford & Frommand, Rochester, N. Y., WNAC (and the Yankee network).

WEHLE BREWING COMPANY, New Haven (Wehle Ale), 104 participations in the Yankee Network News Service, eight participations weekly, started May 4 and ending August 1, thru William B. Bennington, Springfield, WNAC (and the Yankee network).

JOYCE BROTHERS (men's clothes), 364 weather reports, daily, including Sundays, starting July 29 and ending July 27, 1937, thru Chambers & Wiswell, Boston. WNAC.

BROOKS SKINNER CO., Boston (portable buildings), 26 announcements daily except Sundays, started May 4 and ending June 2, thru Harry M. Frost, Boston. WAAB.

WANT

Sister Team with Specialties, four Chorus Girls, Clarinet doubling Saxophone, Accordion doubling Brass, Versatile People wanted. Must join on wire Tent Show. Opens May 18.
JOHN R. VAN ARNAM'S RADIO BARN DANCE, 521 Oneida St., Syracuse, N. Y.

YOUNG CHORUS GIRLS

WANTED for all summer's work. Must do Specialties. Open immediately. Photos returned. Also good male PIANO PLAYER. Wire or write

BUD BREWER

General Delivery, Bradford, Pa.

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Bishop Tent Show Has Good Opening

GETTYSBURG, Pa., May 9.—Bishop's Motorized Tent Show got away to a good start on its 1936 season at Waynesboro, Pa., Thursday night, April 30. The show, heretofore a week-stand vaude and rep outfit, is this season playing all three-day stands.

Outfit has been considerably enlarged, both in personnel and equipment. The main tent, 120 by 70, has accommodations for more than 1,000 patrons. Two new trucks have been added, making a total of seven.

A large bus is provided as sleeping and living quarters for the chorus, with the members of the cast and working crew living in housecars and trailers. Two large light plants furnish ample illumination. All rolling stock is newly painted and makes a great flash. Three meals a day are served in the show's own cookhouse.

On the executive staff are George Bishop, owner-manager; Clare Bishop, secretary-treasurer; Frank D. Berst, general agent; Joe Lysle, commissary manager; Ray McGuire, chief mechanic; Elwood Brown, electrician, and Joe Mathews, producer and director. Stewart Douglas is boss canvasman.

In the cast are Joe Mathews, characters and comedy; Waynes Howard, straights and characters; Nellie Mason, comedienne; Lucky Joe Lysle, juveniles; Monte Wertz, ingenues, and Jimmie Johnston, magician, with his two stooges, Junior and Prince, wonder dogs.

In the working crew are Harry Arnold, Joe Prantz, Merle Rothfus, Happy Brown and Tennessee Arnold. Lee Goodchild has charge of the front door. A five-piece orchestra is under the direction of Marlion Howard. A line of six attractive girls completes the roster.

In Shippensburg, Pa., and here the show was augmented by four members of the Barry Players, who appeared as guest artists at both stands.

E. J. McKnight, part owner of the show, was taken ill while visiting the show in Waynesboro and was rushed to a local hospital for an operation. He returned with his chauffeur to his home in Gardner, Mass., where he will recuperate.

Kinseys To Stick to Ohio

WOOSTER, O., May 9.—The Kinsey Players opened a week's engagement under canvas here Monday night. The weather, a trifle cool Monday night, warmed up by the middle of the week, with the result of a pickup in business. The company, in existence more than 40 years and which has been coming to Wooster every spring for years, will adhere to its itinerary of former years, playing mostly in Ohio, according to Charles Miller, veteran manager.

WANTED (12th Successful Season) FOR COO'S COMEDIANS—Young General Business Team to do Characters. Must do good Novelty Specialties or double Orchestra, preference if doubling both. Also young Juvenile Man for some Leads and doubling Orchestra, no Sax or Drums. All people must have good modern wardrobe, quick studies and possess all essentials, otherwise do not answer. Be sure and state lowest salary for long season under beautiful new tent outfit. Address **COOK'S COMEDIANS**, Waverly, Va., week May 11.

WANTED ACTS OF ALL KINDS

Single, Double Novelty Acts, Blackface Comic, Magician. Must have clean wardrobe and wear it. State lowest salary in first letter if you want reply. Money sure. Long season. Reliable show. **DR. J. FRANK MACKEY**, 123 Brushton Ave., Greensburg, Pa.

WANTED

Medicine Performers

Man with feature Specialties. Other useful people. Platform season. No advance unless I know you. State lowest salary first letter—you get it. **DAVE LIVINGSTON**, Gen. Del., Bronson, Mich.

WANTED—Join at once, Dramatic People in all lines. Tell all in first letter. **BURKE & GORDON**, 417 North Central Ave., Paris, Ill.

Rep Ripples

TED EDLIN, the last three years leading man with Fred Brunk's Comedians, closed with that show at Flagstaff, Ariz., last Saturday to join Billy Wade's *Scandals in Cellophane* at the Capitol Theater, Atlanta.

DELPHA KENT, leading woman, also closed with the Fred Brunk show at Flagstaff, Ariz., last Saturday to jump into Atlanta to join Billy Wade's *Scandals in Cellophane*.

FRANK GINNIVAN Dramatic Company opened its season at Ashley, Ind., the show's headquarters town, May 11. A. B. Blome, agent for the company for the last 10 years, is again working in that capacity.

BEN HEFFNER, in advance of the Heffner-Vinson Show, was a visitor at the rep desk the other day. Ben came into Cincinnati over the week-end to catch the New York Giants and Cincinnati Reds tangle in a hectic Sunday battle. The Heffner-Vinson Show, now playing two-night stands in the Kentucky territory, has been showing to good business when the weather permitted, Ben reports.

BOB WHITE, of the team of Henley and White, produced the tabloid version of *Uncle Tom's Cabin*, which was presented as part of the Federal Theater Project show at Emery Auditorium, Cincinnati, for a week beginning April 28.

White also did the Tom role. Robert Toephert and Al Freeland, also well known in rep and stock circles, appeared in the cast.

RUSTY WILLIAMS postcards that he and his family are doing okeh in the North Carolina territory. "Saw Jethro Almond in Albemarle, N. C.," Rusty pencils, "and he is looking great."

HOUSTON, May 9.—Chrystal Morse, member of the Monroe Hopkins Players here, was stricken ill last week and rushed to a local hospital to undergo an operation. Attending physicians have deferred the operation, however, until she has regained some strength. At the time of this writing Mrs. Morse's condition was described as "pretty bad" by her husband and physician.

MR. AND MRS. HARRY OWENS, leading players with Captain J. W. Menke's Golden Rod Showboat troupe in Pittsburgh last year, left their home in Arlington, Ill., last week to join a tent-show outfit which will tour the West and South.

DOROTHY MENKE, daughter of Capt. J. W. Menke, owner of the Golden Rod Showboat, now in Pittsburgh, has been working in the National Home and Electric Show, that city, demonstrating in one of the exhibits.

Ethel Reagan Stricken; North Players Open Fair

WICHITA, Kan., May 9.—Less than 24 hours after the opening of the Ted North Company in its tent theater here last Sunday, Ethel Reagan, character woman, was forced to drop out of the cast and is now recovering from an operation at St. Francis Hospital here. She had been ill several weeks.

Arrangements were made for Marion Raymond to come in from Kansas City to take Miss Reagan's place.

The Sunday opening drew big business, but the weather (hot) and opposition from the United Shows of America and other attractions resulted in only fair business during the week.

North will play Wichita until the middle of the summer, when he will make a move to Tulsa.

Pittsburgh Playhouse Folds With "Springtime"

PITTSBURGH, May 9.—Pittsburgh Playhouse's first season under the direction of Herbert V. Gellendre will end tonight with the final performance of Benn W. Levy's *Springtime for Henry*. The cast includes four veteran performers, Freeman K. Hammond, John J. Davis, Helen Wyne and Evelyn Pearson.

Plans for next season call for the production of six plays, each production to be given for a period of three weeks. The opening play, Sean O'Casey's *Within the Gates*, will bow on November 10.

Gellendre is leaving May 23 for New Hampshire, where he will spend the summer directing a summer stock group. From there he plans to go to New York to engage three noted Broadway performers to be featured here next season.

Important Announcement

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

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

Billroy Show Briefs

GREENVILLE, S. C., May 9.—Business the last three weeks has scaled from fair to sensational, providing turnaways in Wilmington, New Bern and Rocky Mount.

Charlotte, having the reputation, more or less, of being none too interested in or friendly towards tent shows and which the management considered in not too optimistic a light, fooled us by turning out to give us capacity. Rock Hill and Union also came thru in like numbers.

Manager Billy Wehle evidently is in no great rush to move into his Northern territory, as the new route cards, just out, show three more weeks before crossing the Mason-Dixon Line.

After all, it's just as well, for we're getting the breaks in weather and business and finding little or no opposition in our field.

Kenneth Mellon, brother of Eddie, our lot superintendent, and wife, Sue, caught the opra in Charlotte, as did Mr. and Mrs. Singletree and daughter, May. Other recent visitors included Bean Norris and Bud Shaney. Bean is the brother of Bob, our tenor sax man, and he's quite a musician in his own right.

JOHN D. FINCH.

H. Kay Lewis Show Headed Northward on West Coast

LOS ANGELES, May 9.—H. Kay Lewis and his *Hollywood Varieties*, piloted by the veteran repertoire actor and advance agent, Harlin Talbert, is now headed northward thru the Pacific Coast States for a spring and summer tour, after a successful four months in Southern California, Arizona, New Mexico and Texas.

Featured with the company are H. Kay Lewis, emcee and small magic; Thayer, novelty music and dance numbers; Della, specialties; Zeke and Tildy, hillbillies, and Madam Albert (Mrs. Berdie Lewis), ventriloquist. Talbert reports a good winter season.

Houston Pickups

HOUSTON, May 9.—Monroe Hopkins Players are offering Chief Baldwin Parker and his Comanche Indians as an added attraction.

Elsie Stuckey came in for the federal theater's *Pioneer Texas* and before leaving gave the production her "okeh."

Alice La Garde was in the city last week for the leavetaking of her daughter, Mitzie, and William De Arms, who left to join the Tilton-Guthrie Players.

Frank Clark is now operating a scenic studio here and with the centennial celebrations in full blast, business has been good.

Leeland Harris, who came in for a week's engagement with the Hopkins show, has made good to the extent that he has been retained as a regular member of the company.

Jack Hamilton and members of his company took off a day last week to catch the *Pioneer Texas* show presented by the federal theater group.

KANSAS CITY

(Continued from page 25)

Jack and Maude Brooks Stock Company for the summer.

Marion Raymond left here recently to join the Ted North Players at Wichita.

The Rosewall-Terhune Show will play only a few weeks of repertoire and then go into Springfield, Mo., for permanent stock under canvas.

The Chick Boyes No. 2 show closed last week at Sidney, Neb. Harold and Billie Gauldin, who managed the unit, have joined the No. 1 show.

Hal Stone, manager of Hal Stone's Comedians, is a recent arrival in the village to engage people and lease plays for the forthcoming season under canvas in Iowa. Mr. and Mrs. Stone motored here from Miami, where they spent the winter.

Ben Wilkes Players opened the tent season at Paoli, Ind., this week.

Betty Froman recently joined the John Caylor Show in Minnesota for the summer.

Allen Bros.' Stock Company, under the management of Jack Vivian, is said to have opened the canvas season this week in Southern Missouri.

Robert and Maree McDonald, formerly with Toby Young's No. 1 show, have joined the Hollingsworth Favorite Players in Illinois.

Barbara Lee, formerly with Chick Boyes' No. 2 show, has joined the Jack and Maude Brooks Show in Iowa.

Bob and Ethel Marley sojourned briefly in the city this week en route to Nevada, Mo.

Kennedy Sisters' Stock Company has opened an indefinite stock engagement at Corpus Christi, Tex.

Jack Collier, manager of Collier's Comedians, was in the village for a few days this week en route to a Kansas spot to make preparations for the opening of the tent season.

Eddie and Lois Lane, who recently closed with the Chick Boyes Players, have joined Skippy LaMore's Comedians at Colon, Mich., for the summer.

The Favorite Players are slated to open under canvas at Palestine, Ill., next week.

Hila Morgan Players, who opened the canvas season in Arkansas, will play a few weeks in Kansas en route to Iowa for their regular summer tour.

Mal Murray, who has operated a circle all winter in Eastern Kansas, will close the merry-go-round this week. No plans for the summer have been disclosed.

Tilton-Guthrie Players opened the tent season last week at Lake City, Ia.

Scotty's Comedians opened the canvas season this week at Dunlop, Ia.

Buddy and Lois Leavelle have signed for the summer with the Favorite Players in Illinois.

Roster of the Jimmie DeForrest Dramatic Company, which opened the tent season recently in Tennessee, includes Mr. and Mrs. Jimmie DeForrest, Colley and Rosalea, Al Marshall, Edna Braiden, J. E. O'Brien, Thelma Collins, Loretta Morgan, June Colley and Erman Gray.

JOAN BATES, former director of the Newman Players in Pittsburgh, has signed as a member of the Roadside Players, of Washington, for the summer.

Buddy and Lois Leavelle, who have been spending some time in Fort Worth with Mr. and Mrs. Harry Hearne, left May 1 to join the Favorite Players at Palestine, Ill.

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Magic and Magicians

By BILL SACHS
(Communications to Cincinnati Office)

MONTAGUE THE MAGICIAN postcards from Richfield, Utah, that he sold his hotel in Salt Lake City and is hitting the road with a new show, transported via a Packard sedan and a new trailer. "Business outlook is good and I expect to cover more territory this season," Montague says.

"BLACKSTONE PLAYED the Orpheum here April 24 to 27, inclusive," writes C. R. Tracy (Bud Raymond) from Sloux City, Ia. "They arrived in town on the 20th—had a layover. Harry made all the luncheon clubs, two P-T meetings and a commercial club. I arranged these for him and they proved a good plug for the show. Billie and Harry were guests at our house on the 22d. Blackstone played to good attendance here and his midnight spook show was a wow." The Blackstone company is headed west.

RING 13, IBM, PITTSBURGH, staged a Pavey's Night in honor of Harry and Zola Pavey at Walton Hall, Pittsburgh, Tuesday night, May 5. Sandy MacGregor served as emcee and Dorothy Dame was pianist for the evening. Those who appeared on the program were Ginger Wallace, Joe Shaffer, Daniel the Magician, George McAthey, the Zoar Sisters, Master Graham, Margie Wallace, John R. Cayne, William Magill and Pittsburgh Pat Rooney.

GEORGE T. PURVES JR., secretary of the Indiana Society of Magicians, reports that the recent Night of Magic sponsored by the organization and held at the D. A. R. Chapter House, Indianapolis, drew an overflowing crowd, with scores of magic enthusiasts being turned away. A dignified and well-planned show was presented, Purves says, with J. Elder Blackledge serving ably in the capacity of emcee. Those who did their stuff were Earl Mulbarger, Roger (Mystic) Dunn, Audley Dunham, George Paxton, George T. Purves Jr., Argus, Dr. W. S. Zarick, J. Elder Blackledge, and Jimmy Trimble, guest artist for the evening. After the show refreshments were served.

SIR FELIX KORIM, the "magician of the air," is winding up his lyceum season May 15, after which he will play a week of club dates in the Northeastern Adirondacks. Korim will play thru the warm weather with a new and elaborate spook show, just completed for him by Syl Reilly, of Columbus, O. The Irish Banshee, a giant ghost, promises to give chills even on the hottest midnight, Korim says. During the forthcoming SAM conclave in Springfield, Mass., Sir Felix is scheduled to go on the air there via Columbia's WMAS with a few of the *Strange Tales of Strange Men* series. He will also present his *Holiday of the Dead* at the Hotel Kimball, Springfield, at midnight, May 29, as a special convention feature. It will also be presented at the IBM convention in Batavia, N. Y., but in shorter form. "Saw Hathaway working with a WPA unit," Korim writes. "He gets no billing with the unit and from his attitude towards the audience, apparently doesn't want it."

E. L. SPERRY, who for the last several years has successfully piloted the Birch Show, was a visitor at the magic desk Wednesday of last week. Sperry, who is now busy lining up fall dates for Birch, succeeded in signing up the University of Cincinnati during his stay in the Queen City. The Birch company is all booked up for next September and

October, Sperry reports. Mr. and Mrs. Birch are at present vacationing, dividing their time between Birch's home in McConnellsville, O., and Mrs. Birch's home village—Chicago. They are planning on making the IBM Convention in Batavia, N. Y., in June, beginning on a string of summer dates shortly after.

CLAUDE NOBLE, who does the burled alive stunt, is arranging for a meeting of the Society of Detroit Magicians to be held at Dearborn Inn, Dearborn, Mich., in June. The meeting will be attended by Henry Ford. Noble will then present Thurston's third wand, a bequest to him, to Mr. Ford for permanent preservation.

MEL-ROY THE MAGICIAN, now touring South Dakota and Minnesota, postcards as follows: "Business good. Rains hit this section just in time."

MADAME ZETTA, mentalist, featured for some time at the New Howard Hotel, Baltimore, is now doubling nightly at Loew's Century Theater in the same city. Zetta will go to New York and Washington after the Baltimore run. George E. Matthews is managing the turn.

JACK GWYNNE AND COMPANY, still on theater dates and current this week at the Tower, Kansas City, Mo., have signed with the George Hamid office for the season of large fairs. Gwynne will be featured in a mammoth revue. This is believed to be the first time that an illusion act has been highlighted on the major fairs. Gwynne has several European offers and a number of other angles which should keep him busy for some time to come.

A SHOW SIMILAR to the production which had been planned for next fall by Rajah Raboid in conjunction with the late Howard Thurston will be produced by Raboid. He plans to equip the show with illusions entirely new to American theatergoers. Forty people will be carried and the jumps will be made by railroad. Opening is set for late fall. Equipment is now under construction in Lima, O.

THALIA'S TEMPLE OF MYSTERY, a feature with the Johnny J. Jones Exposition this season, attracted many magical visitors during its recent engagement in Washington, W. W. Durbin, president of the IBM and register of the U. S. Treasury, witnessed several performances. The big mystery attraction was produced and sent out by Rajah Raboid, of Miami Beach, Fla. Mystic Thalia and the Great LaFollette are the co-stars of the show. George Marquis represents Raboid. There are 22 people with the company.

SHEELOR is entertaining many groups of notables in the nation's capital. He is associated with the Hon. W. W. Durbin in the U. S. Treasury Department.

AMONG THE MAGICIANS playing the better night clubs in New York are Dr. Sidney Ross (Waldorf-Astoria Hotel), Mogul (French Casino) and Macio (Radio City Rainbow Room).

TOM OSBORNE is entertaining at the Shoreham Hotel, Washington.

HOWARD THURSTON'S WILL, admitted to probate in Jersey City last week, gave \$500 to his adopted daughter, Jane Jacqueline Thurston, and left his residuary estate to his third wife, Paula Frances Thurston, providing she keeps a promise "to give up a certain personal habit" made to her husband. If she fails to keep the promise her end of the estate is to be used to build a mausoleum in Thurston's home town, Columbus, O. No estimate of the estate was made. It was revealed by Thurston's executor, Thomas F. MacMahon, New York, that the will was drawn up following a family argument, which accounts for the disparaging references in the will to Thurston's wife and adopted daughter. In bequeathing \$500 to Jane, Thurston wrote: "I am mindful that my adopted daughter has caused me great mental anguish and suffering and

EDITORIAL DEPT.



CLEANED DURING THE PAST WEEK BY MEMBERS OF THE BILLBOARD STAFF

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

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

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

For VAUDE

THREE MAJORS—three men doing comedy song with own pianist playing accompaniments. Offer cleverly arranged material leaning toward light comedy bits and getting more out of their lyrics than the average trio of its kind. Caught at Red Cross benefit at Metropolitan Opera House.

JOAN LEE—cute, petite blonde, w. k. in burlesque field as a strip specialist, but who has definite vocal talent which could be used to advantage in vaude houses considering her swing style and excellent delivery.

For RADIO

FRED MacMURRAY—picture star rapidly climbing in box-office value. Has a femme following and should

do a great job as master of ceremonies on a variety program planned for the fall. Also could be used in comedy skits.

ADOLPHUS ROBINSON—young colored boy, recent Major Bowes winner and heard at various benefit shows. Has a dynamic style and sells songs in terrific manner. Would be a good bet as guest artist on such programs that go in for bringing out unknowns who have a sock. Sticks to swing blues numbers.

For LEGIT

DRAMATIC

SYLVIA FRAMSON—caught with New Haven Federal Theater Project playing an ingenue role in *March Hares*. Has great charm, fine appearance and displays latent ability as a piquant comedienne.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

"DO YOU REMEMBER," continues the veteran Buck Leahy, "when Tom Post was with the Guy Bros.' Minstrels? When Tom Gardner, Bucky Leahy and George Kenyon almost missed the train at Sunbury, Pa., with the DeRue Bros.' Minstrels? When Earl Moss was with the Price & Bonelli Minstrels? When Harry (Doc) Richards played Lyndonville, Vt., with the DeRue Bros.' Minstrels? When Slim Andrews did a juggling act with the J. A. Coburn Minstrels? When Leavitt's Gigantic Minstrels were on tour under the management of Abe Spitz? When John Dusch, Joe LaFan, Musical Yates, Arthur Crawford, Willard Weber, Rusty Widner, Turner Brothers and Cleon Coffin were with the Price & Bonelli Minstrels? When Ollie Payne was the trap drummer with the Donnelly & Hathfield Minstrels? When Frank Oppe was with the Klein Bros. & Hengler's Minstrels?"

WPA THEATRICAL PROJECT'S minstrel troupe put on two performances in New Orleans' Little Theater last week that brought some favorable newspaper comment. The show revealed that more than a dozen old-time minstrels still remembered how it should be done. Outfit it known as the Dixie Dandy Minstrels, with Jimmie Cooper, inter-locutor, and specialists by Bill Trone. Johnny Morris, M. J. Melancon, P. T. Paul, Sugar Marietta, William Attaway and Charles N. Nielsen. Bernard Szold, State supervisor, states that the troupe will make tour of a half-dozen Louisiana cities.

PROF. WALTER BROWN LEONARD, who is keeping busy these days looking after his property in Glens Falls, N. Y., postcards from that town under date of May 6: "Just noticed the article in your column by Hugh C. Berry in regard to the proposed minstrel association on the West Coast. I wonder if Sam Griffin is in on this. Are Eastern oldtimers eligible to join? I wish the organization nothing but success. We in the East tried to keep minstrelsy alive but didn't seem to have the right idea. I am sure

has caused me to spend large sums of money on her behalf thru her whims and caprices."

that a lot of the old organization would be pleased to join the West Coast outfit. Will be pleased to give any aid I can to the new minstrel body."

HOWARD C. PATTON, director of the two-day minstrel show sponsored by the city of Pittsburgh at the Davis Theater, that city, May 6 and 7, proclaimed the event a huge success. Old-time minstrel performers turned out to lend a hand, with the attendance heavy on both nights. A cast of more than 45 men comprised the lineup. O. J. Bergman acted as inter-locutor, and endmen included Don Brockett, Denny Keenan, Homer Wolfe, Tim Donovan, Tom Ly-saght, Dave Wolfson, Willie Reynolds and Tom Buckley. The soloists were William E. Morris, Joseph Wheeler, E. J. Hefferman, Louis G. Ross, G. J. Bergman, Danny Faloon, A. J. Maenz, Joseph Welmerskirch, Louis Eisenbeis, Don Bevilacqua, W. J. Kegg and William Ly-saght. Specialists were offered by Thomas Steele, Walter Scott, Thomas F. Harper, Frank Varlotta and Pete Walsh. Included in the ensemble were also C. J. Bulger, Amos Blum, S. V. Spry, J. S. Husser, W. J. Mowry, Thomas Steele, W. J. Ganley, Frank Nolan, Frank F. Burich, W. H. Lewis, James Caulberbank, J. J. Manner, Don D. Reed, G. M. Worton, Joseph Farrell, Ted Abel, Don Crowford, Hard Morris, C. J. Butler and Andrew H. Shapero. Assisting Mr. Patton in the direction were C. J. Bulger and John Nosokoff.



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Detroit Giveaways Stopped by Court

DETROIT, May 9.—Any form of money giveaways is definitely stopped by injunction of the Michigan Supreme Court against the Jacob Schreiber Circuit. Arguments by brief were formally accepted last Wednesday. The case has been argued and will be definitely decided by the Court late in May or early in June, according to the usual schedule.

This is the latest step in a long series of legal battles over Schreiber's giveaways at the Colonial and other theaters. Ben and Lou Cohen, operators of an opposition circuit, secured the present injunction thru their attorney, Morris Garvett. Garvett told *The Billboard* that he adopted the unusual procedure of applying direct to the Supreme Court when a previous injunction issued by the Wayne County Circuit Court here was not rigidly observed, and stated that Schreiber has strictly carried out the terms of the Supreme Court injunction since its issuance.

Another theater case was up last week in the Supreme Court. This is the demand of the Cinema Guild for the right to show certain Russian pictures, including *The Youth of Maxim*, which the local censor and courts had forbidden for public showing. This case has been pleaded before the court, and decision is expected in June, Fred G. Dewey, attorney for the Cinema Guild, stated.

F-WC Case Closed

LOS ANGELES, May 9.—Federal District Judge James Fee handed down decisions by mail from Portland, Ore., last week dismissing petitions of T. L. Tally and the Corbar Corporation to reopen the Fox-West Coast Theaters' bankruptcy proceedings and expunge from the records charges in the \$125,000,000 leasehold recovery petition reflecting upon the conduct of presiding District Judge William P. James, Federal Judge Harry A. Holzer and Referee Samuel W. McNabb, of the local Federal Court.

"From every viewpoint," the court held, "the final order, finding the estate fully administered, discharging the trustees and declaring the case closed, was founded in jurisdiction and is final."

With this closing of the case the way is now clear for 20th Century-Fox to take over completely the F-WC Circuit and affiliated chains extending from San Diego as far east as Illinois, all of which has been in abeyance pending official action on the Tally suit.

N. Y. Kid Bill Passed

ALBANY, N. Y., May 9.—The bill designed to permit children over 8 and under 16 years of age to attend motion picture theaters unaccompanied by parent, guardian or other adult person passed the Assembly last week with no opposition. Previous week this bill passed the Senate and now has been transmitted to Governor Lehman for consideration.

Theaters would be licensed by the cities, and it is specified that such children admitted to the movies shall occupy a separate block of seats in the theater and be under the supervision of one or more matrons or under any other conditions that may be imposed by the local authorities.

Senator Lazarus Joseph, Democrat of New York City, sponsor of this law, said the object of his bill is to provide protection for the children whose parents are in many cases unable to accompany them to picture performances.

Teague Motoring to Coast

CINCINNATI, May 11.—Al Teague, member of the board of directors of the Troupers' Club Association, Inc., of New York City, national organization of stagehands, was here over the week-end, visiting *The Billboard* and other friends. He is motoring to Los Angeles for a visit with his wife's aunt. Teague for the last 10 years has been with *George White's Scandals*. He is a member of IA Local 312, Enid, Okla. The Troupers' Club is now holding its annual election of officers. Balloting thru the mail started May 2 and will continue until next Sunday.

Japanese Autographers

HONOLULU, May 2.—Japanese autograph hunters had their innings when Sachiko Chiba, beautiful Nipponese motion picture star, arrived here to do a week's personal appearances at local Japanese cinema house. She's en route Hollywood to make several Japanese pictures for Photo Chemical Laboratories.

Tyson Settles Bus Suit

NEW YORK, May 9.—The court suit of Archie Tyson, formerly manager of a theatrical company known as *The Radio City Follies*, against the Reading Transportation Company for damages incurred when the plaintiff fell from the roof of a bus while tying scenery to the baggage rack, has been settled, with the plaintiff accepting a settlement offer of \$12,500 before the termination of the trial. Case was to be decided by Judge Rosenman in the New York County Supreme Court.

F-WC Wage Scale Up

LOS ANGELES, May 9.—Union projectionists employed in all Fox-West Coast theaters thruout California are now working under increased wage scale, with higher payments being put into effect April 25 and made retroactive to April 1. Meanwhile negotiations for tilted scales in other circuits and independent houses in the State have been discussed, with final settlement now up to IATSE, which is expected to report shortly.

New Haven WPA Offers Comedy

NEW HAVEN, May 9.—Federal theater project opened a run here last Thursday at the Lincoln Theater with *March Hares*, the Harry Wagstaff Gribble comedy.

The play is rather slow in unwinding, but proved amusing. Charles Atkins, as Geoffrey, was fine, but spoiled it at times by missing his lines, as did several others. Ellen Love, as Janet; Eleanor Vishno Evans, as Mrs. Rodney, and Sylvia Framson, as Claudia, were outstanding. Others in the cast are Mary Hone, Peter Galvan, George Petrie, Josephine Tyler and Peter Cusanelli.

Walter Bradley Klavun directed, with Joseph Marra designing the set. Henry Busse led the Federal symphony orchestra of 20 pieces.

Project staff: Klavun is general supervisor; Randolph Carter, stage director; Charles Atkin, technical director; John Taragowski, business manager; Josephine Tyler, stage manager; Frederick Ledger, assistant stage manager; J. Herbert Callister, costume designer; Ann Dennison, wardrobe supervisor; Edna Uiles, seamstress, and Frank Kelly, construction director.

Six Sign Warner Pact

LOS ANGELES, May 9.—Six spots fell into line this week and signed Warner music licenses. Signers are Biltmore Hotel, first of the class hotels; Paris Inn, Lucca's Restaurant, El Mirador Cafe, Palomar and Zenda's Ballroom.

Endurance Shows

Conducted by DON KING, Cincinnati, Office

Three and 2 Still in Pughe Dallas Walkie

DALLAS, May 9.—The George W. Pughe Derbyshow in Willoughby's Sportatorium here was well past the 1,400-hour mark early this week, with three couples and two solos fighting it out in a finish battle for the prize money. Show is in the final stages and winners will be announced in next week's issue. Those still on the floor include Tom Day and Billie Curtis, Billy Willis and Ruth Carroll, Joe Nalty and Cloris Wears and solos Walter Graftsky and George Bernstein.

The complete show staff has George W. Pughe, managing director; Mrs. George W. Pughe, secretary-treasurer; Richard S. Kaplan, general counsel; Beecher Stair, assistant manager; David Ackerson, musical director; Larry Pullen, auditor; Eddie Peot, technician; Pat Allsman, superintendent of buildings; Nellie Huntsberger, dietitian; Ollie Stair, purchasing agent; Luey Forman, custodian; Frank Jensen, master of properties; "Dud" Nelson, Archie Gayer, Lenny Paige, Frankie Little, Jimmy Bittner, masters of ceremony; Larry Cappel, Wells Sloniger, Jack Reynolds, floor judges; Frank Devorse, Truet Turner, Lew Ayers, trainers; June Duncan, Sarah Bouknight, Marge Sheffield, nurses; Bernard Rubenstein, attending physician; Curtis Hurt, John Reynolds, David Ackerson, Ray Leatherwood, Sonny Rush, Robert Snyder, Ralph Wingert, James Stewart, music; Betty Black, Larry Pullen, Ollie Stair, box office; Kern Alexander, Marcella Peot, Chet Lette, Edna Nowell, Walt Gross, Tex Smith, George Shelton, Irene Carter, house staff; Lee Lundy, Viola Smith, Jim Agee, Corene Ayers, Buster Grimes, Ribbon Nobles, maintenance.

Show has been drawing exceptionally well, proving that endurance-type shows not only can open in closed States but can do a real business when operated along clean, legitimate lines.

"HAVE LEFT the Endurance field and am now in a CCC Camp near Farmandsville, Pa.," tells Hie Hill. "Would appreciate hearing from friends, including Ray C. Alvis, Tim Hammack, Billy Lyons, the Ryan boys, Eagle Miller and King Brady. Will keep an eye on the Letter List."

HAL J. ROSS and Ray (Pop) Dunlap opened their new show at Chester, Pa.,

May 7 under canvas. Daily broadcasts are heard over WDEL, Wilmington.

LEON (RED) WADDAIL, in from Chicago, was an office visitor last week. Red is heading east and expects to wind up in New York later in the summer. He is in the selling game now, his last show being the Hal Ross Oklahoma City walk. Looks fine and doing well.

HELEN CHESTER and Fran Costello would like to hear from Oscar Davies thru the New York Letter List. Helen and Frank are dancing in the Hugh Talbott Springfield, Ill., show, which they say is going over big.

MACK TOWNSEND WRITES from Memphis that he is sorry to see the Endurance field falling off and that he would like communications care the Letter List from Floyd Hayes and missus, Ralph Smith. Mack is working at the Memphis Cotton Carnival.

KENNY NEIDELL cards from St. Paul that he wants to contact Jack Hayes, Doc Roberts, Maxie Capp, Alto Locke, Jack Kennedy, Gene Montgomery and Joe Brandl.

"MOM" (ADELAIDE E.) AND "POP" TRAUMER, Hamilton Beach, L. I., write in to say that many people in the Brooklyn area are eager for another show (maybe Ernie Mesle will provide that opportunity). They still remember the Ridgewood Grove walk. Mon and Pop would like the news from Joe Gulla, Mickey Rosenberg, Bozo Spear, Eddie Leonard, Phil Murphy, Eddie Gilmartin, Ray Dunlap, W. E. Tebbetts, Earl Fagin, Ramagosa, Jimmy Carolinton, Walter Graftsky, Ted Stanley, Ann Haney, Tex Falk, Red Skelton.

MABEL MEDEIROS, New Bedford, Mass., wants to read 'em from Millie and Frankie Lomelo, Johnnie Hartman and Anile Rymut. Says she hopes the rumor of Mickey D. Sheehan's death is not true and thinks Mugsy Hurley and Itsy Bacharach are some comedians. Would also like one from Rosie Fluk.

DOUG MILLS, Deshler, O., says it is important that he hear from H. Ben Oliver.

BERNIE MARR writes in to heartily agree with statements made in Les McCullam's letter, published in this column recently. Bernie says that a fairly good walkie emcee should be able to go well

in any night club, with his wealth of material and many changes. Recently Bernie took a temporary job, between shows, at the Border Inn, Shenandoah, Ia., and his original two weeks' engagement was extended to eight weeks and he has since been retained indefinitely. Bernie's advice is that contestants and employees of the old game keep their chins up, as the summer may yet bring a possible solution to the problem that has been a source of worry to the many who looked to walkathons as a means of livelihood. Marr would like to hear from friends and particularly Popeye Knight, chef on the Springfield, Mo., show.

"AM LEAVING DALLAS today (May 1) for St. Louis," tells Maxie Capp. "Talked to some of the kids on the Dallas show. Have been here for the past several days. Would like to hear from Guy and Mrs. Swartz. They deserve lots of luck."

FRANK ZAK, Torrington, Conn., writes he has interesting news for Duke McBride and would like to hear from him pronto, also Claire Kay.

RALPH E. FOWLER writes he is resting at Whitman, Mass., but expects to join another show soon. Would like to hear from Jimmy Scott, Bill Waltz, Joe Brandl, Nellie Penno Curtis, Lew Ayers, Carl Schwennsen, Joe Palooka, Pal Nelles, Tony Mase, Eleanor Thomas, Eddie Howe, Helen Bortlein, George Walker, Charles (Pop) Myers, Fred (Bozo) Lewis, Frenchy Noni, Joe Purcell, Johnny Miller, Bernie Marr, Frank (Pop) Chance and daughter, Evelyn. Will watch the Letter List.

ERNIE (POP) MESLE is back in New York, having recently returned from a few months in Miami. Expects to open a show around the end of the month.

A CORRESPONDENT asks for notes in the column from Chick Franklin, Ernie Scott, Ray Alvis, Jack Freeman, Jimmy Kelly, Mae Chewaue, Billy Lyons, Red Umbarger, Emmett McClelland, Pat and Dixie O'Brien, Ray (Popeye) Loeb, Tim Hammack, Georgie Grow, Millie Sweet, Johnnie Martin and George and Lill Stump.

MICKEY RAY cards from Huntington, W. Va., that he and Aronelle Mayse were married in the "Ole Home Town" April 4. Mickey would like to hear from Joe Solar, Jack Glenn, Carolina Webster, Luman J. Beede, King Brady and Curly Kent.

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The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

Chicago. Here is something that should be called to the attention of both magicians and public. It is an actual and flagrant example of a practice that hurts show business. Two years ago we saw a well-known show in Janesville, Wis. It was one of the best magic shows we had seen for some time. So when we heard that the same company was to appear in Lomira, Wis., on April 22, 1936, we drove from Janesville to Lomira in hopes of seeing it again. There was a cut of the owner of the former show on the window cards advertising the show, but some young fellow put on a show and was passed off as the original. No announcement of any kind either before, during or after the program was made admitting the substitution. I doubt that anyone in the audience outside of our party, who had all seen the real showman before, knew that something was being put over on them. After going to the trouble of taking that trip we were much disgusted to see a very mediocre and amateurish performance. If this fellow is trying to get away with something he should immediately be taken care of. If the better known showman is permitting this something should be done about it, and if an agent is pulling a fast one it had better be investigated at once. There is absolutely no excuse for this kind of business. It does a lot of damage to other shows and should be stopped.

Subbing Poor Magic Acts for Standard Show

ELLWOOD B. HAUPT.

Jersey City, N. J.

I read with much interest Floyd L. Bell's article, *Hail the Circus Star*, in the Spring Special Number of *The Billboard* and it seems to me the ideas put forth are not practicable nor feasible.

A Reply to Floyd Bell on Circus Artists

While circuses and fans who love the circus would like to see maintained the kind of magazine Bell writes about, it is an impossible venture from many angles. No one has done more to eulogize the circus performer than the writer. For four years he published a magazine at a loss, not so much to keep the public alive to the amusement and educational value of the going circus, but to preserve those things that might some day be used in evaluating the artistry of the performer and put both him and her in their proper niches. But my magazine didn't work out. Perhaps a layman should never have edited such a magazine. Perhaps it hadn't a sufficiently forceful promotion behind it.

A circus artist is known by his or her work. Their respective feats are performed and we applaud them. The contemporary magazine would feature them with picture and text. But that would be the end of their news value, for all next week and the week following their feats would be the same, and the same publicity could not be used again, for it must be remembered that your magazine would have a national scope. In the case of the motion picture performer, when one picture is finished another one is made. Different plot, different action, different scenery, different lines. A continuity of varied copy, full of news and pix values and the public ready to gobble it up in their weekly or monthly fun magazine. But the little aerialist continues to hazard a miss in her two-and-a-half. Same act, same setting, same everything, even to audience anxiety that she won't do the trick. The same this season as next and the next, because it is her tops and brings her money.

Then there is the domestic life and environment and habits to be considered. Can you imagine any of the gymnast groups or family troupes burning the midnight oil at night clubs or roadhouses for publicity purposes? Can you imagine them doing anything spectacular where vices are concerned to get people to talk or read about them? That sort of life doesn't interest the

majority of them, and the highly skilled and finely trained circus artist is too much concerned with his or her physical fitness. The average circus worker receives comparatively small pay. If each received thousands of dollars monthly similar to movie stars they could lay in lavish wardrobes, secure expert cosmetic treatment and hire their own press agents. Salaries of movie actors are sufficiently large to permit them in off seasons to lounge around Miami, to loll in the sun in California or to go abroad, every pose and move having news value. Circus performers during the off season must work hard to keep body and soul together. And what sort of picture value has the average humble house occupied by the circus man or woman? They live a very average and humble life and they are only concerned in next year's contract. Of course, this is about the average circus performer; there are a few exceptions—mighty few.

Let's say in the proposed magazine that we are showing a picture with text of a woman doing her routine animal act. We marvel at her courage and it makes interesting reading. But it's a bit different in being on the spot and seeing the performance. It has lost something in being transferred to paper. With a movie-stunt favorite, one month she is jumping off a cliff, the next is pursued by bloodhounds, then she topples off a bridge. These things are actually seen in the movie house. Copy, copy, copy. We couldn't imagine some circus performers without their tigers or lions or seals or dogs. So what is there different to give us from month to month about these people? Something should be done to preserve, literally, circus tradition. More authentic books should be published by men who know their circus. More bona fide articles should be printed by the men who know and are still living to write them. "I remembers" should be done away with as having no historical value unless dates and names are properly checked. They make pleasant reading, but often they are put forth by those who want to parade their acquaintanceships and perhaps without any intention to mislead.

F. P. PITZER.

Baldwin Park, Calif.

In a letter in The Forum some time ago Frank Manning, a railroad man of Mt. Penn, Pa., wrote, in part: "While making a trip in the South in the fall of 1924 I saw the Sparks Circus at Thomasville, Ga. For some reason there were no horses on the show and it was put on the lot by mules and trucks. There was a very young man as big boss and he certainly was a fast stepper." As I happened to have charge of the Sparks horses at that time, I think I can enlighten him. We ran from Jacksonville, Fla., to Waycross, Ga. We should have had the horses inspected and received a clean bill of health in Jacksonville. I was informed of the matter by a veterinary who dropped in to chat with me. Tony Balenger, general agent, was on the lot at the time and I laid the case before him. He asked if I had said anything to anyone and I told him I had not. He replied that I should keep quiet and I obeyed. The next evening about 7 o'clock two gentlemen came to me, presented credentials of live-stock inspectors and immediately placed the horses under quarantine. I was ordered not to put the horses in readiness for the night show until I had orders from the inspectors. Mr. and Mrs. Sparks had accepted a dinner invitation of a friend and, not knowing where to locate Mr. Sparks, there was nothing for me to do except to wait for his return. When Mr. Sparks returned I introduced him to the inspectors and he finally made arrangements to give the night show in Waycross. I was to load the show, return the horses to the lot, place them on a picket rope, and at daylight we were to spray the horses for ticks. After they had had time to dry we loaded them in the stock cars and proceeded to Thomasville, Ga., arriving in

Posey Explains Why Sparks Lot Was Horseless

time for the matinee. In the meantime the show had arrived in Thomasville and was put on the lot with mules, tractors and elephants. The young man who acted as "big boss" was Walter McLain, in charge of the elephants. We made the run of 104 miles in two hours, and was I glad when we arrived in Thomasville! I expected to go into the ditch at any moment.

JAKE POSEY.

Huron, S. D.

Being a constant reader of The Forum, I have enjoyed the expression of opinion that has appeared in it, altho I am not connected with show business. When announcement was made that the Hagenbeck - Wallace show was to be taken off the road it seemed to me that a tragedy had overtaken the circus world. I will grant that the people who guide the destinies of that show know what they are doing. With only three large railroad shows out this year, in addition to the motor shows, it seems to me that the American public is no longer circus-minded. It seems that with the good roads program and talking pictures people have forgotten, to a large extent, the first and foremost form of entertainment known to the American people. I have no quarrel with the talkies and I feel that they are entitled to their share of money spent for entertainment. I do feel, however, that city governments are not fair in the manner in which they license the circus and the fees that they demand are often unreasonable. In a vast number of cases the local theater manager has more to say in the matter than he is entitled to. I shall never forget the first circus that I as a boy attended, nor will I ever forget the name of that show. It was the Dode Fisk Circus, and to a small-town lad it was the parting of the portals that afforded a glimpse of a land of wonders beyond description. The show had only one ring and one elephant. I was, of course, not the only child in that town who was held spellbound by the majesty of performance. The small town has been left completely out of the circus picture and has taken other forms of amusement instead. It seems to me that anyone who had the finances and ability to frame a small one-ring circus that made the small town its goal would go a long way toward making the American public circus-minded, as well as making a neat profit. We hear a lot of various projects formed to take care of people who are not able to find employment in their lines sufficient to support themselves. Among this vast army are people who have made the circus their life's work. There are a lot of these who would not qualify for a booking in Madison Square Garden, it is true, but who are nevertheless good, clean performers capable of turning out a performance that would warrant the nominal price of admission that would be charged for the circus that I have in mind. These people are now on the streets, or are in limited numbers on some actors' project, or, worse than that, trying to fit in somewhere where they are hopelessly disqualified. There are thousands of people in small towns who will never witness a circus in Madison Square Garden and will therefore not be able to compare the exceptionally brilliant performer with the just plain good performer, and so in the transaction no one will be cheated. It must be borne in mind that brilliant artists will some day be just plain good, and if by prudent living they are able to live the rest of their lives in security without the uncertainty that prevails among the less fortunate they are indeed well to do. I do not mean that any sort of performer could be palmed off on the small town and the management expect to secure return engagements year after year. But I do think that a show with plenty of flash and a good clean bill could become a part of every community in which it exhibited. In addition to the achievements mentioned, it would afford an opportunity for beginners, in a limited number, to find their way to ultimate stardom and thus carry on the tradition of the circus. I hope that the public will soon show a desire to promote the future stars thru the well-established channels and that the circus will come in for its share of the promotion. There are no doubt a number of the kind of shows which I mention now on the road and my idea is not original. I am now and always

Boosts for One-Ringers To Play In Small Towns

will be an admirer of America's first love in the amusement world—the one and only, the stupendous, the magnificent, the circus. E. G. SMITH.

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will be an admirer of America's first love in the amusement world—the one and only, the stupendous, the magnificent, the circus. E. G. SMITH.

Saranac Lake

By BETTY HUNTINGTON

Chris Hagedorn and Bob Faricy have been granted a short extension of time prior to their final discharge from NVA Lodge. Both boys have moved upstairs to the top floor, where they are now enjoying the privacy of their penthouses and have been added to the "mop brigade" who do their own light house-keeping, and how those boys love it!

John (Harry Lauder) Lauden played a Scotch trick on our bookie, Armand (Sheik) Monte, when he won a bet on Bold Venture last week.

Camille Carpentier wishes to thank her friends at the RKO Memorial and Boston Theater in Boston for the delicious basket of fruit sent her by the entire staffs of both houses.

Toni Anderson, who for the past nine years has been connected with the Pontiac Theater here and who has tried hard in that time to make a go of it, received his notice last week. The whole town of Saranac Lake is in sympathy with Toni and a petition has already gone thru with the unanimous vote of Saranac Lake for Toni's return.

Doris Schrage left the Lodge last week to receive medical care at the French Hospital, New York.

Oscar Davis (one of our recently discharged patients) is playing an engagement at one of Brooklyn's leading night clubs, acting as m. c. and with a few dance routines. He seems to be holding his own.

Hannah (Zimmie) Zimmerman has had a slight setback and has been moved to the infirmary, where she will receive the best of care and medical attention.

Milton Pollak and George Wicks, two boys who left with the big okeh, are now working for Warner Bros. in the contract department. Good luck from your buddies here, boys.

Betty (Conchita) Blair, ex-NVA patient, who left here over a year ago, writes me from Toronto that she has been on tour with a New York road company for the past 10 weeks and then back to New York to finish the run. She is understudy for one of the leading parts and so far has done very well. Good luck, Conchita, I'll be seen 'yer.

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

The Final Curtain

AMASON — Mrs. Gustavus B., well known to hundreds of show people and mother of Lewis H. Amason, at her home in Washington, Ga., April 28.

ASINOF—Helma, 43, mother of Harriette Carr, radio singer, recently. Interment in Greenwood Cemetery, Miami Beach, Fla.

BLINN—Rex Elmo, 64, in Bridgeport, Conn., May 2. He was one of the oldest concessioners in Connecticut and proprietor of a Bridgeport novelty store.

BREEN — Thomas D., 68, vaudeville and musical comedy comedian and juggler, in Richmond Hill, N. Y., April 30 of cancer. He was formerly a member of the team of Derenda and Breen and toured this country and abroad as a member of the Breen Family act. His last appearance was in *Jumbo* at the Hippodrome, New York. Survived by his widow, three daughters and four sons, all of whom are active in show business. Interment in Calvary Cemetery, New York.

BROADHURST—Thomas W., 78, playwright, radio lecturer over CBS and former manager of theaters, of pneumonia in New York May 1. Among his plays are *Butterflies*, *Our Pleasant Sins* and *The Holy City*. Survived by his widow, two sons and his brother, George H. Broadhurst, noted writer of farces, whose play *What Happened to Jones* was produced with the aid of his brother Thomas. Services and burial under the auspices of the Actors' Fund.

CASWELL—Florence N., 77, pianist, April 29 at her home in Detroit. Burial in Woodlawn Cemetery, Detroit.

CLARK—William S., 79, who started his career as advertising agent for Harry Miner's Bowery Theater, New York, in 1878 and rose to become a well-known theatrical producer, May 7 at the Hotel Van Cortlandt, New York. During one phase of his life he was also manager of Miner's Bowery Theater and of the People's Theater, New York. As manager he was also associated with the Galety Theater in Washington and Waldmann's Opera House in Newark, N. J. Survived by his widow, two sons and one daughter.

CONZATTI — Julius, 36, topmouther of the old Dollar Troupe and formerly with the *Yip Yip Yaphank* Company, and more lately a member of the Mangean acrobatic troupe, April 27 in Welfare Island Hospital, New York. Interment in Staten Island, New York.

COOLIDGE—Thornton, associate director of the Playhouse of the Henry Street Settlement, New York, April 8 in Boston. Thornton in 1928 was associated with the Brooklyn Little Theater Opera Company and spent the next four years in Europe studying various theater groups. He was also active for a while with the British Broadcasting Company. Returning to America, he went to Chicago and appeared in *Alice in Wonderland*, *Maya and the Mad Lover* and *The Importance of Being Earnest*. While associate director of the Henry Street Settlement Playhouse he also was active with various little theaters, often playing roles during the summer season.

DEMPSEY—Joseph (Jodie), at Huntington, W. Va., April 30. He was formerly for more than 20 years with Jones

Bros.' Circus, having worked for both Elmer and J. Augustus Jones. Burial May 2 in the family plot of J. W. Brackman, of lunch-wagon fame, by whom the deceased was employed for the last eight years.

DOUGLAS — Mary McMaster, 69, author and playwright, at her home in Worthing, Sussex, England. The deceased, whose play *Under the Rose* was produced in London a few years ago, lived for 40 years in America. Two daughters, Ruby Douglas Evans, of Glen Cove, L. I., N. Y., and Dorothy Douglas Gilchrist, of London, survive.

GARDNER—Alfred, at Durant, Okla., April 27. He was a brother of Muggon Gardner and half-brother of Buck Keys, Willie Keys and Chief Keys, all outdoor showmen. Chief Keys is with the Al G. Barnes Circus.

Frank J. Rembusch

Frank J. Rembusch, 61, one of the first independent motion picture exhibitors in the United States and nationally known in the film industry, died May 6 at a hospital in Shelbyville, Ind., his home, of pneumonia. He had been ill four years. For many years he had operated a chain of motion picture theaters in Indianapolis, other Indiana cities and Illinois. The chain at one time numbered 31 houses. He gained national recognition for his activities on behalf of independent exhibitors waging a fight with opposition factions against block booking, which he carried to the United States Senate. Funeral services May 9 at St. Joseph's Catholic Church, Shelbyville. The widow and one son survive.

HEIM—Ernst E., 74, organizer and leader of choral societies and other musical organizations, May 5 at his home in Milwaukee. Mr. Heim organized and directed a great number of singing societies, bands and orchestras and was a member of the American Federation of Musicians. Survived by his widow and two sons.

HOUSMAN—Alfred E., 77, brother of Laurence Housman, English poet and playwright, whose play *Victoria Regina* is among Broadway's current hits, at Cambridge, England, May 1.

KRETZER—Ralph B., 54, manager of the Princess Theater, Springfield, O., owned by Phil Chakeres, suddenly May 6 at his home in that city. With him at the time of his death were his wife, Myrtle, and a motion picture operator, Scott Strong. He had been manager of the old Lyric and Fairyland theaters, Springfield, and more recently manager of the Colonial there before assuming managership of the Princess.

LAIRD—W. M., 46, former rodeo performer known as Booger Red Jr., April 29 at his home in Fort Worth, Tex., of a heart ailment. He was a World War veteran and retired from rodeos five years ago. Survived by his widow, mother and three brothers. Interment in Parklawn Cemetery, Fort Worth.

LEWIS — William G., Jr., 68, at his home in Newport, R. I., May 3 after a week's illness. For more than 50 years he had been an employee of the Newport Opera House as billposter, stagehand, usher and in recent years doorman. His brother, Fred Lewis, who survives him, is also an employee of the Opera House.

LOFTUS — Mrs. John, wife of John Loftus, showman, at her home in Homer City, Pa., April 28. Burial there May 1.

MATHEWS—William A., 63, father of Joe Mathews, repertoire, tabloid and burlesque producer, at his home in Denton, Tex., April 24 from heart trouble. He had many friends among the performers in Texas, Oklahoma and Louisiana.

MCCLOSKEY—Peter, 42, at a Cleveland hospital May 4 after being overcome by carbon monoxide gas from a flueless stove in a concession room at the Cleveland Stadium. He was an employee of the James M. Cole Circus.

MERCALDI—James F., 41, in Bridgeport, Conn., May 3 from a heart attack. He was a well-known musician and former president of Local No. 63, American Federation of Musicians, Bridgeport.

MUIR—Mabel, 45, widow of Herbert B. Muir and also known in outdoor show circles, April 28 at Henry Ford Hospital, Detroit, of pneumonia following an op-

eration. Survived by two sisters, Mrs. Milena Keller and Mrs. Anna Marcus, and six brothers, Peter, Steven, Thomas, Louis, Ely and George Stanley. Burial in Calvary Cemetery, Toledo, O.

PRIME—William A., 72, formerly a leading member of *The Bostonians*, a Gilbert and Sullivan company, of angina pectoris and pneumonia in New York May 2. Prime began his career as a physician, then went to the stage and finally became an insurance broker with the Chicago firm of Willcox, Peck & Hughes, rising to the position of chairman of the board.

QUINN—John, 65, keeper at the Bronx Park Zoo, in Fordham Hospital, New York, May 1 as a result of a bite from a zebra. Quinn was with the New York Zoological Park for 37 years. Survived by 13 children.

RAMOS — Josephine, stand-in for Dolores Del Rio in pictures, in Hollywood after a lingering illness May 5. Burial in Hollywood Cemetery in a double interment with her husband, Arnold Gray Samberg, who succumbed two days previous.

RESNICK—Harry M., former resort publicity executive, once publicity chief for Million-Dollar Pier, publicity chief for numerous shows and pioneer operator of marathon dances, suddenly at his home in Atlantic City May 4. He was one of the youngest veterans of the World War, having been mustered out after wounds. Survived by his widow; a son, Robert, aged 6; his parents and two brothers. He recently suffered a breakdown. Military rites by Frank Berry Post, American Legion, and burial in Pleasantville (N. J.) Cemetery.

RIZZO—Clem, 43, theater equipment dealer, April 27 at his home in Folcroft, Pa., after an emergency operation for appendicitis. He had been identified with the theatrical equipment business in Philadelphia since 1922 and was at one time an exhibitor, his exhibition ventures including theaters in Philadelphia and Atlantic City. He was former president and treasurer of the Independent Theater Supply Association. Surviving are his widow and eight children, two of whom were associated with him in business.

SAMBERG—Arnold Gray, 37, stand-in for Joel McCrea in pictures, at Alpine, Calif., May 3. He had been recuperating from an illness when a heart attack proved fatal. He had at one time been a silent picture lead player. Burial in Hollywood Cemetery in a double interment with his wife, Josephine Ramos, who succumbed May 5.

SASSE—Clara, wife of Charles L. Sasse, well-known booker, in Greeley, Pa., May 6 from complications after a lengthy illness. She was confined to her bed for the last six months. Interment was

made in Lutheran Cemetery, Middle Village, Brooklyn.

SCHERER—Joseph, 55, known professionally in this country and abroad as Sidi Ali, magician, in Chicago April 28. He was a native of Germany. Burial in Mt. Olive Cemetery, Frederick, Md. Survived by one son, Joseph A. Jr.

SENIOR—Harry, 63, musician, entertainer and minstrel man. at a hospital in Washington May 1 from injuries sustained when struck by an automobile two weeks previous. For the last 30 years he had been associated with the Indian bureau of the Interior Department and for a time was in charge of the Hopi Indian reservation in Arizona. Body was shipped to Little Falls, N. Y., his home town, for burial. Surviving are his widow; one son, Albert, of Washington, and a daughter, Mrs. Frances Turner, of Queens, L. I., N. Y.

SWEETIE—Edward L., 32, advertising agent, recently at Long Branch, N. J., of heart trouble. He was formerly a billposter with the banner brigade on the 101 Ranch Show for several seasons. Survived by widow and daughter.

TEGMEIER — Katherine Louise, teacher, artist and singer, May 4 at the Hahnemann Hospital, Philadelphia. For several years she had been prominent in musical circles, being a life member of the Matinee Musical Club.

THOMPSON—Harry, 68, former burlesque show manager, May 1 in Brooklyn from heart trouble. He had been ailing the last six months. Burial May 4 from Sessa's funeral parlors, Brooklyn. He was a member of the Burlesque Club of New York and a life member of the Elks, Cincinnati.

VOLKS—Harry, actor and vaudevillian of the team of West and Volks, May 6 in New York. Among the legit shows in which Volks appeared were *Abie's Irish Rose* and *Sweet Adeline*.

WAGNER—Anna, 79, mother of Sam Wagner, manager of World Circus Side Show, Coney Island, N. Y., from pneumonia in a Brooklyn hospital May 5. She had been ill for about 10 years. Thru Sam Wagner and other offspring, including Hyman and Harry, as well as her grandchildren, Raymond and Justin, both sons of Sam, she was a familiar figure in Coney Island, where Sam has operated for nearly 20 years as a leading freak-show owner. Several hundred people, including many showmen, attended the funeral services, which were held at the Park Memorial Chapel, Fort Hamilton Parkway, Brooklyn, May 6. From there a score of autos, preceded by the casket, sped to a Coney Island synagogue for orthodox Jewish services, with burial in Mount Hebron Cemetery, Flushing, the same day. Her husband, Joseph, and sons and daughters survive.

WALKER — Charles E., 41, outdoor showman, April 28 at the home of his parents, Mr. and Mrs. Thomas Walker, in Springfield, O. He was a World War veteran. Besides his parents he is survived by a brother, Howard J. Walker. He had traveled with Lewis & Zimmerman Circus, Zeidman & Pollie Shows, Miller Bros.' Shows and last year worked with his cousin, L. E. (Fat Clown) Redding, with Coleman Bros.' Shows. Military burial in Ferncliff Cemetery, Springfield.

WEINBERG—Alfred, 42, theater manager and former concert violinist, at Hornell, N. Y., May 4.

Marriages

ALLEN-SESSIONS—Albert Allen, actor, and Almira Sessions, of the stage and vaudeville for many years, May 5 in New York.

BERNARD-OLSEN—Capt. W. K. Bernard, internationally known wild animal trainer, to Beverly F. Olsen, nonprofessional, of Janesville, Wis., at Chicago April 30. Bernard is with the Cole Bros.-Clyde Beatty Circus.

BRANSCOMBE-STARON—John Clement Branscombe, professionally known as the Great Clement, mentalist, and Rae Staron, demonstrator, in the Church of All Nations, New York, May 2.

COMTE - LINDLEY — George Comte, WTMJ announcer, to Kathryn Lee Lindley in St. Joseph, Mo., May 2.

CRAFT-CAMPBELL—Lonzy Craft, of Mighty Sheesley Midway, and Bernice Campbell, of Kingsport, Tenn., at Kingsport recently.

EBBIT-QUINN—Kenneth Ebbitt, non-professional, to Peggy Quinn, of the *Ziegfeld Follies*, now current in New York. May 10 in New York.

EPSTEIN-SAGE—Julius Epstein, War-

(See MARRIAGES on page 61)

William Ingersoll

William Ingersoll, 74, veteran actor, who during his 55 years on the stage is said to have played more than 800 roles, died at his home in Hollywood May 7. He went to Hollywood a year ago to enter pictures.

He was born in La Fayette, Ind., and graduated from Purdue University. Ingersoll made such an impression in a college play that his friends urged him to seek a stage career.

His first opportunity was to play small parts with the Boston Museum Company, with which he remained for five years. Later he supported Marie Wainwright in "Twelfth Night" in New York, later going on tour with the star for three seasons. Ingersoll also toured for four seasons in this country and Australia with Nat Goodwin. Later he appeared for many years as a leading man in dramatic stock.

He appeared at the 48th Street Theater in 1928-'29 in "Brothers." His last New York engagement was at the 46th Street Theater in "The First Legion" in 1934. Deceased was a member of the Lambs and Players and of the council of Actors' Equity Association.

He is survived by his widow and one daughter.

Edward Laurillard

Edward Laurillard, English theatrical producer and director of the Piccadilly Theater, London, died May 7 at Harbor Sanitarium, New York, after a month's illness. He was 66.

Laurillard, who was born in Holland and was among the top flight of British producers, began his career about 40 years ago with the production of "King Kodak" at Terry's Theater, England. In partnership with George Crossmith he produced many plays between 1914 and 1921, and in 1924 he came to the United States to do "A Night Out." He returned to England in 1928 to manage a London "Ziegfeld Follies" and carry on extensive theatrical activities. At one time during his life he is reported to have managed 30 plays.

In the field of motion pictures Laurillard was a pioneer, being one of the first Englishmen to realize the vast possibilities of the industry. Before 1914 he had already built a chain of 25 film houses, among which was the first motion picture theater in London, The Marble Arch.

During his last visit to the United States, which was one of his annual trips to this country, it was rumored that he was making plans with the Shuberts.

Laurillard was married twice, first to Priscilla O'Down and then to Adrian Fair, both marriages ending in divorce.

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week when no dates are given.)

A

Adair, Ted, Revue (State) NYC 11-14, t.
 Adler, Jerry (Stanley) Pittsburgh 11-14, t.
 Adler, Larry (Palladium) London 18-23, t.
 Adler & Taubman (Ambassador) NYC, h.
 Adreon, Emilee (French Casino) NYC, nc.
 Ails, Roscoe, & Co. (Brown Derby) Boston, nc.
 Allen, Jean (Swanee Club) NYC, nc.
 Allen, Martha (Fifth Avenue) NYC, h.
 Allen, Patsy (606 Club) Chi, nc.
 Ames & Arno (Riverside) Milwaukee, t.
 Amstel, Felix (Russian Troyka) New York, nc.
 Andrews, Ted & Catherine (Barbizon-Plaza) New York, h.
 Anger, Harry, & Girls (Loew) Montreal 11-14, t.
 Anise & Aland (Connie's Inn) NYC, nc.
 Anthony, the Bird Man (McAlpin) NYC, h.
 Apollon, Dave, Co. (Orph.) Omaha 11-14, t.
 Arden, Don, Trio (Northwood Inn) Detroit, nc.
 Arden, Dorothy (Grosvenor House) London 1-30, nc.
 Aristocrats, Three (Club Deauville) NYC, nc.
 Armand & Maria (Brun's Palm Garden) Chi, r.
 Arnaud, Peggy & Ready (Wintergarten) Berlin 1-31, t.
 Arnold, Bill; Versailles NYC, re.
 Arrel, Joe, & Co. (Wivel's) NYC, re.
 Avila & Nile (Radio City Rainbow Room) NYC, nc.

B

Bacon, Faith (Boston) Boston 11-14, t.
 Eaduc, Ray (New Yorker) NYC, h.
 Bailey, Bill (Ubangi) NYC, nc.
 Bain, Betsy (Viking) Phila, nc.
 Baines, Pearl (Ubangi Club) NYC, nc.
 Baker, Bill (Roxy) NYC 11-14, t.
 Baker, Jerry (Queen's Terrace) Woodside, L. I., nc.
 Baker, Josephine (Chez Josephine Baker) NYC, nc.
 Baker, Babe (Howdy Club) NYC, nc.
 Barker Trio (Lincoln) NYC, h.
 Barnes, Eddie, & Fred Steger (Yacht Club) NYC, nc.
 Baroness Von Brennecke (Club Normandie) NYC, nc.
 Barr & Estes (Palladium) London 18-30, t.
 Barrett, Sheila (Century Club) Los Angeles, nc.
 Barrett & Smith (Chez Maurice) Montreal, nc.
 Barri, Bebe, Girls (Boston) Boston 11-14, t.
 Barrie, Gracie (Paramount) NYC 11-14, t.
 Barrina, Olga (Buckingham) NYC, h.
 Beale St. Boys (Broadway Room) NYC, nc.
 Beaujean, Pierre (Buckingham) NYC, h.
 Bedford, Bobby (Strand) Shreveport, La., 12-14, t.
 Bee, Connie (Broadway Room) New York, nc.
 Behm, Arthur (Gay Nineties) NYC, nc.
 Bell & Bedini (Dickinson) Great Bend, Kan., 14-15, t.
 Bell & Grey (Lancaster Club) Auburn, N. Y., nc.
 Belostozky, Boris (St. Regis) NYC, h.
 Benny, Jack (Fox) Detroit 11-14, t.
 Beno, Ben: Old Hickory, Tenn., 11-16.
 Bentley, Gladys (Ubangi Club) New York, nc.
 Berg, Alphonse (French Casino) NYC, nc.
 Berle, Milton (Paradise) NYC, re.
 Bernard, Bobby (Biltmore) NYC, h.
 Bernard, Mike (Gay Nineties) NYC, nc.
 Bernie, Harry (Club Richman) NYC, nc.
 Berry, Robert (Buckingham) NYC, h.
 Bessinger, Frank (New Yorker) New York, h.
 Bert & Jay (Colonial Village) Peoria, Ill., nc.
 Beauvel & Tova (Waldorf-Astoria) NYC, h.
 Eickford & Crandall (Chez Patee) Indianapolis, nc.
 Bigelow, Bob, & Larry Lee (Gay '90s) NYC, nc.
 Blake, Eleanor (Commodore) NYC, h.
 Blake, Larry (Roxy) NYC 11-14, t.
 Blanchard, Eddie (Club Elegante) NYC, nc.
 Blanchard, Terry (Normandie) New York, nc.
 Blane, Rose (Hollywood) New York, re.
 Blank, Sol (Place Elegante) NYC, nc.
 Blue, Jack (Elkeland Inn) Denver, nc.
 Boles, John (State) Cleveland 11-14, t.
 Boreo, Emile (London Casino) London 1-30, nc.
 Boston Sisters, Three (L'Escargot D'Or Penthouse) NYC, nc.
 Bower Sisters (Eldinge) NYC, nc.
 Bowes, Major, Amateurs (Lyric) Indianapolis, t.
 Bowes, Major, Amateurs (State) Norfolk, Va., 11-14, t.
 Bowes, Major, Amateurs (Marbro) Chi, t.
 Bowker, Betty (Man About Town Club) NYC, nc.
 Bradna Boys (Ben All) Lexington, Ky., t.
 Braatz, Mickey (Brown Derby) Boston, nc.
 Branker, Bill (Kit Kat Club) NYC, nc.
 Barrie, Kathleen (Mon Paris) NYC, nc.
 Bernie, Al (Marden's Riviera) Fort Lee, N. J., nc.
 Bredwins, Three (French Casino) NYC, nc.
 Brent, Jerry (Bar Intime) New York, nc.
 Brito, Phil (Mount Royal) Montreal, h.
 Briefer, Gertrude (Hollywood) N. Y. C., re.
 Bring, Lou (Cafe Venezia) NYC, nc.
 Bring on the Dames (Albee) Providence 11-14, t.
 Britte, Betty (Lido) Montreal, Can., nc.
 Brooks, Billy (Silver Cloud) Chi, nc.
 Brooks Twins (Club Vogue) NYC, nc.
 Brown, Ada (Connie's Inn) NYC, nc.
 Brown & Ames (Shubert) Cincinnati 11-14, t.
 Brown, Arthur: (Hector's Club New York) New York, nc.
 Brown, Evans (Red Gables) Indianapolis, nc.
 Brown, Susaye (Kit Kat Club) NYC, nc.
 Browne, Louise (Gaiety) London 1-30, t.
 Browning, Mitchell & Wilson (Leon & Eddie's) NYC, nc.
 Brydon, Louise (Hickory House) N. Y. C., nc.
 Bryant, Rains & Young Revue (Fox) Washington, D. C., 11-14, t.
 Buckley, Neil (Roosevelt) NYC, h.
 Budd, Arthur (Barrel of Fun) NYC, nc.
 Burns, Dave (Wyndham's) London 1-30, t.
 Burrage, Alice Hathaway (Chateau Moderne) New York, nc.
 Byrle & Martini (Anna Held's) NYC, re.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS and BANDS AND ORCHESTRAS section of the Route Department appears a symbol. Those consulting the aforementioned sections are advised to fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; t—theater.

C

Caldwell, Edith (Waldorf-Astoria) NYC, h.
 Callison, Jimmy (Von Thenen's) Chi, nc.
 Calloway, Cab, & Band (Paramount) New Haven, Conn., 11-14, t.
 Cane, Sugar (Met.) Boston 11-14, t.
 Capps Brothers (Poncan) Ponca City, Okla., 13-14, t.
 Capps, Dolly (Poncan) Ponca City, Okla., 13-14, t.
 Cardini (State) Cleveland 11-14, t.
 Cardona, Kay (Dizzy Club) NYC, nc.
 Caremina, Lena (Club Gaucho) New York, nc.
 California Varsity Eight (Shubert) Cincinnati, t.
 Caperton & Columbus (Pierre) NYC, h.
 Carlisle, Sally (Town Club) Calumet City, Ill., nc.
 Carlisle, Una (Dizzy Club) NYC, nc.
 Carlton, Jack (French Casino) NYC, nc.
 Carlton & Juliette (Walton) Philadelphia, h.
 Carlton Sisters (Rio) Helena, Mont., 15-16, t.
 Carmen, Billy & Grace, with Naomi Bell (Olmus Dinner Club) San Antonio, Tex., re.
 Carol, Helen (Harry's N. Y. Bar) Chi, nc.
 Carol, Nita (Shelton) NYC, h.
 Carroll, Earl, Vanities (Century) Baltimore 11-14, t.
 Carroll, June (Penthouse) Baltimore, nc.
 Carroll, Nita (Shelton Hotel) NYC, h.
 Carson, Jack (Tower) Kansas City, t.
 Carter & Holmes (Loew) Richmond, Va., 11-14, t.
 Carville Sisters (Illinois) Macomb, Ill., t.
 Castain & Crane (Larue's) NYC, re.
 Castle, Billy (Chateau Moderne) N. Y. C., nc.
 Caston, Bobbie (Connie's Inn) NYC, nc.
 Catalina, Rose (606 Club) Chi, nc.
 Cella & Renells (Bon Air) Wheeling, Ill., cc.
 Chadwick, Jean (Silver Tavern) Chi, nc.
 Charles & Barbara (Northwood Inn) Detroit, nc.
 Charles & Celeste (Kenmore) Albany, N. Y., h.
 Charles, Ernest (Normandie) New York, nc.

DeCarr, Al, & Spotty (Poncan) Ponca City, Okla., 13-14, t.
 De Fee, Lois (Dizzy Club) NYC, nc.
 DeMarcos, The (Plaza) NYC, h.
 DeRing, Trudy (Yacht Club) NYC, nc.
 DeVege & Ynez (Le Mirage) NYC, re.
 DeWolfe, Metcalf & Ford (Globe) Stockton, Eng., 11-16, t.
 Dean, Ruth (Silver Tavern) Chi, nc.
 Dells, Three (Sally's Circus, Playland) Rye, N. Y.
 Denise Dancers, Six (Rio) Helena, Mont., 15-16, t.
 Deone, Miss (Club Minuet) Chi, nc.
 De Soter, Madeline (Man About Town Club) NYC, nc.
 Dexter, Bert (Ben All) Lexington, Ky., t.
 Diamond Brothers (Dorchester Hotel) London 1-30, nc.
 Diane & DelCampo (State-Lake) Chi, t.
 Dickson, Dorothy (Saville) London 1-30, t.
 Dimitri & Helen (Club Gaucho) New York, nc.
 Dion & Sparkettes (Kennedy's Inn) Birmingham, N. Y., nc.
 Donia, Frank (S. S. Zee) Chi, nc.
 D'Oliviers, Dancing (Silver Cloud) Chi, nc.
 Donaldson, Joe (Orph.) Ogden, Utah, t.
 Dorsch, Freddie (Michigan) Detroit 11-14, t.
 Dossena, Adelina (Club Minuet) Chi, nc.
 Dougherty, Marie (All-Stars Club) NYC, nc.
 Doye, Helen (Brun's Palm Garden) Chi, r.
 Doyle Sisters, Three (Poncan) Ponca City, Okla., 13-14, t.
 Drake, Connie (Deauville) New York, nc.
 Drena & Her Dancers (Casino) London 1-30, nc.
 Drew, Cholly (Number One Bar) NYC, nc.
 Drum, Dotty (Hector's Club New Yorker) New York, nc.
 Dulo, Ginger (Colony Club) Chi, nc.
 Durcan, Midget Jackie (Rialto) Canton, O., nc.
 Dunn, Francis (Barrel of Fun) NYC, nc.
 Dunn, Johnnie (Orph.) Ogden, Utah, t.

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

Chatterbox Revue (Poncan) Ponca City, Okla., 13-14, t.
 Cherie & Joe (French Casino) NYC, nc.
 Chicken Sisters (Fox) Detroit 11-14, t.
 Chilton & Thomas (Palladium) London 11-16, t.
 Chlyo, Princess (Kenmore) Albany, N. Y., nc.
 Christine, Bobette (Chateau Moderne) NYC, nc.
 Christy, Floyd (State-Lake) Chi, t.
 Church, Bill (Princes Club) Detroit, nc.
 Clark's, Harry, Ritz Carleton Blondes (Imperial) Zanesville, O., 13; (Columbia) Alliance 14-15; (State) Sandusky 16-17, t.
 Claudet, Marguerite (McCurdy) Evansville, Ind., h.
 Clauser, Joe, Collegians (Avalon) Grand Junction, Colo., t.
 Clifford & Marion (Shubert) Cincinnati 11-14, t.
 Codoiban, Cornelius (St. Regis) New York, h.
 Coghill, Homer (Illinois) Macomb, Ill., t.
 Coleman, Arlene (Wivel's) NYC, nc.
 Collette & Barry (Hollywood) NYC, re.
 Collins & Anita (Francis) Monroe, La., h.
 Comeford, Marie (New Yorker) New York, h.
 Connors Jr., Chuck (Tin Pan Alley) New York, nc.
 Conti, Jean (Meurice) NYC, re.
 Cook, Alline (Greenwich Village Inn) NYC, nc.
 Continental Varieties (Club Clicquot) NYC, nc.
 Coogan, Mac (Edison) New York, h.
 Cook, Gloria (Hollywood) New York, nc.
 Cooley, Marion (Stork Club) NYC, nc.
 Cordona, Kay (Dizzy Club) NYC, nc.
 Cornell, Wes (After the Show Club) Chi, nc.
 Cornwell, Frank, Trio (Biltmore) NYC, h.
 Cortez, Al & Toni (Connie's Inn) NYC, nc.
 Corvino & Yorita (Green Mill) Saginaw, Mich., nc.
 Cossacks (Met.) Boston 11-14, t.
 Covert & Reed (Hollenden) Cleveland, h.
 Covey, Edna (Alhambra) Paris 8-21, t.
 Crone, Roberta (Tojo Farms) Detroit, nc.
 Cropper, Roy (Wellington) NYC, h.
 Cross & Dunn (Versailles) NYC, nc.
 Cuneo, Dave (Mansfield) NYC, h.

Duval, Sheila (New Town Bar) New York, nc.
 Dyer, Bobby (Strand) Shreveport, La., 12-14, t.
 Dyer, Hubert (Mainstreet) Kansas City; (State-Lake) Chi 16-22, t.
 Earl & Josephine (Book-Cadillac) Detroit, h.
 East, Fred, Trio (Fox) Washington, D. C., 11-14, t.
 Easter & Hazleton (Penthouse) Baltimore, nc.
 Ebony Rascals, Four (Club Caliente) NYC, nc.
 Elaine & Douglas (Rio) Helena, Mont., 15-16, t.
 Elida Ballet (Loew) Richmond, Va., 11-14, t.
 Elissa, Senorita (Nin's French Cabaret) New York, c.
 Ellison Sisters (Strand) Shreveport, La., 12-14, t.
 Elon, Marvin (Marquette Club) Chi, nc.
 Elsworth, "Rocky" (Casino) Chi, nc.
 El-Wyn (Robins) Warren, O., 13; (Pal.) Cleveland 14; (Pal.) Ashtabula 15; (Park) Youngstown 16; (Utopia) Painesville 18; (Paramount) Fremont 19; (Colonial) Fostoria 20, t.
 Emerald Sisters, Three (Oriental) Chi, t.
 Endor & Farrell (Savoy-Plaza) NYC, h.
 Enrica & Novello (Loew) Richmond, Va., 11-14, t.
 Erma, Gypsy (New Town Bar) New York, nc.
 Errante, Charles "Happy" (Place Elegante) NYC, nc.
 Esquires, The Three (Lincoln) NYC, h.
 Estelle & Leroy (French Casino) N. Y. C., nc.
 Eugene, Master (Met.) Boston 11-14, t.
 Evans, Rex (Beachcomber Bar) NYC, nc.
 Everett & Conway (Shrine Circus) Ft. Smith, Ark., 11-16.
 Everett & Marshall (State) NYC 11-14, t.
 Everett, Ruth (Town Casino) NYC, nc.
 Evon, Eve (Silver Tavern) Chi, nc.

F

D'Arcy Girls: Ford City, Pa., 11-16.
 D Sisters (Ben All) Lexington, Ky., t.
 Dailey, Cass (Hollywood) New York, nc.
 Dale, Maryon (Chateau Moderne) NYC, nc.
 Dalton, Jack (Bismarck) Chi, h.
 Dancing Debutantes (Nut Club) NYC, nc.
 Danis, Mary (McAlpin) NYC, h.
 Danny & Edith (Kit Kat Club) NYC, nc.
 Danwill Troupe (American Music Hall) NYC, mh.
 Dau, Rilla (Club Gaucho) New York, nc.
 Davis, Ches, Chicago Folies (Strand) Shreveport, La., 12-14, t.
 Davis, Dorothy (Club Caliente) NYC, nc.
 Davis, Eddie (Leon & Eddie's) New York, nc.
 Davis, Lew (Lang's) Albany, N. Y., h.
 Daw, Dorothy (Broadway Room) N. Y. C., nc.
 Defrees, Lois (Dizzy Club) NYC, nc.

Farrell, Frances (Town Casino) NYC, nc.
 Farrell, Marita (French Casino) New York, nc.
 Farrell, Bill: (Place Elegante) New York, nc.
 Faries, Jean, & Dean Goodelle (Vanderbilt) NYC, h.
 Fay, Paul (Club 429) Chi, nc.
 Feindt, Chilly (French Casino) New York, nc.
 Felicia & DelRey (Club Avalon) Cleveland, nc.
 Fellows, Midge (Dan Healy's Broadway Room) NYC, nc.
 Fenwick & Koehler (Avalon) Grand Junction, Colo., t.
 Fermin & Mary Lou (El Toreador) N.Y.C., nc.
 Fields, Benny (Hollywood) NYC, re.
 Fields, Irving (Buckingham) NYC, h.
 Fields, Lillian (Monte Carlo) NYC, nc.
 Flo-Rito, Ted, & Orch. (Earle) Washington, D. C., 11-14, t.
 Fiske, Dwight (Savoy-Plaza) NYC, h.
 Five Nit Wits (Tin Pan Alley) New York, nc.
 Flash, Serge (Palmer House) Chi, h.
 Flore, Dany (French Casino) NYC, nc.
 Fogarty, Alec (Weylin) NYC, h.
 Folies Comiques (Pal.) Chi 11-14, t.

Fordham, Louise (Number One Bar) NYC, nc.
 Fox, Dorothy, & George Breton (St. Moritz) NYC, h.
 Frazier Brothers (Poncan) Ponca City, Okla., 13-14, t.
 Francis, The Mystery Man (Shelton Corner) New York, nc.
 Frank, Polly (London Casino) London 1-30, nc.
 Franks, Four (Palladium) London 4-16; (Hollborn Empire) London 18-23, t.
 Frazee Sisters (Royale-Frolics) Chi, nc.
 Frazier, Harry (Von Thenen's) Chi, nc.
 Freddy & His Dogs (French Casino) New York, nc.
 Fredez & Laurenza (Dudley) Salamanca, N. Y., h.
 Freed, Carl, Co. (State) NYC 11-14, t.
 Frost, Jerry (Club S-X) Chi, nc.
 Fry, Bob & Virginia (Man About Town) New York, nc.
 Fuller, Howard, & Sister (Columbia) Alliance, O., 14-15; (State) Sandusky 16-17, t.

G

Galloyd, Slim, & Jackie Johnson (All-Stars Club) NYC, nc.
 Gale, Tracy & Leonard (Royale-Frolics) Chi, nc.
 Galvan, Don (Troxy) London 11-16, t.
 Ganjou Bros. & Juanita (Gaumont Theaters) London 4-23, t.
 Garcia, Louis (Congress) NYC, b.
 Gardiner, Ed, Passing Parade (Ben All) Lexington, Ky., t.
 Gardner, Beatrice (Harry's N. Y. Cabaret) Chi, nc.
 Gardner, "Poison" (Dizzy Club) NYC, nc.
 Gaston & Edouard (Monte Carlo) NYC, c.
 Gales, Six (Ben All) Lexington, Ky., t.
 Garbell, Al (Tuite & Dean's) Chi, c.
 Garcia, Mannie (Blue Bird Inn) Chi, nc.
 Garland, Lynn (Dan Healy's Broadway Room) NYC, nc.
 Gaudsmith Bros. (Alhambra Music Hall) Paris 8-21, t.
 Gay Nineties Quartet (Gay Nineties) NYC, nc.
 Gay, Shirley (Francis) Monroe, La., h.
 Georges & Jaina (Palmer House) Chi, h.
 Gerard, Justine (Dutch's) Chi, nc.
 Ghezal, Paul & Nino (Palladium) London 11-16, t.
 Giants of Rhythm (Empire) Glasgow, Scotland, 11-16, t; (Empire) Edinburgh, Scotland, 18-23, t.
 Gibson, Billy (Granada Inn) Atlanta, nc.
 Gilbert, Ethel (Gay Nineties) NYC, nc.
 Gilbert, Gloria (London Casino) London 1-30, nc.
 Gilford, Jack (Paradise) NYC, re.
 Gilmore, Patricia (Leon & Eddie's) NYC, re.
 Givens & Karol (Wivel's) NYC, re.
 Glory, Camille (Broadway Room) NYC, nc.
 Glover, Alice, & Walter Le Nay (Park Central) NYC, h.
 Goff & Kerr (Uptown) Chi, t.
 Gold & Bernie (Riverside) Milwaukee, t.
 Gonan, Inez (Silver Cloud) Chi, nc.
 Gonzalez & Rangel (Barbizon-Plaza) NYC, h.
 Gooding, Sally (Kit Kat Club) NYC, nc.
 Goodman, Jack (Club Caliente) NYC, nc.
 Goodwin, Jack (Yacht Club) NYC, nc.
 Goss & Barrows (Oriental) Chi, t.
 Gould, Hal (State-Lake) Chi, t.
 Grahame, Miriam (Hollenden) Cleveland, h.
 Grauman, Sol, Co. (Met.) Boston 11-14, t.
 Gray, Frank (Club 429) Chi, nc.
 Gray, Maxine (Pennsylvania) New York, h.
 Gregory, Kay (Morrison) Chi, h.
 Green, Bennett (Barrel of Fun) NYC, nc.
 Green, Eddie (Connie's Inn) NYC, nc.
 Green, Jackie (Colonial) Dayton, O., t.
 Green, Johnny, & Orch. (Stanley) Pittsburgh 11-14, t.
 Green, Terry (Commodore) NYC, h.
 Grey, Lorette (Avalon) Grand Junction, Colo., t.
 Grill Sisters (Anne Millstone's) Chi, nc.
 Growler Man, The (Gang Plank) NYC, nc.
 Gulba - har, Mme. (Sherry - Netherland) NYC, h.
 Gwynne, Jack (Tower) Kansas City 8-14, t.
 Gyldenkrone, Baron Ebbe (Wivel's) N.Y.C., re.
 Gypsy Albert Trio (Beverly Bar) NYC, nc.
 Gypsy Lee (Dizzy Club) NYC, nc.

H

Hacker & Sidell (Mayfair Club) Kansas City, nc.
 Haines, Gardner, & Carter (Leon & Eddie's) NYC, nc.
 Haines, Mitzi (Hollywood) NYC, re.
 Hale, Teddy (Morrison) Chi, h.
 Hall, Bob (Uptown) Chi, t.
 Hanson, Fred, Band (Illinois) Macomb, Ill., t.
 Hardy, Moore (Gabriel's) NYC, nc.
 Harrington, Pat (Gang Plank) NYC, nc.
 Harris, Harry (Thompson's 16 Club) Chi, nc.
 Harris, Irv (Place Elegante) NYC, nc.
 Harris Twins & Loretta (Savoy Hotel) London 4-17, nc.
 Hart, Carl (Number One Bar) NYC, nc.
 Hart, June (Colonial Village) Peoria, Ill., nc.
 Hartmans, The (St. Regis) New York, h.
 Hashi & Osal (Beacon) Vancouver, Can., t.
 Hasslett, Talbert (Loew) Richmond, Va., 11-14, t.
 Haxton, Harvey & Haxton (Club S-X) Chi, nc.
 Hazzard, Frank (Old Heidelberg) Chi, c.
 Healy, Dan (Broadway Room) New York, nc.
 Hector & Pals (Colonial) Dayton, O., t.
 Henderson, Fletcher, & Band (Oriental) Chi, t.
 Herbert, Grace & Charlie (Paddock Club) Chi, nc.
 Herman, Irving (Man About Town Club) NYC, nc.
 Hess, Edith (Cedarwood Cabin) Melaga, N. J., nc.
 Hess, Jimmie & Ohuckie (Marquette Club) Chi, nc.
 Hildegarde (Gaiety) London 1-30, t.
 Hin Low, Florence (Royale-Frolics) Chi, nc.
 Hirsch, Jack (Old Rumanian) NYC; cb.
 Holst Twins (Avalon) Grand Junction, Colo., t.
 Holly, Edna Mae (Ubangi Club) New York, nc.
 Hollywood Holiday (Orph.) Ogden, Utah, t.
 Hollywood Horse (Brown) Louisville, Ky., h.
 Holtz, Lou (Versailles) NYC, nc.
 Honan, Helen (Loew) Montreal 11-14, t.
 Housh, Jack (5100 Club) Chi, nc.
 Howard, Ann & Chas. (Poncan) Ponca City, Okla., 13-14, t.
 Howard, Jay (Radio City Rainbow Room) NYC, nc.
 Howard, Joseph E. (Gay '90s) NYC, nc.
 Howard, Kathleen (Deauville) New York, nc.
 Howard, Vivian (Number One Bar) NYC, nc.
 Howe, Dorothy (Bossert Grill) NYC.

Howell, Adelaide (Sherry-Netherland) NYC, h.
Howell, David (Archmont Club) NYC, nc.
Hubert, Elsie (All-Stars Club) NYC, nc.
Hurley, Bill (Roxy) NYC 11-14, t.
Hurok, Jemma (Sherry-Netherland) NYC, h.

Inge, Benito (South River) South River, N. J., c.

Jackson & Clifford (Illinois) Macomb, Ill., t.
Jackson Jr., Joe (Hansa) Hamburg, Germany, 1-30, t.

Jackson, Lawrence (President) New York, h.
Janis, Edna (Paramount) NYC 11-14, t.
Jantz Sisters (Dickinson) Great Bend, Kan., 14-15, t.

Jarrett, Lucille (Madelaine's) New York, nc.
Johnson, Al (Casino Venezia) NYC, nc.
Jones, Frank Peg (Strand) Shreveport, La., 12-14, t.

Johnson, Eleanor (606 Club) Chi, nc.
Johnson, Jay (Silver Tavern) Chi, nc.
Johnson, Mae (Kit Kat Club) NYC, nc.

Johnson, Rose (Club Dixie) San Francisco, nc.
Johnston, Dorothy (Harry's N. Y. Bar) Chi, nc.

Jones, Little Johnny (Nixon) Pittsburgh, nc.
Jordan, Louis (Connie's Inn) NYC, nc.
Jordans, Musical (Beacon) Vancouver, Can., t.
Jordan, Sylvia (Old Rumanian) NYC, cb.

Joyce & Freddie (Kit Kat Club) NYC, nc.

Kaiser & McKenna (Frolics) Niagara Falls, N. Y., c.

Kaloah, (Connie's Inn) NYC, nc.
Kane, Patsy (Rosevelt) NYC, h.

Kauf, Benn (Place Elegante) New York, nc.
Kaufman, Sam Jack (Book-Cadillac) Detroit, h.

Kay, Beatrice (Tony's) NYC, nc.
Kay, Dolly (Marden's Riviera) Fort Lee, N. J., nc.

Kay, Sylvia, & Carroll Dean (Nut Club) NYC, nc.
Kaye, Phil (Club Minuet) Chi, nc.

Kaye, Sybil (Wivel's) NYC, re.
Keane Twins, Vic & LaMarr (Michigan) Detroit 11-14, t.

Keating, Fred (Radio City Rainbow Room) NYC, nc.

Kedrova, Lill (St. Moritz) NYC, nc.
Kenanedy, Billie (Howdy Club) New York, nc.

Kennedy, May (Butler's Tap Room) NYC, nc.
Kenny, Lillian (Hotel Montclair) NYC, h.

King, Bert (Shelton) NYC, h.
King, Blanche (Brill's) Newark, N. Y., nc.

King, Jean (Silver Tavern) Chi, nc.
King's Jesters (Morrison) Chi, h.

Kingston, Leonard (Club Mayfair) Detroit, nc.
Kirk, Jean (885 Club) Chi, nc.

Kirkwhite, Iris (Casino de Paris) Paris 1-31, t.

Kitaros, The (Roxy) NYC 11-14, t.
Knoll, Chan, Trio (Ben All) Lexington, Ky., t.

Koban, Great (Ben All) Lexington, Ky., t.
Komisarjevka, Elena (St. Moritz) NYC, h.

Kortez, Nadia (St. Regis) NYC, h.
Kramer, Dick (Lebus) New York, re.

Kramer, Dolly (Paul's Inn) San Diego, Calif., nc.
Kramer, Ida (Swanee) NYC, nc.

Kroll, Lottie (Bon Air) Wheeling, Ill., cc.

La Palomas (Deauville) New York, nc.
LaMae, Trixie (Butler's Tap Room) NYC, nc.

LaMarr, Leona (Loew) Montreal 11-14, t.
La Pierre, Paulette (Colony Club) Chi, nc.

LaRue, Bobby & Kenn (Frolic Inn) Hollywood, Calif., nc.

LaZellas, Aerial (Lyceum) St. Paul; (Pal.) Minneapolis 18-23, t.

LaVola, Don; Ft. Smith, Ark.; Texarkana 18-23, t.

Labato, Paddy (Barton's Paradise Club) Youngstown, O., nc.

Lackore, Jimmy (Tower) Kansas City, t.
Lalage (London Casino) London 1-30, nc.

Lambert, Helen (Man About Town) NYC, nc.
Lamberti (Shubert) Cincinnati 11-14, t.

Lamberton, Charlotte (Hollywood) NYC, nc.
Lamberton, Marguerita (Hollywood) NYC, re.

Lamonte, Jean (Jungle Inn) Youngstown, O., nc.

Lane, Emily (Plaza) NYC, h.
Lane & Lee (El Coronado) Houston, Tex., nc.

Lane, Leota (Number One Bar) NYC, nc.
Lane, Lillian (Dizzy Club) New York, nc.

Lane & South (Radio City Rainbow Grill) NYC, nc.

Lane, Ted (Hickory House) New York, nc.
Lang, Evelyn (Anne Millstone's) Chi, nc.

Largé & Morgner (Mayfair Casino) Cleveland, nc.

Lodijensky, General (Sherry - Netherland) NYC, h.

Logan, Marjory (Stork Club) NYC, nc.
Lombardo, Guy, & Orch. (Paramount) NYC 11-14, t.

Long Jr., Nick (Adelphi) London 1-30, t.
Lopez & Anita (Brill's) Newark, N. Y., nc.

Lorna & Carr (Capri) Lawrence, Mass., re.
Lorraine, Bill, & Ed Furman (Gay Nineties) NYC, nc.

Lorraine, June (Broadway Room) NYC, nc.
Lowery, Fred (Ambassador) New York, h.

Lucas, Nick (Hollywood) NYC, re.
Luce, Claire (Adelphi) London 1-30, t.

Lucenay, Harry (Riverside) Milwaukee, t.
Lucky Boys, Six (Earle) Phila 11-14, t.

Lutes Brothers (Avalon) Grand Junction, Colo., t.

Lydia & Joresco (Plaza) NYC, h.
Lynch, Louise Dudley (Stork Club) NYC, nc.

M

McCabe, Sara Ann (Biltmore) NYC, h.
McCormick & Kidd (Will Oakland's Casino) Paterson, N. J., nc.

McCoy, Frances (Yacht Club) NYC, nc.
MacDonald, Grace & Gay (Leon and Eddie's) New York, nc.

McElroy, Judy (Marquette Club) Chi, nc.
McGill, Billie (Wonder Bar) Owasso, Mich., nc.

McGlynn Sisters (Broadway Room) NYC, nc.
McKay, Doreen (Paradise) NYC, nc.

Mack, Buddy (Avalon) Grand Junction, Colo., t.

Mack, Jimmy (Beacon) Vancouver, Can., t.
Macks, Four (Empire) Paris, France, 18-29; Liege, Belgium, 29-June 5.

Mae, Edna (Paradise) NYC, re.
Magnante, Charlie (Waldorf-Astoria) NYC, h.

Mahoney, Will (Scala) Berlin 1-31, t.
Malm, Elmer (429 Club) Chi, nc.

Mandell, Kitty (New Town Bar) New York, nc.
Mangean, Hazel, & Girls (Empire) Hackney, London, 11-16, t.

Mann, Sid (Mon Paris) NYC, nc.
Manners, Gene, & Bernice Lee (Paradise) NYC, re.

Manning & Class (Humlen) Oslo, Norway, re.
Mantes, Gus (Moon Tavern) Albany, N. Y., nc.

Mara & Ranata (Jack Dempsey's) NYC, re.
Maravellas, El Chico) New York, nc.

Maree & Pals (Grand) St. Louis 15-21, t.
Marguerite & Arthur (Embassy Club) Toronto, nc.

Marianne (St. Moritz) NYC, h.
Marion & Irma (Troadero) London 1-30, nc.

Marlene Sisters (Beacon) Vancouver, Can., t.
Marlowe, Gwen (Village Nut Club) NYC, nc.

Marlowe, Selma (Uptown) Chi, t.
Martin, Dorothy, Co. (Shubert) Cincinnati 11-14, t.

Martin, George Andree (State) NYC 11-14, t.
Martin, Marion (Hollywood) NYC, re.

Martin, Muriel (Dizzy Club) New York, nc.
Martinet & Crow (Grosvenor House) London 1-30, nc.

Marvo (Illinois) Macomb, Ill., t.
Masked Countess, The (Leon & Eddie's) NYC, nc.

Mason, Glenn (Avalon) Grand Junction, Colo., t.

Mason, Jack, & His Playboy Revue (Club Richman) NYC, nc.

Maurice & Gordoba (Savoy-Plaza) NYC, h.
Mauss, Willie (Fox) Washington, D. C., 11-14, t.

Mavery, Jackie (Kit Kat Club) NYC, nc.
Max & His Gang (Ufa Palast) Hamburg 1-30, t.

Meade & Meeres (Adelphi) London 1-30, t.
Mele, Vi (Commodore Hotel) NYC, h.

Melody Men, Eight (Rio) Helena, Mont., 15-18, t.

Melzoras, Six Flying: Chillicothe, O.; Williamson, W. Va., 18-23.

Mercedes, Eileen (Callente) NYC, nc.
Mercer, Mary (Hickory House) New York, re.

Meroff, Benny, & Orch. (Shea's Hipp.) Toronto 11-14, t.

Merrick & Allen (Colonial) Dayton, O., t.
Miacahua (Loew) Montreal 11-14, t.

Mtaco (Radio City Rainbow Grill) NYC, nc.
Miller, Joan (Jimmy Kelly's) NYC, nc.

Miller, Marty (Turk Club) Pittsburgh, nc.
Miller, Ted & Art (Dickinson) Great Bend, Kan., 14-15, t.

Mills, Kirk & Howard (Brown Derby) Boston, nc.

Mills, Tommy (Place Elegante) New York, nc.

Minor & Root (Alhambra) Paris 8-21, t.

Mitchell, Connie (Beacon) Vancouver, Can., t.

Mitchell & Durant (Fox) Washington, D. C., 11-14, t.

Mogul (French Casino) NYC, nc.

Monroe, Freddie (Club Richman) NYC, nc.

Montgomery, Anne (Brill's) Newark, N. Y., nc.

Moore & Revel (Palmer House) Chi May 8-28, h.

Moore, Wally & Grayce (Grand) NYC, t.

Morton, Alvira (Beacon) Vancouver, Can., t.

Monty, Paul (Man About Town Club) NYC, nc.

Moreno, Consuelo (El Chico) New York, nc.

Morgan, Dorothy (Wivel's) NYC, re.

Morgan, Grace (St. Regis) NYC, h.

Morgan, Marion (Colosimo's) Chi, nc.

Moreno, Conchita (Chesapeake House) NYC, re.

Morris, Dwight (Gabriel's) NYC, nc.

Mossman, Earl (Colonial Village) Peoria, Ill., nc.

Munoz & Balan (Club Gaucho) NYC, nc.

Mura, Corinna (Waldorf-Astoria) NYC, h.

Muriel, Mimi (Meurice) NYC, re.

Murphy, Edna (New Yorker) New York, h.

Murray, Betty (Jimmy Kelly's Village Rendezvous) New York, nc.

Murray, Edith (Colony Club) Chi, nc.

Murray, J. Harold (Boston) Boston 11-14, t.

Murray, Jack Boys (Gaumont Theaters) London

Music Hall Singers (Michigan) Detroit 11-14, t.

Musical Rogues, Three (Essex House) NYC, h.

Myers, Jack, & Marlon Wilkins (Hotel New Yorker) NYC, h.

Myra (Tillie's Chicken Grill) New York, nc.

N

Naylor, Marjorie (Hickory House) NYC, nc.

Nazarenka, Tasha (St. Regis) NYC, h.

Neiser, Henri (Strand) Shreveport, La., 12-14, t.

Nesbit, Evelyn (All-Stars Club) NYC, nc.

New Yorkers, Three (Stork Club) NYC, nc.

Newell, Bobbie (Brass Fall) Ogdensburg, N. Y., re.

Newdahl, Clifford (Club Normandie) NYC, nc.

Newman, Harry (Beverly Bar) NYC, nc.
Niles, Noma (Swanee) NYC, nc.
Nielsen, Myrna (Wivel's) NYC, re.
Niva, Vera (Yacht) NYC, nc.
Noble, Leighton (Waldorf-Astoria) NYC, nc.
Nolan & Kinney (Brun's Palm Garden) Chi, r.
Nolan, Nancy (Governor Clinton) NYC, h.
Nolte, Carolyn (Versailles) NYC, nc.

THE THREE NONCHALANTS

Dir.: MUSIC CORPORATION OF AMERICA.

Norman, Karyl (Cafe La Rouge) Brooklyn, N. Y., nc.

Norris, Harriet (Dutch's) Chi, c.
Norton & Kane (Alexander Young) Honolulu, T. H., h.

Norton's Speedster Revue (Chateau) Rochester, N. Y., nc.
Novels, Three (Connie's Inn) NYC, nc.

Novoa, Fantasia (El Toreador) NYC, nc.

O

O'Connor, Eileen (Adelphi) London 1-30, t.
O'Connor Family (State-Lake) Chi, t.

O'Doherty, Molly (Chesapeake House) NYC, re.
O'Halloran, Mickey (Marquette Club) Chi, nc.

O'Neil, Cackles (Hollywood) NYC, re.
Odey, Guy (Jack Dempsey's) NYC, re.

Omar (Parisian Grill) Budapest, Hungary, 1-30.
Orda, George (St. Regis) NYC, h.

Original Rhythm Boys (Weylin) NYC, h.
Orlins, Toddy (Nut Club) NYC, nc.

Orloff Trio (Beacon) Vancouver, Can., t.
Ortega, Eva (Radio City Rainbow Grill) NYC, nc.

Ortons, Four (Alhambra) Paris 8-21, t.
Osterman, Jack (All Stars Club) NYC, nc.

P

Padilla, Leandra (Brun's Palm Garden) Chi, r.

Pady Twins (Tap House) Elmira, N. Y., nc.
Page, Harriet (All-Stars Club) NYC, nc.

Palmer, Grayce (Marquette Club) Chi, nc.
Palmer, Kay (Vanderbilt) NYC, h.

Palmer & Peaches (Connie's Inn) NYC, nc.
Paris on Parade (Dickinson) Great Bend, Kan., 14-15, t.

Parra, Emile (Starland) Winnipeg, Can., nc.
Parrish, Frank (Paradise) NYC, re.

Parsons, Kay (Club Caliente) NYC, nc.
Passing Parade (Ben All) Lexington, Ky., t.

Patricia & Don (Commodore) NYC, h.
Peacock, Melvin (Linger Bar) Sheboygan, Wis., nc.

Pendleton, Andy (Gabriel's) NYC, nc.
Penner, Joe (Earle) Phila 11-14, t.

Pennington, Ann (Brown Derby) Boston, nc.
Perfect, Rose (Hippo) Brighton, Eng., 11-16, t.

Perlee, Mildred (Orph.) Ogden, Utah, t.
Perona, Anthony (Gabriel's) NYC, re.

Pete, the Dog (Riverside) Milwaukee, t.
Pheps Twins (Colony Club) Chi, nc.

Phil & Dotty (Dickinson) Great Bend, Kan., 14-15, t.

Pickford, Merry (Jungle Inn) Youngstown, O., nc.

Picon, Molly (Holborn Empire) London 11-16; (Palace) Manchester 18-23, t.

Pietsch, Betty (Old Heidelberg) Chi, c.

Pinto, Louis (Cocoanut Gardens) Chi, nc.
Piroška (French Casino) NYC, nc.

Plaut, Jerry (Dizzy Club) NYC, nc.
Plybon-Allen Girls (Club Lido) Youngstown, O., nc.

Pope & Thompson (American Music Hall) NYC, mh.

Potter, Lisa (Club New Yorker) NYC, nc.
Pranker, Ray (Kit Kat Club) NYC, nc.

Prichard & Lord (Boston) Boston 11-14, t.
Prince & Princess Orella (Connie's Inn) NYC, nc.

Princess Ahi (Leon & Eddie's) NYC, nc.
Pryme, Alberta (Kit Kat Club) NYC, nc.

R

Radio Aces (Morrison) Chi, h.

Rae, Mitzl (Anne Millstone's) Chi, nc.
Rafael (Sherry-Netherland) NYC, h.

Rainbow Revue (Beacon) Vancouver, Can., t.
Ramage, Gladys (Linger Bar) Sheboygan, Wis., nc.

Ramon & Lucinda (El Toreador) NYC, nc.
Randall, Andre (French Casino) N. Y. C., nc.

Ranson, Glenda (Broadway Room) NYC, nc.

Ray, Retta & Tommy Hayden (Jack Dempsey's) NYC, re.

Ray, Allen (Biltmore) New York, h.

Ray, Gilbert & Vicky (Club Continental) Buffalo, nc.

Ray, Prince & Clarke (Park Central) NYC, h.

Raymond, Billy, Co. (Rio) Helena, Mont., 15-16, t.

Raymonds, Three (Jimmy Kelly's) N.Y.C., nc.

Rea, Kit (Park Central) NYC, nc.

Reasons, Three (Jack Dempsey's) NYC, re.

Rebel, Margot (Harry's N. Y. Cabaret) Chi, nc.

Reddingtons, Three (Shubert) Cincinnati 11-14, t.

Reed, Billy (Dizzy Club) NYC, nc.

Reed, Billy, & Louise Mele (Hotel Biltmore) NYC, h.

Reed & Blane (Wellington) NYC, h.

Rees, Jack (Normandie) New York, nc.

Regan, Jimmy & Eileen (Little Eden) Grand Rapids, Mich., nc.

Remy, Dick & Doty (Riverside) Milwaukee, t.

Rene & George (Town Casino) NYC, nc.

Reynolds, Mickey (Ben All) Lexington, Ky., t.

Rhodes, Doris (Paradise) NYC, re.

Rhodes, Dorothy (Kit Kat Club) NYC, nc.

Rhythm Boys (Weylin Hotel) NYC, h.

Rhythm Debs, Three (Connie's Inn) NYC, nc.

Rhythm Makers, Seven (Ben All) Lexington, Ky., t.

Rhythm-Steppers, Five (Dickinson) Great Bend, Kan., 14-15, t.

Ricker, Abby Morrison (Cerutti's) NYC, re.

Richards, Charlie (Bowery) St. Louis, nc.

Richman, Harry (Chez Paree) Chi, nc.

Rider Sisters (Club Minuet) Chi, nc.

Rimacs, Ciro (Adelphi) London 1-30, t.

Ritz Brothers (Clover Club) Los Angeles, nc.

Robbins Family, The (Marden's Riviera) Fort Lee, N. J., nc.

Robertson, Guy (Fox) Detroit 11-14, t.

Rodrigo & Francine (Brown) Louisville, h.

Rodrigo, Nano (Radio City Rainbow Room) NYC, nc.

Rogan & Barlowe (Tower) Kansas City, t.

Rogers, Buddy, & Band (Pal.) Cleveland 11-14, t.

Rogers, Edith (Ben All) Lexington, Ky., t.
Rogers, Mimmie (Mon Paris) NYC, nc.

Rogers, Muriel (Chateau Moderne) NYC, nc.
Rohckast, Marianne (Club Normandie) NYC, nc.

Travers, Jane (Versailles) NYC, nc.
Tremaine, Roberta (Jack Dempsey's) NYC, re.
Treyes & Violeta (El Toreador) NYC, nc.

Valencia, Magda (Club Gaucho) New York, nc.
Valerie, Armand (Town Casino) NYC, nc.
Valley, Vivian (Club Normandie) NYC, nc.

Wages, Johnny (Olympic Club) Erie, Pa., nc.
Wahl, Dottie (606 Club) Chi, nc.
Waiman's Saxonettes (State-Lake) Chi, t.

Webster, Hazel (Number One Bar) NYC, nc.
Welcker, Florence (Ambassador) NYC, h.
Wells, Dickie (Ubangi) NYC, nc.

Williams, Dorthea & Chic (Jackhammer Club) Indio, Calif., nc.
Williams, Jerry (Man About Town Club) New York, nc.

Yontz, Ducky (Roosevelt) NYC, h.
York & King (State) Cleveland 11-14, t.
Young, Irwin (Valhalla) NYC, nc.

BANDS AND ORCHESTRAS
(Routes are for current week when no dates are given.)

Adams, Johnnie (Holden) Dayton, O., h.
Adcock, Jack: (Yorktown Tav.) Elkins Park, Pa., nc.

Bannen, Al: (Club Arcadia) St. Charles, Ill., nc.
Barrie, Dick: (El Coronado) Houston, Tex., nc.

Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.
Bestor, Don: (Roosevelt) NYC, h.

Caceres, Emilio: (Villa D) Detroit, nc.
Calloway, Cab: (Paramount) New Haven, Conn., t.

Campbell, Jack: (Wagon Wheel) Nashville, Tenn., nc.
Campbell, Jimmie: (16 Club) Chi, nc.
Carper, Don: (Old Country Club) Phoenix, Ariz., cc.

Dalley, Frank: (Meadowbrook) Cedar Grove, N. J., nc.
Damar: (Madeleine) New York, nc.
Dantzig, Eli: (St. George) Brooklyn, h.

Edmund, George: (Loyal) NYC, c.
Ellington, Duke: (Congress) Chi, h.
Emerson, Mel: (Ten Eyok) Albany, N. Y., h.

Fan, Billy: (Club Hollywood) Springfield, Mass., nc.
Farmer, Willie: (Leon and Eddie's) New York, nc.

Gardner, Dick: (Lord Baltimore) Baltimore, h.
Gasparré, Dick: (Savoy Plaza) New York, h.

Hall, Ewen: (Plaza) San Antonio, h.
Hall, George: (Taft) New York, h.
Halstead, Henry: (Jefferson) St. Louis, Mo., h.

Hamp, Johnny: (Peabody) Memphis, Tenn., h.
Handelman, Phil: (Fifth Avenue) NYC, h.

Janis, Freddie: (Parody Club) Chicago, nc.
Jergens, Dick: (Palomar) Los Angeles, h.

Kavelin, Al: (William Penn) Pittsburgh, Pa., h.
Keener, Lee: (Madison) Jefferson City, Mo., h.

La Marr, Frank: (Arcadia) NYC, b.
LaPorte, Joe: (Lombardy) New York, h.
Lagman, Bill: (Club Trianon) Mobile, Ala., nc.

LeBron, Duke: (La Salle) South Bend, Ind., h.
Lee, Larry: (Beverly-Wilshire) Beverly Hills, Calif., h.

McCain, Grace: (Chinese T Gardens) Detroit, re.
McCoy, Clyde: (Roseland) NYC, b.
McGill, Billie: (Jefferson Inn) Detroit, nc.

Meadowbrook Boys: (Versailles) NYC, re.
Meeker, Bobby: (Pal.) San Francisco, h.
Meir, Harvey: (Gayety Village) Chi, c.

Miller, Joe: (Casa Blanca) Chi, nc.
Miller, Russ: (Edgewood) Treton, N. J.
Miller, Walter: (Breakers) Palm Beach, Fla., h.

Nagel, Harold: (Rainbow Room) New York, Nanc.
Navarre, Ted: (Roseland) Brooklyn, N. Y., br.

O'Connell, Mac: (Larchmont Casino) Larchmont, N. Y., nc.
Olman, Val: (Ambassador) NYC, h.

Pablo, Don: (National Roof) Peoria, Ill., nc.
Pancheo: (Plerre) NYC, h.
Panico, Louis: (Olympic) Chicago, b.

Rabucci, Paul: (Post Lodge) Larchmont, N. Y.
Raeburn, Boyd: (Muehlebach) Kansas City, h.

Redell, Herbie: (Casino) Chicago, c.
Regal, Tommy: (Syracuse) Syracuse, N. Y., h.
Regis, Del: (Anchorage) Phila, nc.

Russell, Jack: (Melody Mill) Chicago, b.
Sales, Lew: (Club Minuet) Chicago, nc.
Sand, Carl: (Chateau) Chicago, b.

Smith, Joe: (Copley Plaza) Boston, b.
Smith, Leroy: (Connie's) NYC, cb.
Smith, Stuff: (Onyx) NYC, nc.

Terry, J. Frank: (McVan's Club Padio) Buffalo, N. Y., nc.
Terry, Ron: (St. Moritz) New York, h.

Ujjar, Paul: (Club Mayfair) Detroit, nc.
Van Duzer, Roger: (Larchmont Casino) Larchmont, N. Y., ro.

Wallace, Roy: (Avenue Tavern) Indianapolis, nc.
Watts, Kenny: (Dicky Wells) Harlem, New York, nc.

White, Dave: (Oasis Grill) New York City, re.
Widmer, Bus: (Gladstone) Casper, Wyo., h.

Zarin, Michael: (Waldorf-Astoria) New York, Zatur, Joseph: (Biltmore) New York, h.

DRAMATIC AND MUSICAL

At Home Abroad: (Grand) Chi 11-16.
Awake and Sing: (Selwyn) Chi.
Boy Meets Girl: (Davidson) Milwaukee 11-16.

INDEPENDENT BURLESK

Beauty Parade: (Gayety) Washington, D. C., 11-16; (Werba) Brooklyn 18-23.
Follies of Pleasure: (Hudson) Union City, N. J., 11-16.

MISCELLANEOUS

Baker's, M. L., Side Show: Maryville, Tenn., 11-16.
Eragg Bros.' Show: Grafton, N. H., 11-16; W. Canaan 18-23.

JAS. COLE SHOW BLOWS UP

End Comes at Initial Stand

Plays only four days of 10-day run at Cleveland Stadium—failed to draw

CLEVELAND, May 9.—The James M. Cole Trained Wild Animal Circus blew up here at the Municipal Stadium after the Monday night performance. Show was billed for a 10-day run, May 1-10, sponsored by the Civil Service Employees' Association. Performers and workers were left to shift for themselves. There were unpaid bills and hungry circus folk were much in evidence.

Some circus workers, sleeping on the concrete floor of the Stadium concession room (due to lack of money), were overcome by gas fumes. One man died and the following are in St. Vincent's Charity Hospital—Frank Parsley, Robert Allaway, Edward Barth, Mickey Warner, Earl Lanctot.

James M. Cole's circus dream today is a nightmare. Not more than \$3,000 could have been realized thru the promotion, and unpaid bills (not including money due performers and workers) are reported as exceeding \$15,000. The rental for the Stadium is protected by bonds, according to Stadium Commissioner Herbert Buckman, who with George Maschke had strongly advised against the show coming in at this time.

There was a rumor to the effect that Ralph Clawson, of the Hagenbeck-Wallace Circus, was to be general manager of the show. This was positively unfounded and may possibly have come about due to fact that Clawson was a visitor here, but merely in the interest of the H-W Circus properties and stock. Upon the departure of Clawson for Peru, Ind., George Valentino arrived and remained until the collapse.

Cole and his associates were inclined to lay the blame for the collapse upon weather conditions, but this is entirely out of order since, in the first place, the show by no possible means measured up to the advance billing. There was a lack of capital and the blame for the blow-up rests upon the shoulders of the promoters.

Fred W. Zimmerman, leader in the Father Coughlin movement in this city, confirmed reports that he paid \$100 to Mr. Cole Monday night "so Father Coughlin could have the stadium Sunday." The circus was to have played thru Sunday. This last \$100 of Cole's was distributed among the performers and workingmen.

Cole left the grounds after the last performance and has not been seen or heard of since, according to information given *The Billboard* representative by Auditorium Hotel officials. From reliable channels it is reported that local police are seeking the promoters with a view to questioning them with regard to the death of Peter S. McCloskey, of Bridgeport, Pa., circus worker, who died from gas fumes.

A number of the destitute performers and workers are still here, while others, more fortunate, have either made other contacts or returned to their respective homes.

Among acts with the show were Charles Siegrist's flying act, Robinson's Military Elephants, Manuel King with wild animal turn; Six Avalons, wire; Pallenberg's Bears; Jack Moore; the Hollises, Pinky Hollis being equestrian director; 36 ballet girls; Blondin-Rellims Troupe, high wire; Cheerful Gardner, handling elephants from Hagenbeck-Wallace; other animal acts from that show; Buck Owens and Buck Steele with cowboy troupes.

Atterbury in Blowdown

CINCINNATI, May 9.—Atterbury Bros.' Circus was in a blowdown at Eagle Grove, Ia., but no one hurt. Show has lost three night shows, on account of storms, since opening April 25. It is the worst weather that the show has experienced in 31 years.

First Sunday Permit Issued at Canton, O.

CANTON, O., May 9.—First Sunday circus permit ever issued here was granted April 30 to the Cole-Beatty Circus to exhibit at the fairgrounds May 31. Mayor James Seccombe, ardent circus fan, issued a permit to the Stark County Agricultural Society, sponsor of the fair, which organization in turn, thru Ed S. Wilson, secretary, closed with W. J. Lester, contracting agent of the circus, for the showing. Deal here is said to be on a percentage basis, with the fair association furnishing free lot rental. Seccombe said the show paid the maximum license charge of \$250.

It was hinted that opposition to the Sabbath circus date will be forthcoming from the Canton Ministerial Association, which contends that the night performance conflicts with the evening church performance.

Meister With Cooper Bros.

CINCINNATI, May 9.—Frank P. Meister, en route from Florida to North Warren, Pa., stopped off in Cincinnati for a few days and called at *The Billboard*. He will have charge of 12-piece band with E. H. Jones' Cooper Bros.' Railroad Shows and will also handle mail and *The Billboard*.

Lewis Show Opens To Capacity Biz

JACKSON, Mich., May 9.—With bright sunny weather and two capacity crowds the Lewis Bros.' Circus, Paul M. Lewis, manager, opened here Monday.

Show has a fine spread of canvas, excellent motor transportation, clean and flashy wardrobe and a good program. Jerome Smith is equestrian director. Program opens with spec, *Fiesta in Spain*, which is lavishly costumed. One of outstanding hits with the oldtimers in the audiences is the leaping over elephants, horses and automobile. High-school horses show excellent training. Clown alley has some new and novel walkarounds. "Silvers" Johnson and his Funny Ford close the show.

Jake Friedman has a good Side-Show performance and packed them in both afternoon and night. He is assisted by George V. Connors and George (Doc) Burns.

Full program, roster of staff and personnel will be published next week.

Maynard Offering Outstanding Wild West, Circus Performance

LOS ANGELES, May 9.—The opening of Ken Maynard's Diamond K Ranch Wild West, Circus and Indian Congress was a gala affair May 2. Weather was ideal and it appeared the whole San Fernando Valley turned out for the street parade and performances at the ranch. Shows also were given the following day. The ranch is four miles from Van Nuys. Two big matinees and two fair night houses. In writing of the parade one could use many adjectives, highly complimentary of the stupendous, colorful affair. It was more than a mile in length.

Twenty-four acres of the ranch were used to stage the show. Around this area are clusters of multi-colored lights atop the ornamental fence, two arched entrances with names of show in vari-colored lights. At considerable expense, special lights marked different road intersections. Midway, Side Show and all front ablaze with lights and huge searchlights. All new canvas spread, newness in physical equipment and ultra newness in ideas of presentation reflects great credit for Ken Maynard, Assistant Manager Harry Chipman and Johnny Agee.

The big arena is a fine setup. Specially noted is the huge drop across the back end, this drop typifying the Old West—shrubby, cactus, desert plants—all

Cole-Beatty Car No. 1

CINCINNATI, May 9.—The crew of Advertising Car No. 1 of the Cole Bros.-Clyde Beatty Circus includes William Backell, manager; Jim Gephart, boss lithographer; Joe Hawley, banner squarer; Ham Delotel, boss billposter; Togo Chisman, first brush; G. Trotter, second brush; B. Alexander, boss bannerman; Tod Sloan, superintendent banner truck; Sid Middleton, town truck; R. Tally, C. Davis, Phil Isenberg, Truckey Smith, Marty Yates, H. Kackley, H. Elias, J. Hodgman, G. Copeland, M. Colburn, O. Lind, C. Chambers, Dick Austin, William Hupp, A. Parker; Cecil Taylor, pastemaker.

G. W. Christy Buys Former Cole Train

ST. LOUIS, May 9.—While playing the St. Louis Police Circus here last week with his animal acts George W. Christy purchased the former Cole Bros.' 15-car circus equipment, formerly operated by Floyd King and which had been stored in East St. Louis at the yards of the Venice Transportation Company. The transaction was made thru Henry V. Gehm, president of the transportation company.

The equipment is being sent to winter quarters at Houston, Tex., where it will be reconditioned. Christy also purchased other circus equipment in Iowa.

Philly Moose Show Big Success

PHILADELPHIA, May 9.—The Moose Circus week of April 27 was one of the most successful indoor circuses ever held in the city. Attendance was more than 60,000. It was the silver jubilee anniversary of the secretaryship of John J. Ryan. Show made an excellent impression and was under personal direction of Bob Morton, his second year. Acts were supplied by the Morton-Hamid Company.

Cole Bros.' Opposition Brigade

PITTSBURGH, May 9.—Clyde H. Willard is manager of the Cole-Beatty opposition brigade and Jimmie (Capt.) Reeves, Bobby Hiatt, Hoyt Carter, Billy Morin, R. E. Patterson and Sammy Laughlin are the bannermen. The boys tacked one of the largest banner locations ever tacked by any circus in this city on a 16-story building. *The Sun Telegraph* and other papers, also news reel men, have taken pictures of it.

Gain Shown By Barnett

Grosses in some instances 20 to 25% ahead of last year—conditions better

E. LIVERPOOL, O., May 9.—Without exception, when good weather prevailed business at all stands made thus far by Barnett Bros.' Circus grossed better than a year ago, in some instances a gain of 20 to 25 per cent. R. W. Rogers, owner-manager, told a representative of *The Billboard* here. "There is only one way to account for the improvement, industrial conditions are better and people again have money to spend for amusements," Rogers said.

The show, according to Rogers, encountered plenty of bad weather on its hasty trek north, including the snow-storm at Marietta, O., late in April, when an all-day snow tore the tops to shreds and snapped off the poles. Wind and rain at other previous stands added to the grief.

With temperatures soaring in the low 80s, the show returned to Eastern Ohio here after 10 days in West Virginia and Western Pennsylvania; a straw house in afternoon and capacity at night. Lisbon, following day, gave show surprisingly good business. Warren was another big day.

According to Rogers, the show is considerably smaller this year. Seating capacity is approximately 1,100 less. The big-show personnel is reduced by half, as well as the executive staff. The show will continue its tour on this status as long as business holds up, Rogers said.

New big-top canvas is expected about middle of the month. Show had been playing to 25-cent top, but effective at Warren general big-show admission was upped to 35 cents. The concert admission remains at 10 cents, as does the Side Show, Rodgers said here.

Visitors here included *The Billboard* representative from Canton; Kenton C. De Long, Massillon circus fan and newspaper man, and Roy Wild, of Canton, musician and circus fan.

Following is the program, staff and other personnel:

The Program

No. 1—Grand entry. No. 2—Double traps, featuring Aerial Lakes. No. 3—Ted Lewis announcement. No. 4—Foot slide, Pat Knight. No. 5—Single elephants. No. 6—One-arm swing, No. 7—Table rock, clown feature. No. 8—Riding act. No. 9—Muscle grind, featuring Pearl Harris and Vivienne White. No. 10—Liberty act. No. 11—First concert announcement. No. 12—Comedy acrobatics. No. 13—Bar act. No. 14—Iron jaw. No. 15—Corriell family act. No. 16—Second concert announcement. No. 17—Clown number, featuring boxing and wrestling match. No. 18—Wire act, with Pat Knight, Eileen Rogers, Flo McIntosh and Norma Knight. No. 19—Cloud swing. No. 20—Head balancing. No. 21—Menage act. No. 22—Elephants. No. 23—Banner announcement. No. 24—Head slide. No. 25—Indian spec.

Included in big-show lineup are Pat (Polo) Knight, Aerial Lakes, Ersuline McIntosh, Eileen Rogers and Norma Knight, who work the bulls; Vivienne White, Corriell Family (Verne, Vernell, Everett, Zaza and Earl), Flo McIntosh, T. P. Lewis, Howard Bryant, Pearl Harris, LaBird Bros., Lewis Bros., Kotch Bros. (Ben and Sam), Amelia Lake and Norma Knight.

Clown alley: Howard Bryant, Iza and Charles LaBird, T. P. Lewis, Kotch Bros., and Walter Hoh, concert clown.

Concert: Ted Lewis, T. P. Lewis, Dorothy Lewis, Arizona Gordon and Olivette, Princess Silver Faun, Walter Hohn, and Eddie Shaboo, wrestler.

The Staff

R. W. Rogers, manager; George Feinstein, secretary-treasurer; O. C. Cox, (See GAIN SHOWN on page 54)

RINGLING BROS
AND
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COMBINED
CIRCUS

BROOKLYN, N. Y., May 11-16.
WASHINGTON, D. C., May 18-19.
BALTIMORE, MD., May 20-21.
WILMINGTON, DEL., May 22.
ATLANTIC CITY, N. J., May 23.

THE GREATEST SHOW ON EARTH



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(Conducted by WALTER HOHNADDEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

Frank H. Hartless, national president of CFA, who has spent the winter in San Antonio, Tex., is back at his home in Chicago.

Phyllis Werling and Joe Minchin, circus fans of Paterson, N. J., made the closing performance of Ringling-Barnum at New York, this being their sixth visit to the Big One during the Garden engagement. Their first show under canvas was the opening of Eddy Bros.' Circus and on the lot met Circus Fans Mr. and Mrs. Elmer Kemp, Robert Vanderbeek, James and Schuyler Van Cleef. Youth Week was celebrated by Paterson the last of April, and Minchin was called upon to give a talk on *The Backyard of a Circus* and the same evening Felix Adler came over from New York and addressed the group.

Members of the Fred Warrell Tent No. 16, of South Bend, Ind., made the opening of Cole-Beatty Circus under canvas at Rochester, Ind., May 4. They gathered at the Oliver Hotel at noon and in private cars followed the parade to the lot, where they were guests of Jess Adkins and Zack Terrell and were served dinner in cookhouse. The afternoon was spent in the backyard, renewing acquaintances, and in the evening attended the performance in a body. Twenty-five members and guests were seated together and were given a special announcement over the speaker system. An announcement was made known that W. W. Dunkle was celebrating his birthday anniversary in a way that a fan enjoys the most—seeing a circus under canvas.

Burt Wilson writes that on his way south he visited with Voyle N. Armstrong and Lester Jones at Wichita Falls, Kan. Both say they are waiting for a circus to cross the line, especially the Barnes show with Mabel Stark, for whom their top is named. Armstrong is planning on making a circus room in his home, where meetings will be held and his collection of circus material can be displayed.

Harrison Waite, of Waco, Tex., writes that last month while attending a Junior Chamber of Commerce convention at Topeka, Kan., he visited his friend Bud Anderson at winter quarters of Seal Bros.' Circus, a few miles from Emporia, and reports that Anderson had done a lot of work at quarters the past winter, built a ring barn, animal barn

and horse and pony sheds, and next fall it is his intention to build a large building to house all trucks.

Dr. J. H. Nesbitt, CFA, of Toronto, in company with Percy Smith, clown for many years with circuses, visited Morton-Hamid show in Buffalo. He renewed acquaintances with the Flying Flemings and also met and visited Joe Hodgini and little Joe Jr., Art Borella, Harry and Mrs. LaPearl and the Merrills.

Fred Schlotzhauer and Robert Meloan, of Oquawka, Ill., and John Tetlos, CFA, of Peoria, drove to Hannibal, Mo., April 21 and saw Russell Bros.' Circus. On May 3 Schlotzhauer and two friends made a trip to Danville and caught afternoon performance of the show. They report that the show had one of its biggest crowds and this was on a cold, dismal Sunday afternoon. H. G. Galbraith, who accompanied Schlotzhauer to Danville, is a former bandman who trouped with Rhoda Royal Circus under Director Norman.

A party of 27, Fans and friends, went from Norwich, Conn., to Hartford on evening of April 24 and took in the Shrine Circus produced by Frank Wirth. They were joined by three of Fans from New Haven.

Fred A. Schmagar, of Sterling, Ill., a new member of the CFA, was a caller at *The White Tops* office when passing thru Rochelle recently.

Early Season Biz Big for Cole Bros.

ROCHESTER, Ind., May 9.—Cole Bros.-Clyde Beatty Circus opened here May 4, first time under canvas this season, to capacity houses at both performances. Estimated attendance for street parade was 7,000, with many coming from long distances.

Show has been cut somewhat for canvas season. *Serenade of Spain*, opening spec at Chicago Stadium performance, no longer part of show.

Running time of show was 2 hours 45 minutes, far too long to expect a crowd at concert, which features No. 5 unit of Major Bowes' amateurs.

Several acts featured in Stadium performance and later dropped will be reinstated for Indianapolis showings.

KOKOMO, Ind., May 9.—Cole-Beatty Circus arrived here at 6 a.m. Large crowd for parade. A packed house at matinee and capacity in evening.

Acquaintances between members of Cole show and troupers from Peru quarters were renewed, and Al Dean, steward, was kept busy setting additional places in cookhouse for members of Rotary and Kiwanis clubs, of which Jess Adkins was president while located in neighboring city.

SOUTH BEND, Ind., May 9.—The Cole-Beatty Circus, which was here Tuesday, had one of its biggest day's business.

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

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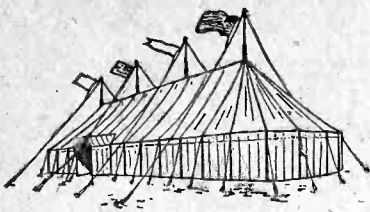
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Performers and Clowns for Big Show, Wild West People with own stock and transportation, Candy Butchers that want to make money, Candy Ploes and Cushion Man for Chair Grand Stand, Pitch Man, Grandall and Jack Williams wife. Privilege People, Working Men come on. WANT TO BUY Wild Animals. Pay your wires; I pay mine. Answer as per route.

WANTED

Band Leader and Musicians on all instruments. Pay own wires. Must be able to join on wire.

ATTERBURY BROS. CIRCUS

Prairie du Chien, May 15; Boscobel, 16; Reedsburg, 18; all Wisconsin.

CIRCUSES, CARNIVALS, NOTICE!

At liberty May 10th—The Famous Morris Troupe of Sensational Teeterboard Acrobats. Five People—Five High-Class Acts, including two Beautiful Girls, High and Lofty Somersaults to Perch, Chalks and Shoulders, Fast Ground Tumbling featuring two Beautiful Girls; High Aerial Trapeze Act, two girls. A real thrill and a novelty. One of the best three people, all clown Komedie, Acrobatic Acts in the business. Beautiful Aerial Ladder Act, also the World's Highest High-Diving Dog. Carnival companies with pay, this program is just what you need. Write, write, **SENSATIONAL MORRIS TROUPE**, Jeffersonville, Ind.

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on account of disappointment, Organized Circus Band or Director and Musicians, all instruments; also Big Top Working Men. 13th, Ypsilanti; 14th, Ann Arbor; 15th, Pontiac; 16th, Mt. Clemens; 17th, Port Huron; all Michigan.

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Under the Marquee

By CIRCUS SOLLY

WALTER L. MAIN recently observed his 70th birthday anniversary.

W. C. BECKETT, formerly with circuses, has been with the Chrysler Corporation in Detroit for several years.

MARTIN BROS.' CIRCUS, organized at Binghamton, N. Y., will open at Maine, N. Y., May 14.

A matter of great importance to owners and managers of shows appears on Page 3 of this issue. Don't miss it.

PREACHER WEST is having some good days with banners on the Joe B. Webb Circus.

HAZEL KESTER is with the Joe B. Webb Circus doing heel catches, web, traps, rings and iron jaw.

JOSEPH SHIELDS recently saw the Al G. Barnes Circus and was much impressed with it.

JAKE POSEY is making garden and working around his new home at Baldwin Park, Calif.

MARTIN AND MARTIN (Jerry and Josephine) received their new housecar in Philadelphia.

VOLERA BROTHERS, bar and aerial act, are with the Bockus & Kilonis Circus.

JOLLY LEE, fat woman, last year with Tom Mix Circus, and daughter, Laine McKinly, recently visited the show. She is working in pictures.

IN SIDE-SHOW lineup of Seils-Sterling Circus in last week's issue the name of Pauline Ryan was included. This should have been Pauline King.

CHARLIE O'BRIEN, after being on advance for Ringling, Main, Shubert and Cohan shows, is laying off this season and is located at Greystone Park, N. J.

FRANK HUBIN launched a one-man campaign to influence residents of Atlantic City to take poor children to the circus with them when Ringling-Barnum shows there May 23.

KLARA KNECHT is with Cole-Beatty, again doing radio and schools, her seventh season ahead of circuses, a record for "women ahead."

R. A. LEMIEUX and wife and Mr. and Mrs. Eck Erdlitz spent three days with Cole-Beatty show in Chicago, meeting many friends.

ART BORELLA left the LaPearl troupe of clowns, playing Morton-Hamid dates, to join Bockus & Kilonis Circus as producing clown.

LEIGH B. TRAFTON, years ago a musician with Walter L. Main, Downie & Wheeler and Howe's Great London circuses, is located at Presque Isle, Me.

AL BUTLER, of Ringling-Barnum, was in Cincinnati last Friday and contracted the city for July 10. Show will come from Dayton.

ARCHIE ROYER, former trouper, is on his farm at Bangor, Mich. His book, the Old Clowns' Poems, Philosophy and Circus and Vaudeville History will soon be ready for the press.

MARION WALLICK recently gave a party and entertained Joe Holmes and Bob Carter at his home, Dover, O. Wallick, now operating a dance school there, will close last of May, and expects to join a circus.

ALL PROPS and equipment of Joseph P. Schad Circus Attractions have been overhauled and painted. Unit consists of vaude and circus acts and will play theaters. The Schads will take their young son, LeRoy Allen, with them.

HARRY LAPEARL and his clowns, after closing with the Morton-Hamid Circus at Springfield, Mass., will join the Walter L. Main Circus, also Joe Hodgini troupe of bareback riders, who have been playing Morton dates. A

"party" was given for "Hot Dog Jr.," a toy Manchester terrier, belonging to La-Pearl, and all the dogs were "invited." Hamburger patties were served and there was a large birthday cake with one candle on it. A rhinestone harness was presented by Roberta, of Roberta's Pets.

HOUSTON PICKUPS—Among circus representatives who witnessed federal theater's premiere of *Pioneer Texas* were Bert Rutherford, Andrew McFarland, Katherine Dockell and Bea Tinsch. Mrs. Tom Foley has been suffering from an infected limb.

AL BUTLER, contracting agent for Ringling-Barnum, was recently in Bradford, Pa., making preliminary arrangements for appearance of show there July 4. He was guest of local members of the CFA at a buffet supper at Hotel Emery. Circus exhibits in Oil City July 3 and in Pittsburgh July 6.

W. P. (FAT) ANDERSON stopped in Cincinnati last week and visited *The Billboard* en route from Chicago to his home in Kentucky. Says that he will not troupe with any of the big tops this season, but expects to have something at the Island in Cleveland in June.

PERCY B. KAPER, of Chambersburg, Pa., writes that he can do circus agents who are thinking of making that territory some good in regard to lot and license. He is an old-time trouper, having been in the business since 1907. (See *Under the Marquee* on page 57)

Deibel & Patterson Open Under Canvas May 25

MOUNT PLEASANT, Mich., May 9.—Deibel & Patterson Circus closed its indoor dates here today, having played consecutive dates thruout the winter, which were very successful.

Show will open under canvas May 25 at Saginaw, with big show having a 70-foot top with one 20 and one 30-foot middle. Side-Show top is a 50. Show will move on 10 trucks, but expects to purchase four more in near future. Charles Schramm is director of big-show band of eight pieces. Will play all fraternal dates during summer season.

Circus is under personal supervision of John C. Patterson and John H. Deibel, Deibel being ahead and Patterson back.

Engaged for Smith Show

PLAINVILLE, Conn., May 9.—The following have been signed for the Yankee Smith Circus: Bouley troupe of three, comedy tumbling, posturing, hand-to-hand and general clowning; Ivan Mosley, stilt-walking clown; M. and M. Duo, tumbling routine and tramp clown turn. Starback reserves have been received. Joe Mittner is handling truck and car repairs; Hooper and Whalen, the painting and decoration of props and ticket boxes. Special Agent Bard is booking many Rhode Island spots. Connecticut stands also will be played. Three cars are on advance.

Bockus-Kilonis Starts At Manchester, N. H.

MANCHESTER, N. H., May 9.—The Bockus & Kilonis Circus opened here April 30 to two good crowds. Show also was here May 1 and 2. Among acts are Valenos Brothers, aerial bars; Capt. William Schulz and his animal act, featuring Marion Knowlton, who puts horses, dogs, ponies and lions thru their paces; Leo and Mae Jackson, bicycle turn; the LeVolos, wire, Barrows and company, on trapeze; Marlow and Marlette, contortionists and trapeze performers; Art Borella's clowns. Concerts were given by Al Massey's Band before each performance prior to playing for big-show program.

Russell First in at Canton

CANTON, O., May 9.—First in of the season here will be Russell Bros., at the fairgrounds May 26. Date will follow Mansfield. It will be first appearance here of the show. From here it moves to Alliance and then hops east fast, following the Barnett show into Western Pennsylvania far in advance of any rail opposition.

Dressing Room Gossip

AL G. BARNES—Stockton, Calif., was the scene of several visitors, as well as the home of Don Cash, of the team Cash and Carry. Altho Don has been trouping for many years, this is the first time that he has ever shown his home town, the town where he was born and where his mother lives. He was a busy boy greeting boyhood friends, many that he had not seen since he was a child. It was at Stockton, too, that Fred Ledgett was visited by a cousin of his that he had not seen in years. Bert Nelson also came in for a visit here when his brother, with his wife and daughter, came to see him.

Pat and Bill King, who have been in clown alley the last four years, returned to Los Angeles, their home. It was unfortunate that just before they left for home that Pat should have two ribs broken in the clown prize fight.

Arthur Burson, who has been in the circus business for more years than he will always admit but who seems to be as spry as ever, was happy in the visit at Fresno of his two sisters. Dolly Jacobs has a first cousin in Oakland that she is always glad to see. Milt Taylor was busy with the castor oil when one of his "quints" became sick. Milt's "magic" will, no doubt, do the trick.

Eddie Woeckener and his circus jazz band sure gets the applause in his daily concerts. It has been years since Eddie has been out in this country. He is certainly putting pep in his work. He has only one man, Dallas Davis, who was in the band over here last year.

Barnes Business Good on the Coast

OAKLAND, Calif., May 9.—After the four-day engagement at San Francisco the Al G. Barnes Circus turned toward the San Joaquin Valley. Stockton came thru with splendid business. The Clark Carnival was showing Stockton and the lots were close. Clark and his staff took in the afternoon performance. Fresno was reached in good time. The (See *BARNES BUSINESS* on page 57)

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Side Show with own transportation. Wire Act that can double, Drummer, Trombone and Cornet for Big Show Band. WILL LEASE OR BUY Elephant. Address
KUHN CIRCUS
1640 Central, Kansas City, Mo.

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High-class Pit Show with own transportation. WANTED—Attraction to feature in Concert, small Midget preferred.
SEILS-STERLING CIRCUS,
Friday, Dubuque, Ia.; Saturday, Freeport, Ill.; Monday, Beloit, Wis.

WANTED CIRCUS ACTS

In all lines, preferably Animal Acts. Pay your wires; I pay mine.
ATTERBURY BROS. CIRCUS,
Lancaster, May 14; Prairie du Chien, 18; Boscobel, 19; all Wisconsin.

WANTED

Experienced Elephant Man. Year-round work. Must be sober and clean. Marlon Graves wire. **E. E. COLEMAN**, 1837 Ravenwood Avenue, Dayton, O.

The Corral

By ROWDY WADDY

SEVERAL of the organized traveling outfits are arranging to actually work contests with purses at some of their stands this year.

RELATIVE to the death of W. M. Laird (Booger Red Jr.)—announcement in the Final Curtain columns—he was given a military funeral, with members of the Blackstone Post, American Legion, Fort Worth, as pallbearers.

THE MIDWEST RODEO ASSOCIATION, formed by Francis W. Donnell, Robert Negel and Lawrence L. Loomis in Michigan, has moved its headquarters to California. This organization was formerly associated with George Hubert, well-known rodeo figure in Detroit.

SOME TIME AGO Jack Knight was included in the list of execs in connection with the recent rodeo at Cleveland. Instead Knight remained with Milt Hinkle at St. Louis and Des Moines shows and says for the rest of the season.

FOR THE first time in several years a night grand-stand show will be given at the New York State Fair, Syracuse. 'Twas announced last week that Col. Jim Eskew had been engaged to stage his show there and to furnish 100 head of stock and 50 people, also a 10-piece Indian band.

PAWNEE BILL'S RODEO has arranged as the entertaining feature of the International Petroleum Exposition in Tulsa, Okla., May 16-23, with the major events contest, and the contract performers include Vaughn Kreig, Ruth Roach, Rose Smith, Louis Tindall, Johnnie Farthing, Jazbo Fulkerson and Don and Gene McLaughlin. Fog-Horn Clancy has been directing the publicity.

BARKER, Tex.—On the opening day of the 17th annual two-day rodeo on the E. H. Marks Ranch, 5,000 pounds of barbecue was made ready to serve, with a ball as the close of the affair. Included among contestants and performers were Jess Perkins, roper; Ira Wood, Dillie, roper; Eddie Cameron, steer wrestler, bronk and bull rider; Clinton Booth, bulldogger; Emmett Phelps, clown, and many others.

RESULTS OF Kingsburg American Legion one-day rodeo, Sanger, Calif.: Approximate attendance, 1,500. Bronk Riding—Lee Farris (120 RAA points), Alvin Gordon (60), Clay Carr (60). Steer Riding—Smoky Snyder (71), Lee Farris (43), Al Hayes (29). Bareback Bronk—Smoky Snyder (75), Pete Travis (45), Canada Kid (30). Calf Roping—Clay Carr (90), Holloway Grace (54), Oscar Warren (36). Steer Wrestling—Alvin Gordon (53), Clay

Carr (32), Oscar Warren (21). Single Roping—Emmett Gill (175), Holloway Grace (105), Howard Brown (70).

PRESCOTT, Ariz., is industriously preparing for this year's Prescott Frontier Days, July 2-5, which city lays claim to having had the first awarding of a medal at cowboy sports contests in 1888; the medal now in the hands of the present management. Many meritorious points are outstanding relative to the Prescott Frontier Days. Among them a list of very interesting contests, with 12 major events daily; contestants win only thru their merits gained in the arena, courteous treatment extended by citizens to tourists and other out-of-town people there for the big event, and many productions of affiliated entertainment toward providing a continuous run of entertainment. Grace M. Sparkes is the energetic secretary and Mike Stuart is again the arena director this year.

RESULTS OF Las Vegas (Nev.) Horsemen's Association Rodeo: Approximate attendance, 8,000. Bronk Riding: First Day—Floyd Stillings (59 RAA points), Ken Hargis (35), Bill Edmo (24). Second Day—Sam Fancher (59), Floyd Stillings (35), Clay Carr (24). Finals—Floyd Stillings (118), Bill Edmo (71), Ken Hargis (47). Calf Roping: First Day—Carl Sheppard (53), Cecil Owsley (32), Bill Edmo (21). Second Day—Skeet Bowman (53), Holloway Grace (32), Bill Edmo (21). Finals—Bill Edmo (105), Carl Sheppard (63), James Kinney (42). Steer Wrestling: First Day—Holloway Grace (38), Dave Campbell (23), Earvin Collins (15). Second Day—Everett Bowman (38), Dave Campbell (23), Canada Kid (15). Finals—Dave Campbell (75), Everett Bowman (45), Holloway Grace (30). Team Roping: First Day—Jerry Littrell (25), Howard Westfall (25), Jerry Littrell (15), John Traylor (15), Willie Clay (10), Emmett Gill (10). Second Day—Everett Bowman (25), Clay Carr (25), Cecil Owsley (15), Shorty Lovelady (15), John Fancher (10), Charles Fancher (10). Finals—Jerry Littrell (50), Howard Westfall (50), John Fancher (30), John Traylor (20).

CALGARY, Alta.—The prize list of the Calgary Stampede, just off the press, shows \$10,125 for the Stampede and Stampede Parade events, and championship trophies to the value of \$900. In bronk riding \$1,700 is offered, in addition to \$825 for Canadian bronk riding, \$495 for bareback bronk riding and \$70 for consolation. Top money in the open bronk riding with saddle is \$700. In calf roping \$1,500 is offered for the open calf-roping contest, with \$600 additional for Canadian calf ropers. Top money for open calf roping is \$600. In steer decorating \$830 is offered, the first money being \$200. For the chuckwagon events, \$2,106. Included in the prize list this year is a total of \$350 in cash and \$100 in specials for two competitions for cowboys appearing in best and most colorful cowboy attire. A new feature has been added to give cowboys an opportunity to demonstrate their ability at cowboy yells. Preliminaries in this will be conducted each of the first four evenings, the finals on Friday evening in front of the grand stand.

HOLLYWOOD—Buck Moulton's "Pick-ups"—Competition in the bareback riding at Saugus was strong. Fox O'Callahan and Bob Folkerson split first and second; Eddie Woods, third. Knight seems to be a lucky name—Harry first in the bronk riding; Doff Aber, second; Pete Knight, third; Eddie Woods, fourth. Monty Montana, Dick Griffith and Eddie Gulick trick riding at Paul Hill Rodeo, formerly Hoot Gibson's, at Saugus. . . . One of the most spectacular falls ever seen was made by George Williams with his horse, Goldie, on the Dick Foran picture at Warner Bros. . . . Unusual accident befell Mrs. Lupe Willingham when her horse stumbled and fell over a cliff breaking her neck. Doctors say she will recover. . . . Look out for Dogwater Slim, a new bulldogger on the Coast; pretty fast. . . . The cowgirl trick riders at Saugus were Paris Williams, Hazel McCart and Mabel Strickland. . . . One of the thrills at Las Vegas, Nev., was the bulldogging, Everett Bowman laying his ox in eight seconds. . . . Nellie Walker will be out of circulation for a short time, having been injured in an auto accident, breaking her nose and being badly bruised. . . . Sam Garrett was featured trick roping and trick riding at Las Vegas, Nev. Sam still knows how to make 'em like it. . . . At Las Vegas, Bill Edmo roped

two calves in 17 3/5 seconds each. . . . You bronk stompers want to watch out for Harry Lobe—he's a comer and is going to be hard to follow. . . . Some oldtimers with the Ken Maynard Wild West: Silver Tip and Mabel Baker, Rose Henderson, Buck Bucko and Nora Goodrich.

Barnes Visits Harry Cancie

CHICAGO, May 9.—While the Cole Bros.—Clyde Beatty Circus was playing the Stadium Harold Barnes, talented young wire walker, and his father paid a visit to the home of Harry Cancie, former showman and now connected with a large candy company. In conversation it was discovered that young Harold's father had worked for Cancie in 1910 when Cancie had a minstrel show on the road. They had a great time looking over old bills and programs and talking over old times. The three also visited the Brookfield Zoo, where young Harold had a wonderful time identifying the various species of monkeys.

When Harold returned to the Stadium he took with him as a gift from Cancie a "bull hook," made of aluminum metal and wild cherry wood, used in 1908-'09 with Powers' elephants at the Hippodrome in New York.

MAYNARD OFFERING

(Continued from page 34)
Valee, Harry Mahler, Alice Mahler, Steve Clemento, Buff Jones, Johnny Judde, Bart Kennealy. For the finish of Maynard's act he made an eight-horse catch. Pina troupe, 11 in act, pyramids and tumbling. Maynard's elephants, worked by Anna Veldt and Joe Metcalfe. Cowboys and cowgirls, trick riding. Charley Austin's steer jumping over automobile received a big hand.

Maynard's demonstration of fine marksmanship. Jallisco troupe of 10 men and women, Risley, tumbling, teeterboard to chair catch and marvelous catch from teeterboard to feet of man reclining on ground. A splendid act. Menage, the riders, Betty Roth, Vera McGuiness, Bonnie Gray, Hazel McCarthy, Mabel Baker, Guinevere Henry, Alice Mahler, Jean Phillips, Paris Williams, Claire O'Neil. Picturesque revival of historical Pony Express. Full-blooded Sioux, Cheyenne, Arapaho, Zuni and Apache Indians in tribal ceremonies and war dances. Agee, presenting Maynard's spot and palomino horses, Liberty rotation number.

Bucking horses ridden by Maynard's cowboys. A fine exhibition. Buffalo hunt—herd of buffalo and Indians. Revival of the stagecoach holdup by Mexican Vaqueros from old Mexico. Superb riding, roping and knife throwing. Pageant, a page of history of the Old West, the Battle of Wounded Knee, with special scenic and light effects, song and instrumental numbers, etc. A feature is Charles Redrick's band, 45-minute concert preceding each performance.

The Side Show. Fine setup, pit style, all new banner line; Arthur (Doc) Collins, manager; on ticket boxes, Frank Stevenson, F. Jacobs, "Frenchy" French, J. Jorgensen, Arthur Windecker; inside lecturer and Punch and Judy; Yellow Barnet, boss of canvas; Jim Mooney, Tall Hamer and Tom Hagar. Band, Slim Austin, director; Frank Turner, Lloyd Mitchell, H. McNeal, trumpets; Fat Wallace, E. Jones, trombones; A. Jefferson, Ben Wilson, clarinet and sax; Charley Johnson, traps; comics, Daybreak and Sparty; Gladys and Francis, colored entertainers; Jolly Jacobs, magic; Toni, "tiniest" of human race; Oscar, gorilla; Mme. Mona, illusionist; Major John, kangaroo boy; Ada Mae, reptiles; Al Barker's talking dog; Ada Baine, mentalist; Ethel Greer, fat woman. Annex, Fif, sheep-headed girl, presented by Chuck Gammon. Show had very good business.

The staff and other personnel will be published in next week's issue.

CHARLIE LEWIS, clown, who has been working night spots of late in Pittsburgh territory, has gone to Philadelphia with his wife and mother-in-law to file a claim for a share of a valuable estate there.

Dexter Fellows (CSSCA) Tent Tattles

By FRED PITZER

NEW YORK, May 9.—Our members are in receipt of their courtesy cards from the Blackstone in Chicago. We extend our thanks to Assistant Manager Thomas Burns. . . . Chalmers Pancoast stopped in—he is now in charge of promotion for the Hotel Gramatan in Bronxville and also serving as treasurer for the second annual convention of Patriotic Societies. The committee in charge is planning a military and Indian pageant. . . . I have received two clown hats that were worn by the famous clown John Lowlow, who was with the John Robinson show for so many years. My thanks to A. C. J. Mason for his thoughtfulness and generosity in sending these along.

A meeting of the executive committee was held May 4 at which Prexy Sarg outlined the plans arrived at with Samuel Gumpertz's co-operation for the Old Troupers' Home. Mr. Gumpertz gave a sketch of the property and indicated his ideas of how the circus settlement should be carried out. As a result of this conference Mr. Kilborn is busily engaged writing a 25-page prospectus. An architect will be employed to map out the exterior of the commissary department as well as the individual bungalows. Mr. Gumpertz informed the committee that he pledges himself to build 20 or 30 bungalows—God bless him for that! . . . The Chicago Tent will be asked to share the expense of this prospectus. It looks now as tho we were getting somewhere.

George M. Cohan is writing a song to be dedicated to the Players' Club as its anthem. . . . Next week we will tell you all about the initiation of Fall Guy Grantland Rice. . . . Arvid Paulson, one of our earliest members, who recently was featured on WABC in King Lumberjack, has just had word from Sweden that the play *The Bishop Misbehaves*, which had a long New York run, is to be produced there on his recommendation. It was thru Paulson's efforts, incidentally, that Eugene O'Neill was introduced to the theater in Scandinavia.

Harry Baugh postcards from somewhere on the road: "Coming your way soon. Out with the best circus on the road—Kay Bros. Looks like a million with all new canvas and a beautiful set of trucks and housecars. One more week in Pennsylvania and then into New York State. Have had cold weather and some rain, but show has done business and is giving satisfaction. Best regards to all my CSSCA friends."

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**Latest Western Styles
Money Saving Prices!**

EVERYTHING PREPAID

NEW models and big values in cowboy hats, boots, shirts and muffers shown in full colors in new catalog. Popular brands. Low prices. Largest stock in the West. Money-back guarantee. Send postal or letter for free catalog.

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COWBOY CONTESTS**

FRONTIER DAYS, PRESCOTT, ARIZ.
Thousands of dollars in Cash Prizes. Hundreds of dollars in Special Prizes.
4—DAYS AND NIGHTS—4.
Wild, Rough, Fast and Furlous.
JULY 2, 3, 4, 5
STAY, COWBOY! WE TURN 'EM OUT WILD!
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CALGARY

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**JULY
6th to 11th**

Thrilling Cowboy Sports—Chuck Wagon Races—Horse Races—Superb Grand Stand Presentation—Mammoth Street Parade—and many other Attractions.

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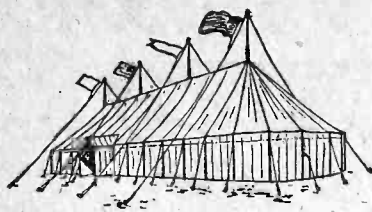
The National Rodeo is neither a Circus nor a Wild West Show. It is a strictly competitive, prize-winning Exhibition and the greatest Rodeo in the World. Directed by the master producer of Rodeos for twenty years.

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This is a mad-riding, feature frontier attraction that always plays to capacity business. Write immediately for few available open dates.

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DUCK & RUBBER CO.**
FORT SMITH, ARKANSAS

TUCKER FOR TENTS

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SAM JONES CIRCUS**

Working Men all departments. Boss Canvasman, Chevrolet Mechanic, Calliope Player, Colored Musicians for Sible Show. Clowns. Rube Egan wire. CAN USE one more Dog and Pony Act and any Acts that double, Family Acts preferred. Show opens last week in May. Contact at once. Write
S. MILES JONES, Raton, N. M.

PHONE MEN

For Official Knights of St. John International Convention Souvenir Publication, just starting. Numerous spots to follow. 25% commission. We handle pick-ups.

P. H. ANGELO

320 E. Gay Street, Columbus, O.

Joe B. Webb Circus Wants

Performers and Clowns for Big Show, Wild West People with own stock and transportation, Candy Butchers that want to make money, Candy Floss and Cushion Man for Chair Grand Stand, Pitch Man, Grandall and Jack Williams wire. Privileged People, Working Men come on. WANT TO BUY Wild Animals. Pay your wires; I pay mine. Answer as per route.

WANTED

Band Leader and Musicians on all instruments. Pay own wires. Must be able to join on wire.

ATTERBURY BROS. CIRCUS

Prairie du Chien, May 15; Boscobel, 16; Reedsville, 18; all Wisconsin.

CIRCUSES, CARNIVALS, NOTICE!

At liberty May 10th—The Famous Morris Troupe of Sensational Teeterboard Acrobats. Five People—Five High-Class Acts, including two Beautiful Girls, High and Lofly Somersaults to Perch, Chairs and Shoulders, Fast Ground Tumbling featuring two Beautiful Girls, High Aerial Trapeze Act, two girls. A real thrill and a novelty. One of the best three people, all clown, Comedy Acrobatic Acts in the business. Beautiful Aerial Ladder Act, also the World's Highest High-Diving Dog. Carnival companies with pay, this program is just what you need. Wire, write, SENSATIONAL MORRIS TROUPE, Jeffersonville, Ind.

**LEWIS BROS. CIRCUS
WANTS**

on account of disappointment, Organized Circus Band or Director and Musicians, all instruments; also Big Top Working Men. 13th, Ypsilanti; 14th, Ann Arbor; 15th, Pontiac; 16th, Mt. Clemens; 17th, Port Huron; all Michigan.

Will Sell for Storage Costs

Loop and Wire Rigging—all for \$15.00. Address: TEXACO GAS STATION, Liberty and Stone Aves., Brooklyn, N. Y., or see it there.

THREE BRISONS WANT WORK.

Do Circus, Side Show, Concert Acts. Also Med Show experience. Play Music Openings and Announcements. Work percentage or privileges. State all St. Thomas, Pa.

Under the Marquee

By CIRCUS SOLLY

WALTER L. MAIN recently observed his 70th birthday anniversary.

W. C. BECKETT, formerly with circuses, has been with the Chrysler Corporation in Detroit for several years.

MARTIN BROS.' CIRCUS, organized at Binghamton, N. Y., will open at Maine, N. Y., May 14.

A matter of great importance to owners and managers of shows appears on Page 3 of this issue. Don't miss it.

PREACHER WEST is having some good days with banners on the Joe B. Webb Circus.

HAZEL KESTER is with the Joe B. Webb Circus doing heel catches, web traps, rings and iron jaw.

JOSEPH SHIELDS recently saw the Al G. Barnes Circus and was much impressed with it.

JAKE POSEY is making garden and working around his new home at Baldwin Park, Calif.

MARTIN AND MARTIN (Jerry and Josephine) received their new housecar in Philadelphia.

VOLERA BROTHERS, bar and aerial act, are with the Bockus & Kilonis Circus.

JOLLY LEE, fat woman, last year with Tom Mix Circus, and daughter, Larine McKinly, recently visited the show. She is working in pictures.

IN SIDE-SHOW lineup of Sells-Sterling Circus in last week's issue the name of Pauline Ryan was included. This should have been Pauline King.

CHARLIE O'BRIEN, after being on advance for Ringling, Main, Shubert and Cohan shows, is laying off this season and is located at Greystone Park, N. J.

FRANK HUBIN launched a one-man campaign to influence residents of Atlantic City to take poor children to the circus with them when Ringling-Barnum shows there May 23.

KLARA KNECHT is with Cole-Beatty, again doing radio and schools, her seventh season ahead of circuses, a record for "women ahead."

R. A. LEMIEUX and wife and Mr. and Mrs. Eck Erditz spent three days with Cole-Beatty show in Chicago, meeting many friends.

ART BORELLA left the LaPearl troupe of clowns, playing Morton-Hamid dates, to join Beckus & Kilonis Circus as producing clown.

LEIGH B. TRAFTON, years ago a musician with Walter L. Main, Downie & Wheeler and Howe's Great London circuses, is located at Presque Isle, Me.

AL BUTLER, of Ringling-Barnum, was in Cincinnati last Friday and contracted the city for July 10. Show will come from Dayton.

ARCHIE ROYER, former trouper, is on his farm at Bangor, Mich. His book, the Old Clowns' Poems, Philosophy and Circus and Vaudeville History will soon be ready for the press.

MARION WALLICK recently gave a party and entertained Joe Holmes and Bob Carter at his home, Dover, O. Wallick, now operating a dance school there, will close last of May, and expects to join a circus.

ALL PROPS and equipment of Joseph P. Schad Circus Attractions have been overhauled and painted. Unit consists of vaude and circus acts and will play theaters. The Schads will take their young son, LeRoy Allen, with them.

HARRY LAPEARL and his clowns, after closing with the Morton-Hamid Circus at Springfield, Mass., will join the Walter L. Main Circus, also Joe Hodgini troupe of bareback riders, who have been playing Morton dates. A

"party" was given for "Hot Dog Jr.," a toy Manchester terrier, belonging to La-Pearl, and all the dogs were "invited." Hamburger patties were served and there was a large birthday cake with one candle on it. A rhinestone harness was presented by Roberta, of Roberta's Pets.

HOUSTON PICKUPS—Among circus representatives who witnessed federal theater's premiere of *Pioneer Texas* were Bert Rutherford, Andrew McFarland, Katherine Dockell and Bea Tinsch. Mrs. Tom Foley has been suffering from an infected limb.

AL BUTLER, contracting agent for Ringling-Barnum, was recently in Bradford, Pa., making preliminary arrangements for appearance of show there July 4. He was guest of local members of the CPA at a buffet supper at Hotel Emery. Circus exhibits in Oil City July 3 and in Pittsburgh July 6.

W. P. (FAT) ANDERSON stopped in Cincinnati last week and visited *The Billboard* en route from Chicago to his home in Kentucky. Says that he will not troupe with any of the big tops this season, but expects to have something at the Island in Cleveland in June.

PERCY B. KAPER, of Chambersburg, Pa., writes that he can do circus agents who are thinking of making that territory some good in regard to lot and license. He is an old-time trouper, have—
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Dressing Room Gossip

AL G. BARNES—Stockton, Calif., was the scene of several visitors, as well as the home of Don Cash, of the team Cash and Carry. Altho Don has been trouping for many years, this is the first time that he has ever shown his home town, the town where he was born and where his mother lives. He was a busy boy greeting boyhood friends, many that he had not seen since he was a child. It was at Stockton, too, that Fred Ledgett was visited by a cousin of his that he had not seen in years. Bert Nelson also came in for a visit here when his brother, with his wife and daughter, came to see him.

Pat and Bill Kling, who have been in clown alley the last four years, returned to Los Angeles, their home. It was unfortunate that just before they left for home that Pat should have two ribs broken in the clown prize fight.

Arthur Burson, who has been in the circus business for more years than he will always admit but who seems to be as spry as ever, was happy in the visit at Fresno of his two sisters. Dolly Jacobs has a first cousin in Oakland that she is always glad to see. Milt Taylor was busy with the castor oil when one of his "quints" became sick. Milt's "magic" will, no doubt, do the trick.

Eddie Woekener and his circus jazz band sure gets the applause in his daily concerts. It has been years since Eddie has been out in this country. He is certainly putting pep in his work. He has only one man, Dallas Davis, who was in the band over here last year.

**Barnes Business
Good on the Coast**

OAKLAND, Calif., May 9.—After the four-day engagement at San Francisco the Al G. Barnes Circus turned toward the San Joaquin Valley. Stockton came thru with splended business. The Clark Carnival was showing Stockton and the lots were close. Clark and his staff took in the afternoon performance. Fresno was reached in good time. The
(See BARNES BUSINESS on page 57)

Showmanship

Good showmen get crowds! So do bright lights! You get brilliant, flickerless lights with Universal Light Plants because they deliver full electrical capacity with less effort. Models handle from 10 to 5,000 bulbs. They're economical to own and operate. Preferred by America's showmen.

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In all lines, preferably Animal Acts. Pay your wires; I pay mine.
ATTERBURY BROS. CIRCUS,
Lancaster, May 14; Prairie du Chien, 15; Boscobel, 16; all Wisconsin.

WANTED Experienced Elephant Man. Year-clean. Marlon Graves wire. E. E. COLEMAN, 1837 Revenwood Avenue, Dayton, O.

The Corral

By ROWDY WADDY

SEVERAL of the organized traveling outfits are arranging to actually work contests with purses at some of their stands this year.

RELATIVE to the death of W. M. Laird (Booger Red Jr.)—announcement in the Final Curtain columns—he was given a military funeral, with members of the Blackstone Post, American Legion, Fort Worth, as pallbearers.

THE MIDWEST RODEO ASSOCIATION, formed by Francis W. Donnell, Robert Negel and Lawrence L. Loomis in Michigan, has moved its headquarters to California. This organization was formerly associated with George Hubert, well-known rodeo figure in Detroit.

SOME TIME AGO Jack Knight was included in the list of execs in connection with the recent rodeo at Cleveland. Instead Knight remained with Milt Hinkle at St. Louis and Des Moines shows and says for the rest of the season.

FOR THE first time in several years a night grand-stand show will be given at the New York State Fair, Syracuse. 'Twas announced last week that Col. Jim Eskew had been engaged to stage his show there and to furnish 100 head of stock and 50 people, also a 10-piece Indian band.

PAWNEE BILL'S RODEO has arranged as the entertaining feature of the International Petroleum Exposition in Tulsa, Okla., May 16-23, with the major events contest, and the contract performers include Vaughn Kreig, Ruth Roach, Rose Smith, Louis Tindall, Johnnie Farthing, Jazbo Fulkerson and Don and Gene McLaughlin. Fog-Horn Clancy has been directing the publicity.

BARKER, Tex.—On the opening day of the 17th annual two-day rodeo on the E. H. Marks Ranch, 5,000 pounds of barbecue was made ready to serve, with a ball as the close of the affair. Included among contestants and performers were Jess Perkins, roper; Ira Wood, Dillie, roper; Eddie Cameron, steer wrestler, bronk and bull rider; Clinton Booth, bulldogger; Emmett Phelps, clown, and many others.

RESULTS OF Kingsburg American Legion one-day rodeo, Sanger, Calif.: Approximate attendance, 1,500. Bronk Riding—Lee Farris (120 RAA points), Alvin Gordon (60), Clay Carr (60). Steer Riding—Smoky Snyder (71), Lee Farris (43), Al Hayes (29). Bareback Bronk—Smoky Snyder (75), Pete Travis (45), Canada Kid (30). Calf Roping—Clay Carr (90), Holloway Grace (54), Oscar Warren (36). Steer Wrestling—Alvin Gordon (58), Clay

Carr (32), Oscar Warren (21). Single Roping—Emmett Gill (175), Holloway Grace (105), Howard Brown (70).

PRESCOTT, Ariz., is industriously preparing for this year's Prescott Frontier Days, July 2-5, which city lays claim to having had the first awarding of a medal at cowboy sports contests in 1888; the medal now in the hands of the present management. Many meritorious points are outstanding relative to the Prescott Frontier Days. Among them a list of very interesting contests, with 12 major events daily; contestants win only thru their merits gained in the arena, courteous treatment extended by citizens to tourists and other out-of-town people there for the big event, and many productions of affiliated entertainment toward providing a continuous run of entertainment. Grace M. Sparkes is the energetic secretary and Mike Stuart is again the arena director this year.

RESULTS OF Las Vegas (Nev.) Horsemen's Association Rodeo: Approximate attendance, 8,000. Bronk Riding: First Day—Floyd Stillings (59 RAA points), Ken Hargis (35), Bill Edmo (24). Second Day—Sam Fancher (59), Floyd Stillings (35), Clay Carr (24). Finals—Floyd Stillings (118), Bill Edmo (71), Ken Hargis (47). Calf Roping: First Day—Carl Sheppard (53), Cecil Owsley (32), Bill Edmo (21). Second Day—Skeet Bowman (53), Holloway Grace (32), Bill Edmo (21). Finals—Bill Edmo (105), Carl Sheppard (63), James Kinney (42). Steer Wrestling: First Day—Holloway Grace (38), Dave Campbell (23), Earvin Collins (15). Second Day—Everett Bowman (38), Dave Campbell (23), Canada Kid (15). Finals—Dave Campbell (75), Everett Bowman (45), Holloway Grace (30). Team Roping: First Day—Jerry Littrell (25), Howard Westfall (25), Jerry Littrell (15), John Traylor (15), Willie Clay (10), Emmett Gill (10). Second Day—Everett Bowman (25), Clay Carr (25), Cecil Owsley (15), Shorty Lovelady (15), John Fancher (10), Charles Fancher (10). Finals—Jerry Littrell (50), Howard Westfall (50), John Fancher (30), John Traylor (20).

CALGARY, Alta.—The prize list of the Calgary Stampede, just off the press, shows \$10,125 for the Stampede and Stampede Parade events, and championship trophies to the value of \$900. In bronk riding \$1,700 is offered, in addition to \$825 for Canadian bronk riding, \$495 for bareback bronk riding and \$70 for consolation. Top money in the open bronk riding with saddle is \$700. In calf roping \$1,500 is offered for the open calf-roping contest, with \$600 additional for Canadian calf ropers. Top money for open calf roping is \$600. In steer decorating \$830 is offered, the first money being \$200. For the chuckwagon events, \$2,106. Included in the prize list this year is a total of \$350 in cash and \$100 in specials for two competitions for cowboys appearing in best and most colorful cowboy attire. A new feature has been added to give cowboys an opportunity to demonstrate their ability at cowboy yells. Preliminaries in this will be conducted each of the first four evenings, the finals on Friday evening in front of the grand stand.

HOLLYWOOD—Buck Moulton's "Pick-ups"—Competition in the bareback riding at Saugus was strong. Fox O'Callahan and Bob Folkerson split first and second; Eddie Woods, third. Knight seems to be a lucky name—Harry first in the bronk riding; Doff Aber, second; Pete Knight, third; Eddie Woods, fourth. Monty Montana, Dick Griffith and Eddie Gulick trick riding at Paul Hill Rodeo, formerly Hoot Gibson's, at Saugus. . . . One of the most spectacular falls ever seen was made by George Williams with his horse, Goldie, on the Dick Foran picture at Warner Bros. . . . Unusual accident befell Mrs. Lupe Willingham when her horse stumbled and fell over a cliff breaking her neck. Doctors say she will recover. . . . Look out for Dogwater Slim, a new bulldogger on the Coast; pretty fast. . . . The cowgirl trick riders at Saugus were Paris Williams, Hazel McCart and Mabel Strickland. . . . One of the thrills at Las Vegas, Nev., was the bulldogging, Everett Bowman laying his ox in eight seconds. . . . Nellie Walker will be out of circulation for a short time, having been injured in an auto accident, breaking her nose and being badly bruised. . . . Sam Garrett was featured trick roping and trick riding at Las Vegas, Nev. Sam still knows how to make 'em like it. . . . At Las Vegas, Bill Edmo roped

two calves in 17 3/5 seconds each. . . . You bronk stompers want to watch out for Harry Lobe—he's a comer and is going to be hard to follow. . . . Some oldtimers with the Ken Maynard Wild West: Silver Tip and Mabel Baker, Rose Henderson, Buck Bucko and Nora Goodrich.

Barnes Visits Harry Cancie

CHICAGO, May 9.—While the Cole Bros.-Clyde Beatty Circus was playing the Stadium Harold Barnes, talented young wire walker, and his father paid a visit to the home of Harry Cancie, former showman and now connected with a large candy company. In conversation it was discovered that young Harold's father had worked for Cancie in 1910 when Cancie had a minstrel show on the road. They had a great time looking over old bills and programs and talking over old times. The three also visited the Brookfield Zoo, where young Harold had a wonderful time identifying the various species of monkeys.

When Harold returned to the Stadium he took with him as a gift from Cancie a "bull hook," made of aluminum metal and wild cherry wood, used in 1908-'09 with Powers' elephants at the Hippodrome in New York.

MAYNARD OFFERING

(Continued from page 34)

Valee, Harry Mahler, Alice Mahler, Steve Clemento, Buff Jones, Johnny Judde, Bart Kennealy. For the finish of Maynard's act he made an eight-horse catch. Pina troupe, 11 in act, pyramids and tumbling. Maynard's elephants, worked by Anna Veldt and Joe Metcalfe. Cowboys and cowgirls, trick riding. Charley Austin's steer jumping over automobile received a big hand.

Maynard's demonstration of fine marksmanship. Jallisco troupe of 10 men and women, Risley, tumbling, teeterboard to chair catch and marvelous catch from teeterboard to feet of man reclining on ground. A splendid act. Menage, the riders, Betty Roth, Vera McGuiness, Bonnie Gray, Hazel McCarthy, Mabel Baker, Guinevere Henry, Alice Mahler, Jean Phillips, Paris Williams, Claire O'Neil. Picturesque revival of historical Pony Express. Full-blooded Sioux, Cheyenne, Arapaho, Zuni and Apache Indians in tribal ceremonies and war dances. Agee, presenting Maynard's spot and palomino horses, Liberty rotation number.

Bucking horses ridden by Maynard's cowboys. A fine exhibition. Buffalo hunt—herd of buffalo and Indians. Revival of the stagecoach holdup by Mexican Vaqueros from old Mexico. Superb riding, roping and knife throwing. Pageant, a page of history of the Old West, the Battle of Wounded Knee, with special scenic and light effects, song and instrumental numbers, etc. A feature is Charles Redrick's band, 45-minute concert preceding each performance.

The Side Show. Fine setup, pit style, all new banner line; Arthur (Doc) Collins, manager; on ticket boxes, Frank Stevenson, F. Jacobs, "Frenchy" French, J. Jorgensen, Arthur Windecker; inside lecturer and Punch and Judy; Yellow Barnet, boss of canvas; Jim Mooney, Tall Hamer and Tom Hagar. Band, Slim Austin, director; Frank Turner, Lloyd Mitchell, H. McNeal, trumpets; Fat Wallace, E. Jones, trombones; A. Jefferson, Ben Wilson, clarinet and sax; Charley Johnson, traps; comics, Daybreak and Sparky; Gladys and Francis, colored entertainers; Jolly Jacobs, magic; Toni, "tiniest" of human race; Oscar, gorilla; Mme. Mona, illusionist; Major John, kangaroo boy; Ada Mae, reptiles; Al Barker's talking dog; Ada Baine, mentalist; Ethel Greer, fat woman. Annex, Fif, sheep-headed girl, presented by Chuck Gammon. Show had very good business.

The staff and other personnel will be published in next week's issue.

CHARLIE LEWIS, clown, who has been working night spots of late in Pittsburgh territory, has gone to Philadelphia with his wife and mother-in-law to file a claim for a share of a valuable estate there.

Dexter Fellows (CSCCA) Tent Tattles

By FRED PITZER

NEW YORK, May 9.—Our members are in receipt of their courtesy cards from the Blackstone in Chicago. We extend our thanks to Assistant Manager Thomas Burns. . . . Chalmers Pancoast stopped in—he is now in charge of promotion for the Hotel Gramatan in Bronxville and also serving as treasurer for the second annual convention of Patriotic Societies. The committee in charge is planning a military and Indian pageant.

I have received two clown hats that were worn by the famous clown John Lowlow, who was with the John Robinson show for so many years. My thanks to A. C. J. Mason for his thoughtfulness and generosity in sending these along.

A meeting of the executive committee was held May 4 at which Prexy Sarg outlined the plans arrived at with Samuel Gumpertz's co-operation for the Old Troupers' Home. Mr. Gumpertz gave a sketch of the property and indicated his ideas of how the circus settlement should be carried out. As a result of this conference Mr. Kilborn is busily engaged writing a 25-page prospectus. An architect will be employed to map out the exterior of the commissary department as well as the individual bungalows. Mr. Gumpertz informed the committee that he pledges himself to build 20 or 30 bungalows—God bless him for that! . . . The Chicago Tent will be asked to share the expense of this prospectus. It looks now as tho we were getting somewhere.

George M. Cohan is writing a song to be dedicated to the Players' Club as its anthem. . . . Next week we will tell you all about the initiation of Fall Guy Grantland Rice. . . . Arvid Paulson, one of our earliest members, who recently was featured on WABC in King Lumberjack, has just had word from Sweden that the play *The Bishop Misbehaves*, which had a long New York run, is to be produced there on his recommendation. It was thru Paulson's efforts, incidentally, that Eugene O'Neill was introduced to the theater in Scandinavia.

Harry Baugh postcards from somewhere on the road: "Coming your way soon. Out with the best circus on the road—Kay Bros. Looks like a million with all new canvas and a beautiful set of trucks and housecars. One more week in Pennsylvania and then into New York State. Have had cold weather and some rain, but show has done business and is giving satisfaction. Best regards to all my CSCCA friends."

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COWBOY
Hats Boots
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Latest Western Styles
Money Saving Prices!
EVERYTHING PREPAID
NEW models and big values in cowboy hats, boots, shirts and muffers shown in full colors in new catalog. Popular brands. Low prices. Largest stock in the West. Money-back guarantee.
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Thousands of dollars in Cash Prizes. Hundreds of dollars in Special Prizes.
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Wild, Rough, Fast and Furlous.
JULY 2, 3, 4, 5
STAY, COWBOY! WE TURN 'EM OUT WILD!
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This is a mad-riding, feature frontier attraction that always plays to capacity business. Write immediately for few available open dates.

NATIONAL RODEO, Inc., 11 W. 42d St., New York City, N. Y.

EARLY OPENINGS TAKE RISE

Start Better In Eastwood

Opener shows increase in Detroit—more individual concessioners in evidence

DETROIT, May 9.—Opening business in all departments of Eastwood Amusement Park showed increase over 1935, said President and General Manager Henry Wagner. It is again being operated by Eastwood Park Company, headed by Mr. Wagner, and with Max B. Kerner secretary-treasurer. More concessions this season are being operated by individuals than by the park company. Of the former operating companies, McLain Roller Rink Company and Novelty Amusement Corporation have been dissolved.

General staff includes: Harry Stahl, superintendent; Ted Clower, carpenter; Walter Numer, electrician; Barney Repp, chief of police; Clarence Rapp, Bill Moke, assistants; Frank Gildenstein, gardener, with two assistants; Al Davis, scenic artist; W. C. Jahn, maintenance man.

Roster of Concessions

Concessions operated by the park include: Skee-Ball Alleys, Bob Farly, manager; Ed Cedras, Happy Atwood, Jungle Show, Elmer Renaud, manager; Happy Atwood, bally. Ball game, A. Baker, manager; E. Bearn. Coney Rac.

(See **START BETTER** on page 40)

Opening Is Good in Mobile

MOBILE, Ala., May 9.—Grand View Park opened with more than 10,000 attendance on May 8. Novelty water stunts and two new rides added to opening attractions. More lockers have been put in the bathing pavilion. Band concerts are announced. Parking space has been increased for more than 2,500 cars. Manager E. H. Walsh predicts a record season.

Acts Open at Winnepesaukah

CHATTANOOGA, Tenn., May 9.—Lake Winnepesaukah drew heavily at opening of its 12th season last Sunday. In the afternoon Floyd Wright and Louise Lovett, roller-skating act, appeared in the Casino. Walter Lauter, one-legged swimmer, and T. N. Tucker, diver, appeared in aquatic stunts. It being Red-Head Day at the pool, all genuine red-heads were allowed free swims. Under ownership of Mrs. Minette Dixon, the spot has been improved for the season. Attractions include swimming, boating, fishing, Shoot-the-Chutes, Skee-Ball, handball, shooting gallery, African dip and skating.

Thunderbolt in Savin Rock Dealt \$15,000 Fire Damage

WEST HAVEN, Conn., May 9.—The Thunderbolt ride in Savin Rock Park was partially destroyed by fire on May 3, with damage estimated at \$15,000. The blaze, attributed to a short circuit, razed two buildings in immediate vicinity of the Thunderbolt, ruined three motors valued at \$2,000 and threatened trestle work of the Coaster. Firemen had the blaze under control in two hours. Flames were said to have mounted 200 feet into the air.

DETROIT—C. A. Shepard, who has operated refreshment and restaurant concession in Walled Lake (Mich.) Park many years, was stricken with a heart attack in the park on May 4. He recently returned with Mrs. Shepard from a 17,000-mile auto trip and reported coming thru a hurricane in Florida, quake in California and standstill in New Mexico.



OREST J. DEVANY, who has returned to Dreamland Park, Newark, N. J., which was founded by him about 12 years ago, he having since been in numerous other spots in various capacities. He will operate Dreamland's Stadium, seating more than 20,000, and present circus layouts of 20 acts, with weekly changes in bills, 5-cent admission to prevail.

Last Chance In Risk Plan

Prompt action is urged by Campbell—returns are declared to be gratifying

CHICAGO, May 9.—In a recent interview John Logan Campbell, Baltimore, said: "Interest has become so keen in the new NAAPPB public liability insurance plan as to necessitate prompt action on the part of all operators of amusement parks, piers, pools and beaches and their concessions if they wish to come under the plan this year. Quite naturally, inspections are going to be required where insurance has not been carried in 1935 in some leading carrier. Results to date

(See **LAST CHANCE** on page 40)

Few Bathers Renting Swim Suits; Nearly All Are Buying Their Own

FROM NAAPPB, BULLETIN

Rental of bathing suits by pools and beaches for many years was an appreciable source of revenue, particularly in the days when personally owned beach gear was relatively scarce and when all suits practically looked the same. In recent years, however, especially with the dawn of style-consciousness in bathing suits, a profound change has come about, to such an extent that it has been estimated suit rentals have fallen off some 50 per cent or more between 1925 and 1935. This is true despite a very heavy increase in the actual per capita patronage of swimming centers.

A survey recently completed reveals that this condition obtains not only in and around metropolitan New York but thruout the country as well. While a few pool managers were prone to wince at any loss of revenue, many more seemed to be well satisfied at getting rid of a situation that was proving to be more of a headache than a source of profit.

A significant feature of the reports is that drop in rentals was more pronounced in the case of women patrons than among men, undoubtedly true because of the very strong emphasis placed on fashion in women's beach wear. Manufacturers of men's bathing suits

Facts About 1936

By R. HUSTLING HAYNES

Pub. Director, Park Island, Orion, Mich.

As buds peep forth at the approach of warmer weather, the usual number of theories are advanced by different hopeful park men as to just why the approaching summer should show an improvement over the past year or years.

This time, however, let us cast theory to the four winds and come out with some substantial facts. Practically the entire country has endured one of the most rigorous winters in the history of the present generation. This long-enforced confinement to the indoors of a naturally outdoor-loving people will undoubtedly bring about a tremendous reaction when warm weather finally sets in.

Then the drastic reduction in train fare, only recently approved for all roads by the Interstate Commerce Commission, will mean a great boon to resorts in increased rail travel and more reasonable way for large crowds to come in a body.

Again, don't forget that the veterans' bonus will find amusement centers getting their share of those extra millions in circulation. Take these facts and add to them the usual optimistic outlook of a new season and I think it will be found that park men really have something to point at this year.

Gwynn Oak, Balto., Changes Ownership

NEW YORK, May 9.—Gwynn Oak Park, nearly half a century old, has been leased for 10 years by Gwynn Oak Park, Inc., from United Railway Company.

Lessees, who have the privilege of purchase during the period, are Arthur P. Price, president, and James L. Whittle, treasurer, co-managers. Both are leading business men in Baltimore, with Mr. Whittle an owner of picture houses and operator of Lakewood outdoor pool. They announced the lease on a business trip here this week.

Park is a 67-acre stretch with a nine-acre lake. Opening is scheduled for May 23.

DETROIT—Velodrome Gardens here will open about June 15, operated by Richard Roose, and offering a bicycle track as special attraction. Track also is used for an open-air roller rink and for dancing.

Edgewater's Bow Triples

Initial biz of spot in Detroit soars despite weather—prospects promising

DETROIT, May 9.—Edgewater Park, only amusement park within city limits, opening on May 2, had initial business almost triple that of a year ago despite cool weather.

"Prospects are excellent for better business, based on our opening," predicted Manager Paul Heinze, "there being more money in circulation and the employment situation considerably improved, in automotive and other factories. We built up this extra business this year with no more advertising for the opening than we used last year."

A new attraction is Movies Under the Skies, Inc., an outdoor theater using 16 mm. films with 10-cent admission, in charge of B. C. Fassio. A Darto game has been erected on the midway by Paul Barr and Harry Green. Redecorating, painting and remodeling has been completed.

A new type of game in the park is Jack Cahill's Shoot-the-Bull, in the Arcade. Edgewater is going in for picnics on a bigger scale, Mr. Heinze said. New tables and benches are on the picnic grounds.

Will Have Free Acts

Free acts will be used as soon as weather permits. Fireworks will be used on Decoration Day and probably for (See **EDGEWATER'S** on page 40)

Columbia Starting On Big Revamp Job

NEW YORK, May 9.—Columbia Park, North Bergen, N. J., under new management headed by D. G. Hertz, will be rebuilt under supervision of Harry C. Baker, of Harry C. Baker Enterprises.

Buildings, concessions and rides are undergoing the Baker revamp in line with management's plan to have the spot celebrate a comeback after hanging up a record as one of the leading pre-depress playgrounds in the East.

Prospectus also calls for non-conflict in rides and stands, everything being limited to one of a kind. Lighting effects, landscaping and general beautification are part of the new scheme.

GALVESTON, Tex.—Forty new buildings were started on the beach here to accommodate overflow crowds that have started to come in.



HARRY M. RESNICK, widely known publicity man and former press executive for Atlantic City, details of whose death on May 4 are in the *Final Curtain* in this issue of *The Billboard*.

The Pool Whirl

By NAT A. TOR

(All communications to Nat A. Tor, care of New York Office, The Billboard.)

Last Call for Divers

This week offers the last opportunity of entering the world's high-diving championship in Pallsades Amusement Park, Jersey side of the Hudson, starting on Decoration Day. If you have already received your entry blank but have yet to send it back this week is the last chance you have to do so. If you contemplate competing but still haven't requested the blank this week is your final crack to grab the \$1,000 in prizes. If you don't send in your blank within the next seven days you will have to be satisfied with reading about or seeing the first world's high diver selected.

All arrangements have been completed.

and word has come on arrival dates of out-of-town divers. Sol Solomon expects to arrive in New York from Miami on May 27. Kenneth Blake, Chicago, wired he would be in Gotham on May 15. Harald Arias, Berlin, is scheduled to arrive on the S. S. Bremen a few days prior to the competition.

Two tanks will be used, with three ladders so arranged at different distances from the tanks as to give each diver the best possible break. Competition will be in an open-air amphitheater. Newsreels will be on hand to record this, the first world's championship high-diving tourney. And whoever wins, he or she will be crowned world's champion in most fitting fashion.

Emile Lights 'Em Up

News of one of the most novel effects for indoor and outdoor swimming pools has reached my desk. And I am most thankful for its arrival. Imagine a group of beautiful gals lined up at the side of your tank and then imagine the effect if when you turned off all the lights the heads of these damsels radiated different colors. 'Twould be a picturesque sight, eh?

Well, daydream a little more and picture these beauties jumping into the pool, swimming about with various colored lights shining from their heads. But it's not just a daydream or a game of imagining, for Emile, popular hair-dresser of Rockefeller Center, New York, writes that he has perfected a hair-glow idea with Alex Strobl, originator of internationally known theatrical effects, that can do just that at pools. By treating the hair of girls Emile can have that hair throw off different colors of light in the dark. No radium is used but the same effect is achieved, and the beauty of it is that the colors will shine in water, too, without any harm either to girl's scalp or hair or pool's water.

It sounds like a swell idea to me. And it most certainly would make a marvelous effect for a pool man who wants to stage a water carnival offering something a little different.

Catchy Car Card

Usually around this time of year I get a bunch of car cards and sample three and 24 sheets to be used by parks and pools. Most of the spots seem to be using the same posters they had last season, and some are even using stock for the third and fourth successive season. It can readily be seen that it is most advisable to use new copy each season, but I realize that for some pools that seems too expensive. Still I think that in the long run the little expense one may have in getting a new line of cards and posters, even tho there may be some still left over from previous years, is well worth the effect of "newness" that it creates. The most attractive car card I've seen will be used by Len Schloss' Glen Echo Park and pool, Washington, D. C. It's a pip! Has everything that should be in a car card and still not too much—if you get what I mean.

DOTS AND DASHES—Mack Rose, who runs Riverside and Jerome Cascades, New York City, back in town after a sojourn in Washington looking fitter than ever. . . . Martin Stern certainly has big doin's planned for National Swim-for-Health Week, June 22-28. Joe Church says he has constructed more handball courts at his Farragut outdoor pool, Brooklyn, N. Y., and if Joe puts many more there his place will look like a second Manhattan Beach. . . . Carl Hoff, NBC band leader, writes from the West Coast in praise of Bimini Pool there, in which he says he swims daily.

Indianapolis Broad Ripple Goes to Amusement Concern

INDIANAPOLIS, May 9.—Broad Ripple Park has been leased by Hubbs Amusements, Inc.

William B. Hubbs, president and general manager, said pay gate will be eliminated and a new policy of amusements inaugurated.

FITCHBURG, Mass.—Robert S. Lufkin, proprietor of Rose Garden restaurant and refreshment stand on Lake Whalom, will feature name bands on his roof garden. Indications are for a banner year in Whalom Park, opening on May 23. Dance hall will again be managed by Forrest Abbott. Park is being renovated.

G E O R G E

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Steel Pier Opera in Start Of 9th Season in English

ATLANTIC CITY, May 9.—Jules Falk, director of Steel Pier Opera Company, announced a summer season of 24 performances of grand opera in English, beginning on June 27. Now in its ninth consecutive year, the pier opera is drawing large crowds and fills out Steel Pier's motto: "From Circus to Opera." Roster includes artists from the Metropolitan Opera Association and foremost opera houses of Europe. Henri Elkan will conduct, Stuart Ross is assistant conductor and Louis Angeloty concertmaster.

Director Falk this week gathered considerable publicity for the pier by sending letters to civic associations and business interests, calling attention to a natural attraction—apple blossoms along pike—heretofore unpublicized, as item to draw visitors. Newspapers and civic clubs took it up and city press headquarters started releases. Movement is on to make this an annual spring offering.

Park Amusements Over Pond Keeping Up, Traver Writes

PITTSBURGH, May 9. — Harry G. Traver, Beaver Falls, Pa., now in Europe, declares in a letter to A. B. McSwigan, president of Kennywood Park here, that park amusements in Europe are still being operated with substantial profits.

"I have sold some equipment in England, where prosperity has completely turned the corner, and built a lot of equipment at the Brussels Exposition last summer. I am now working on the Paris Exposition for 1937," he writes, in part.

"I am also associated with Leonard Thompson, of Pleasure Beach, Blackpool, Eng. Last year his business came up about to the same figures as during any of his best years. I live in Brussels with my wife and four children. The kids go to a fine American school in Brussels. I am now commuting between Brussels and Paris, where I have an office. I expect to return to America." He has been in Europe nearly two years.

Deibel Will Entertain Kids

YOUNGSTOWN, O., May 9.—Idora Park will open the season on May 16, when Sammy Kaye's Cleveland band will be in the pavilion. Midway will operate and there will be fireworks. A new ride is the Loop-o-Plane. There will be entertainment every two weeks of children of a fresh air camp and crippled children as guests of Manager Charles Deibel.

New Company Starts in Ark.

LITTLE ROCK, Ark., May 9.—Pine Crest Memorial Park, 12 miles west of here, has been sold to Mrs. Annabel Born and N. B. Goatcher, latter affiliated with park's operation since 1928 and now to take active management of the amusement center. Mrs. Born is president and Mr. Goatcher secretary of the operating company. All concessions will remain in same hands. A singing chimes tower is to be installed. Park, 229 acres, was built in 1928 under direction of A. P. Harris and H. A. Born.

START BETTER

(Continued from page 38)

er, Chan Hartwell, manager; Watson Dixon, Cyril Wagner.

Concessions individually leased; Harry Stahl, ball games; William (Lucky) Gill, manager; Jack Horsefield, Jim McKeon, Ben Moss, operator of Hilo; Joe Moss, manager; Dave Litwin, Dave Yovis, Harry Rubin, Lloyd Kennedy. Doc Bob Cooney, weight scales. William Beasley, three sportlands, Kyle Minchington, manager, with staff of five. Lew and Harry Wish, cat rack; Benny Bernard, Ted (Whistling) Davis, Blower, Bob Sugar, Al Wish, Marshall Ferguson. Balloon darts, George Wish, Clark Gable. Pitch-Till-You-Win, Joe Hamph, Frankie Kay. String game, Mopie and Eddie. Roly-Poly, Ben Simz, Bill Ferguson, Jackie Maxwell, George H. Brown, lessee, Shirley Temple store; John Kerrigan. Herbert A. Pence, lessee, grocery store; Charles Darrach. R. W. Brown, dog store; Max Ambrose, manager.

Show Boat, the remodeled Coliseum, with new attractions, is operated by the park with this staff: Louis Mylls, manager; Ed Ford, ticket seller; Amos Stephenson, ticket taker; Slim Wilcox, clown; Dad Lovejoy, whirl; Earl Buchel, mixer; Melvin Nies, bicycles; Ed Franks, revolving barrel; Ed Hiteman, air compressor; Mrs. M. Bates, checkroom; Jim Bennett, relief.

Company Has Rides

All rides are operated by Eastwood Coaster Company, Rilla McLain, president; Charles Rosenzweig, secretary and treasurer; Charles Layton, vice-president.

Roster for rides; Harry Dunnin, assistant manager; Steve Dwojak, utility; Walter Noonan, electrician; Myrtle Jennings, office manager. Coaster, Frank LaRouche, manager and carpenter; Wilbur Spence, brakeman; Robert Buckley, ticket taker; Leslie Wetherell, ticket seller; Mrs. Emma Aulwes, Gladys Gais, cashiers; Charles Buchwalter, brakeman; Leo Poullot, G. M. Blumberg, as-

sistants. Dodgem, Howard Bernhardt, manager; Morris Taxl, Louis McCormick, Jim Sizemore, helpers; Mike West, ticket seller; Mildred Dugan, cashier. Airplanes, Martin Froman, manager; Clarence Johnson, cashier. Tumble Bug, Marlow Wise, manager; Arthur Aulwes, ticket seller; Allene Williams, cashier. Whip, John Stevenson, manager; Clark Getty, cashier; Ralph Hefner, ticket seller. Carousel, Angello Carafelly, manager; Maud Busted, cashier; Joe Megdall, assistant manager; Clarence Rapp and Harold Berg. Kiddie rides, James Rapp, manager. Ferris Wheel, James Helms, manager; Frank Anderson, cashier. Miniature Railway, William Wasler, manager; John Bonar, ticket seller.

Night Club Policy

Cocoon Palms Beer Garden is again managed by Ted Lipsitz. Night club policy has been adopted with a chorus of 12 girls, presentation style of entertainment being offered with Scott Humbert in charge of show. Art Mooney's Orchestra is playing, with Jack Russell as emcee. Five acts are used, with weekly changes. Show runs 50 minutes. Chorus includes Dona Dean, Mildred Day, Dorothy Arnold, Billie Beck, Ann Reeves, Clara Arliss, Dorothy Cline, Zelma Ross, Delores Snow, Billie Monahan, Honey Hayward and Nancy Lewis.

Eastwood Ballroom has been somewhat remodeled and a new electric organ has been installed. Staff includes George S. Hedden, manager; William B. Harrison, floor manager; Joe Gardello, radio; Joe Buchette, wardrobe; Mamie Kutzen, cashier; Murrell Everston, floorman; C. Dewstow, Kay Dodds, M. Rowe, B. Langlois, C. Hoffman, checkroom; Charles Lewis, porter; Mrs. Charles Lewis, maid. Paul Waltz's Orchestra is playing its first appearance in this ballroom with Paul Waltz, Tony Guarino, Eddie Arnold, Bert Sagy, Don Grattan, Lee Frazier, Pat McCullough, Bill Henderson, Frank Warren, Frank Gilboe and Jack Girard.

EDGEWATER'S

(Continued from page 38)

other special events, but a novelty may be used to replace weekly fireworks schedule of recent seasons. A cooking school and week's exhibit of home appliances in the ballroom in 1935 proved so successful it may be repeated this season. Ballroom will be operated directly by park management, with opening date May 29 and Floyd Snyder's Orchestra engaged.

Mr. Heinze is general manager for the 9th season. General staff includes Mrs. Edna McNab, bookkeeper; Mrs. Ella Bosworth, cashier; Alec McNab, chief of police; S. Pollino, policeman; Harry Brown, ride superintendent; Wallace Meyer, superintendent of grounds; Ben McNab, promotions and picnics; Lester Johnson, advertising and sound car; Melvin Chronister, parking field; George McKee, electrician; Paul Earr, mechanic; H. Schoenhals, E. Wrightson, J. Reamo, Robert Craig, F. W. Wells, E. Amtaga, Lester Parker, Sam Pollino, G. Schack, maintenance crew.

All rides and shows are operated directly by park management except Miniature Railway and the Aeroplane ride. Staff: Coaster, M. Barr, head brakeman; C. Kalis, A. Bruder, J. Wheeler, M. Schmidt, Mrs. Ethel McMullan, Dodgem, E. Taylor, manager; Mrs. Eva Dehenke, cashier. Tumblebug, Harold Anthony, manager; Mrs. Gerry Dumas, cashier. Honeymoon Express, E. Wrightson, manager; Evelyn Vincent, cashier. Carousel, B. Clave, manager; Dorothy Vincent, cashier. House-That-Jack-Built, Roy Doherty, manager; Mrs. Irene Bounds, cashier. Lindy Loop, Max Bishop, manager; Charlotte, Aband, cashier. Aeroplanes, Fred Parker, manager; Mrs. Elizabeth Barr, cashier. Streets of Paris, S. Slobin, manager; Pauline Heinze, cashier. Caterpillar, Arthur Crave, manager. Shooting Gallery, Arnold Aband, manager. Skee-Ball Alley, Gene McMullan. Relief cashier, Mrs. Olive Vincent.

Shepard Is Concessioner

Refreshment concessions, except waffle stand, will be operated by C. A. Shepard, well-known concessioner, Walled Lake (Mich.) Park, for the first time. His son, R. N. Shepard, is in direct charge in the Detroit park, with this staff: Main stand, Marion Foltz, manager; Marie Olson, Al Dupuis; Edgewater Tavern, Bert Sharpley, manager; Camilla Johnson, Margaret Cote; pop-corn stand, Lydia Robinson. Stands in ballroom, arcade and on the midway will be opened by Decoration Day.

Paul Barr and Harry Green, who have hitherto operated independent conces-

sions here (Barr's ninth year), have formed a partnership and operate several concessions with this staff: Pitch-Till-You-Win, Mrs. Bertie Neuman, manager; Fishpond, Velma Schack; Sport Shop, Gerry Hoffman; Spill-the-Milk, Robert Barrington, manager; Carl Carlson; High-Striker, Bill Todd; Bubble Ball, Chris Thompson; Darto, Harry Green, manager; Maxine Campbell.

Other independent concessions are Penny Arcade, Rudolph Gatter, manager; Mrs. E. Edwards, cashier; K. Shionco, manager, three; H. Kitamura, Y. Hamano; waffles, John C. Davidson, lessee; Aline Davidson, John R. Russell; Knif Rack, Mrs. Hazel Kelly, lessee; Bobbie Buchanan; Jack Cahill, Walking Charley Eugene Wilson, manager; Shoot-the-Bull, Fred Linke, manager; Max Serling, weight scales; James Myre Jr., Duel Slide, Bertha Chapoton, manager; Burton Isaacs, Jack Jurma; Boxo Drop, Mrs. Leona James, Charles Morin, Wendy Isaacs; Huckley-Buck, Roman Witek; Clifford Grout, Miniature Railway; A. Pezesky, Dick Pezesky, engineers; Genevieve Grout, cashier; A. W. Grout, riding academy; C. Crinnion, aeroplanes; Donald Nolte.

LAST CHANCE

(Continued from page 38)

have been most gratifying and we are going way over the top."

When asked if Lauerman Brothers, Chicago, were definitely out of the picture, Mr. Campbell said: "Yes, negotiations have been definitely terminated with the Lauerman office and they will not co-operate with us."

There may, however, be some other Midwest representative announced shortly, as it is the aim of Mr. Campbell, who is sole agent, to handle the new public liability insurance plan as to give the best service to all concerned, he said.

If anyone who has sent in a questionnaire has not as yet had a reply, it must be remembered that this is a huge undertaking. Each questionnaire involves a tremendous amount of work, with the result that Mr. Campbell's office has been staggering under a heavy load. He declared all questionnaires would be handled and that all desirable coverage would be well taken care of unless application was delayed until the last minute.

FEW BATHERS

(Continued from page 38)

business at that resort, "from 1926 to 1930 averaged from 11 to 12 per cent of attendance, but from 1930 to 1935 this part of the business decreased steadily until it was only about 3 per cent of attendance in 1935." Ray Steck, manager of the beach at Lake Hellums, Enid, Okla., reported that "we now carry about half as many rental suits as were necessary between 1925 and 1930 and find the rental business falling off every year. And the sooner the better," he cries. Virtually every manager reporting stated that he was renting far fewer suits to women than to men patrons.

Viewpoints Are Varied

Reasons for the falling off, while customarily laid to the growth in popularity of styles and self-owned suits, are variously ascribed to other factors by some managers. So, too, is there a wide variation in the reaction toward the entire business of renting suits. Some managers feel that their necks will be freed from a galling yoke once rentals have ceased completely, while others are so situated that, as one manager (incidentally, the vice-president of a real estate holding corporation) said, "In recent years we have noticed a decided decline in bathing suit rentals, and I do not feel that any decline in revenue could possibly be considered a blessing in disguise."

The majority, however, seem to be just as well satisfied with the existing trend of conditions. "We would be very much pleased," said B. G. Brinkman, president of Fontaine Ferry Park, Louisville, Ky., "if patrons of our pool brought their own suits. Our investment in rentable bathing suits has been a source of worry and annoyance because we did not make an extra charge for the service."

(Continued next week)

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IN THE WHOLESALE
MERCHANDISE SECTION

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LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

American Recreational Equipment Association

By R. S. UZZELL

BELMONT PARK, Montreal.—The Canadian government, prudent as usual, is determined to balance its budget and is moving toward that desirable consummation. Only one small bank failed during all the depression. If only there were no duty, or a smaller one, a great deal more business would be attracted from the States. Our American bankers could well afford an excursion thru this country for study of such a remarkable banking system.

Outdoor amusements have a better outlook than last year. More industries have resumed and more men are employed, with the resultant increase of money in circulation. Dominion Park here will open at the usual time. All the rumors of converting it into a real estate development are false. It will be under same management as last year, with some new attractions.

Greeted by Snow

Rex D. Billings, in Belmont Park here, still manifests his usual spirit of co-operation with his neighbor and competitor. He sold them one of his attractions, removed to make room for another entirely new attraction in the park which he is piloting for his second year, with three new rides, several new attractions, an experienced management in the restaurant and modernistic scheme of five colors thruout the park and on the outside of entrance and fence. The place scored an increase last year over the previous one, and this year promises fine results. More picnics have been booked for 1936 than in all the previous existence of the park. Frank De Rice, the Canadian hot dog king, and the R. S. Uzzell Corporation are the only concessioners remaining of the original ones who started together in this beautiful spot on the river.

It will sound strange to many of our friends in the States to learn that a bank of snow about three feet high still lingers on either side of our Skooter building and this is May 5. A few warm days will finish it well in advance of the opening date. As usual, some of the best spectacular acts are booked from the States. Billings has further improved in health and is showing his old-time enthusiasm. The broad smile he wears was, we are sure, brought to him by his wife and young son, Barron, who joined him from Florida last week, where they have been since Rex left them there in February. William C. Uzzell drove Mrs. Billings and the boy from New York City, where she had landed the car by boat from Florida.

Beasley in Belmont

Frank L. Uzzell has just arrived to take charge of the installation of Skoota Boats and will remain to help William Uzzell start them off. He just left the work of installing at Rockaway Beach, N. Y., after tuning up Playland, Rye, N. Y., for the season.

Concessioner Beasley, who has 17 concessions at Toronto Exposition, has joined our happy family here. He is spending some real money and putting in an attractive place. Dayton, of Ottawa, is making over the restaurant. He knows his business. For two years he has had the largest eating place on the Quebec Exposition grounds.

This place can be classed as one more park that turned upward in 1935 and has gathered fine momentum for a good substantial advance this season over the 1935 record. Everything has been improved but the river, which could hardly be made more beautiful. The city has been awakened to the beauty of this park and is becoming picnic-conscious. The largest department store in the Dominion is planning a picnic. It had been importuned for several seasons, but never yielded until Billings and his staff, with a persistent appeal built on logic, broke down all resistance. Some of the largest and best industries of the city are now booked.

All of this helps us prove that it can be done and that the park business still has an appeal if only modernized to meet present-day demands. First make the place worthy of the support of the people; then tell them about it and go out to get them. Do not sit and wait for them to come. Modern park merchandising is the new order.

Playland, Rye, Gives Non-Showman a Break

NEW YORK, May 9.—Happiest man of the year is undoubtedly Harold Griffith, who is working as assistant to the director by appointment of Director Herbert F. O'Malley, of Playland, Rye. Griffith is in the non-showman class. O'Malley drafted him from a floor-scrapping crew. He's the second "assistant to director," the other being a veteran, Leonard Brown, who is in charge of attraction bookings and liaison officer on personnel. Griffith is aid on general park activities, with regular duties not clearly indicated as yet, altho he's been on the job for several weeks. Will probably be fitted in more definitely when park swings open for daily operation on May 16.

Atlantic City

By WILLIAM H. McMAHON

ATLANTIC CITY, May 9.—This is paint-up time and all principal beach-front amusement structures are re-sounding with hammer and saw. In the Inlet finishing touches are being put to new Tuna Clubhouse and its 11 docks for fishermen. Garden Pier is taking on a new appearance, as its operators are tearing down the entire center section, which in past years had a number of games and concessions, in an effort to take this spot out of the red.

At Steel Pier preparations are on to install a modernistic front. Additions are being made to Ocean Stadium, while lower deck of the pier is being considerably enlarged. Young's Million-Dollar Pier is getting a coat of paint and alterations to its interior. Collier exhibit broke out in new modernistic design and color this week.

Count Berni Vici brought his unit here for the week-end, with Joe Besser as usual stealing the show. . . . Gene Conrad taking a vacation here and hitting a couple of tunes meanwhile. . . . Frank and Milt Britton are bringing in their revue for a return engagement at Steel Pier this week-end. . . . Hardeen the Magician was down looking over likely summer spots. . . . Jack Pomeroy and Josephine Earl were down greeting old friends, and Pomeroy announced he will have another show in the resort in Ritz Gardens. . . . Lumber has arrived for redecking of the Boardwalk under a \$117,315.27 WPA project. . . . Total lineal feet to be laid is 16,905, varying in width from 12 to 60 feet.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Things nearing tip-top shape and amusementeer's bank accounts are being readied for real action. . . . Grover Whalen, new head of the World's Fair, expected to add needed touch of showmanship to preparations for the expo. Whalen, an old hand at fathoming the public fancies, is already set on doing things. . . . The auto racing around Island has been a long shot from making itself pay, it bids fair to be among the leading enterprises this year. Thousands of dollars have been invested in tracks all over the Island.

Tercentenary celebration, marking passing of third century since white persons first settled on Long Island, should be more of a pageant than anything else. First thought was that there might be a chance for the amusement troupe to gather a bit of gold, but it appears now that it'll be a historical event. As Harry Mohn says: "Everyone will be wearing an old-time costume."

Harry Hurlbert, Freeport, has plans to open a cabaret. . . . Jack Dempsey is rumored to be behind La Cabana, near Long Beach, this year. La Cabana, a roadside nightery, has never brought in the returns it should have and maybe the name of the ex-heavyweight champ will help. . . . Nat Berger reminds that Long Island's ambish to replace Hollywood as a cinema center has just about petered out. Hopes for the move first kindled when talk prevailed that movie studios were throwing off Hollywood because of high-tax situation.

ROCKAWAY BEACH: Nomination for the busiest and most undeterred amusement feller in the Rockaways, John Gordon, who rose from a taxi driver to one of the kingpins of the local biz. (See LONG ISLAND on page 45)

Coney Island, N. Y.

By LEONARD TRAUBE

Heads were bowed in sorrow at the death of the mother of Sam Wagner, pilot of World Circus Side Show. The funeral procession passed along Surf avenue, out Ocean parkway, and then the trek to the cemetery in Long Island. Show people paid her a silent, magnificent tribute as the casket car bore her to her eternal peace. Persons of all faiths became one as the funeral services were chanted, first at a Brooklyn chapel, then at a Coney Island synagogue, where orthodox services were held.

Jean Hallen, who operated a scale under the Cyclone on Surf avenue last season, now has a fine-looking cat game in the same location. B. B. Jones, her erstwhile assistant, will probably have a scale at the Fort Worth celebration this summer. . . . Discovered Tony Sarg hard at work on the architecture of his Streets of Paris, which is being constructed in Luna Park. Manager Charlie Miller and Salvatore Merando, refreshment chief, getting their chores done, along with Pool Manager Bill Lombard and chief electrician Dick Schramm.

. . . Messmore & Damon have two shows facing each other on the avenue, a torture attraction, resuming from last year in a new location, and a reproduction of Barnum's Museum. There's a peep idea for a bally in addition to a papier-mache elephant, in front of which hangs a sign which says that Jumbo, Barnum's famous pachyderm, was killed while trying to save Tom Thumb. This is a new version, the figment of someone's colossal imagination. . . . Freddie Meers is the only impresario who is open steadily these pre-season days at the Eden Musee. The others swing open at nights and week-ends. . . . Billy Jackson's Midget City, now in the throes of construction, has added a flock of little-people material. Lineup includes Ray and Elsie Schultz, Frankie Bers, Addie Franks, Frank Keenan, Lila Coutna, Leon Pollinsky and Ivan Taylor, a colored Lilliputian. . . . Syd Kahn, who introduced the Fascination game here in the Popper Building last season, has switched his place next to Faber's Sportland and has a corking modernistic front. . . . Peter Berryman, representative of Stanley Graham, the Dallas-Chi Fair-San Diego midget maestro, looked over the isle. . . . Julius Tolces (See CONEY ISLAND on page 44)

Flint Spot Reconditioned

FLINT, Mich., May 9.—Flint Park Refreshment Company, with all refreshment concessions in Flint Park, including beer garden, has installed three new kiddie rides and also has all game concessions, including Skee-Ball Alleys. L. L. Kerner, president and general manager, will be actively in charge. Sammy Kutzen is secretary and treasurer. Rllal McLain, Eastwood Park, Detroit, is vice-president. Much reconditioning has been done, using the brown and red motif of Eastwood Park.

HOUSTON — Contracts were signed here for 50 additional bathhouses to be erected immediately at Morgan's Point, a resort just out of the city.

Moxahala in Ohio Under New Pilots

COLUMBUS, O., May 9.—Moxahala Park, five miles from Zanesville, O., will be under new management, it was announced by George Anagnost, for seven years manager of Greystone Ballroom, Columbus.

Mr. Anagnost, with Walter Delscamp, Dayton, who has been in amusement business more than 18 years, has leased the park for the season from John Brooks & Company, Zanesville, and plans the addition of many new features. The old company will have no part in operation.

Policy includes free acts, picture shows, wrestling and many contests of interest to residents of the vicinity. Name bands will be featured, starting with Sidney Ten Eyck, "Doodlesocker" of Station WLW, Cincinnati, many years, as pre-season attraction on May 17. Mr. Delscamp, who owns the Roller Coaster at Moxahala, has been affiliated with successful promotions in Ohio, including Cleveland, Indian Lake, Buckeye Lake, and has headed the company operating the Greystone Ballroom in Cincinnati, Cleveland, Dayton and Columbus for years. Mr. Anagnost, who has been in Columbus seven years, has operated Carlin's Park, Baltimore, two years; Forest Park, Dayton, and other amusement enterprises.

A swimming pool, Roller Coaster, Arcade and beer garden, Little Eden, and construction of restaurant are features of the organization. Many picnic bookings have been signed.

Early Paris Season Cold

PARIS, May 2.—In Luna Park and Jardin d'Acclimation cold and rain cramped early-season business. American Park, Bordeaux, opened and is featuring a big dance hall and roller skating rink. In Tivoli Gardens, Copenhagen, as usual, big circus acts will be featured in the Danish park.

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This device was bought and installed by the following operators: Harry C. Baker, Memphis; Leonard B. Schloss, Washington, D. C.; Fred Pearce, Wald Lake; John McElwee, Dayton, O.; Joseph Drake, St. Joseph, Mich.; and Henry Gunther, Olympic Park, New Jersey. And now we are furnishing Riverside Park, Indianapolis, with a full set of these bars. Ask those people what they think of it and you will not be one day without it. We also manufacture equipment for the following devices: Coasters, Fun Houses, Water Rides, Miniature Railroads and Airway Auto Racers. We have the following Used Devices to offer: Fun House, Dodgem Cars, Coaster Cars, Electric Miniature Railroads, Mill Boats, Kentucky Derby Game, 200' 6" Park Benches, 20 Cahill Flood Lights, Whip, Penny Arcade and 200 Theatre Folding Chairs.
NATIONAL AMUSEMENT DEVICE CO., 113-139 Hatfield Street, Dayton, O.

WANTED 2 RIDES -- 2
Attractive proposition for Dance Hall Operator. Few Concession spaces left.
BROAD RIPPLE PARK, Indianapolis. Write or wire.
W. B. HUBBS, Jr., 6225 Haverford Avenue, INDIANAPOLIS, IND.

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.

DALLAS UNDER WAY

Midway Eating Spots Are Open; Exhibits, Concessions About Set

Working crews numbering more than 5,000 pushing completion promised by June 6—\$1,000,000 installations will provide first air-conditioned world's fair

DALLAS, May 9.—Texas Centennial Exposition is under way, so far as exhibitors and concessioners are concerned. Wednesday night Dufour & Rogers inaugurated the season with opening of their restaurant. Otto Mueller opened his Nuremberg with Chuck Wagon, and other eating establishments are scheduled for openings next week, when the Old Globe Theater will be dedicated. Main streets on grounds, now officially named, bear historic significance, such as Centennial Drive, Agrarian Parkway, Blue Bonnet Drive and Federal Concourse. The 45,000 seating capacity was renamed the Cotton Bowl. Major Keating, Old Globe Theater, will present the "Bundling Show" during the six-month period. Blanding Sloan will handle lighting for the Cavalcade of Texas. Lieutenant Charles A. Roseberry, on leave from the Wichita (Kan.) police department, will be connected with Dufour & Rogers Crime show.

Stanley Graham and Harry P. Harrison flew to Cleveland, Mr. Graham to look over his interests at Great Lakes Exposition, and Mr. Harrison to start ticket sales. Army and navy are now officially established on the grounds.

Massmann on Events

Ray Foley, director of works, whose task is about completed, will become director of operations. Paul Massmann, director of concessions, goes to the special events department. Mrs. Charles Turner, widow of the late director of finance, who turned in the stand-out ticket sale of the week, is conducting the information bureau, Administration building.

General Motors program will open with Jan Garber's Orchestra in the Auditorium on June 6, to be followed after three weeks by Paul Whiteman, it is said. Gene Cooper, head of magazine division, goes to Chrysler Motors here as publicity head, Garfield Crawford succeeding him in the mag division. Clinton Bolton, press division, publishing the Guide Book, reports it will be out within 10 days.

Exposition will be the first air-conditioned world's fair. More than \$1,000,000 is being spent to provide fresh, cool air in major buildings.

Readying for Rodeo

Teddy Goldstein, Humatone concessioner, is readying his location near the main entrance. Billy Collins, general manager for Stanley Graham, is rehearsing the company for Graham's *The Texas Queen*, showboat music hall. Old Globe Theater company is due this month, with John A. Willard one of the stars. Col. W. T. Johnson has his rodeo department well organized under management of Fred Alvord.

At all prominent corners on grounds signs denote the number of days left. Working crews number more than 5,000. Management has promised a completed plant by June 6.

Michigan To Be Open Again

DETROIT, May 9.—Michigan State Fair, the board of managers has decided, will be open to out-of-State competition for premiums for first time in three years. Board also opposed State's present 17-year contract with Detroit Racing Association for use of race tracks and grounds, holding that the State is entitled to rental more commensurate with value of the land and improvements.

MILWAUKEE—William George Bruce was elected president of governing board of Milwaukee Auditorium, succeeding Alvin P. Kletzsch; Joseph U. Lademan, George A. West, vice-presidents; City Controller William H. Wendt, secretary; City Treasurer J. W. Mudroch, treasurer, all for four years.

CHRISMAN TROUPE, Flying Howards and Uncle Hiram were at New Orleans Live Stock Show, which was under supervision of B. B. Jones.

Every Foot of Exhibit Space Sold at This One

HARRINGTON, Del., May 9.—Every foot of exhibit space has been sold for the 1936 Kent and Sussex Fair here, said Secretary Ernest Raughley, who announced that a new opening night feature would be an auto stunt troupe.

Contract has been awarded for erection of a building along the midway in rear of grand stand, to be 60 by 146 feet, replacing eight wooden concession structures. Association set out 100 sugar maple trees.

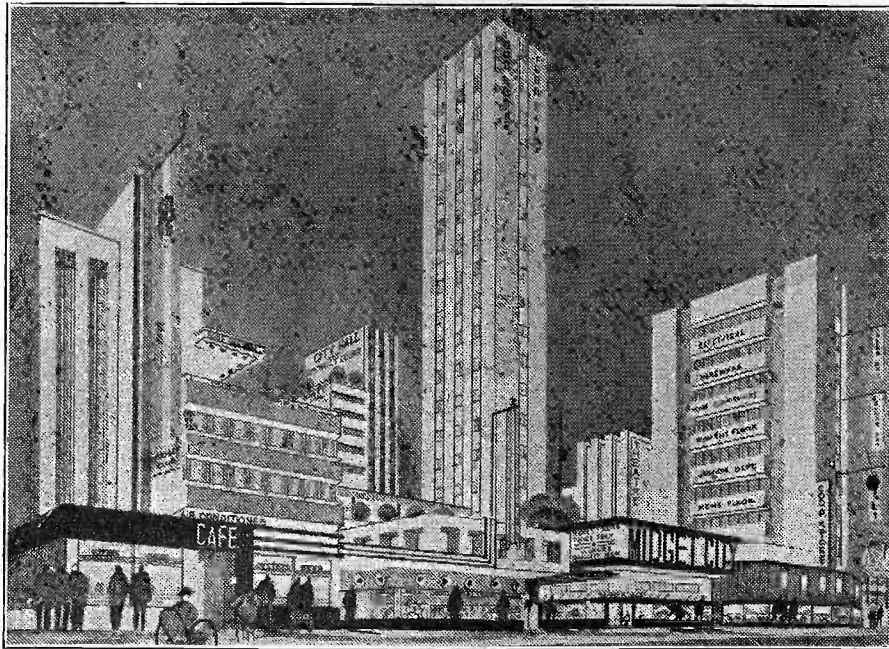
C. E. (Pat) Keyes heads a committee with A. C. Creadick and J. A. Masten to consider adding to exhibition space. Parking field will be enlarged by utilizing more of the farm owned by the association.

Milwaukee Festival Is Off

MILWAUKEE, May 9.—No midsummer festival will be held here this year, city council finance committee decided when the health department refused to permit large gatherings on the lake front until adequate sanitary facilities are provided. Engineers reported it would cost \$46,000 to install sanitary equipment. It is hoped to secure WPA funds to do the work in time for a 1937 festival.

PWA Grant Sought for Expo

PITTSBURGH, May 9.—In further action on the proposed exposition building, city council this week sent a committee to Washington to interview PWA officials about a \$2,400,000 grant. Greater Pittsburgh Exposition Society seeks for the project. Society has asked council to enact an ordinance substituting the city's name for that of the society in application for PWA funds, but absolving the city from all liability.



MIDGET CITY as it is to appear under the banner of Stanley Graham at Texas Centennial Exposition, Dallas, opening on June 6. This show, with more than 100 midgets in the troupe, will be one of five attractions listed in the special combination ticket books, sale of these with combination general admissions to be pushed in a special campaign.

Fort Worth Gate Is Dropped to 50 Cents; Nut About \$75,000 Weekly

FORT WORTH, Tex., May 9.—General admission to grounds of Frontier Days Centennial here will be 50 cents instead of \$1, as first announced by Billy Rose, who estimates the show will cost \$11,000 a day or \$75,000 a week, with possible take of \$35,000 to \$40,000 a day.

Frontier Dance Hall has been changed to Pioneer Palace, and Cafe-Theater has been named Casa Manana (House of Tomorrow). Frontier Village Street is now known as Sunset Trail. Plans for the rodeo building have been changed. Everything is to be as Western as possible, with chutes and other modern devices hidden from spectators. Show will be like an old-time roundup.

E. Carlton Winkler arrived from New York to be stage and lighting director for all productions. Ed Cook arrived to confer with Mr. Winkler and other technicians on stage lighting. R. W. Horn and J. Delbello are here from New York to submit bids on installation of a public-address system. Edward Clark Lilley, former stage director for Ziegfeld,

arrived to join Rose's staff, his assignment to work with Verne Elliott on the musicalized rodeo.

Tom Wade, who designed the Sky Ride at Chicago's A Century of Progress, plans to erect a 250-foot steel shaft, around which airplanes will whirl. Each plane will carry eight passengers. Shaft will have observation platform at top, reached by an elevator. Concession to cost between \$25,000 and \$50,000. Programs advertising the show are presented Friday nights for 30 minutes over WBAP.

N. Edward Beck has taken a six-month leave of absence as manager of the Hollywood Theater here to direct a show called Hollywood at Texas Centennial Exposition, Dallas, having returned from Hollywood, where he lined up talent and a technical staff. Dave Smith, film director, and John Flautt, Hollywood technician, will be associated with him in the show, which will be tied in with Paramount's production of *The Texas Ranger* film.



EARL W. BROWN, who as mayor of De Land, Fla., also managed Volusia County Fair there for a number of years after 1922, will be in charge of Florida National Exhibits at Great Lakes Exposition, Cleveland. The display will be more elaborate than that at Chicago's A Century of Progress, it is promised. Mr. Brown managed the exhibits in Chicago and in Rockefeller Center.

More Signing For Cleveland

Contracts given for added exhibits and concessions—Col. Hughes safety chief

CLEVELAND, May 9.—Exhibit contracts for Great Lakes Exposition during the week, as reported by Associate Director Peg Willin Humphrey, were to Socony-Vacuum Company, Donley Bros. Company, Cleveland Metal Specialties Company, Ohio Building Company, High-Voltage Equipment Company, Nash Engineering Company, Stewart Florists, Chase M. Ingersoll Company, William E. Atwood Company, Auto Trailer Coaches, Mullins Manufacturing Company, May Company, Telling Belle Vernon Company, Grant Photo Corporation, Supreme Watch and Jewelry Company and Fenn College.

Amusement and concession zone contracts reported by Almon Shaffer, associate director in charge of this division, were to Orrin Davenport, riding school; E. W. Sutter, salt water taffy; N. L. Dauby, fashion revue; Harry P. Harrison, advance ticket sales, and Herman Pirchner's Alpine Tavern.

General Manager Lincoln G. Dickey announced appointment of Col. John A. Hughes, former U. S. Marine officer, as director of safety and personnel of the exposition. Col. Hughes will have direct charge of hiring expo employees as well as supervising police and fire departments, guides, guards and watchmen.

Construction work is well ahead of schedule, Albert N. Gonsior, chief of construction, reported. Six good-will emissaries are on a tour of 1,500 towns within 250 miles of Cleveland. Other ambassadors are to follow next week to cover Pennsylvania, Indiana, Illinois, New York, Canada, Michigan, West Virginia, Kentucky and other States. Exposition yeomanettes continue to attract much attention.

Mr. Dickey and other executives took time out last week-end to play host to Governor Allred, of Texas, and 100 members of the governor's party aboard the special train when a stop-off was made here to boost Texas Centennial Celebration.

Two Rochester, N. Y., theater men have signed to serve with the exposition. Perrin G. Sommers, director of the pageant at Rochester Centennial in 1934, signed to direct the pageant, *Parade of Years*. Frank L. Smith, until its closing co-manager of the Eastman Theater, is to be business manager of the Cleveland show.

THE ORIGINAL STREETS of PARIS

Direct From Two Successful Seasons at A Century of Progress, Chicago

OFFICIALLY OPENS JUNE 5, 1936—WITH A GALA SOCIETY BALL

DALLAS, TEXAS

CHOICE SPACE NOW AVAILABLE FOR ATTRACTIONS AND CONCESSIONS

INTERESTED IN . . .

- Outstanding Concessions and Acts
- New and Novel French Acts
- Shows of All Types
- Souvenir, Novelty and Misc. Shops

CAN USE . . .

- Experienced Talkers and Barkers.
- Girl—Cigarette and Flower Venders.
- State all in first letter. Girls send photo.
- Would also like to hear from those associated with us at former Streets of Paris in Chicago.

Address: John H. McMahon, STREETS OF PARIS, 3406 Main St., Dallas, Texas

WANTED RIDES

for the

BIG AUGLAIZE COUNTY FAIR

AUGUST 30-31-SEPTEMBER 1-2-3-4.

One of the best County Fairs in the country. Attendance last year 43,000.

Write HARRY KAHN, Wapakoneta, O.

WANTED

for

TROY ELKS' 4th of JULY PICNIC

Concessions and Acts.

Last year's attendance over 26,000.

Address

FRANK HOGAN, Troy Elks' Club, Troy, N. Y.

WANT

Carnival Company, Merry-Go-Round and Ferris Wheel for July 2, 3, and 4th Celebration, sponsored by Ben Brown Post No. 212, Barron, Wis. Write JOHN P. SALSCHIEDER.

WANTED FOR CELEBRATION

SHOWS, RIDES AND CONCESSIONS.

Fair Grounds, Algona, Ia., July 4th and 5th.

J. A. RANEY, Supt. Concessions.

CARNIVAL WANTED

AMERICAN LEGION HOMECOMING

Week of July 4th.

NORMAN C. BAKER, - - Centralia, Ill.

WANTED

CONCESSIONS for Hunt County Fair and Frontier Celebration at Greenville, Tex., August 31 to September 5, inclusive. Address E. L. WINROD, P. O. BOX 174, Ft. Worth, Tex.

WEAUALEAU ANNUAL REUNION

RIVERSIDE PARK, JULY 9-10-11.

Carnival and Concessions Wanted.

JOHN ALLEN, Weaubleau, Mo.

WILL BOOK Ferris Wheel for "Dokey" Convention and Celebration, July 4-5, Peoria, Ill. Percentage reasonable. Independent. F. BRIGGS, Lyndon, Ill.

Unions Renew Iowa Demand

CEDAR RAPIDS, Ia., May 9.—Notification that Iowa State Fair, Des Moines, will be boycotted again by organized labor unless the fair board agrees to pay prevailing scales on all construction work on the grounds, has been received by officials of Cedar Rapids Federation of Labor. Concessioners are being notified of labor's attitude, it is said. Demand does not include police, ticket takers and other help not covered by crafts, nor is labor asking a closed shop. Members of the fair board take the stand that they cannot discriminate in hiring employees, as the fair is a State institution. Union officials say they are not trying to eliminate non-union workers, but feel that if union scales are paid many trades unionists can obtain work, which they cannot now take because pay is less than regular scales.

Memphis Brings in Talent

MEMPHIS, May 9.—Annual Memphis Cotton Carnival, which will open on Tuesday, has an array of visiting talent, including Paul Whiteman, Ramona, King's Men, W. C. Handy, Mary Carlisle and Allan Jones. Royal American Shows are scheduled for the week. W. C. Handy, composer of *St. Louis Blues*, *Memphis Blues* and *Beale Street Blues*, who will be honor guest of Negroes for their portion of the carnival, will lead the Whiteman orchestra in a medley of his own compositions. President Groom Leftwich said indications pointed to largest crowds in history of the event, now in its sixth year.

FORT WORTH, Tex. — Southwestern Exposition and Fat Stock Show directors re-elected Van Zandt Jarvis president; John B. Davis, secretary-manager, 11th term; Amon G. Carter, vice-president; W. L. Pler, treasurer.

PONTIAC, Mich.—Second annual Oakland County Exposition here on five days in June, last year's show having drawn 27,000 in four days, will be presented by Pontiac Shoppers News with merchants' and auto exhibits, contests and free entertainment under a big top near the downtown section.

Fair Grounds

ST. JOHN, N. B.—George D. Ellis, president of St. John Exhibition Association, was elected a member of St. John commission government. His father was a member of the Canadian House of Commons and Senate many years. Term is four years.

BLACK RIVER FALLS, Wis.—Extensive improvements on Jackson County Fair grounds here include a new grand stand, seating 1,700, and a new horse barn, work being a WPA project sponsored by the fair association.

MILWAUKEE.—Work started on Wisconsin State Fair grounds on construction of a grand stand to have increased seating capacity of 2,500. As a WPA project, it will cost the State about \$35,000. Former stand was erected in 1912.

NASHVILLE, Tenn.—Celina Fair Association, Clay County, has been granted a charter by the secretary of state, Edward Mayfield, W. C. Monroe and J. B. Hamilton being named as incorporators.

MANSFIELD, O.—George H. Blecker, Mansfield, has been appointed chairman of the State Racing Commission by Governor Davey at an annual salary of \$3,600, to succeed Richard Forster, resigned. New chairman has been a commission member since July, 1934.

GREENVILLE, Tex.—Free gate will prevail again at the 33d annual Hunt County Fair and Frontier Celebration, which will tie in with Texas Centennial, said President C. A. Duck.

Expo Is Advocated in N. O.

NEW ORLEANS, May 9.—A bill providing for a world's exposition in New Orleans, first to be held here in 44 years, will be introduced in the Legislature, which opens on Tuesday. Governor-Elect Leche says he advocates such an event after visiting the plant of Texas Centennial Exposition, Dallas.

STRATOSPHERE MAN

WORLD'S HIGHEST TRAPEZE AND SWAYING POLE ACT.

Finishing With 500 Ft. Slide for Life. Available for Fairs, Parks and Celebrations. Address care of The Billboard, Cincinnati, O.

WABASH VALLEY FAIR

Wants Midway of Shows and Rides.

Fair Date—Aug. 29 to Sept. 3, Inc.

PAUL JOAB, Secy.

302 Federal Bldg., Terre Haute, Ind.

WANTED CIRCUS and CONCESSIONS

For two big days, 4th and 5th July Celebration and Centennial. No gate.

Concession Committee:

PETERSEN & BAKER, Hampshire, Ill.

NOTICE TO CARNIVALS

Richland Post No. 12 of American Legion of Sidney, Mont., is interested in booking a responsible Carnival for July 4 and 5, 1936. Communicate with J. H. OLARK.

WANTED CARNIVAL

FOR SOUTHERN IOWA FAIR, Six or Seven Rides, and Eight or Ten Shows and Concessions.

Week of August 17. Good Fair. ROY E. ROWLAND, Secretary, Oskaloosa, Ia.

CIVIC CLUB AND BUSINESS MEN WANT A REAL CARNIVAL CO.

JULY 2, 3, 4, WINDSOR, MO. March of Progress Expo. Missouri State Amateur Contest and Political Rally. Up-town location. Shoe Factory working strong. Miners working, three Hatcheries going full blast. Nothing else going to celebrate near here. A REAL PLUM. E. W. STANFIELD.

WANTED FOR JULY 3-4-5 CELEBRATION AT ALLAMAKEE COUNTY FAIR GROUNDS, WAUKON, IA

Rides, Shows, Concessions, Orchestra. Featuring Texas Ranger Rodeo. Free gate. A. M. MONSERUD, Secy., Harpers Ferry, Ia.

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RAVENNA, OHIO.
Selling Through Jobbers Only

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FOR CENTENNIAL CELEBRATION
At West Alexandria, August 2 to 9.

Rides, Concessions of all kinds, Shows of all kinds. Must be clean and entertaining. Address THURMAN VOGUE, West Alexandria, Ohio.

WANTED

SHOWS — RIDES — CONCESSIONS

AUGUST 25 TO 28.
Write H. R. SHIMEALL, Secretary,
N. W. Kansas District Free Fair Association,
Godland, Kan.

WANTED

FIRST CLASS CARNIVAL

Auspices Fremont Fire Department. Play here first available date. Write J. E. GARLSON, Chairman, Fremont, Neb.

WANTED

A GOOD BIG CARNIVAL FOR
FIREMENS FROLIC

Date from June 29 to July 4, 1936.
DON MILLER, Fire Chief, Converse, Ind.

BIG CELEBRATION

Two Days, 2 Nights, July 4 and 5,
MADISON, MINN.

What have you got to offer for Rides, Small Circus, or any other Attractions, entertainments?
LAC QUI PARLE CO. AGR. SOCIETY,
O. T. MORE, Secretary.

ANNUAL HORSE SHOW

WAYNETOWN, IND., THURSDAY, JUNE 4.

Concession Space to sell for Stands, Racks, Novelty Displays and Games. Space reasonable. Write at once for choice place. GEORGE W. FORD.

FEW OPEN DATES.

NEELD'S CONCERT BAND

323 W. 9th, Columbia, Tenn.

WANTED

Concessions of All Kinds for
FAIR, JULY 7, 8, 9, 10, 11 AND 13.

Write
FAIR COMMITTEE, P. O. Box 187, Madison, N. J.

WANTED

Carnivals, Circus, Rodeos, Med. Shows, Sunday spot. Will celebrate July 4 and 5.
JERRY HINES, Secretary, Pipestone, Minn.

CARNIVAL WANTED

In MARION, O., June preferred.
Write H. B. PRIOR, 459 Blaine Ave., Marion, O.

CARNIVAL WANTED

For Week Ending July 4th. Baseball Tournament and Celebration planned. Write or wire the undersigned with terms.

GEO. SHULER, JR., Secy., Southwest Fair Association, Dodge City, Kansas.

WANTED — CONCESSIONS, TENT SHOWS, FREE ACTS BROWNSTOWN SOLDIERS' REUNION and HOMECOMING Aug. 3 to 8, Incl.

NINTH ANNUAL EVENT. AUSPICES AMERICAN LEGION. Roll-Downs, Buckets, Skillos, Mitt Joints. Girl Shows save stamps. Good spot for Tent Shows. Trained Animal Shows go good. Opening for Wax Works, Jigg and Pit Shows of all kinds. Located on paved streets on public square. Big crowds. Eighth season for Gooding's Rides. Address all communications to HOWARD SNYDER, Secretary, Brownstown, Ind.

NEWS

CALIFORNIA PACIFIC
International Exposition
SAN DIEGO

NOTES

By FELIX BLEY. Office, Press Building. Residence, Riviera Apartment Hotel, 1312 12th Avenue, San Diego.

**Gate 679,159
Up to May 3**

**Bills of variety attract
52,107 in week — Bailey
visiting other expositions**

SAN DIEGO, May 9.—Wide variety of attractions drew 52,107 last week. Season's attendance up to and including May 3 was given as 679,159. Tuesday, old-fashioned dance night, with Jay Warde Hutton's Exposition Orchestra in the Palace of Entertainment, brought out a big crowd. On Wednesday California Public Schools Week was inaugurated. On Thursday a gate prize of \$1,500 brought out a record attendance and shows and concessions had a big night. On Friday premiere performance of Marietta, interpretative dancer, was declared a success by crowds that packed the Plaza del Pacific. Chiquita, Mexican songstress, also made a hit. Big fireworks display concluded the free attractions program.

Saturday events included Kids' Day, Mills College Day and Toastmasters' International Day. Kids' Day, also Midget Circus Day, started with a parade of midgets from Spanish Village and return to the Midget Circus on the fun zone, where Singer's Midgets gave a free show, followed by a midget auto race, in which eight Singer Midgets raced in cars from O. N. Crafts Auto Speedway. Meglin Kiddies presented songs and dancing in the House of Hospitality under direction of Doreen Taylor. Featured were Naomi DeLong, Zella Smith, Virginia Lee, Harold Ruben, Maralyn Bassette, Audrey Newmaster, Sue Hambrough, Margaret Thompson. Martha Van Natte was emcee. Tina Flade, internationally known dancer, presented a group of 10 dances on the program for Mills College Day, with Ruth Hunt, pianist.

Park Guarantee Posted

The 29th annual Southern California Flower Show was held on Saturday and Sunday in the Palace of Entertainment with 1,200 entries. Largest crowd since opening day of the 1936 exposition came on Sunday, took every seat at the athletic field, where Victor McLaglen led his Hollywood Sport Center units thru a spectacular program, attended other special events of the day and made business hum along the fun zone. Final event was presentation to McLaglen of

an exposition trophy by President Frank G. Belcher.

A declaration of trust wherein the exposition set aside \$25,000 in cash and the expo personal property to guarantee restoration of Balboa Park after the show is over was filed by the city manager. John Morley, Julius Wagenheim and Guilford Whitney are named as trustees. Elwood T. Bailey, executive vice-president, is on a two-week good-will tour to pay respects of management to Great Lakes Exposition, Cleveland, and Texas Centennial Exposition, Dallas, and return calls made by officials of these.

Hellborn Is Appointed

Executive Manager Wayne W. Dillard appointed Lou Hellborn, for 22 years an Orpheum Circuit producer, former owner and producer of Town Hall presentations, as assistant to Oscar Kantner, co-ordinator, publicity and special events department, to produce the shows. This is in line with Mr. Dillard's policy to bring in men with years of showmanship background. Mr. Dillard plans to enlarge the midway and several novel attractions will be installed this month under supervision of Charles McCarthy.

Ninth annual Coronade National Horse Show is to be held at the exposition on July 18-26. Awards will total \$10,000. Tevis Paine, manager of the show for several years, again will be in that capacity. Dr. Constantine Fetitch, Yugoslav minister from Washington, D. C., honored visitor at the expo for two days, presented a check for \$1,200 to Emil Medin, president of Jugoslav Dom, a gift from his government to be used in maintenance of the Jugoslav building in House of Pacific Relations.

May Clear Colorado's Debt

DENVER, April 29. — Earl (Dutch) Clark, former All-American and later outstanding pro football star, who was named manager of Colorado State Fair, takes it over with a deficit of \$105,902.70. But the board will ask the Legislature to appropriate \$100,000 to liquidate this. State auditor has agreed to advance tax money to operate the fair this year. Indebtedness has been incurred since 1930, during which time the fair had annual appropriations of about \$30,000. More than \$50,000 of indebtedness is for construction of a grand stand in 1930.

WINDSOR, N. S. — Windsor Agricultural Society, sponsoring annual Windsor Fair, elected J. Fred Dill president and re-elected Thomas Aylward secretary and Mrs. Dorothy McKay assistant secretary.

Grover Whalen Chosen Supreme Chief of New York's '39 Expo

NEW YORK, May 9.—Only a few days after being elected chairman of the board of New York's World's Fair of 1939 Grover A. Whalen was named president of the corporation at a meeting of the directors on Monday. Wide authority was conferred on the new

prez, who succeeds George McAneny, the latter taking the board chairman's berth in an exchange which appears to have given the fair its first solid position following months of political harangues and frowning by newspapers and the public. Board also elected Bayard F. Pope treasurer. Mr. Pope is chairman of the Midland Marine Corporation.

Immediately following his ascendancy President Whalen announced that he had discussed creation of a federal commission with Congressional leaders, commission to compose the secretaries of state, commerce and agriculture. By next week it is expected that certain tracts of land vesting title to the city will have been acquired, he said.

City park department this week advertised for bids for a \$2,254,000 grading contract. Meantime Mr. Whalen set up new corporation offices, taking the entire 24th floor of the Empire State Building after temporarily locating on the 39th shelf.

Next big business on schedule is an architectural motif, about which a running controversy still rages.

CLARKSDALE, Miss.—E. W. Still was elected president and Madge P. Baucom secretary-manager of eighth annual Delta Staple Cotton Festival and Centennial Celebration here.

CONEY ISLAND

(Continued from page 41)

is readying the Gameland in Feltman's Restaurant. Gert Lear, with him last year, is now handling the pop-corn stand on the avenue side. . . . It looks like Coney will get back to a 10-cent admish on attractions, for the inaugural weeks anyway. The first one to cut without justification should be made to take his morning ablutions in Coney's waters during the winter.

M.-D. Pier Preps For Earlier Opening

ATLANTIC CITY, May 9.—Setting a precedent, Young's Million-Dollar Pier, usually opening on June 30, will start its summer season on May 29. Production Manager Alvin Steinberg said the pier will buy names for the first time in recent years, also spending a few thousands on improvements. Indications are for big business in June with a number of national conventions.

In the big ballroom a disappearing orchestra stage, special lighting and dancing to two bands will be features. Joe Venuti and his orchestra are on Decoration Day week-end. Eddy Morgan has been contracted for the season as alternating band. Floor shows will also be offered.

Hippodrome, while policies have not been entirely set, will have pictures, vaude and units on stage. Mr. Steinberg said Princess Yvonne would be returned to one of the big spots of the pier, having in a string of years proved a reliable drawing card. This will be her fifth all-summer engagement at the pier.

Maurer's Dance Bow Is Big

UHRICHSVILLE, O., May 9.—W. G. Maurer will again direct activities in near-by Riverside Park. Dance pavilion has been redecorated and the summer season was inaugurated on May 1, when Hod Williams and his orchestra played to record business. Remainder of attractions will be operated later.

LODGES • CLUBS

Run Your Own Series of 10 Weekly

BINGO PARTIES

FOR BIG PROFITS.

Complete Equipment—Lap Cards—Ticket Rolls—Markers—Tally Boards—Master Boards—Special Game Cards (3,000 Series). Sample Ticket and Folder Layout.

Merchandise for 35 Games Nightly. Complete Operating Instructions with Every Order. Write for Information and Prices.

State Size of Membership.

HUDSUN JEWELRY CO., INC.

303 5th Avenue, New York City.

Pocatello, Idaho

**DAYS OF FORT HALL
July 4th Celebration**

Seven days and nights in the heart of the city ON THE STREETS. Want Shows, Rides, Concessions, Free Acts. Frankie Shaffer, write. Write CELEBRATION MANAGER, Chamber of Commerce, Pocatello, Ida.

BACKER • MANAGER WANTED

For Unique Artistic Human Interest Attraction, Highly endorsed and publicized. For Fair, Lecture Hall, combining Civic Promotion; Grand-Stand Unit, Carnival Sit-Down or Vaudeville Presentation. Will interest high-caliber man. Address P. O. BOX 8749, Tampa, Fla.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

LARGEST crowds that have patronized Nantasket Rollerway in the past four years were out for the opening of that rink at Nantasket Beach on April 19 and on the following Sunday night, April 26, despite rain and cool weather. Rollerway is under same management as Winter Garden Rollerway and Annex Rinks, Worcester, Mass., and policies are proving effective in drawing and holding skaters.

TEAM of Finks and Ayres split and Cecil Ayres and Avalon Sisters, English roller skaters, formed a trio which opened recently at the Bobino in Paris. A large roller-skating rink has been opened in American Park in Bordeaux.

FOUR SENSATIONAL MACKS, American roller skaters, who have been scoring heavily during a six months' tour of Europe, completed English bookings at the New, Oxford, and opened in Paris on May 8, with engagements in Brussels and Zurich to follow. Three Veronas, graceful skaters, are a hit over Associated British Cinemas. Three Whirlwinds, American roller act, are one of the features of Jack Taylor's show, *The Show That Jack Built*, at the Alhambra, London. The act has played two years in Europe without a week out. Handby Celeine Trio of skaters appeared at the Theater Royal, Edinburgh. Harold Ryle Company, skating ensemble, appearing in Germany, have dates booked for England. Leon and Kiki, skating comedians, appeared with success at the Globe, Stockton. Bavera Trio, with several new skating tricks in their routine, are playing the Pavilion, Bournemouth.

PETER J. SHEA, veteran former rink manager, Detroit, reports that Detroit, with six roller rinks now operating, has more than at any time in its history.

MICHIGAN DIVISION, National Skating Association, held a banquet in Detroit Shrine Temple, attended by more than 200 skaters and guests, largest group to turn out for such an event in many years. Speakers included Circuit Judge John D. Watts, Detroit; Ken Hall, *Detroit Times*; Fred Martin, manager of Arena Garden Skating Rink, and Jack Fitch, manager of the rink in Oakley Park, Mich. Retiring President Mel Crawford was toastmaster for the evening. Report on election of officers has not yet been made.

ARENA GARDENS Roller Rink, Detroit, has been doing capacity business the past three or four weeks and Manager Fred Martin is looking forward to fine summer business, for the rink will operate all year round every night except Mondays, with matinees on Sundays. On night of April 14 city amateur championship races ended after eight weeks of eliminations. In men's class Vincent Borke carried off first honors and Arena Gardens Club diamond medal. In girls' class La Vita Deemer took first and diamond medal. Elimination contests were refereed under sanction of Michigan Skating Association, affiliated with the Amateur Union of America, and every skater had to be a bona-fide amateur. On April 28 first preliminary of a six-

week series of races for Michigan State championship was held and a field of real fast boys and girls was on hand. First to qualify in the mile men's class was Eddie Hickman, a newcomer and promising speedster. In the girls' class La Vita Deemer carried off first. During the past month many skating celebrities, friends of Manager Martin, visited him and most of them were enthusiastic over the Arena. One of the groups was the noted Three Cossacks, Johnny, Jeanne and Fergie, recently returned from a successful tour of Europe. Buddy Carr, formerly of the Three Whirlwinds and who now has his own units, spent a few hours visiting. Three Thrillers, headed by Frank Gaellk, and others have made Arena Gardens a hub of activity. Paid memberships of Arena Gardens Skating Club number more than 1,200 and skaters' mailing list some 8,000, which shows that Detroit is again enjoying benefits from the sport on rollers, made possible thru conditions prevailing at Arena Gardens. New features are being planned by the managerial staff and one of them may be building up an industrial league in sports among the many organizations.

REFERRING to the challenge of Walter Laidlaw, 81-year-old Washington, D. C., roller skater, to a speed and fancy skating match, Fred (Bright Star) Murree, who will be 71 in October, thinks he will soon be in shape to accept. Manager of Fairmount Park Rink, Red Lion, Pa., he has been incapacitated by ailing eyes for some time. "If we can get together, I think it will be the most wonderful thing that any sport can boast of," he writes. "What a great demonstration it will be of keeping fit thru roller skating! If a man 81 years of age should win, I should not regret it, just for the good of roller skating. I am sure the public will witness a real presentation of fancy skating, speed and endurance. I am about ready, as I never train." It is expected that the vets will get together soon on arrangements.

On Rollers in Europe

By CYRIL BEASTALL

April 18 I played roller hockey with Derby Flyers in Trindle Rink, Dudley, against Walsall, in the Midland Counties League; we won, 5-3. Bert Hill, manager of the small Dudley Rink, is assisted by his daughter, Ivy, who is an excellent fancy skater.

Business is stated to be fine down there and certainly it would have been difficult to have crammed even six more skaters on the floor the night I was there. Music was by a small brass band.

While in Dudley I had a run over to Birmingham Ice Rink, some 10 miles away. A large crowd of skaters and spectators were in evidence. The formidable Birmingham Maple Leafs ice hockey team defeated Brighton Tigers, 6-4, in a national league game while I was present.

On April 26 I accompanied Derby All Greens roller hockey team to the Batley Skating Club, where it was scheduled to meet Batley Tigers in a friendly match. Had a long chat with William Ogden, owner of this large rink, and he said that Sunday nights were still his best, hockey matches being chief drawing card.

Batley Tigers, one of our finest Northern teams, proved too good for Derby All Greens and eventually won, 10 goals to 2.

I am going down to Herne Bay, Kent, for a week-end and plan to visit some of the London rinks and later see the final of our national roller hockey championship between Herne Bay I and Whitstable Alberts at Pier Pavilion, Herne Bay.

As promised in my last letter I will give winners of European roller-speed championships in Stuttgart Stadium, Germany, on April 1-5. Track measured up to about 11 laps to a mile: 500 meters, won by W. C. Ross, England; 1,000 meters, Mathis, France; 1,500 meters, H. Wilkinson, England; 2,000 meters, H. Wilkinson, England; 3,000 meters, Mathis, France; 5,000 meters, J. Reed, England; 10,000 meters, W. C. Ross, England.

Germany, Belgium, France, Portugal, Italy and England sent over racing men for these events and the Englishmen were unquestionably the fastest on view. Emiel De Ridder and Gaston Bogarts, Belgium, and Mathis and Baujard, France, were the pick of the Continental speed boys.

Half-mile amateur roller-speed championship of Great Britain was again decided at Herne Bay this year. Pete Walters, Herne Bay, widely known and pop-

ular roller hockey player, won the title in 2 minutes 10 seconds; Goodall, Herne Bay, being second, and Phippard, Herne Bay, being third in the final; track 24 laps to a mile.

LONG ISLAND

(Continued from page 41)

Art Johnson, ex-p. a. hereabouts, is in the magic biz in New York City.

Bathing pavilion scheduled to replace the Oriental Hotel, torn down. Playland Park is all topped up, with Manager Meisel waiting now for the cash registers to ring a happy tune. The Princes, Henry and Irving, will run Park Inn. Jimmy Mangan, chief of life guards and beach combers, is around. Seems like the ocean is replacing most of the sand that it washed away last winter. Chamber of Commerce banquet plans being designed by George Wolpert. Function takes place at Rlis Park, with most of the citizens taking the soup and fish out of the moths' hands for the occasion.

LONG BEACH: Jack Dempsey's new penthouse here is expected to be the gathering place for the smart Broadway crowd. Dave Soden, Brooklyn tax official, will be one of the bunch that will put up here for the summer. At request of officials bids for construction of new Boardwalk were re-advertised and again the Faircroft Engineering Corporation, Brooklyn, was low bidder, with a figure of \$682,769. Building boom under way in Island Park, with construction on more than 100 new places. Hamilton Wright Jr., publicity man for the city of Miami Beach, gave a spiel here before civic leaders which was highly appreciated.

LONG BEACH, L. I., N. Y., May 9.—The Long Beach's city council enacted an edict making payment of a fee necessary before bathers might use the beaches this year, lawmakers at State capital frowned on the idea, and from present appearances it does not seem that there will be a charge for swimming for a while at least.

Heavily laden with debt which taxpayers are unable to bear and with a loan just obtained from the federal government to underwrite costs for the construction of the new \$2,000,000 Boardwalk, Long Beach citizens figured that the only pocketbook solution lay in a fee for bathers. Legislators in Albany, however, pointed out that Long Beach's ocean front is public. The catch about turning it into a park to overcome this technicality did not seem to look okeh to the legal solons.

Beach officials planned to fence off entire beach, spot turnstiles at certain points and exact a fee of 25 or 50 cents.

Asbury Park, N. J.

By RICHARD T. HOPPER

Boardwalk merchants and amusement concessioners are rejoicing over announcement by Tom Burley, beach-front director, that May will be biggest convention month in city's history. Sixteen convention days booked, plus big municipal Holland Tulip Festival on May 16-23, assuring huge draw to "Walk spots."

Bob Ross and Rod Fountain, owners of Asbury Park Amusement Company, have announced lease of new \$30,000 restaurant building on Ocean avenue to Sam Scheinhorn for 10 years at yearly rental reported close to \$10,000. Plans also given out for construction of similar building on adjacent corner, to house small stores. Development builds up Ocean avenue nicely.

Johnny Seger on "Walk again for eighth season and letting 'em look at the ships at sea." Herb Alexander busy renovating two golf courses, one at Second and "Walk, other at Sixth, which he will again operate. Ross-Fountain also fixing up golf course at "Walk and Fourth avenue. Hy Rubin opening for third season with kiddie

ground on wooden way at South end, engaged in painting and hanging awnings. Town came to life past week-end with several large hotels hanging out "open" signs and already doing nice biz. Concessioners thronging city hall of late in anxiety to get leases fixed up for "Walk spots, with City Manager Farley promising prompt action to be in time for season opening at end of month. George Zuckerman, city publicity man, promising surprise for Decoration Day week-end, has 'em guessing, your scribe as well as others. Whitton Bierach's ork, plugging nightly in Casino, finds spring a tonic as crowds begin to flock to spot. Biz on the up all around town, with "Walk merchants leading cheers for biggest season in many years. Time and Mother Nature will tell.

Savin Rock, Conn.

Following fire damage to the Thunderbolt ride, Jack Tiernan, of Savin Rock Amusement Company, intimated he will have repairs made and believed the ride would be ready by Decoration Day. His other two rides, Caterpillar and Seaplanes, will be ready this week-end. He, like many others at the "Rock," figures on a good season; 1935 went ahead of 1934.

White City Stadium will be active again this month or first of June with boxing. The weather has a lot to do with the shows. When bouts are held crowds usually do some spending in the stands. With Night Midget Auto racing at Donovan Field, near by, some extra patronage will be gotten. Fred Levere, owner of White City, discounted a recent announcement that the newly cleared space would be used by carnivals.

Guliano's Merry-Go-Round is back in its regular place in the Grove Building, where Savin Rock walkathon was held last winter.

Aviation Grille and Jake's Grille have taken on new activity. Refurnished and improved, both spots opened last week to good business. Pavilion Royale, year-round club, using a broadcasting wire, has done well during winter, and spring business has been good.

With Bank Nights, etc., in theaters, it looks as the Bingo will go in the park this season. A Bingo stand is being built on Beach street in part of the Beacon Building. Something like this could help Savin Rock midway plenty this summer.

Meyers Lake Demands Busses

CANTON, O., May 9.—With opening date near, Meyers Lake Park will be without adequate transportation facilities unless negotiations are completed soon with Canton City Lines, Inc., which recently took over city transportation system. The park, less than a mile outside corporate limits, seeks co-operation of city council in having bus service restored. Busses now operate only to limits. City Lines officials said the franchise covers city only and nothing can be done about extending routes unless some assurance is given that the company will not operate at a loss. Park company, supplying data on several large picnics soon to be held, urged steps to provide adequate transportation to the resort. Some outings will attract 20,000 in day. Chamber of Commerce officials promised co-operation.

Acts Booked for West View

PITTSBURGH, May 9.—For opening on May 27 of West View Park, Charles Beares Jr., general manager, free attractions have been booked thru Frank Cervone, local representative for George Hamid. Marie and Her Pals, dog act, will be in for the school picnic season. Ballroom will again be under management of Chick Saunders. Local and out-of-town bands will be used. An outdoor theater will operate week-ends.



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MAJORITY OF SHOWS OPEN

A Few Still In Quarters

Reports show an average of better business — five shows added to the list

CINCINNATI, May 9.—A majority of carnival organizations have made their bows for the new season. A comparative few in Northern States are still in winter quarters making final preparations for launching their tours. A summary of reports shows that notwithstanding prolonged cold weather this spring the average of gross receipts has been much better than the same weeks of last year. Reports of show openings for this issue follow:

Gooding No. 1 at South Boston, O.

MIDDLETOWN, O., May 9.—The No. 1 unit of Gooding Greater Shows, exhibiting here this week, opened its season last week at South Boston, O., where, according to report, the organization had a pleasant and fair-business engagement.

Visitors to the midway, including a member of the Cincinnati staff of *The Billboard*, proclaim the show in its entirety one of the neatest and best managed. (See GOODING NO. 1 on page 52).

Sam E. Spencer At Du Bois, Pa.

DU BOIS, Pa., May 9.—Sam E. Spencer's Exposition Shows played their opening engagement here last week, a seven-day date, under auspices of the Sandy Fire Company and located on the Sandy playgrounds. The show was trucked here from winter quarters in Brookville.

Sam E. Spencer drew credit for the manner in which he has rebuilt and painted his equipment. All show fronts (See SAM E. SPENCER on page 52)

Pollie & Latto at Battle Creek, Mich.

CINCINNATI, May 9.—A telegraphic communication from Henry J. Pollie informed that the Pollie & Latto Shows had a good season-opening Monday at Battle Creek, Mich., and up to Thursday business was very good, with waiting lines at riding devices Wednesday night. A roster of the organization will appear in a later issue.

Pollie also mentioned that an error appeared in their advertising copy for last issue. The show plays Mt. Pleasant, Mich., week of May 18, and Lansing, Mich., the following week.

Arena Shows at Kittanning, Pa.

KITTANNING, Pa., May 9.—The Arena Shows are inaugurating their season here this week, having opened Monday. The first three days had cold and rainy nights, but in spite of this business was considered as fair. Capt. Floyd Worley's high dive is the free attraction.

R. J. Gooding has five rides on the midway, under the management of Bob Keener. Carl Crawford is foreman the Merry-Go-Round; Steve Barto, the Ferris (See ARENA SHOWS on page 52)

Christ United At Ashland, O.

ASHLAND, O., May 9.—Christ United Shows played their opening engagement here last week, encountering some very inclement weather; this week more favorable as to weather and business. The location is uptown.

Rides: Merry-Go-Round, Ferris Wheel, Chairplane and Kiddie Airplane, David (See CHRIST UNITED on page 52)



FRANK LA BARR, 82 years "young," has started his 70th year in show business. Again mail man and salesman *The Billboard* with *West's World's Wonder Shows* this season. Years ago was con-tortionist with large circuses.

B. & G. Again at San Antonio Event

ST. LOUIS, May 9. — Beckmann & Gerety's World's Best Shows, which opened a two weeks' engagement here Tuesday night at Grand and LaCleda, signed contracts to furnish the midway attractions on the various plazas in San Antonio for next year's *Battle of Flowers* prior to entraining their last week's stand at Joplin, Mo. This makes three successive years the show has been awarded the carnival contract at San Antonio.

The show enjoyed a nice business in Joplin last week, according to the owners, and the opening night here was one of the best they ever had in this city. For the first time in this city and on this lot they have a 10-cent gate.

Praise for R. A. S. At Macon, Ga.

MACON, Ga., May 9.—Royal American Shows, which closed a five-day engagement here last Saturday, were commended in articles in *The Macon Evening News* and *Telegraph*, which was unusual for local newspapers.

Business for the first three days was below expectations, but large crowds attended Friday and Saturday nights. (See PRAISE FOR on page 52)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

PIECEMEAL, PA.,

Week ended May 9, 1936.

Dear Charlie:

The big "Pete Ballyhoo for President" drive on a straight midway ticket taking the entire country by storm. Letters from thousands of his creditors wishing him "all the success in the world" arriving in the office daily. Originally Cincinnati had been picked as the convention city, but due to the railroads there refusing to accept our train it was switched to Piecemeal, Pa., where also the city license is \$2 cheaper.

Our advance staff did its work well. City gayly decorated for the biggest event of the big "boss" life. Show was billed to play on the streets, but the city manager only allowed us three blocks of the main thoroughfare, which made it impossible for the entire show to set up. Having 60-odd shows, the management decided to buy out 60-odd

Dufour-Rogers Hosts At Restaurant Opening

DALLAS, May 9.—Lew Dufour and Joe Rogers made good their claim that their restaurant concession would be the first on the Dallas Exposition grounds to be ready and open for operation. Wednesday night they were hosts to 100 guests at a banquet commemorating the opening of their emporium. The guests included W. A. Webb, general manager of the exposition, and a large part of his staff; Bob Thornton and Harry Olmstead, of the executive staff, and the members of the Exhibitors and Concessioners' Association. Dufour and Rogers also made good a claim that their restaurant would be one of the finest on the midway and would excel anything they ever erected on an exhibition grounds. The comments of the guests proved this fact.

A delightful banquet was served Wednesday night. Entertainment from one of the midway show places included a selection of musical numbers, while the comedy came from the talks and speeches, which were confined chiefly to humor.

Glick's 2d Week In Baltimore Good

BALTIMORE, May 9.—This is the William Glick Exposition Shows' second week here, playing at the Highlandtown showgrounds under auspices of the Fourth Ward Democratic Club. Along with seasonal weather crowds have jammed the midway nightly, and business has been reported as good. Following is a roster:

Staff: William Glick, general manager; William Hartzman, secretary-treasurer; J. J. Moran, business manager; Cliff Miller, general superintendent; Lee Schaffer, general agent; Larry Nathan, second agent; Eddie Latham, chief electrician; H. C. Warren, transportation master; Arthur Sheer, construction superintendent; J. F. Kelly and George Kinsley, tractors.

Shows: Streets of Paris—Ralph Decker, operator; Mrs. Molly Decker, manager; Blake Gifford, piano; Alice Bright, Margie Kobrick, Mae Whitehead, Jewel Mandel, Jane Fillat and Mona Day on stage. Side Show—Ralph Decker, operator; Whitey Sutton, manager; Jim Thompson, magic; Mrs. Thompson, mentalist; Lady Violet, sword box; Tattoo Van, tattooed man; Smoko, fire-eater; (See GLICK'S 2D WEEK on page 52)

CHICAGO HEIGHTS, Ill., May 9.—While here a few days ago H. (Doc) Allen, general agent Bloom's Gold Medal Shows, advised that he had added two fair contracts to his show's list, the Jefferson County Fair, Jefferson, Wis., and the Fond du Lac (Wis.) Fair.

USA a Hit At Wichita

Midway draws heavy attendance—general appearance of show highly commended

WICHITA, Kan., May 9.—United Shows of America have scored a hit with their 1936 offerings here. The attendance figures prove this. There were more than 10,000 on Monday and 12,263 on Tuesday, and every attraction reported clicking.

To the local representative of *The Billboard* the midway is a credit to Carnivaldom. The severest police critics aided in public acceptance immeasurably thru their praise of the show. The owners put out lots of money, but they are getting it back. Particular attention was paid this year to flash, as to paintings and floodlight illumination—1,500 watts on top of attractions and 500 watt spots every six feet below on show fronts.

The Side Show is a great flash, with double-decked goldleaf embellished panel fronts. Old-style banners have been abandoned by USA this year, with spectacular modernistic fronts adopted. But business getters are not all the features of the midway. Public services include restrooms for men and women on the midway and the show is proud of the Red Cross unit on the lot, in charge of Mrs. Boston Towns as nurse, with Dr. Samuel Friedman, of "Life," in attendance. Fronts and canvas are practically all new, excepting the concessions. The avenue of flags and fences in front of attractions gives the midway a finished appearance. Tops in entertainment include Elsie Calvert's Hy-Hat Revue, Museum of Oddities, William Sylvan's Side Show, Harlem on Parade and Fountain of Youth. All attractions have public-address systems on front, while five have them side. Press work is receiving a lot of credit under the supervision of R. B. Jones. A new press wagon, with "Representative of *The Billboard*" painted on one door, drew in the editors of Wichita, and they returned favors with features and a plenty of art after the show's opening.

The Eagle and *The Beacon*, dailies, and Radio Station KFH, broadcasting service of *The Eagle*, were used for plugs. Two sound trucks, one front and one back with the show, sell in the streets with their attractive newness. The back truck coming in with the show, as the first goes out on advance, passes out four-page tabloid papers. Altho USA bucked plenty of competition, with a food show, opening of a tent theater and air circus, coupled with several conventions going on, Wichita has responded to a superb showmanship to make the red ink market for USA books here break to a new low.

Hennies Make Hit At East St. Louis

ST. LOUIS, May 9.—Getting away to a flying start with ideal weather, Hennies Bros.' Shows opened a seven-day engagement in East St. Louis, Ill., on the lot at 24th and St. Clair, Monday, under auspices of American Legion. More than 5,000 first-nighters were on hand, and Tuesday night, despite a downpour of rain in the afternoon, the gate equaled that of the first night.

The show's setup is very attractive on the spacious lot, which also affords ample space for parking of automobiles. The Legion committee was pleased with its selection of the show for the annual Spring Festival. The engagement for the Hennies brothers, Harry and Orville, gave them opportunity of parading their truly large and pretentious motorized show before hundreds of showfolk who make St. Louis their headquarters, and also members of other shows in this vicinity, and on opening night there (See HENNIES MAKE on page 52)

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OPENS MAY 30. WANTS Concessions, Ride Help, Wrestler who can manage Athletic Show and make openings. No grift. Address Ware, Ia.

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Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 9.—The first week without a meeting. Rooms closed evenings and things are very quiet. Chuck Alexander in for a visit on his way to the circus. . . . Felix Charneski, in town for a few days on business, was a caller at the rooms. . . . Brother Rudy Singer, back from the convention at Springfield, in to make his usual call. . . . Whitey Lehrter spent much of his time at the Cole Bros.-Clyde Beatty Circus. Guess it would not take much coaxing to get him back with the white tops. . . . Brother Fred L. Clarke still in hospital, as also is Brother Patty Ernst. Late reports of their condition have not been received. . . . Brother Lew Keller is planning a trip in the near future. . . . Letter from Brother Lou Leonard says he has hopes for a visit from Secretary Joseph Streibich when Royal American Shows play Peoria. Joe hopes he may be able to comply.

Signs of the League have been sent to all but two or three of the shows. If yours has not been received please contact the secretary at once. Bulletin board are being sent out this week. The first bulletin is the financial report recently compiled by the finance committee.

Route cards received from the Al G. Barnes Circus, Cole Bros.-Clyde Beatty Circus and Ringling-Barnum Circus. If you are getting one out why not put the League on your mailing list? Your route card will be welcomed.

Have a call for Ray Daly. Get in touch with the secretary, Ray, and the message will be delivered to you. . . . Why not drop a few lines, Brothers Herman Rudick, Ted Goldstein, Al Humke, Whitey Woods, L. S. Rohter. Long time since heard from you. Can also add Mike Rosen to this list. Wonder what has become of Brother Al Wagner.

Well, boys, the weather is starting to break and from now on is good time to

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All models equipped with smooth acting clutch, the only practical drive.

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Get started right this year. Use Gold Medal Fruit Concentrates, the kind that have the True Fruit Flavor. They are low in price, easy to make, yet you will say that they are the finest you have ever used.

Stock Flavors, Orange, Lemon, Lemon-Lime, Cherry, Grape and Root Beer. Price \$2.00 per QUART, makes 48 gallons of drink. Sample sufficient to make six gallons of drink, 35¢ each, any three for \$1.00.

SEND FOR YOURS RIGHT AWAY.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati

be thinking about the membership drive. If you have no applications will be pleased to send you some; just drop a card. Remember the prizes in the membership drive are a gold life membership card to anyone securing 100 new members. Brother Jimmy Morrissey is giving a 10x18 concession tent to concessioner. Brothers Eisman and Claver three 8x10 show banners to individual showmen and Brother Harry Coddington a bronze plaque to the circus. All of these to the winners in their particular branches of the profession.

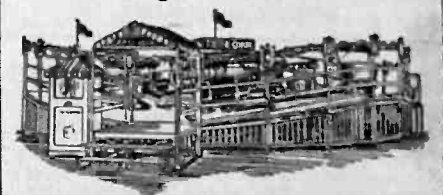
LADIES' AUXILIARY

CHICAGO, May 9.—The last social of the spring was held Thursday, with First Vice-President Mae Taylor as hostess.

Attendance was very good, and the evening was spent at bunco and cards with many nice prizes.

President Mrs. Lew Keller left by auto with Mr. and Mrs. William Carsky. She and Mrs. Carsky will spend a part of their time visiting relatives in Philadelphia, after which they will visit a number of shows and are in hopes of

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LOOP - O - PLANE FOR SALE CHEAP. Used 60 Days. J. L. CHAMBERS, care Southern Premium Mfg. Co., Dallas, Tex.

returning with quite a few new applications for membership.

Late reports of the finance committee show the Auxiliary to be in a flourishing condition. **EDITH STREIBICH.**

Midway Confab

By THE MIXER

THE NUMBER of shows on tour greatly increased last two weeks.

IN THE Routes columns of last issue there were 126 carnivals listed.

BILLY GIBSON, lately working at Atlanta, Ga., is now with Etta Louise Blake's Carioca with Strates Shows.

EDDIE RAVELL, formerly with the late Wilson LeVan, is now with Cetlin & Wilson Shows with his Mickey Mouse Show and penny pitch concession.

MADAME ZETTA, mentalist, has been appearing in her line at a tearoom daily, also in a hotel's floor shows and a night show at a local theater in Baltimore. Under management of George Mathews. Both were with Strates Shows last season.

ANSWERING AN INQUIRY, it was at Hahira, Ga., early in 1916, that Paul's United Shows played a week's engagement under the auspices of the show's long-range shooting gallery; proceeds of the attractions going to a local charity.

IT WAS a sort of "old home week" for Walter DeVoyne, secretary Royal American Shows, at Macon, Ga. Walter is a member of Al Sihah Shrine Temple and has many other warm friends at Macon. He had a round of visits daily.

MRS. J. LACY SMITH, recently appointed cashier of the twin Ferris Wheels on Marks Shows, doesn't fancy the early opening hours and all the cashiers are frowning on John Marks' praise agent for his idea of a double matinee each week.

THE MIXER has a photo of Jack Spencer, brother of Bob, and John Kennerdy with a string of 114 Spanish mackerel, said to have been caught by them in two hours near Freeport, Tex. The Spencer brothers and Kennerdy were all formerly with Big State Shows.

Good auto salesmen gain confidence by not stooping to "dirty" knocking of opposition cars (there is a show agents' connection).

DENNY HOWARD is on the executive staff of United Shows of America—not Denny Pugh, as was given in the recently published roster.

B. E. (TEX) MUELLER, late agent for Big 4 Shows, and wife have returned to Indianapolis, and having purchased a roadhouse will not be on the midways this season.

WORD COMES to The Mixer that Frank Lafferty was hard to "get along with"

A NIGHTLY VISITOR on the midway of United Shows of America at Ft. Smith, Ark., was Pat Garner, some years ago press agent for Morris & Castle Shows, now city editor of *The Ft. Smith Southwestern*. Harry Robinson, business manager of the same paper, was also a frequent visitor.

At one time last winter Cecil Gorea, agent Central States Shows, didn't have a "next stand" booked. But he was resourceful. To overcome a layoff Cecil drove out a route, after telling the showfolks "Follow the 'arrows'." He "arrowed" the route, the troupe following him, and a fairly good engagement was contracted.

MORRIS MILLER advised from Richmond, Ind., last week that he was closing the tour for his traveling museum and would concentrate his attention on Miller Bros.' Shows and his concessions at the forthcoming Great Lakes Exposition at Cleveland.

IN A LETTER from R. O. (Cotton) Ellis, Cotton expresses deep appreciation of kindnesses extended in arrangements for funeral services and burial in connection with the recent death of his wife, Mabel. Details appear in the show letter of the John R. Ward Shows in this issue.

Two samples of self-contradicting four-flush, in two show letters submitted for publication in this issue—but were "scratched";
A show in Oklahoma: In the italics paragraph at top, "Weather, good." Directly below that news (?), in the body of the show letter, "Friday night lost entirely, due to a severe thunderstorm at sundown."
A show in Texas: In the italics paragraph, "Weather, good"; in the "letter," "Wind storm Monday night," and told of tents blown down and some outfits wrecked.
Surely cogs were not meshing properly, with such self-contradictions on the same sheets of paper.

WHEN IMPERIAL SHOWS played Centralia, Ill., they had a day-and-date with Russell Bros.' Circus. Members of the carnival were guests at the matinee of Russell Bros., and Manager Lew Marcuse of Imperial Shows returned the courtesy by opening shows and rides for the circus folks after they had concluded their night performance.

DOC HALL since his discharge from hospital after quite a siege of illness has again become busy in amusements on the West Coast. Doc is now connected with a department of United Tent & Awning Company, having, among other duties, charge of a unit of riding devices playing dates and also on movie locations. Had intended taking the rides northward from Los Angeles, but the idea was abandoned.

ROSTER of Col. M. L. Baker's Side Show with Bunts Greater Shows; Colonel Baker, manager, talker, magic, Punch and impalement act; Mrs. Baker and P. Manning,

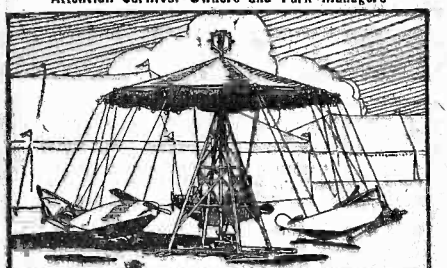
L. B. (Barney) LAMB
WANTS one or two outstanding Freaks, Jack Huber, Hoppy, Frog Boy, wire. WANT Tattoo Man, Glass Blower. WANT White Cook, O'Neil wire, Leonard Tracy, Sword Swallower, wire, or any high-class Side Show Act. Wire Springfield, O., this week.

EVANGELINE SHOWS CAN PLACE
Shows with own equipment—Ten-in-One, Miniature City, Dog, Pony and Monkey Circus, Big Snake, Geek Show, Girl Show, Posing Show, organized Colored Minstrel or Musicians and Performers, Have complete frame-up. RIDES—Merry-Go-Round, Loop-o-Plane, Pony Track, Drive-Own Autos CONFESSIONS OPEN—Cook House, Ice Cream, Snow Cones, Palmist, Hoop-La, Seales, Lead Gallery, Grind Stores, Skillos and Wheels open for Bentonville, Ark., week May 25-30. Veterans of Foreign Wars' Jubilee and Convention, nine States participating, 75,000 visitors expected in the four days. Above will positively work. Answer as per route: Ficher Okla., week May 11-13; Miami, Okla., week May 18-23; Bentonville, Ark., week May 25-30. MANAGER EVANGELINE SHOWS.

SHOOTING GALLERIES AND SUPPLIES.
Write for Circular Real Targets. G. W. TERPENDING, 118 Marine St., Ocean Park, Calif.
NO. 125 WURLITZER BAND ORGAN
Good shape. Stored Troy, O., Fair Grounds, Sacrifice. JOE TESKA, care Byers Bros. Shows, per Route.
BABY WHALE—8 ft. long, with 8x10 Banner, \$40.00. Out Price List FREE. NELSON'S SUPPLY HOUSE, 514 E. 4th St., So. Boston, Mass.

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Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers. Special Price,
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BINGO GAME
75-Player, complete, \$5.25. Including Tax.
Send for our new 1936 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
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Instant Delivery. Send for Wholesale Prices.

THE NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers


Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.
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100 CARD SET, \$3.00
200 CARD SET, 8.00
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All Sets complete with Calling Numbers and Tally Sheet. We pay the postage. Please remit with order.
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Want Freaks and Novelty Acts of merit at all times.
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NEW 124-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
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DARE-DEVIL OLIVER
World's Premier High Diver has some open time in 1936. Permanent Address, Tonawanda, N. Y.

AMERICA'S LEADING PAINTERS OF CIRCUS-CARNIVAL BANNERS
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SNAPPED on the Cetlin & Wilson Shows' midway. Mrs. I. Cetlin (left) and Mrs. J. W. (Jack) Wilson; the "youngster" between them is Susie, trained chimp in Leo Carrell's Monkey Circus.

when he left for the advance of Marks Shows in his new billing truck, painted white and lettered in red and blue.

Walter Davis isn't a "veteran carnival press agent." Doesn't try to appear as such. But he is a newspaper man with ability to grasp situations, and he has been dealing out productive publicity for the Johnny J. Jones Exposition.

AN ERROR occurred in list of fairs contracted by Mel Vaught's State Fair Shows in a recent issue. One of them should have been the Ellis County Fair at Ennis, Tex.

RAY HIGHSMITH made a 1,100-mile jump to join Mally's Greater Shows from Morehead City, N. C., to Auburn, Me. Says midway lineup includes 6 rides, 4 shows and 17 concessions and all newly painted.

BILLY (THE WOP) MURRAY, former pugilist and of late years concession operator, mostly with Sheesley Shows, was in Cincinnati recently; coming from Miami, where he spent last winter. Was a visitor to Dennert & Knepp Shows in Covington, Ky.

An old-school lucky boy visiting Big State Shows at Freeport, Tex. While fishing in the Bay, a school of minnows massed at hook. "Scram, punks, scram." Up came a big bass, a gar close behind. "Put him in, put him in," he commanded. The bass grabbed the hook and as the angler was pulling him in the gar made a dash, cut the bass in two and swam away with its half. "Good thing you did that. I wasn't going to cut you in."

GEORGE (SPOT) TIPPS recently changed from Blue Ribbon Shows to Mighty Sheesley Midway, where he is making openings at the Hall of Science Show. "Spot" was with "Captain John's" midway opry 16 years ago.

STEVE BORGAN, well-known concessioner of the Central States (used to be at Cedar Point, Sandusky, O.), rambled into Cincinnati recently and joined the folks on concession row with Dennert & Knepp Shows at Covington, Ky.

HARRY AND LUCILLE DAVIS have settled at Phoenix, Ariz., per word from them a few days ago. Have opened a shooting gallery, which, however, they may take to the mountains for the summer.

ACCORDING to word from Collerville, Tenn., the recent Cheese Carnival there hit a record this year, the first to not show a deficiency in three years. John R. Ward Shows played it, a return engagement.

BILLY BREESE overheard this on a show's midway: One colored boy to the operator of a rolling game: "How does you do this?" His colored pal, pulling on his coat: "Don't ask the man how you does it, ask him what it does."

DURING Pacific Coast Shows' move from Concrete, Wash., to Granite Falls, Wash., a wheel came off and caused a concession truck to roll down a gulch. Driver not injured but body of the truck a total loss. This editor has a photo of one of the long show trucks deep in snow, which will be in print in a later issue.

tickets; Bob Gray, lecturer; June Trinkle Baker, swords, casket and escapes; Billy Solomon, "four-legged girl" presentation; Elsie-John; Paul Mann, electrical act, comedy juggling; "Diabola"; "Balboa." Frog Boy; Revelvo, revolving body, and some inanimate exhibits.

WHILE EN ROUTE to the North (Detroit) J. C. Brand stopped off at Tuscaloosa, Ala., and visited Rubin & Cherry Exposition, with which midway organization he met a number of oldtimers with whom he used to troupe on the Con T. Kennedy Shows and C. W. Parker Shows, among them J. F. (Irish) McGarry, who this season is doing lectures at Murray's Outlaw Show. Brand pronounces Rubin & Cherry a most attractive framed midway.

MOTORING FROM Chicago to Birmingham, Ala., W. C. (Bill) Martin (charge of concessions Alabama State Fair) and wife stopped at Nashville, Tenn., for a visit with Phil C. Travis (charge of amusements Tennessee State Fair) and wife. Had a "wonderful confab." Shortly after the Martins' leaving, George Reinhart and Jimmy Vair visited Phil and the missus and George signed for the same three spots at the State Fair he had last year.

EARLY-SEASON ROSTER of Topsy McGee's Midget Show with C. F. Zeiger's United Shows, the attraction operated as a musical comedy: Topsy McGee, dancing, singing, saxophone and straights; Prince Elmer, emcee, legerdermain and acrobatic numbers; Ross Ogilvie, cowboy songs, dancing; Anna Vocara, character parts; Fifi, diminutive fan dancer; Jack Johnson and Company, musicians; Clyde Gooding, tickets; Doc Harris, front; Eddie Baldwin and Joe Aspen, canvas.

R. B. (RUBE) NIXON and wife, after spending two seasons with Johnny J. Jones Exposition, have again joined World of Mirth Shows with their Monkey Circus and Side Show combined. "Rube" infos that no "hard feelings" caused the change, also that he has added a new 20-foot middle-piece to his top, six platforms with monkeys on them and reserved seats for customers wanting to rest while enjoying the show.

A BELATED REPORT from Western States Shows states that they had good business during the *Battle of Flowers* at San Antonio, Tex., where they played in conjunction with Beckmann & Gerety's Shows. Late additions to the lineup include Motordrome and Hillbilly Show. Mr. and Mrs. Albert Wright, Mr. Thomas and Johnny Hollers purchased new automobiles and Johnny Daleport a new motor truck. Mr. and Mrs. Frank Hughes, formerly with Royal American Shows, recently joined. Mrs. Maxwell, mother of Mrs. Jack Ruback, returned to Tyler, Tex., after week's visit with her daughter.

MOST midway folks in the eastern section of the country know H. B. List and his son, Herman List, concession operators, the former with Dennert & Knepp Shows, the latter with Mighty Sheesley Midway. Incidentally, Herman was born on the birthday of his uncle, not in show business, whose name initial is also "H". Another coincidence, Herman's father was born at Hamilton, O., and his mother at Hamilton, Ont., Canada.

Names of attractions appearing in rosters of shows at their opening stands are accepted as information that they are actually on the midway—not booked or expected to be booked or might be booked. In the roster of Winters Exposition Shows, for their opening at Aliquippa, Pa., in the May 2 issue, was an erroneous report. The list of shows provided included "Madusa, Child of the Sea." Too late for stopping the false report, after the opening stories for that issue were made up, a page later to press had an ad of Winters Exposition Shows which asked for named showfolks, including "Madusa," to "come on." No correction has been received from the Winters Shows. However, a contradiction has been received from George Beggs, representative for Madusa, Child of the Sea, who states that the week of the Winters opening Madusa was in winter quarters of World of Mirth Shows.

Cumberland Valley Shows' Attractions and Personnel

COPPER HILL, Tenn., May 9.—Following is a roster of Cumberland Valley Shows, which recently played their opening engagement here under auspices of the High School Athletic Association: Rides: Big Eli Wheel—H. W. (Heavy) Griggs, foreman; Slim Goins, assistant. Merry-Go-Round—Percy Frazier, fore-

man; Jimmie Walker, assistant. Chair-plane—Carl Morrison, foreman; Sid Wilkins, assistant. Kiddie Rides—Mrs. Harry Stewart in charge.

Shows: Minstrel Show—Ace Turner, manager; Jack Morgan and wife, producers. Athletic Show—Ted Foster and William E. Smith in charge. Ten-in-One—Bill Latham, manager. Dog and Monkey Circus—Mrs. Faye Latham in charge. Frivolities—Louis Zobar in charge. Determination Hoyt, with Ray Shoemaker as manager. Adam and Eve Show. Tex Estridge's Snake Show.

Concessions: Rocco's midway cafe—Rocco Aleo, manager; A. P. Walker, assistant. Mr. and Mrs. Lyona Winton, two; Mr. and Mrs. Lavoy Winton, two; Charlie Drill, six; Stella Merritt, two; Mr. and Mrs. Dick Edmonds, two; Texas Gene, one; D. D. Bush, one; Memphis Wop, one; Gene and Joe Hallum, two; Bernice Ashburn, one; Julia Morgan, one; Roy McWilliams, two.

Staff includes: Ellis Winton, general manager; Mrs. Ellis Winton, secretary-treasurer; Robert (Bob) Hallum, general agent; George Fordham, special agent; Ace Turner, lot superintendent; Memphis Wop, transportation; Harry Stewart, electrician; R. S. Aleo, salesman *The Billboard*.

Imperial Shows Roster

CENTRALIA, Ill., May 9.—Following is a roster of the Imperial Shows, which exhibited here April 27-May 7 to an average of fair business despite some inclement weather:

Staff: Edward A. Hock, president and service director; Lew Marcuse, general manager and secretary; John Starkey, lot superintendent; Alec Kroliek, electrician; Ray Davison, mechanic.

Shows: Illusion Show—E. Pelkin, manager; James Riley, tickets; E. Eames, talker. Athletic Arena—Fred Martensen, manager; wrestlers and boxers, Speed Ball Martensen, Cyclone McKinzie and Clara Martensen. Barnyard Circus—Jimmy O'Neill, manager; front, Bob Fitz; tickets, Joe Pelkin; Olga Heafner, performing dogs; Jimmy O'Neill, clown and Liberty horses; Junior O'Neill, tumbling and barrel jumping; Mrs. O'Neill, rube clown; Caroline Woods, acrobatic dancing; Flatfoot Finnigan, canvas. Harlene Show—Soldier Andrews, manager; Mrs. Andrews, inside; Red Andrews, tickets. Circus Side Show—Bob Katell, manager; Neasia, mentalist; Professor Mack, dancing dolls; Gene Davis, pin cushion and fire eater; Dean Rauh, sword box; Red Raymer, tattoo artist; Princess and Chief Eagle, Indian dancers and rope spinners; Mimi, the Hippopotamus Girl; E. Larson, front; E. Ellis, tickets. The roster of DeKreko's Arabian Nights was in last issue.

Rides: Kiddie Merry-Go-Round and Ferris Wheel—George White, foreman; Tom Duncan, assistant. Kiddie Auto Ride—Tom Portwood, foreman; Al Taylor, tickets. Merry-Go-Round—H. Wagner, foreman; Robert McCarthy, assistant; L. Cadillac, tickets. Tilt-a-Whirl—H. Gibson, foreman; Jack Butler, second man; Maxine Woods, tickets. Chair-plane—E. Custer, foreman; Mrs. Raymer, tickets. Loop-o-Plane—Big Boy Hutson, foreman; K. Woods, tickets. Eli Wheel—Whitey Woods, foreman No. 1; Lester Reed, foreman No. 2. Eli Wheel—Mrs. Grosnick, tickets. Pony Ride—E. Floyd's eight ponies and a 50-foot track.

Concessions and agents: Corn game, Al Hock (manager), Mervin Marcuse, T. Hill and L. Blankenship; Chris Christensen, one—Mrs. Blankenship. W. Salmon, one; Buddy Miller, one; Al Petka, one; diggers, George Hock, agent; E. Hirsch, one; James Green, one; Jack (Quiet Please) Parr, one; photos, Martha Kier; pop corn, Ralph Barsah; cotton candy, Sleepy Stoval; cookhouse—Tom Hall, owner and manager; chef, Harry Kirby; griddle, Bill Kelley; Rose Kirby and Mary Vanness, waitresses; novelties, Billy Scott.

Golden State Shows

Menlo Park, Calif. Engagement ended May 3. Location, Highway 101, Auspices, American Legion. Weather, fair. Business, good.

Despite the fact that another show was in this spot just two weeks ahead business was good for everybody. Motordrome topped the shows, Red Summerfield, one of the riders, took a bad spill from the top of the wall Friday night and, altho he had several abrasions and was badly bruised, he rode in the next show. Orville and Mrs. Crafts flew from Bakersfield to visit the show. Mrs. Will

Wright accompanied them on a sight-seeing trip over the bay before their departure. Phil Williams, the show's general agent, visited here. Many visitors this week, owing to being close to San Francisco. Among them were Mike Krekos, owner-manager West Coast Amusement Company; J. J. Davis, of concession supply house; C. Blanchard, of *Blanchard Press*; Walter Stanton and V. Canapa, supervisors of city of San Francisco, who were here to look the show over at the invitation of Manager Will Wright, result, a contract for San Francisco. Prince Zulong, feature attraction in Side Show, now the happy possessor of a new housecar—this making 15 on the show. Ed Lahey, manager cookhouse, convalescing from his long siege of pneumonia; Jolly Nellie, fat girl, was the recipient of many presents and flowers on her birthday, and a party for all the women was held after the show. **R. M. SMITH.**

Ladies' Aux., PCSA

LOS ANGELES, May 9.—Secretary Vera Downie and her husband, Frank, are recovering from injuries received from their auto accident recently, and indications are that Vera will soon be fraternizing among the members in this city and vicinity.

Thru efforts of Leone Barie the club has moved to new quarters at 112 West Ninth street, Room 409. Ruby Kirkendall, vice-president, worked with Mrs. Barie so the club could be settled before she (Ruby) made a flying trip to San Francisco for a last visit with her husband ere his return with the Al G. Barnes Circus in the fall.

The summer activities of the club are getting under way. The first party planned for May 28, Mabel Bennett, Martha Levine, Leone Barie, Ruby Kirkendall and Gladys Forrest comprising the committee. . . . Inez Walsh spent last week-end at the exposition in San Diego. . . . Leone Barie and her husband spent Sunday with Doc and Clara Zeiger on Zeiger's United Shows at Ontario. . . . Gladys Forrest, Ada May Moore and Mabel Bennett are with Ken Maynard's Circus-Wild West. . . . Blossom Robinson enjoying the ocean breezes. . . . Alga Celeste has been absent due to work in pictures. . . . President Krug and Estelle Hanscom attended the meeting while Crafts Shows were in San Fernando. . . . Minnie Fisher, chaplain the club, still trying to rehearse the girls in *Allegiance to the Flag*. . . . Pearl Runkle, Jenny Rawlins and Martha Levine to make a report on why "we cannot hear from the girls on the road," including Rose Clark. Leone Barie received a card from Maxine De Mouchelle, of Golden State Shows.

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42" to 10'. Also Safety Coin Boxes.

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CAMEL BACK SKILLO
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1522-28 W. Adams St., Chicago, Ill.

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Animal Show, Illusion Show, Pit Show, Congress of Fat People, Monkey Circus, or any show that will not conflict. Will furnish outfit and wagons for same. Can place several Concessions for season. Merchandise Stores, Taffy, Candy Apples, Mitt Camp, Ball Games and several other stores open. A season of fourteen Fairs in New York, Virginia and North Carolina and good still dates.

Write or wire week of May 11th, 30th and Tasker Streets, Philadelphia, Pa.; week of May 18th, East Westmoreland and Armingo Streets, Philadelphia, Pa.

P. S.—A. E. Collins wants man for Ossified Leo and Snake Show. Miles Bradley come on. Candy Butchers wanted by Harry Duvall. Plantation Show Performers, Musicians, Talkers, for all shows. Ride Help. Red Snow come on.

THE ORIGINAL CANDY PULLER

← **DISPLAY PULLERS**
Excellent for demonstration purposes. Very attractive, nicely finished, nickel trimmings and aluminum base—Motor driven, varied sizes and styles.

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WANTS FOR NEON, FLEMING, McROBERTS, ALL IN COAL FIELDS. MINES WORKING FULL TIME.

One Flat Ride, Loop-o-Plane, any Kiddie Ride, Girl Show with own outfit. Also Talkers. Harry Harris come on. W. O. Seymour answer.

ROY BLAKE, Manager, Neon, Ky.

2 SATURDAYS—J. R. EDWARDS SHOWS—2 SATURDAYS
OPEN MAY 30TH AT MASSILLON, OHIO.

Willard K. P. Festival, Fostoria, O.; North Baltimore, O. (on streets); Leipsic, Fourth of July Celebration to follow.

WANTED

Allan Herschell Kiddie Ride and Tilt-A-Whirl. Corn Game, Grind Stores and all kinds of Legitimate Concessions. CAN PLACE Shows with own outfits at reasonable percentage. Bill, Jimmie and Dutch report May 20. Until May 30 address Wooster, O.

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THE GREAT LOOP PLANE

I Will Accept **BONUS BONDS** At Par Value as Payment on or in Full on This Ride.

INVEST IN THIS FAST MONEY MAKER

4 Passenger with Cables, \$1,800.00.
4 Passenger without Cables, \$2,000.00.
8 Passenger (12 Children) \$3,200.00.

ROBIN REED
Box 237, SALEM, ORE.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 9.—As announced in last issue, a hearing on the application of the association for relief in behalf of its railroad show members has been scheduled for Tuesday forenoon, May 26, at the office of the Trunk Lines Association in the Central Building, 143 Liberty street, New York City. Will be held before the Freight Traffic Managers Committee, the application having been transferred to that committee from the General Freight Committee.

As also stated in last issue, it is our intention to be available in New York City from Monday morning, May 25, at the Cumberland Hotel, for the purpose of preliminary conferences with the representatives of such shows as plan to attend the hearing. It is likewise essential that all shows who plan to be represented communicate with the ACA office immediately.

In the meantime there have been some interesting developments in the railroad situation generally. Originally, the railroads planned to go into the courts to test the ruling of the Interstate Commerce Commission but subsequently changed their attitude and agreed to yield to the order of the commission. The deciding factor in the decision was the refusal of the Baltimore & Ohio to join in opposing the ICC.

The general attitude seems to be that the East will experience a great experiment in operating with low railroad prices.

If the result is satisfactory it is our guess that reductions will be made in other departments than passenger traffic.

In connection with the New York City trip recently completed we are pleased to acknowledge courtesies extended by Frank Cook, Ed Vaughan and Frank Miller of the Ringling-Barnum Circus. Likewise, we appreciated an interesting discussion had with William (Billy) Hamilton, who was formerly in the circus profession and is now in the concession business.

On April 24 we had occasion to visit the winter quarters of George Traver's Fair-at-Home Shows at Hackensack, N. J. Altho Traver's show is not a member of the association at this time, we were informed that an application would be filed shortly after the show opened.

Thru the courtesy of Oscar C. Buck, of O. C. Buck Expositions, we visited that show Saturday evening, April 18, at Yonkers, N. Y. Show was located on the race track lot and its seven rides, six shows and 25 concessions presented a very neat appearance. Credit is due to Mr. and Mrs. Max Gould for having one of the tidiest cookhouse concessions we have ever seen.

Within the next few days blanks for submitting the lists of employee members will be sent all members of the association. We ask that they be filled out and returned as promptly as possible.

Latlip Shows

Charleston, W. Va. Three weeks, ended May 2. Location, Florida street lot. Business, averaged fair.

The closing week of the stand was fair for all attractions. There was a day-and-date with Downey Bros.' Circus on Thursday, with light business in the afternoon and good at night. The show is having sound equipment installed in a panel-body truck. Captain Latlip has engaged Carl Mains, of New Orleans, to do the high dives this season. Ginger Latlip continues to top concession row with her neatly framed and flashy concessions. Tom Collins is pleased with the business of his concessions, his first season with this show.

JAMES WILCHER.

Mighty Sheesley Midway

Kingsport, Tenn. Week ended May 2. Auspices, JOUAM. Weather, rain two nights, otherwise warm. Business, poor.

A short jump, 20 miles, and show was ready to open Sunday, but due to State laws was unable to do so. Lost Monday and Thursday nights due to heavy rain. Saturday night the midway jammed with people, but the amount they spent was almost nil. Earl Kettering miraculously escaped death when the oil line of his motorcycle broke while riding at the Motordrome and the machine burst into flames. He was burned, not seriously, on hands and face. After receiving treatment he rode the next show. Jack Winslow has added eight monkeys to his already swell show. Mrs. Jeanne Williams is contemplating a trip to Europe next fall. Noel Lester entertained the Kiwanis Club at its luncheon, scoring a hit with his baffling feats of magic. Tom Scully departed and was replaced on the front of the Hall of Science by Thurman Walter. Alice Lester left for Plainfield, N. J., when advised of illness of her son, who is now on the road to recovery. Incidentally, Noel Lester has a nice show. Wingy Schafer and his Cotton Queen Minstrels were guests of Blanche Calloway during her local engagement. Cyrus B. Crumby joined Al Renton's Circus Side Show. Al Renton Jr. did a marvelous job in announcing the Big 6 track meet. Aerial Bauers hold the crowds nightly to see their act. Their daughter, Lauretta, is now tinting pictures in the photo gallery. Ondra Wyatt, 4 years old, son of Princess Margerite, is turning out mighty handy at the mike on the front of their show. Benny Weiss' corn game continues to top the concessions. Charles Pounds came out with the first straw hat of the season and Louis Weiss the first white suit. Mrs. George Collins selling tickets for John McMaster's pony ride. Jack Winslow was burned about the ankles by an electrical "short." Clarence Pounds and Robert Sykes on the sick list. Mr. and Mrs. John W. Stelz were visitors of Mr. and Mrs. E. C. Crowe. Willie Reed doing a swell job as chef at Mrs. C. H. Pounds' cookhouse. C. L. Dutcher among the visitors.

FLOYD NEWELL.

Crafts 20 Big Shows

Bakersfield, Calif. Week ended May 2. No auspices. Location, 19th and Union avenue. Business, good.

Taft, preceding week, also a good stand. Al G. Barnes Circus playing day and date at Bakersfield and much hobnobbing was done among members of both aggregations. Hustrel Troupe, of high-wire note, joined for this engagement and receiving much press comment of their daring act. Johnny Gilliland, with the Acroplane, operating the ride on a flat charge of hourly basis to young aviator enthusiasts. W. H. McCormack back on the show fully recovered from his recent illness. Speedy Babbs, with his troupe of Silodrome riders, thrilling crowds nightly. The Scooter ride boys got a workout recently, blocking up the ride on the side of a hill with a couple of truckloads of crossties. Some hundred members of the show attended the afternoon performance of Barnes Circus thru the courtesy of Manager S. L. Cronin, and after circus hours an equal number of the Barnes troupe paid the midway a visit. Mr. and Mrs. O. N. Crafts visited the Crafts' Golden State Shows a couple of days. Mr. and Mrs. Ed Charles Miller, of the shooting gallery, are among the oldest concessioners on this show and, despite the gallery's size, it is usually the first concession up and ready on opening day. Mrs. Tommy Myers visiting her daughter in Oakland for a few weeks. Mrs. Ethel Krug celebrated her natal day and received many nice gifts from her host of friends.

ROY SCOTT.

Philadelphia

PHILADELPHIA, May 9.—The first carnival to show this city in four years opened this week at 10th and Bigler streets. It is operated under the name of the Quaker City Shows. On account of late arrival and bad weather did not get open until Tuesday night. Some trouble was encountered in the operation of concessions, the censorship being very strict. Other shows having obtained permits and will show within the next few weeks are Cetlin & Wilson, World of Mirth, Strates Shows and Marks Shows.

Strates Shows appeared in Chester this week. A long run and bad weather delayed their opening until Tuesday night. Show makes a very nice appearance on the lot, including plenty of light.

George E. Roberts has all of his outfits overhauled and painted up for his summer season.

Ed Hickey returned from Florida, where he spent the winter. He is one of the owners of Eighth Street Museum.

Etta Louise Blake has a very nicely framed girly show with the Strates Shows this year. Fred Thomas, who has the Circus Side Show with Strates, has a complete new tent outfit this year. Freddie, armless man, is in his fourth season with Thomas. Show is flashy in decorations and light.

Eighth Street Museum has the following attractions this week: Texas Hillbillies; Leonard, sword swallower; Poses Plastique; Joe Joe, fat man; Leo, magic and illusions; Prince Oshwa, pygmy; Princess Zelda, mentalist; in the annex, dancing girls and Mary Morris.

South Street Museum presents the following bill: Esther-Lester; Yuna, American-Japanese juggler; Colored Revue of six people; electric-chair demonstration; Mme. Betty, mentalist; in the annex, dancing girls.

Snapp Greater Shows

Neosho, Mo. Week ended May 2. Auspices, American Legion. Location, foot of Main street. Weather, rained out two nights. Business, fair.

Monday night was missed entirely, as a rain, much needed by the community, started in the evening and lasted all night. Wednesday, on account of the closeness of the Joplin Fiesta, where the Beckmann & Gerety Shows were being featured, was a total blank, as it looked like the whole community journeyed to Joplin. Friday night was lost by another rain and wind storm. John Morton building two new show fronts for attractions that will open at Washington, Mo. Judd Caulkins made several trips to Joplin to visit the B. & G. Shows. Mrs. Dick O'Brien joined and will stay back with the organization, while Dick is ahead. L. A. Beeson is now keeping the public-address system out ahead of the show and also acting in the capacity of special agent. Seen on the midway: Larry Hogan, Elmer Day, Bill Harvey; in fact, about 50 per cent of the personnel of the B. & G. Show paid visits while they were showing Joplin.

MARK BRYAN.

Volunteer State Shows

St. Charles, Va. Week ended May 2. Auspices, American Legion. Location, ball park. Weather, variable. Business, good.

Due to the location of this town show had to truck in from Greeneville, Tenn., in order to have the attractions open Monday night. There was a gladsome surprise Monday night, when, after a wind and rain storm had subsided the lot was packed with people—where they came from was a quandary. Business increased as the week progressed. Chief of Police Charles Redman did all in his power to help make the engagement a success. The Lofstrom & St. Elois Monkey Circus topped the show, with the Minstrel Show a close second. Ferris Wheel topped the rides, with Chairplane second. Among late arrivals, besides Lofstrom and St. Elois, are Mr. and Mrs. Burns, to take charge of the Athletic Show; Pete Smith, Eddie Cole, Claude Oederkirk, Horner Ayers and Leo Clyde with concessions. Ray Taylor has added photo gallery to his concessions. Among recent visitors was Pat Crowe, of Southern Distributing Company.

CHARLES (CHUCK) STAUNKO.

RAFFLE Wheels

Finest Made for Parks, Carnivals, Bazaars.

36" in Diameter, Balanced Ball Bearing, 30 Numbers Beautifully Finished in New Colors, Highly Lacquered.

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STATE CONVENTION DISABLED AMERICAN VETERANS

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All Attractions Furnished by Northwestern Shows. Location in the heart of the city on the streets. Thousands of out-of-town delegates and visitors expected. General Smedley D. Butler a speaker. Business conditions in Coldwater unusually good, all factories working. CAN PLACE Concessions of all kinds. Everything open, as we have been operating Rides and Shows only so far this year. Grind Stores and Ball Games, \$15.00; Wheels, \$25.00; Corn Game exclusive, \$35.00. Will make exceptional offer to first-class Cook House. Good route follows Coldwater. Positively no racket of any kind. Address all applications to F. L. FLACK, 36 East Woodbridge St., Detroit, Mich.

SUNSET AMUSEMENT CO.

WANT Geek, Mechanical Wax with own outfit, 25%. Have Photo, American Mitt Camp, Milk Bottle, exclusive open.

FORT MADISON, IA.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$65.00 14 Wax Specimens of Unborn Show, in Glass Case.
\$35.00 Brass Diver's Helmet, Wonderful Prop.
\$45.00 Cook House, Khaki Tent, 12x12' 4-w. Awn.
\$2.50 Govt. 10" Flood Light, with Reflector.
15c Ea. Pennants, Flags on Streamers. Write for List We buy Skates, all makes; Concession Tents, Candy Floss Machines. **WEIL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.**

WANTED AL G. HODGE SHOWS, Inc.

Shows with own outfits, 75-25%. Concessions—Any legitimate Concession. Privilege reasonable. Fair Secretaries and Celebration Committees write or wire. Logansport, Ind., this week; Peru to follow.

Owing to death of HOWARD L. RINARD
The family will carry on his business on same basis as heretofore.
MRS. HOWARD RINARD.

GUSTARD MACHINE FOR SALE
Also Trailer; excellent condition.
BOX 709, Billboard, 1564 Broadway, N. Y. C.

ALL-AMERICAN EXPOSITION SHOWS
Open May 16 at Yankton, S. D. WANT Concessions that work for stock. Also good 10-in-1 Show. Address **H. V. PETERSEN, Gen. Mgr., Yankton, S. D.**

Important Announcement

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

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

Along the California Pacific Expo Midway

By FELIX BLEY

SAN DIEGO, Calif., May 9.—A. J. Humke, manager Days of '49 since the opening of this season, resigned and left for Fort Worth and Dallas. . . . Robert Armstrong and family visited friends on the fun zone, last week. . . . Tony Hahnley, former employee of Interstate Company, returned from Los Angeles and is operating one of Medill & Davis' lunch stands. . . . Ula Evans is now located in the Spanish Village palmistry concession. . . . Catherine Poole, operator of octagon stand on midway and member of firm of Medill & Davis, fell while on her way home and was confined to bed several days.

Peter, "The Hermit," and his burrows and greyhounds are leaving for Dallas. . . . "Honest John" Silvera, who has several concessions in Spanish Village, reports business progressing. . . . Bernie Stone on front of Smith Sisters' palmistry studio, of which L. Wilson is manager. . . . George Wankazoo, Ottawa Indian, who conducts the "Indian Trading Post" in Palace of International Arts, has returned from a trip to Arizona and New Mexico. . . . Bill Dancer, inside man at the Funhouse, fell and broke his right arm and shoulder while cleaning some mechanical parts. Will be laid up several weeks. Howard Foote on front of the show. . . . Eddie Wakell, assistant director of shows and concessions and in charge of Enchanted Land, has added two attractions, a puppet show and deer pit. . . . Bill Mack is director at the Fanchon & Marco Hollywood Secrets show.

Jerry Carman is emcee at Granada Cafe—last week's attractions included Joy Williams, dancer; Kenny Gardner, singer; Buddy Reader, dancer; and Bill Mozzard, pianist. . . . Darto, under management of Warren Burgess, reports having a good season. Staff includes Dean Bogg, supervisor; Gordon Vickers, ring boss, and Carver Brunton, assistant; Dick Sewartz, Bill Brazeale, Homer Piper, Harry Howell, Dutch Breitung, Gene McMasters, agents; Walter Plepgras, caller; Monica Bartling and Virginia Simonds, checkers; James Oglesky and Leen Gentry, porters. . . . Pearl Alton, "Sweetheart of the Midway," has recovered from her recent illness and resumed her part as Ginger Rogers' double in Fanchon & Marco Hollywood Revue. Rube Allen, of the Barnyard Cafe, conducting a pie-baking contest, with \$65 in cash prizes and a loving cup as grand prize. . . . Preparation for celebrating the first anniversary of the opening of the exposition, May 29, is being made at the Cafe of the World, which will be closed until the date, according to J. S. Medill, manager. Entire interior of the cafe will be rebuilt and the floor of the main dining room terraced so that patrons, regardless of where seated, will have full view of the floor show. . . . Henry Firpo, pugilist, accompanied by his manager, Eddie Stanton, visited the midway and took in all shows. . . . General Smedley D. Butler luncheon guest of G. Aubrey Davidson, chairman of the board of directors, and toured the grounds, including the fun zone, last week.

Marks Shows

Charlottesville, Va. First week ended May 2. No auspices. Pay gate. Location, Monticello road grounds, about 50 yards from city line. Weather, warm and clear. Business, about 25 per cent over same location last year.

Concessions did not fare so well but business for shows, rides and the front gate was a spring tonic for carnival owners. Two children's matinees, Wednesday and Saturday. Schaller's free act kept crowds on midway until closing time each evening. Mrs. William Breese, contracting agent, had the advance details well cared for. General Agent Breese back with show most of week. The publicity department has undergone a reorganization this season, and in addition to his duties as boss billposter Frank Lafferty will act as contracting press agent, with Mrs. Breese as story writer, the writer continuing as general press agent in charge of the department. A truck is being rebuilt for use as an office for this department. The Daily Progress showed more cooperation than last year, much of the publisher's antipathy to the collective

type of amusements eliminated. College Topics, tri-weekly of University of Virginia, and The Albemarle News, weekly, co-operative. The writer reunited here Clarence Boykin, managing editor The Progress, former city editor of The Richmond Times-Dispatch, and Sydney Rush, advertising manager The Progress. Mr. and Mrs. J. W. Wilson, of Cetlin & Wilson, and a party of Cetlin-Wilsoners visited from Staunton. Norman Wolfe, Buck Ambrose, Captain Bell, and Irving Carl, of T. W. Kelley's Side Show with World of Mirth Shows, worked all week with Knute Kelly's Side Show. Jimmy Woodall joined to handle front of that attraction. Nicholas (Happy) Millioanah, tattoo artist, joined Kelly's show. Max Tarbes left for Alexandria to work next week with World of Mirth Shows' concession department, leaving three stands with this organization. Mr. and Mrs. Setzer are additions to Paul Lane's photo studio. Mr. and Mrs. Roach have a nicely framed string game. Jack Reinhart joined here with his Lone Star Ranch Wild West Show and will be featured—a 90-foot round top with three wide middle pieces, and a new pictorial panel front. Jimmy Martin joined to handle inside of Monkey Circus, which has received a new shipment of monks. Two fine Rhesus monkeys were purchased from Bill Stone, of Richmond. Knute Kelly has about recovered from his illness. Regrettable word comes from Richmond that the condition of Tom Ricci, father-in-law of Mr. Marks, continues unimproved. CARLETON COLLINS.

Central State Shows

Yukon, Okla. Week ended May 2. Business, fair.

The third stand of the season and didn't turn out to be what was expected. Friday night was lost entirely due to a severe thunderstorm at sundown which broke the drought of four months. Shows and rides did a fair business, concessions poorly. Malcolm Moser added another attraction, featuring O. B. Russell, in "Buried Alive." Other arrivals: Mrs. Ethel Roberts, two concessions, L. R. Willis and I. Tang as agents; Nig Williams, concession. Rex King has taken management of Hawaiian Village, with John Garza and Joe Garza furnishing music and Peggy Sunshine and Boots King, dancers. "Rex," beautiful police dog owned by Cecil Goree, gets a big kick out of riding the Ferris Wheel, unassisted, and the stunt seems to be amusing the spectators. Mrs. Alice Hood went to Huron, S. D., to visit her mother, who is ill. Emmitt Bufkin, owner of several concessions, was a visitor, sporting a new Ford V-8 coupe. Smokey Hood was a guest of officers of the CCC camp on Thursday. WILLIAM M. SUTHERLAND.

Dime Museum, Newark

NEWARK, N. J., May 9.—This museum closes tomorrow night for the summer months. Will reopen in September. This is the fourth season for Manager Namy Sallih here.

A number of the acts here this week will join the European One-Ring Circus at Playland, Rye, N. Y., where Mr. Sallih will open May 23. A lot of interest has been aroused in the cage of wild animals in the museum here. Zenda, mentalist, and her secretary, Walter Gager, have a number of theaters booked for the summer months. The writer will not be with Mr. Sallih this summer as stated in a former issue. The program for this week: Zenda, mentalist; Excella, Flexible Woman; Three Dells, novelty club juggling; Jack Stetson, chalk and paper artist; Ben and Bette, blades illusion; Carlton Harris, hand balancing; Johnny Cummings, clown juggler; Oriental Revue in the annex. BEN RILEY.

Zimdars Greater Shows

Herrin, Ill. Week ended May 2. Auspices, Fire Department. Location, circus grounds. Weather, variable. Business, good.

Fire department gave a parade Monday night, with a drum corps, local civic officials and some attractions of the show participating. This was the banner stand of the season so far. Quite a number of personnel visited Russell Bros.' Circus at West Frankfort on Wednesday. Maxine, Miracle Girl; Rosina Raymond, and Rajah Rodeo, magician, joined Sailor Harris' Ten-in-One. Jake Miller is now legal adjuster with the show. CHARLES SEIP.

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World's Largest Carnival Attractions
Opening the Season of 1936 at
**THE FIESTA SAN JACINTO AND
BATTLE OF FLOWERS**
San Antonio, Tex., April 20

Can Use Competent Ride Help of all kinds after April 15th.

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FAIRS BOOKED:

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MAX LINDERMAN, Gen. Mgr.
Winter Quarters, Richmond, Va.
Address as per Route.

Detroit

DETROIT, May 9.—W. G. Wade Shows are this week on the West Side lot at Fort and Miller roads, with good business despite cold weather, Wade reports. Now carry six rides, four shows and 32 concessions, after opening with a smaller outfit a few weeks ago, until the larger lots were reached. Wade goes to Monroe, Mich., for a week, and then to Highland Park, Detroit suburb.

Elmer F. Cote Shows, which opened recently at Royal Oak, Detroit suburb, on a downtown lot under auspices of Acorn Lodge, Veterans of Foreign Wars, has had good business despite bad weather. Cote carrying 15 concessions and five rides for the earlier dates. Moves to Wyandotte for a week under auspices Ladies' Auxiliary, Veterans of Foreign Wars, and will return to other lots in the Detroit territory later. Elmer F. Cote was on the lot last Sunday for the first time this season, recovering from an operation a month ago for double hernia in St. Mary's Hospital.

John R. Ward Shows

Collierville, Tenn. Cheese Carnival. Week ended April 25. Corinth, Miss. Week ended May 2. Auspices, American Legion. Business, fair at Collierville, poor at Corinth.

At Collierville; All available space filled with shows, rides and concessions, in streets around the city park, when siren signaled the opening of the annual Cheese Carnival. The show's third consecutive year at the Cheese Carnival, and the crowds that attended daily showed approval. The committee was commended for its untiring efforts, especially John Montgomery. The Flying LaMars attracted and held the crowds each afternoon and night with their high casting act. At Corinth: Nights were cool and the crowds small. Saturday night's crowd was frightened away by a threatened storm and rain. Gloom was cast thruout the personnel in the passing of Mrs. Mabel Ellis. She came to the show Tuesday evening looking for Cotton Ellis and complained of feeling bad. She was taken care of by some of the women of the show and was secured a room. She was found dead in bed Wednesday night. After wiring various shows Cotton was located and reached Corinth Friday morning. The following shows contributed toward her funeral and burial expenses: Byer Bros., \$15; Wallace Bros., \$13; Great American, \$12.50. The Ward Shows raised \$32 and with assistance of a local undertaker she was laid to rest as nice as could be wished for and the funeral was a credit to the profession. She was buried in Henry Cemetery, Corinth, on Saturday, the entire personnel of the show attending. H. G. STARBUCK.

Dee Lang Famous Shows

St. Louis. Week ended May 3. Location, North Grand at Florissant avenues. No auspices. Weather, variable. Business, good.

Despite showers on Monday and Tuesday nights, nice crowds were in attendance and fair business was registered even on those nights. With the reappearance of the sun on Wednesday

1350 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.80; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining 700 cards sold 100 cards each, \$7.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the card—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 x 7.

THIN BINGO CARDS

Bingo cards, black on white, size 5 x 7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 1,350 different cards, per 100, \$1.25, without markers. Set of markers, 50c. Automatic Bingo Shaker, real class, \$12.50. Bingo Blackboard, cloth, size 24x36 (Rolls up), \$2.00. Bingo Record Sheets, 24x36, 20 for \$1.00. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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19 W. Jackson Blvd., Chicago



Make \$50.00 a Day on Candy Floss

More and more people are buying our Candy Floss Machines—there MUST be a reason—we make the ONLY Original Guaranteed Machines. \$5.00 worth of sugar makes \$100.00 worth of Candy Floss. Write TODAY.

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202 Twelfth Ave., So., Nashville, Tenn.

and thruout the balance of the week excellent patronage was enjoyed by all attractions. The Caterpillar has been repainted by Tex Sherman, who will devote the next few weeks to scenic work and will then take over an attraction which is being built for him by Louis Fridell. With the Hennies Bros.' Shows scheduled for next week in East St. Louis and the Beckmann & Gerety Shows opening at Grand and Laclede May 5, much visiting will be in order. MARK WILLIAMS.

Happy Days Shows

Lebanon, Tenn. Week ended May 2. Downtown location. Auspices, American Legion. Pay gate. Weather, clear. Business, good.

The Caterpillar ride clicked, as it was the first one seen here in some years. The twin Ell Wheels doing okeh, also the Merry-Go-Round, with all its lights and calliope-effect organ; Mixup, in charge of Hugh Henry; the Loop-o-Plane and McLemore's Kiddie Rides. Emmett Johnson's (Pin Cushion) Congress of Freaks topping the shows. Emmett works hard, day and night. Ernest Montague's Cotton Club Revue clicking. Ethel Smith, warbling the "blues" on the front bally, gives Ben Beno and Taylor and Moore's free acts, with Professor Belleme's Band, some competition. Chubby Jones left to return home. Old Hickory, Tenn. One spot in Kentucky, then the show hops to Northern Indiana. Cunningham's cookhouse doing okeh. FLOYD R. HETH.

Kansas City

KANSAS CITY, Mo., May 9.—Frank Capp returned from a trip. At Sidney, Neb., he was a guest of Mr. and Mrs. Bill Myler, who entertained at their home for old-time friends, and all present had a very enjoyable evening. Myler will have a girl show with the McMahan Shows before long. The guests were entertained by Miss Teddie Stanton with a dance number. Mr. and Mrs. W. J. Ceaser, Mr. and Mrs. Ted North, Frank Capp and several others made up the party. Later Mr. and Mrs. North entertained with a dinner party at a hotel.

Toney Martone returned from San Antonio, Tex., with his rides and intends to operate in and around this city. At present he is in St. Louis on a business trip. . . . Orville Hennies was in the city long enough to join the Heart of America Showman's Club. He left to join the show at Joplin, Mo. Mr. and Mrs. Jack Bauman stopped off here for a few days. . . . J. E. O'Brien has joined McMahan Shows. Will have the advance.

Frank H. Owens, who spent last winter in Florida, is visiting in the city. Will leave shortly for Northern lakes for the summer. . . . J. C. Kent and Charles W. Duckan in from the West Coast, preparing to place their concessions on McMahan Shows. . . . Nat Morgan and his crew of workers—F. S. Honosaki, Stanley Socke, R. W. Pigmont, J. Flanagan, Bill Merritt and B. H. Merritt—are stopping over here. . . . W. J. (Doc) Allman has returned from trip to the various circuses in this territory. . . . J. C. Pennington, working with the advance of Conroy's Circus, is reported doing okeh. . . . I. E. Henry, the new manager of Coates House Hotel, is making many improvements. The entire fifth floor has been redecorated and newly furnished.

F. H. Bee Shows

Springfield, Tenn. Week ended May 2. No auspices. Weather. some rain. Business, fair.

This the third week of the season. Opening in Russellville, Ky., had rain and continued cold; result, no business. At Clarksville, Tenn., got two days without rain or cold. The first appearance of show in Springfield. Took the customers couple of days to get acquainted. When they did business showed. Rossi's Italian Band and Minstrel Show performers were accorded privileges over Radio Station WSIX daily. Little Eva (Lena Rossi) a favorite with local radio fans. Shows include Illusion, Anona the Snake Girl, Kid Talley's Smart Set Minstrels, King Kong's Athletic Arena, Jimmie's Curiosities, Apple's Motordrome, Prince LeRoy's Pinhead Village and Alfredo's Circus Side Show. Rides include Ferris Wheel, Tilt-a-Whirl, Chairplane, Merry-Go-Round, Airplane, Loop-o-Plane, Pony Ride and Kiddie Auto Ride. Concessions are Storm's cookhouse, Dittmeyer's corn game, McLaughlin's confections; Parker, one; Augustino, three; Parsons, one; Higgins, one; Abbott, two; Mrs. E. E. Baker, one; Burgevain, one; Williams, three; Dittmeyer, one; Crager, two; Kryg, one; Stewart, one; Fields, one; Brown's photos. Visitors have included A. E. Walsh, of Happy Days Shows; L. J. Heth and Fred Shive, of Heth Shows; Robert Hughey, of Hughey Bros.' Shows; C. D. Scott, Bob Page and Hank Spillman, of Dixie Exposition Shows; Mr. and Mrs. Will Hatch and children, of Hatch Show Print; Nubby Red and company, while en route to Rice Bros.' Circus. Mr. Bee received his new house trailer from the Split Coach Motor Corporation. The staff: F. H. Bee Jr., manager; F. N. Ogilby, general agent and business manager; Bob Sickels, secretary; T. G. McDaniels, advance publicity; Walter Walters, special agent and *The Billboard*; E. E. Baker, electrician; Happy Stewart, train and lot; Joe Rossi, musical director. E. E. BAKER.

Winters Exposition Shows

Washington, Pa. Week ended May 2. Location, Wonsetlet lot. Weather and business, satisfactory.

Among arrivals: Doc Williams and his "Life" Show; Nano Dicinto, with ball game; Mr. and Mrs. Jack Allen, scales and palmistry; Heavy Teeters and wife, with agent Stanley Taylor; Mystic

Courtney, with his Five-in-One. William Wells, who owns the Kiddie Auto ride, left early part of the week for the factory by truck and returned with a new Eli Wheel. Mr. and Mrs. George Gorman arrived. Gorman will have charge of the publicity and sales of *The Billboard* and Mrs. Gorman will have ice cream. ALICE J. WINTERS.

GLICK'S 2D WEEK

(Continued from page 46)
Edith Thompson, electric chair; Frank Randall, contortionist; Dick Flagle, acrobatic clown; Bell Bonita, performing lions; in the annex, Blais Family; Bob Lockhard, tickets. Hawaiian Show—Ralph Decker, operator and manager; F. Duckey, piano; Joy Higgins, Jackie LaMont, Millie Clemens, Shirley Adams, Jackie Mason and Beatrice Carew on stage. Posing Show—Ralph Decker, operator; Jerry Higgins, manager; Fred Rahn, lecturer; Jean Garlepy, June Joy and Maxine Mayo, posing girls. Monkey Circus—Hector Gaboury, manager; Arthur Sheen, front; Frank Brown, tickets; DeWitt Lawrence, ringmaster; Willie Smith, assistant; Joe McDonald, operator. Mickey Mouse Circus—Hector Gaboury, manager; Don Williamson, tickets; Tommy Stewart, lecturer. Iona, Snake Show—Charles Tashgy, manager; George Thomas, tickets; Thomas Terrell and Milton Snow, inside. Motordrome—K. Marks, operator; Walter Marks, manager and rider; Cleveland Woods and Mrs. Woods, riders; William Davis, mechanic; George Scout and Art Hesson, tickets; John Moses and Robert Taylor, helpers. Minstrel Show (Brown-Skin Vanities)—Pluto Brown, manager; orchestra, Ed Boyd, Charlie Turner, Cliff Onley, Trombone Specs, Henry Thomas, Dallas Richardson, Floyd Marbrough; Fannie McDay, blues singer; Springtime and Charlie Patterson, comedians; Anne Brown, Maggie Wheeler, Ruby Johnson, Marie Barnes, Louise Grand and "Grandma," chorus; Jimmy Braun, front.

Rides: Caterpillar—Fred Mellville, foreman; Earl Witherell, tickets; James Clark, George Wilson and Tex Slim, helpers. Heyday—Fred Dyke, foreman; Ben Heavner, Fred Wilson and Ray Andrews, helpers. Scooter—Clyde Stuart, foreman; James Kennedy and Mathew Slayton, tickets; Salvaco Didalce and James Crow, helpers. Jumps—Mrs. Freedman, owner; Dave Stock, manager; Allan Love, foreman; Walter Dutton, Eddie Strong and John Kitchen, helpers. Ferris Wheels—Mrs. Freedman, owner; Dave Stock, manager; Robert Stone, foreman; Ernest Owen, tickets; Tom Bowers, helper. Kiddie Ride—Mrs. Freedman, owner; Dave Stock, manager; Don Kinsley, foreman.

Concessions: Cookhouse—Carl Kalansky, manager; Andy Starr, chef; Leo Pelaha, second cook; Jimmy Montana, George Lewis, Wayne Waugaman, Herbert Reed, James Hensel and Stewart Jackson. Corn Game—Don Cook, owner; Chappy, manager; Jack Berg and Archie Smith. Mrs. Glick, frozen custard; Dorothy Miller, one; Charles Lauther, candy apples; Max Passink, grab; Marion Brenner, three. All concessions under supervision of J. J. Moran.

Bench Bentum's Diving Sensations is the free act, with Bench Bentum, Arline Gran, Jerry O'Brien, Fred Beatty (Johnny Banana), divers; Harry Bentum, emcee.

HENNIES MAKES

(Continued from page 46)
were many visitors from the Beckmann & Gerety's Shows, Dee Lang's Famous Shows, Majestic Mighty Midway Shows, Gold Medal Shows, Barker Shows and Charles' Oliver Amusement Company. There are 14 shows, 12 rides and about 25 concessions on the midway here, and the show presents Fearless Gregg in his Human Cannon Ball act, which is being managed by Joe Scholibo. Charles Goss, of Standard Chevrolet Company, who sold the show 99 per cent of its motor equipment, has been a busy person all week in behalf of the show, and a nightly visitor. Hennies Bros.' Shows' roster includes many well-known oldtimers to assist Harry and Orville. The efficient staff includes Noble C. Fairly, general representative; Col. Dan McGugin, secretary-treasurer; Billy Streeter, special agent; L. B. MacFarland, master mechanic and builder; Joseph S. Scholibo, publicity director; Earl D. Strout, bandmaster. Tomorrow night the show moves to Granite City, Ill., about 15 miles, for one week under auspices of the American Legion Post in that city.

PRAISE FOR

(Continued from page 46)
Jack Dadswell, show press agent, arranged for special matinee for colored children Friday, a novelty that had good results. Lot used was inside the one-mile track at Central City Park (fairgrounds), and showgoers seemed to like it better than the regular fair midway. Mrs. Carl J. Sedlmayr, who recently underwent a throat operation in Florida, rejoined the show here.

Ginger Ray (Lorow), featured in the Raynell musical show, actually obtained \$100,000 insurance on feet and legs, placing order for policy thru City Councilman Sam Chandler, head of insurance agency. Tho the event was publicized, it is understood to be genuine coverage against accident or other injury to feet or legs of the dancer.

Nate Eagle's Midgets obtained their share of publicity and tiny Charles Ludwig was named honorary chief of police for a day. Elaborate chromium-copper embellished front of Raynell's show won admiration. It is a distinct departure from any other show front previously seen here. Auspices for Macon engagement were the Floyd Rifles, oldest National Guard unit in this section, funds raised to go toward a new armory.

ARENA SHOWS

(Continued from page 46)
Wheel: George Harris, the Merry Mixup; Ray Williams, the Kiddie Ride. Mr. Davis operates his You Drive It.

Shows are Girl Revue, managed by Charles Hays; Snake Show, management of F. C. (Whitey) Queeney; Deep Sea, under Charles Grady, assisted by Dave Brown, and Harry Bracken's Five-in-One.

H. C. Bashney has the cookhouse and two other concessions. Lee and Sis Harlock have two concessions; Ed Grady, two; Johnny Demore, one; Harry Reeves and wife, Daisy, four; Clyde Butler and wife, two; Mrs. R. J. Gooding, two; Mr. Clark, one; E. M. Diety Sr., one; Mr. Williams, two; Arthur White, one; Jim Hoover, one; Jack O'Neil, two; Charles Martin is manager the corn game.

CHRIST UNITED

(Continued from page 46)
Christ, owner and manager; Loop-o-Plane, Glenn Barkalow. Kiddie Cars, Lewis Neaterour, manager.

Shows: Leo-Leola and Satan Pals, Leo-Leola, owner and manager. Athletic Show, Ned Bevan and Sailor Lewis. Nudist Colony, Paris Revue and Hard To Believe, Bart Snediker, manager. Jolly Dixie Minstrels, Kid Maxie, manager. The free act is Prof. Clarence Bryant's "Trixie," high-diving dog.

Concessioners: Jessie Sparks, three; Roy Carey, five; Jack Moore, two; Benny Harris, three; Mrs. R. F. Rutter, three; William H. Brownell Jr., corn game and cigaret gallery; Bob Squires, diggers; Mr. and Mrs. Campbell, pop corn; Mrs. Knisely, palmistry; Fred Christ, penny pitch; Bob Chandler, scales. Dody's new cookhouse.

Staff: David Christ, owner; Fred C. Christ, manager; Mrs. David Christ, treasurer; Harry A. Rose, general agent; Eddie Duncan, assistant; R. F. Rutter, lot superintendent and electrician; Clarence Bryant, master mechanic, and Joe Wooley, assistant.

BALLYHOO

(Continued from page 46)
hoo's running mate, made the front pages of our papers on his arrival. This due to his unusual mode of transportation. He arrived driving a tandem team of giraffes, pulling an old Roman chariot and trailing his housecar. Drove from Texas, where his show is now playing. Passed out over 2,000,000 hamburgers while en route, with the slogan "Vote a Straight Midway Ticket" stamped on the bun.

Tuesday the convention opened with a parade. So enthused were the natives over this event even the local peanut peddlers joined the march with their pushcarts. Friday the convention held in the city park. Pete Ballyhoo and J. Gaff were nominated on the first ballot. Looks like the "Share the Brass" plan a winner. They asked all their supporters to not stop at one, but to vote until they run out of precincts.

The spot as a whole a big winner. Everybody purchased new suits and will now be able to remove their overcoats when the weather warms up.

MAJOR PRIVILEGE.

SAM E. SPENCER

(Continued from page 46)
have been rebuilt in panel form, also a new midway entrance was constructed last winter. There were 6 shows, 7 rides and about 25 concessions.

The staff: Sam E. Spencer, owner and manager; Mrs. S. E. Spencer, treasurer; George E. Hefright, secretary; Mr. and Mrs. Russell Hill, advance and banners; John Scribner, superintendent concessions; Walter Ulrich, ride superintendent; Charles Miller, electrician; Jack Warren, superintendent transportation.

GOODING NO. 1

(Continued from page 46)
aged of its size ever playing this territory. All the equipment appears in first-class condition, all in bright paint colors and an abundance of new tents and other canvas. As a summary, the outfits and offerings are up to the F. E. Gooding standard of flash and entertainment. There are several new show fronts this year, among them a masterpiece of modern construction and decoration, including chromium embellishments, fronting the Streets of Paris. The eight riding devices are especially attractive. A newly constructed ornamental arch and side wings, with the show title in electric lights for the entrance to the midway. At this stand the gate admission is five cents.

Notwithstanding the meritoriousness of the attractions and the enviable reputation in this section of F. E. Gooding, the show encountered some opposition of local amusement and other business interests and their friendly supporters here—even to not securing city water—all of which oppression, however, has not received approval of lovers of outdoor amusements. The show sank a pipe well and attached a pump to provide water to fill the tank for the high dive free attraction.

F. E. Gooding is not with the unit here. E. C. Drumm is superintendent of the shows and rides and James F. Murphy superintendent of concessions. Mrs. E. C. Drumm officiates in the motorized office as secretary and treasurer. John Belford, Lewis McKenney, Ben Roche and Edwin Perry are at the main entrance, and Ed Labeau is night watchman.

Shows: Streets of Paris (musical comedy)—Ed Breckenridge, manager; Dewey Stein, front; Jack Richards, tickets; James (Irish) Dennis, boss canvas; M. W. Logan and Alfred Logan, properties; John Stewart, Earl Culley, Bill Walters, Bob Baste and Joe Albert, band and orchestra; Art Harrison, producer; Ann Mitchell, Kay Ryan, Julie Walters, Erlene Stein and Paul and Irene, in the cast. Chimpanzees, with two large steel arenas—Ed Strassburg, owner and trainer (two large chimps, including Sammy); Larry Vogt, assistant trainer; Blain Young, openings; Tom McManara and Mrs. Charles Rickett, tickets. Fun House—Homer Moore, owner; Walter Williams, Leo Malley, Eddie Frick and Will Mackling, in the crew. L. B. (Barney) Lamb's Circus Side Show, with 19 people, including Mr. and Mrs. Lamb and daughter, Tom Rogers and the missus (others' names not obtained), is neatly framed with a long front and exhibition pit which has many electrically illuminated arches. Arcade—Homer Moore, owner; Frank (Shorty) Edwards and Jimmie Humey in charge.

Rides: Merry-Go-Round—Clarence Taylor, foreman; Henry White, assistant; Wayman Patrick, tickets. Ridee-O—Ray Riffle, foreman; Jess Taylor, Harve Maynard, Homer Walton and Earl Bishop, assistants. Ferris Wheel—Harold Ford, foreman; Norman Nelson and Earl Kitchen, tickets. Whip—Virgil Deer (13 years with Gooding rides), foreman; Wayne McManus, Bill Kennedy and Lyle Bowling, assistants. Merry Mixup—Loy Yackles, Jack Mays and Frank Mances. Kiddie Autos—Charles Maple, Mrs. Earl Kitchen. Dual Sky Ride—Irving Lytell, operator; George Ely, assistant; Mrs. Bert Perry, tickets. Kiddie Airplane—Carl Blair, Ralph Layton. Magic Carpet—Bert Perry, foreman; Harry Hoffman, Clarence Lane and Clarence Barker.

Concessions: Midway cafe—Mr. and Mrs. O. Mallory, owners and managers; Clyde Lamb, William VanMeter, Joe and Arthur Miller, Ernie Simpson. Frozen custard, J. C. McCaffery, owner; C. E. Griffith and Bill Wisener, operators. Carmel corn, Howard and Elizabeth Beems, Myra Beems and Van Roscoe. Corn game, J. W. Chapman; Don Green and Marvin Owens, assistants. Snow machine, Tony (Bill) Harrison and W. H. Oakley; Country store, Dutch Rogers, Tony Swartz; Penny pitch, Leon Dorsey; Mr. Groves, assistant. Groceries, J. W. Chapman; Joe Huleing, assistant.

Pacific Coast Showmen's Assn

816 New Orpheum Bldg., Los Angeles

LOS ANGELES, May 9.—There were 57 members present at Monday night's meeting, at which Dr. Ralph E. Smith, first vice-president, presided. Unusually large number for this time of year probably was because cards had gone out that Ed Walsh, of Hotel Bristol, was precipitating another corned beef and cabbage and liquid refreshment affair and that Claude Barle was presenting a "hot floor show." Business was expedited by Dr. Ralph Smith and no special committees to report time was given for the usual "diversion," award impromptu speech-makers and the floor show.

Letter expressing the thanks of members was ordered to Manager Harry B. Chipman of Ken Maynard's Wild West and Circus for the splendid entertainment Sunday night, at which members of the PCSA and the Auxiliary were guests of Mr. Maynard.

Communications: Brother Eddie Brown wrote interestingly of Texas doings. Heck Church wrote of his "largest bar in the world." From Ted Le Fors, of Mel Vaught's State Fair Shows, that the novel plan he inaugurated recently will result in that show being practically 100 per cent PCSA. From the old-time former showman David Christ Kippen a note that he is located along the highway near Las Vegas, Nev. Bill Rice wrote of his recent successful activities and the usual "Will make Los Angeles in the fall."

New member, Charles Andree-Greiner, San Francisco, reinstatement, Ray Johnson, Al Onken and David Christ Kippen, Sick committee report: Henry Engard critically ill at Antelope Valley Rest Home, Lancaster, Calif., and little hope is held for him, is the report of the home officials. Frank Downie, recently suffering severe injuries, much improved. John Stanley Lyons reported as much improved. Letters from Western shows received expressing thanks for their receiving weekly the copies of the minutes of PCSA meetings.

John Miller suggested that the plans of J. Doug Morgan and Ted Le Fors be gone into seriously, with the idea of working out a plan incorporating the best features of both for a stimulus to the membership drive.

Several of the lately seldom-in-attendance members made the club or meeting this week: Charles Nasner, Salt Lake City; R. E. Moyer, in from Venice; Doc Eugene Harris, Louis Manley, Joe Flatto, E. B. Alexander, up from Inglewood, and Doc Offut, in from Ocean Park.

Dr. Ralph E. Smith announced for the diversion period opportunity for those present to tell stories that might be of class "not improper." Harry Fink said that he "never saw so many people looking out the window."

Daf Parker won the weekly award. Then the floor show, presented by Claude Barle: Arthur Valli, clever magic; Frank Fewins, president Los Angeles Society of Magicians, baffling tricks and fine line of patter; Verstag and McMillan, songs and planolog; Bozo, clowning the acts; Suzanne Kim, fan dancer, who did three numbers, each of which got a lot of applause. Miss Kim is at present working in the Warner Bros.' film *Good Earth*. A dandy floor show.

You trouper folk not on the membership roll, now should be a good time to set yourself in with it.

Al C. Hansen Shows

Paducah, Ky. Week ended May 2. Auspices, Red Men. Pay gate. Location, North Eighth street circus grounds. Weather, warm with showers Tuesday. Business, good.

Under the guiding hand of the veteran showmen's friend, Al Foreman, the Red Men sponsored a highly profitable week for the show, the third time that the Red Men had sponsored a show for the writer, Walter B. Fox, and many old friends and acquaintances of Paducah visited during the week. Mr. Foreman is known to hundreds of showmen and his experience in handling shows dates back to the days of Gaskill & Mundy. Long list of visitors, including committees from Princeton and Metropolis. Charles Noel and Eube Wadley, on the advance of Wallace Bros.' Shows, paid a short

visit Monday night while en route to Moline, Ill. Ralph Bishop, local boxing and wrestling tycoon and personal friend of the writer, on hand every night, in charge of local talent at the Athletic Show. Ride Superintendent E. O. Williams made flying trips to Mobile and East St. Louis to pick up some equipment. Mrs. Al Hansen returned from a short visit with relatives at Chicago. Mary Klein left for Williamsport, Pa., on account of serious illness of her mother. Sympathy of the entire personnel has been extended to Harry Berger in the recent death of his father at Baltimore.

Hilderbrand's United Shows

Wilmington, Calif. Week ended April 26. Location, East Anaheim at Quay. Auspices, Spanish War Veterans. Weather, fair. Business, good.

Best week of the season around Los Angeles. Preparations for starting en route were in progress all week. The Hawaiian and Artist Models shows ran a race for top money. Mrs. M. Valencia, who announces events over the loud-speaker, has created a host of friends on show. Mr. and Mrs. Ladd have added new features to their Marvo Show. Lillian La France and her motorcyclists held the crowds nightly. Dutch Van Dee purchased a new sedan. Mr. and Mrs. E. W. Coe celebrated their wedding anniversary. Mr. and Mrs. O. H. Hilderbrand and the writer on a trip to San Francisco and Oakland. Visits exchanged between Zeiger Shows at Ontario and Babcock Shows in Los Angeles. Mrs. Dixie Oleson entertained at a bridge party. Mrs. Lester Howell celebrated her birthday. Mrs. William Groff made her first appearance on the midway. O. H. Hilderbrand was presented with a testimonial by the American Legion. Mrs. J. Foss recovered from her illness. Mr. and Mrs. E. Pickard celebrated their silver anniversary. Mr. and Mrs. H. Severn celebrated their anniversary. Mr. and Mrs. W. A. Gasaway decided to remain in Los Angeles. Bessie Bessett has made a hit with her act in the Ten-in-One. Mr. and Mrs. R. A. Coffey purchased a new housecar. The Jacobin Family remained in Los Angeles. Visitors on the midway bidding the showfolks bon voyage were too numerous to mention. R. H. Taylor's marine museum is a fine display. Capt. Charles Soderberg received fine press notices on his diving act. Mr. and Mrs. Jack Barritt's Snake Show enlarged to five pits. The Tommy Lee Wyoming Outlaws have been used as an additional free act. R. Crouch joined the Ferris Wheel crew and Mrs. Crouch the Ten-in-One. Doreen Peterson drawing card of Artist Model's show. Stanley Cole added a concession. George Vanderhoef in charge of new lighting system and Bud Sanford operates loud-speaker truck. Jane Godfrey's Ten-in-One now displays 20 banners. Dutch Webber joined Van Dee's Athletic Arena. Mr. and Mrs. Leon Whitney's short range shooting gallery has been copied by showfolks in this section. An "epidemic" of new tailor-made suits broke out on the midway. Among the wearers, O. H. Hilderbrand, E. W. Coe, E. Pickard, Ben H. Martin, Kenneth Turner, Jimmy Lynch, L. Wilson, Earl Kelly, Danny Calahan, Johnnie Hicks and the writer, WALTON DE PELLATON.

Bunts Greater Shows

Newport, Tenn. Week ended May 2. Location, Hedrick showgrounds. Weather, fair. Business, good.

Show arrived in plenty of time to open Monday, but for some unidentified reason the cars were spotted late. Opened Tuesday and this was the banner week of the season so far. Also marked the first meeting of the "Good Fellows" this season. This club was organized on the show last season for the benefit of the ride boys. The meeting was held in the Minstrel Show top and served a wonderful supper for the entire show. Stanley Sysnove was elected president of the club and Billy Bunts secretary and treasurer. Dolly Dimples, fat girl, left for a museum in Ohio. Dolly made many friends on this show. Elsie John and Robert Blake came to join the Side Show. Captain Denham, with his mechanical Midget City, is receiving much favorable comment on his wonderful show. Manager and Mrs. Bunts visited with many acquaintances on the midway of Blue Ribbon Shows in Knoxville, and many of the Blue Ribbon showfolks were visitors to this show. Among other visitors were General Agent Warren of Mighty Haag Show and Mr. Eaton, of Barfield's Cosmopol-

tan Shows. Show plays two more weeks in Tennessee, then to Kentucky and Ohio, its second time out of South Carolina in five years. Show is carrying the Conley Trio free acts and two bands, one white and one colored. The management charges 10 cents admission. R. G. (DOC) FELMET.

Wallace Bros.' Shows

Fulton, Ky. Week ended May 2. Location, heart of town. Free gate. Auspices, American Legion. Weather, fair. Business, good.

The last stand in Kentucky. A co-operating committee made the engagement a success. Mrs. Ben Wolfe left to visit her mother in Georgia. Jolly Johnnie Webb returned, accompanied by his mother and L. H. Hardin. They placed two shows, a 110-foot-front Side Show and an Ubangi Village. James (Red) Doran packing them in at his Mayo Show. A short-circuited transformer installed here caused a loss of \$32 in electric lamps, which burst—resembled a volley of machine-gun fire. Bingo Randolph has added another concession to his string. R. F. Myers joined with concessions.

MARTIN A. WIRTH.

Big State Shows

Freeport, Tex. Week ended May 3. Location, Centennial grounds, heart of town. Auspices, Centennial Regatta Commission. Pay gate. Weather, wind, rain and hail Monday night. Business, better than last year.

Following a grand opening Monday night, storm came from the Gulf. Minstrel Show tent to earth. Cigaret shooting gallery wrecked. Perfect weather rest of week. Lee and Peggy Fine sold pitch-till-win to Roy Valentine. Mr. and Mrs. Fine took over shooting gallery from Vernons. Director General Roy Gray entertained committees from Bay City, Wharton, Lockhart and El Campo. He visited Western States Shows at Austin, Jimmie Mason, manager Wrigley's "Crime" Show, to Rubin & Cherry, also Jack O'Neil, of Ferris Wheel No. 2. Leroy (Whitey) Beamon in O'Neil's place, with Ed (Snake) Ruyle assistant. Pete Wilson, foreman Ferris Wheel No. 1. Jim Mc-Iver, assistant, honored with "double birthday" party. R. F. Sembera new ticket seller for the wheels. Robert Paulson, radio star, has "Crime" Show. William MacDonald, bagpiper, formerly of Dodson's Shows, framing bagpipe band for show. Bess Gray served fish banquet—caught two large mud cats. Midget "find," Master Walter Domingue,

plays guitar and banjo. The writer guest at district Eastern Star meeting. Boat races Saturday and Sunday and midway jammed both days. Interchange of visits with Ray Friddell's tent theater at Brazoria. Aubrey Anderson joined as ticket seller on "Crime" Show, and Ray Carr on Tilt-a-Whirl. Harry Reynolds with concession row. Whiskers Savage going good with wrestling. Frank McKeown, armless wonder; Mickey McDonald, impersonating Charley Chaplin; Tony Prince; Phenix, advertising clown, and Charley Mowan and his fox terrier, Bugger, combined to ballyhoo crowds to midway. Mina (Mother) Gregory Crudge, 70, known to many showfolk, died of burns received in her roadside cafe at La Porte, Tex. Colored band from near prison farm played at all shows and rides Saturday and Sunday. DOC WADDELL.



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WARNING TO*(Continued from page 3)*

of money for the buying of new equipment before the new season started.

The Bureau of Internal Revenue decided about four months ago to go energetically after federal tax delinquents and evaders of all sorts, and in the course of the checkup on tax returns from show owners great many faults have been found for which Uncle Sam will not stand. In fact, *The Billboard* is reliably informed that several owners of carnivals and smaller circuses will have to do quite a bit of explaining to government investigators in regard to their income tax returns for the seasons of 1933 and 1934.

Bookkeeping Systems Lacking

Outdoor amusement enterprises are regarded by the federal government in exactly the same way as any other legitimate business, and the same requirements are made under the law from show owners as for instance from the owner of a dry-goods store or a theater. A checkup by deputy collectors has revealed the astounding fact that even now more show owners than one would think possible carry their bookkeeping outfits in their hip pockets.

It is absolutely required by the internal revenue laws that every business enterprise, and this includes outdoor shows, must have a complete, truthful and itemized system of bookkeeping.

On the books of a show must be itemized all receipts and expenses, day by day, with full date, and every expense item must be proved by a legitimate receipt. A show cannot carry on its ledger an item such as "May 17, cookhouse expenses \$45.80," unless it has bills to show the government auditor when he goes over the books that such total was spent that day for such total.

The show office must keep all receipts for a sufficient length of time to submit same to the government investigator in case he should make a checkup, and with the great number of tax returns it sometimes will take close to three years until a checkup is made. One cannot tell Uncle Sam that the receipts were lost, as it is your business to keep the receipts.

One can post his weekly salary list in a total on a ledger, but he also must have a salary book that gives itemized accounts of salary payments to performers and workingmen week by week during the full season.

Faults Found

It is reliably stated that deputy collectors have found a great many faults with income tax statements. Here are a few instances that are considered as especially flagrant and must be avoided if the show owner wishes to avoid trouble. The owner of a motorized circus makes in his tax return the statement that he spent \$3,000 for new truck equipment before the season started. An actual checkup proved that only four second-hand trucks were added to the fleet and this at a total cost of about \$900. The same owner also quoted \$2,000 for "overhauling of old equipment," while he had bills to show for only about \$700. To make matters worse he also claimed one-half of his trucks belonged to his wife and that he had to pay a rental of \$400 per week to her for their use. He deducted this amount per week for the entire length of the season from the income tax returns and thereby managed to show a small loss, while it is claimed that he had a good season and made enough money to pay at least \$420 income tax. This show owner saved this small amount all right but only for the time being, failing to realize what Uncle Sam can and will do for a clear evasion of the laws.

Another man is the individual owner of a show and deducted in his income tax statement \$100 per week salary for himself as manager and \$50 per week for his wife as treasurer. This is not permissible for an individual show owner and is considered an evasion. However, if the show is incorporated the board of directors can vote salaries to the manager and other officials, but an individual cannot do so. In other words, he cannot pay himself to manage his own show.

To sum up the matter of show expenses: Each owner should state only expenses that he can prove by legitimate receipts. These include State, county and town licenses, salary payments, payments for lots and transportation, also all other legitimate expenses in the running of the show. However, it would be smart to find out before making an income tax statement

how far one can go in charging pre-season expenses to the season's business, because there are several items that cannot be charged and are considered as an investment. The right way is to consult local deputy collectors, who will meet one more than halfway if they see that the intention is to do the right thing. Uncle Sam wants only what is legitimately coming to the government, and the collectors will not press too hard if a show had a bad season, provided the truth is told.

All Receipts Must Be Listed

The bookkeeping system must show receipts from everything with the show. And it would be well for some show owners to realize that Washington is not so dumb when it comes to knowing exactly what it is all about. Two cases prove very clearly that assertion. The owner of a motorized circus was questioned by a revenue investigator on what happened to the receipts from the concessions he carried, especially the lunch and candy stands. With a shrug of his shoulder the owner tried to laugh that off with "Oh, these stands belong to my wife. She gets all the receipts derived from them. I don't even know what they bring in." Needless to say the show owner did not get away with this statement. It was proved by correspondence with the concessioners that the show itself leased out the concessions at a certain rate of percentage to be paid to the show. Therefore the show owner will be held responsible for this income by the government, as it is held a part of the income of the show unit.

Another case in the East is even more to the point. The owner of a motorized circus deducted the State taxes he paid for his gasoline supply on his tax return, to which he was entitled. He used an average of 400 gallons of gasoline daily, so the taxes amounted to quite an amount. When the investigator came the showman had the bills to prove his gas consumption. But the investigator noticed the number of stationary gasoline engines and motors on the showgrounds. "That is fine," he stated quietly, "but how about the tax rebates you received from the different States on fuel gasoline for your engines? I do not see these tax rebates deducted from the total tax amount that you have put under your exemptions." The showman laughed sheepishly "that he had forgotten all about these rebates" which amounted, however, to a total of about \$300. The tax exemption was quickly reduced by the government investigator. This is mentioned to show that the government men know exactly what they are doing when they arrive on a lot.

Keep Small Ticket Rolls

It has been the practice with many outdoor shows to burn up the small rolls of tickets left over. This is a grave mistake. Daily statement of ticket sales may be good enough to pay State amusement taxes on, but it is not good enough if and when the federal government shows mistrust and makes an investigation.

Here is something that the average show owner may not know: Every printer of tickets for the amusement field must keep a complete record of the numbered tickets on hand that he furnishes to any show in the country. This record can be requested from the printer by the federal government at any time. The government can at any time check up on any show to the number of tickets actually used, can check the prices of the used tickets and estimate pretty accurately the amount taken in on the front door. It is up to the show owner to prove in a case of necessity what tickets he still has on hand and what became of the remainder furnished by his printer. In case ticket rolls are lost or destroyed by accident, the government will accept one's word if he has the proper records.

Many outdoor shows are now featuring banner or contest promotions. The revenues of such promotions must also appear like any other show receipts on one's daily revenue statements. Government auditors are well acquainted with this phase of the show business. It would be unwise to post only the net receipts from such promotions under receipts, as government auditors will want to know how these figures are arrived at. Total receipts of these promotions should be posted under revenues and payments to auspices, banner or contest men, for sign painting, etc., should be listed under daily expenses, with receipts kept for all moneys paid out.

Federal Admission Taxes

The federal government this season is going to use a much more thoro check-up system on admission taxes than ever before. The reason for this is that a number of deputy collectors reported to the Washington headquarters that they visited shows in certain towns and the tax returns should have been much larger than they were. The government men may be mistaken, but orders have gone out from Washington nevertheless to keep a very thoro watch over the amusement tax returns from every outdoor show in their respective districts.

The Bureau of Internal Revenue is governed entirely by the admission prices of a show as advertised on the posters, in the newspapers and at the show ticket wagon. If there is a charge of 50 cents for general admission and 50 cents additional for one reserved seat the admission is considered as \$1 and the federal tax is 10 cents.

Several shows, and especially motorized circuses, have worked extensively with merchant tickets during the last few seasons—tickets given out by merchants for general admission upon payment of 15 cents or 20 cents apiece. The government does not accept this reduced admission price in figuring admission taxes. If the regular admission is advertised as 50 cents this figure must be used, regardless of what the actual admission charge was.

Smaller motorized circuses adopted a general admission fee of 35 cents to keep under the amusement tax limit. If they charge an additional 25 cents for a reserved seat they must collect a 6-cent federal admission tax on a total admission of 60 cents, and every reserved-seat ticket must show in print the amount of the tax collected.

In several cases show owners claimed that if they reduced the prices of admission they only had to pay taxes on the actually paid admission amount, but this is not the case when a higher general admission price is officially advertised.

Service Charges

A show can have any "service charges" on passes that it feels like, but care must be shown in designating these charges. A circus owner is now in trouble because last season he charged a "tax" of 20 cents on reserved-seat passes, when the actual federal tax should have been only 7 cents. Understand this right, no one will stop him if he wishes to charge 20 cents to the holder of a pass, but he must designate what this charge is for. The ticket he gives out must read, in the above case, "7 cents federal tax, 13 cents service charge, total 20 cents," but he is not allowed to leave the holder of the pass under the impression that the total amount is collected as a federal amusement tax.

These are only a few and the most flagrant cases of tax evasions that Washington now has under consideration.

GAIN SHOWN*(Continued from page 34)*

legal adjuster; Tommy Burns, equestrian and elephant director and conductor of big-show program; Charles LaBird, side-show manager; Ralph (Specs) Cautin, superintendent of tickets; Jack Fox, concession manager; Mose Becker, privileges; Oscar Wiley, general agent; Vestal Pruitt, car manager; Virgil Pruitt, boss billposter; O'Dell Zimmerman, superintendent of ushers; Alex D. McIntosh, transportation; Harry Morris, 24-hour man; Harold Lings, press agent ahead; Dave McIntosh, equipment; Walter A. Rogers, announcer; E. Brandon, chief electrician; Walter Hohn, tickets inside, and Keller Pressley, doorman.

Band: Ira Haynes, leader; Andy Martin, cornet; C. B. VanVactor, cornet; Charles Smith, cornet; Nick Altroch, clarinet; Bus McGown, bass; C. O. Sears, baritone; Fred Keifer, trombone; Joe Williams, trombone; Bill Wymore, drums, and Charlie LaBird, drums.

Concessions: Candy stand, Frank Becker, manager; S. L. Clary, helper. Lunch stand, Frank (Buttons) Murray, manager; Elizabeth Gregory, cashier; Parker Smith, assistant. Novelty stand, Joe (Frenchie) Brails. Floss candy, Robert C. Pittman, manager. Photo studio, J. Fisher.

Side-show attractions: Dixie Minstrels, John Belle, manager; Clifford Blount, stage director; David Nelson, comedian; Levette Gardner, blues singer; Lucinda Blount, tap dancer; Jerry Martin, trombone; Sam Gardner, sax; Frank Cook, trumpet, and John Belle, double drums. Marionettes and magic

shows, Charles LaBird; mentalist, Madam Joan; Geraldine Gerald; Indian princess, Silver Faun; Hindu swordbox, Dollita; sharpshooters and knife throwers, Arizona Gordon and Olivette; dancers, Lucille Cautin, Dolly Eddy, Grace Berry and Johnnie Benjamin; Joan Francis, tickets. Charles LaBird is kid-show manager and lecturer; Benny Wells, Chester Gregory, tickets; Dave McCarter, ticket taker.

Stock at Peru To Ringling Show

PERU, Ind., May 9.—A special train of eight stock cars, moving 300 baggage horses and a Pullman sleeper, occupied by 60 two, four, six, eight and ten up drivers, in charge of boss hostler Steve (Red) Finn, moved to Brooklyn to join Ringling-Barnum.

James and Polly McLeod are in business here. Polly is owner of downtown news stand, with clever display in window boosting *The Billboard*, and Jimmy has bought a leading tonsorial place.

Ray and Bobby Collins were guests of Uncle Al Dean, Cole Bros.' chef, at Kokomo. Ray will again manage semi-professional baseball team here. Omer Holman, circus fan, and wife caught last performance of Cole Bros. in Chicago and renewed acquaintance with David (Uncle Ezra) Barrett, of WLS.

A train-auto crash which snuffed out the life of Mrs. John Ulery, known to many troupers, occurred past week. Residing on circus farm, she was for many years hostess at many banquets given at home.

Another tragedy took life of Margaret Connors when new plane she was learning to fly crashed from 250-foot altitude at Marion, Ind. Ed Marquis, former stunt flyer and parachute jumper, also killed.

The writer, Bart Clickard, has received many letters asking why no Pickups From Peru. Reason: Mrs. Clickard has been near death past month with double pneumonia. Is slightly improved.

Ralph Clawson left for Brooklyn to take up duties with Ringling-Barnum. Stated prior to leaving that no successor as manager of circus farm had been announced. Officially said that matinee performances on Sundays will continue thruout summer. Grand-stand seats and arena have been erected in front of dormitories.

John Hellott has been discharged from city hospital and is breaking five cub lions and tiger.

Jess King is daily putting three new seals thru routine and also has troupe of 16 trained dogs.

Cole-Beatty Side Show Attendance Very Big

MUNCIE, Ind., May 9.—Early-season attendance records have been established by the Cole Bros.-Clyde Beatty Circus Side Show under management of Lou Delmore. Rochester, South Bend, Kokomo and Muncie gave the ticket sellers a good workout and gross was much larger than the corresponding days in 1935.

Delmore claims the present lineup is the strongest he has ever offered. His banner line is 18 long and the huge pictorials are works of art. The artist keeps more to actual photographs than using his imagination and the result is most pleasing.

Among the features presented in the large tent, an 80 with three 40-foot middle pieces, are Cliff Thompson, giant; Major Mite, midget; Jolly Mazie, fat girl; Anderson Sisters, spotted girls; Forest Layman, armless wonder; Gertrude Redden, impalement; Anna Loving, snakes; Esther Fraser, mystery illusion; Al Linton, sword swallower; Lemore, man with iron tongue; Madame Alicia, mentalist; Duke Kanakua and Company, Hawaiians; Billy Hines and Company, Scotch bagpipers, and P. G. Lowery and his Georgia Minstrels and band. The *Broadway Vanities* are a special feature and this musical revue is headed by Reinee Ramey, Leona Teodoro, Jean Darrow and Irene Spencer. Music is furnished by Bobby Gregory and his Radio Syncopators.

The staff: Lou Delmore, manager; Jack Ryan, microphone announcer; Al Linton, inside lecturer; Frank Loving, Jack Fraser and Arthur Dupuis, ticket sellers; A. B. Palmer and Ted Schuerch, ticket takers. John James Washburn is the boss canvasman, assisted by a crew of 12.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$1.00. CASH WITH COPY.
Effective with June 6 issue the minimum will be \$2.00 Cash with Copy.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

ACTS, SONGS AND PARODIES

PIANO-VOCAL SCORES FROM MELODY, \$2.00
—LEE, 109 Judson, Syracuse, N. Y. my16
PIANO ARRANGEMENT FOR YOUR MELODY, \$5.00. Guaranteed. Send four measures for free sample. **MAXWELL, 517 West 8th Avenue, Flint, Mich.** my16

AGENTS AND DISTRIBUTORS WANTED

A BUSINESS MAN'S PROPOSITION—SELL A modern Household Labor Saver for \$1.59. You can make \$1.00 clear on every sale. Approved by Good Housekeeping Institute. Protected territory. Write now. **WRINGER MOP CO., 1230 E. 75th St., Chicago, Ill.** x

AGENTS—DE LUXE DIXIE DANCE WAX; cleans and waxes while they dance. Unlimited market. Cafes, taverns, anywhere there is dancing. Profits guaranteed! Some territory still open. **DIXIE WAX CO., Dept. B, Evansville, Ind.** my23x

AGENTS—STICK-ON-WINDOW SIGNS; 500% profit; free samples. METALLIC LETTER CO., 439 N. Clark, Chicago. x

BIG MONEY APPLYING GOLD INITIALS ON Automobiles. Easiest thing today. No experience needed. Free samples. **"RALCO," 1084 Washington, Boston, Mass.** tfrx

CARTOONS, PHOTOS, NOVELTIES—SAMPLES 25c. **BOX 468-B, New Haven, Conn.** my30x

CIRCUS AND CARNIVAL SONGS—BIG, flashy book; 10c seller; \$1.50 per 100; sample 5c. **NUTRIX, 223 E. 14th, New York.** x

CLOSE OUT—FANCY PINS, BUCKLES, BRACE- lets. **BLADE COMPANY, Cary, Ind.**

COSTS 40c, SELLS \$1.50—13"x28" CHANGE- able Strip Restaurant Sign, Sample 50c. **GRAHAM, 1140 3d Ave., Huntington, W. Va.** x

EARN \$5.00 TO \$25.00 WEEKLY SELLING Loyal Angora Yarn. Write **LONG ISLAND FARM PRODUCTS, Rosedale, N. Y.** my30x

FAST SELLING POLITICAL CONVEN- tion item, \$3.50 hundred. Sample dime. **WRIGHT'S, 16 Rockland, Paterson, N. J.**

GOOD INCOME SILVERING MIRRORS, PLAT- ing and Refinishing Lamps, Reflectors, Autos, Beds, Chandeliers by late method. Free particulars. Write **GUNMETAL CO., Ave. C, Decatur, Ill.** tfx

IMPORTED PHOTOS—BOOKS, CARTOONS, Novelties. Catalog 10c. **BROWN'S, 353 W. 47th, Chicago, Ill.** x

LOCAL AGENTS WANTED TO WEAR AND demonstrate Free Suits to friends. No canvassing. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING, Dept. E-207, 500 Throop, Chicago.** x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE, 214 Grand St., New York.** my30x

PHOTOS, CARTOONS—SAMPLES \$1.00; LIST, Hot Sample, 20c. **JAMES TRIPPE, Gunterville, Ala.**

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp checks, plates, fobs. Catalog 69-B free. **C. H. HANSON, 303 W. Erie, Chicago.** x

SELL ORIGINAL 9x11 BLUE SIGNS, ALSO FOUR and Seven-Line Changeables. Amazing details free. **KOEHLER, 335 Goetz, St. Louis, Mo.** my16x

SELL SOBER-UP TABLETS TO TAVERNS— FALVEY, 5111 Wisconsin, Milwaukee.

SELL LATEST, SMARTEST PATENTED NUMBER Plate and Bicycle Ornament. (Patent No. 61,396.) Sells for 15c. Dallas, Fort Worth, Cleveland, San Diego open. Send 20c for sample and particulars. **HICO PRODUCTS CO., Box 266, Belfast, Me.** x

SENSATIONAL NOVELTIES—CARTOON BOOK- lets, Fun Cards, Peppy Diplomas. Generous samples and list, 25c. **BUK, Box 2, Station W, New York.** my23

SUBSTANTIAL SALES STIMULANT—NOT A novelty. Exclusive territories open, full time or part time. Interesting proposition to producers. Write **NEW YORK BUSINESS SERVICE, Market Arcade, Buffalo, N. Y.**

\$50.00 PROFIT FROM GALLON SPECIALTY— TECHNISERVICE, 1112 Merchandise Mart, Chicago. x

100 PROFITABLE MAIL ORDER AND LOCAL Business Ideas; free literature. **PRUITT PRESS, Elburn, Ill.** my30x

ANIMALS, BIRDS AND PETS

ARMADILLOS, \$1.50; HORNED TOADS; Ninety Cents per Dozen. Other big bargains. Write for Price Lists. **ZOOLOGICAL SUPPLY COMPANY, Laredo, Tex.** my16x

ALLIGATORS, LOW PRICES—FAT HEALTHY stock. Same old stand. No CODs. **FLORIDA ALLIGATOR FARM, Jacksonville, Fla.** my30

ANIMALS, PARROTS, SNAKES—EVERYTHING for Shows. **ZOOLOGICAL SUPPLY COMPANY, Laredo, Tex.** my16

ARRIVING FROM WEST AFRICA WITH LARGE cargo of Chimpanzees, Mandrill, Drill, Annubis, Hymadras and Guinea Baboons. Rare and Common Monkeys, Reptiles, other stock. Send for list. **WARREN BUCK, 420 Garden Ave., Camden, N. J.**

BABY RHEBUS MONKEYS, \$10.00; SNAKES, harmless Bulls, assorted, \$10.00 Dens; free Big Bull. Horned Toads, \$10.00 hundred; Gilas, \$3.00; Dragons, \$5.00; Yearling Black Bear, \$45.00. **ROYCE & PASSMORE, 133 East Jefferson, Detroit, Mich.** x

CHINESE DRAGONS, IMMEDIATE DELIVERY, \$5.00 to \$10.00 each. **SNAKE KING, Brownsville, Tex.** jul9

CHINESE MOUSE CIRCUS—EUROPEAN NO- veltly sensation. **UNIVERSAL, 849 Cornelia, Chicago.** x

ARMADILLO MOTHER AND BABIES FOR \$5 cash. Immediate shipment. Live arrival guaranteed. **ZOOLOGICAL SUPPLY CO., Laredo, Tex.** my16

FOR LIVE ARMADILLOS—WRITE TO APELT **ARMADILLO FARM, Comfort, Tex.**

SMALL CUB BEARS FOR SALE—RELIABLE **BIRD CO., Winnipeg, Can.** my16

YANKEE TERRIERS, ALSO BULL PUPS, \$10— **TONNS KENNELS, Dallas, Tex.** ju6x

SNAKES—FIVE, TEN AND TWENTY DOLLAR Dens, cheap. **ZOOLOGICAL SUPPLY, Laredo, Tex.** my16

WHITE MICE BREEDERS, 50c TRIO—GLENN **MILLS, Belle Vernon, Pa.**

BOOKING AGENTS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "Booking Office" advertisements in the various departments of The Billboard.

BUSINESS OPPORTUNITIES

BIG PROFITS—SELLING BY MAIL. HOME, spare time. Outfit furnished. **LEADER-BRAND, R-2-1, Springfield, Mo.** my30x

EASIEST AND BEST WAY TO MAKE MONEY— 10c will bring sample and details. **J. B. SALES, 117 Jovette, New Bedford, Mass.**

INVENTIONS PATENTED, UNPATENTED suc- cessfully sold. Mail 10c for "Copyrighted Sales Protective Plan." **THE INVENTORS GUILD, Central Bldg., San Antonio, Tex.** x

SELL BY MAIL! BOOKS, NOVELTIES! BAR- gains! Big Profits! Particulars Free. **F. ELFCO, 525 South Dearborn, Chicago.** tfrx

STOP SQUEALING—START CROWING! UN- usual "plan." No canvassing! Work half days—home. Pleasant surprise! **NATIONAL FOLIO-D, Metr-Sta., Los Angeles.** my16

WHERE TO BUY AT WHOLESALE 500,000 AR- ticles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS, 925 Broadway, New York.** my30x

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers, may not be advertised as "used" in The Billboard.

COIN-OPERATED MACHINES BOUGHT, SOLD —**CHARLES PITTLE, New Bedford, Mass.** my16

BARGAINS, LIKE NEW—JUMBO TICKETS, \$65.00; Jumbo Cash, \$48.00; Prospectors, \$42.00; Jennings Kentucky Derby and Flying Turf, \$30.00 each; Jennings Visible Sportsman, \$12.00 each. Every machine guaranteed perfect. Prompt delivery. **CHARLES PITTLE, New Bedford, Mass.** my16x

BARGAINS RECONDITIONED MACHINES, ALL types. Prices you will be willing to pay. Write for new list. **BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.** iy4

COIN-OPERATED MACHINES BOUGHT, SOLD, exchanged. Highest prices paid for Escalators. In business since '91. **JARL, 1704 Leavenworth, Omaha, Neb.** x

FIFTEEN COUNTER SPORTLANDS OR WAGON Wheels, \$6.50 each. **YANKEE SALES, 111 Merrimon Ave., Syracuse, N. Y.** my16

FIVE BALLY DERBY, PERFECT CONDITION, \$65.00 each; one Jennings Daily Limit, \$70.00; Ten Penny Packs, \$5.00 each; one Jennings Hunter, \$40.00; three Mills Blue Fronts, one cent play, regular payout, \$45.00 each; two Mills Indian Heads, one cent play, \$40.00 each. One-third cash with order, balance C. O. D. **SOUTHERN VENDING MACHINE CO., 514 Main St., Danville, Va.** x

FORCED TO SELL—FLOOR SAMPLES CALI- fornia Express, \$22.50; Rapid Transit, \$15.00; Skill Shot, \$12.50; Tango, \$22.50; Red, White and Blue, \$22.50; Hop Scotch, \$17.50. Reconditioned, Exhibit Base Ball Light Up, Beam Lite, Beat Aces, Cavalcade, Flying Colors Jr., Three-in-Line, \$7.95 each; Blue Ribbon, \$3.00; Live Power, Signal, \$4.75 each; Cheer Leader, \$8.95; Manhattan, \$14.75. 10% discount allowed on three or more tables. Exhibit Dice Games, Show Down, Deal 'Em, Twins, \$6.00 each; I. O. U., Coal Line, Four Star Review, Get a Pack, \$5.00 each; Baby Shoes, \$3.00; Pipe Eye, \$4.00; New Deal, \$5.00; Saratoga Sweepstakes Vender, \$7.50 each; Chicago Clubhouse Divider, \$8.75. 10% discount allowed on three or more tables. All games guaranteed mechanically perfect, appearance excellent. 1/3 deposit required. **SQUARE DEAL NOVELTY CO., Cave City, Ky.** x

FORCED SALE—SICKNESS. BULL'S-EYE, \$125.00; these machines used three weeks. **WAYNE SALES CO., 207 Pine, Greenville, O.**

LATE MODEL MUTOSCOPES, \$65.00; MER- chantmen, \$120.00; Rolled Chutes, Peanut and Cigarette Machines, low prices. **NATIONAL, 4242 Market, Philadelphia, Pa.**

MILLS MODERN TROUBADOUR PHONO- graphs, A-1 condition, will trade for late model Slots. **SALES CO., 1812 N. Grand, St. Louis.**

MILLS SILENT ESCALATORS, FIVE, TEN AND Quarter Double Jackpots, thirty-five dollars. **O'BRIEN, 97 Thames, Newport, R. I.**

PACES RACES, ONLY TWO MONTHS OLD, like new, must sell, \$250.00 each; Mysterious Eye, \$25.00; Bally Baby, \$13.00. **AMERICAN SALES, 3003 Harrison Street, Davenport, Ia.** my16

PEERLESS, PAMCO PARLAY OR SPEEDWAY, \$67.50; Sunshine Derby and Baffle Balls with Mint Vender and Check Separators, \$57.50 and \$29.50, respectively; Bonanzas, \$17.50; Two Mills Futuritys, used one week, \$92.50; One 25c Caille Doughboy, like new, \$50.00. Orders under \$20.00 all cash; over \$20.00 50% cash. **WALKER SALES CO., Waco, Tex.**

PHONOGRAPHS, SEEBURG SELECTOPHONES, guaranteed perfect, \$125.00. 1/3 cash, balance C. O. D. Will trade for Watling Scales. **W. R. CALAWAY, Orlando, Fla.** my23

PHONOGRAPHS—TEN MILLS 801 TWELVE Selector; these machines are all now operating on location in A-1 shape; \$60 each; lot, \$500. **H. W. DES PORTES, Columbia, S. C.**

SEND \$15.00 FOR FIVE DIFFERENT COUNTER Machines. **O'BRIEN, 97 Thames, Newport, R. I.**

SPECIAL NOTICE! WE MAINTAIN TRAVEL- ing representatives in all of the New England States as well as the State of New York. If you are located in any of these States and are interested in purchasing coin machines, get in touch with us and we will advise our traveling representative to call on you. **AUTOMATIC COIN MACHINE CO., 369 Chestnut St., Springfield, Mass.** my23x

THIRTY ELECTRO HOISTS, NEWLY RECONDI- tioned, 1935 Flat Door Model, Shatterproof Glass and Latest Trimmings, \$75.00 each, cash. F. O. B. New York. **BOX 707, Billboard, 1564 Broadway, New York City.**

TWO MILLS QUARTER ESCALATOR DOUBLE Jackpot Bells, one Mills Extraordinary Front Mint Vender Double Jackpot, \$42.50 each. All machines like new. **B. WELLMAN, St. Petersburg, Fla.**

WANTED—USED COIN-OPERATED MA- chines of all types for cash or trade. Write for our complete list of used equipment. **AUTOMATIC COIN MACHINE CO., 369 Chestnut St., Springfield, Mass.** my23

WE ARE OVERSTOCKED WITH USED PIN Tables. Send stamp for our bargain list. **GOODBODY, 1826 East Main St., Rochester, N. Y.** ju6

SEND \$15.00 FOR FIVE DIFFERENT PIN Games. **O'BRIEN, 97 Thames, Newport, R. I.**

WE BUY ANYTHING IF THE PRICE IS RIGHT and pay spot cash—Slot Machines, Paces Races, One-Ball Tables, etc. **CHARLES PITTLE, New Bedford, Mass.** my16

WE HAVE SOME REAL BARGAINS IN USED Payoff Tables. These machines are guaranteed to be in excellent shape. Daily Double, \$37.50; Electric Baffle Ball, \$42.50; Daily Limit, \$67.50; Jumbo, \$42.50; Wahoo, \$8.50; Do or Don't, \$8.50; Sportsman (visible), \$10.00; Red Arrow, \$8.50. We also have some Mills Single Jackpot Slot Machines at \$20.00 each; all in excellent shape. All prices F. O. B. Dallas. One-third deposit must accompany all orders. **NATIONAL SALES & DIST. COMPANY, 3136 San Jacinto, Dallas, Tex.** x

1 PACES RACES, DEMONSTRATOR, LATE model, like new, \$350.00; 10 Nickel Q. T., \$25.00 and \$35.00 each; 2 Penny Q. T., like new, \$35.00; 3 Mills Tickets, \$4.50; 2 Penny Dukes, \$10.00; large assortment Bells and Vendors of old type, excellent condition, okeh for clubs, etc. **EASTERN SALES & SERVICE, 29 Colony St., Meriden, Conn.**

2 YANKEE ELECTRIC TRAVELING CRANES, \$50.00 each; 5 Buddy Electric Traveling Cranes, \$35.00 each; 1c or 5c Chutes; perfect condition guaranteed. Remit 1/3 deposit. **ROBBINS CO., 1141B DeKalb Ave., Brooklyn, N. Y.** my23

5c JENNINGS TRIPLE JACKPOTS, ESCALA- tors, \$35.00; 5c Mills Escalator Vendors, \$29.50; 1c Little Duke, \$10.00; 1c Duchess, \$15.00. **KENTUCKY GUM, Louisville.**

19 AUTOMATICS, 19 PLAIN MARBLE GAMES —Trade some for Automatic Phonographs, Punchettes, Tickettes. **BOX 314, Kerrville, Tex.**

24-RECORD SELECTIVE GABELS—ATTRAC- tive Streamline Cabinets, Webster Pickup and Amplifier, like new. Latest serial numbers. \$124.00 each, complete with Records. **CAPITOL AUTOMATIC MUSIC CO., 460 W. 34th St., New York.** my16

CARTOONS

ENTERTAIN WITH TRICK CHALK STUNTS and Rag Pictures. Catalog free. **BALDA ART SERVICE, Oshkosh, Wis.** my16

COSTUMES—WARDROBES

ATTRACTIVE STAGE COSTUMES, EVENING Dress cheap. **CONLEY, 310 West 47th, New York City.** x

BAND COATS, REGULATIONS, \$2.50; CAPS, new, \$1.50; Ballyhoo, Oriental, Scenery, Trunks, Minstrels, Mess Jackets. Free lists. **WALLACE, 2416 N. Halsted, Chicago.**

FORMULAS

ANY SIX FORMULAS, C. O. D., \$1.00, AND postage. **FORMULA WIZARD, Parksville, Ky.** my16

ANALYSIS, RESEARCH, NEWEST GUAR- anteed formulas. Biggest catalog free. Special prices, leads. **GIBSON, Chemist, BH-1142 Sunnyside, Chicago.** x

COSTS 16c—SELLS FOR \$9.00. EASILY MADE. Write to **W. J. LYNCH, Springfield, Ill.**

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest formulas for fast sellers. **H. BELFORT, 4042 N. Keeler, Chicago.** my16x

FORMULAS—ALL KINDS, GUARANTEED; catalog free. **KEMICO, B-66, Park Ridge, Ill.** x

POLISHES, COSMETICS, INKS, SPECIALTIES, Insecticides, Trade Secrets, etc. Complete collection; tested; guaranteed; \$1.00. **E. McLAUGHLIN, Box 138, Yonkers, N. Y.** my30x

SUCCEED WITH YOUR PRODUCTS—MAKE- sell them. Formulas, Analytical Service. Catalog free. **Y. THAXLY CO., Washington, D. C.** my30x

Important Announcement

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

The rate of 10c a word remains the same.

FOR RENT, LEASE OR SALE

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for advertisements of this nature in the various departments of The Billboard.

FOR LEASE—COMPLETE TENT SHOW; CHEAP. V. FAHRMEIER, 1247 Rutledge, Cincinnati.

FOR SALE—NEW GOODS

After the May 30 issue this heading will be discontinued. We suggest our readers become accustomed to look for "New Goods" advertisements in the various departments of The Billboard.

ARMADILLO BASKETS, LAMPS, ETC.—GET interesting quotations. APELT ARMADILLO FARM, Comfort, Tex. x

BALL GUM, FACTORY FRESH, 12c BOX—AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. my30x

BARBECUES—INTERIOR AND EXTERIOR models. PEERLESS STOVE CO., Columbus, O. my16

BARGAINS—GENERATORS, MOTOR GENERATORS, Exhaust Fans, etc. Ask for quotations on your needs. ELECTRICAL SURPLUS COMPANY, Dept. 50, 1885 Milwaukee Ave., Chicago.

BASEBALL HIGH STRIKERS, MONEY GETTERS, \$50. WM. SULLIVAN, 516 Englewood, Chicago.

CORN POPPERS AND GASOLINE BURNERS, Stoves, Tanks, etc. Wholesale. IOWA LIGHT CO., 111 Locust, Des Moines, Ia. my30x

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FOR SALE—STUDEBAKER, 18-PASSENGER Parlor Car Bus, air cushions, dual tires, fine condition. Price \$300.00. TALMER WISE, Circleville, O.

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HELP WANTED

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WANT ACROBAT FOR FAIRS—MUST DO three or more routines. WILLIAMS & LEE, 117 Mackubin St., St. Paul, Minn.

WANTED—SMALL FLASHES, NOVELTIES, units and name acts and bands for theatres, clubs, fairs. Photos; state all. KING'S THEATRICAL EXCHANGE, 314 Hales Bldg., Oklahoma City, Okla.

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WANTED—FEMALE IMPERSONATORS; CLEAN acts, A-1 wardrobe. Long engagement to the right persons. Amateurs need not apply. Write or wire MANAGER JUNGLE INN, Youngstown, Ohio. my16

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GOOD DANCE MUSICIANS—SINGERS AND Entertainers. Name band. GENE MILLER, Elms Hotel, Excelsior Springs, Mo.

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MARCH OF TALENT—ACTS AND MUSICIANS in vicinity write for unit engagement. State all. DICK HARDING, 327 North Fourth, Albuquerque, N. M.

WANTED—FAST SINGLE DANCE MUSICIANS doubling. State all, lowest. Steady location. No wires. Address LEADER, Butler Hotel, Eldorado, Kan.

PIANO ACCORDIONIST FOR WISCONSIN resort opening June eight. Must be young, experienced concert and dance. Good pay; no boozier. Misrepresentation means two weeks' notice. Wire ORCHESTRA LEADER, Jefferson Hotel, Peoria, Ill.

WANTED JUNE 1st—FAST, NEAT, THOROUGHLY Organized Dance Orchestra. Must have first-class transportation, references, union, plenty personality. Southwest. BOX C-43, Billboard, Cincinnati.

WANTED—FAST FIVE-PIECE DANCE BAND, using plenty doubles. Photo. Steady, single, location. No wires. LEADER, Butler Hotel, Eldorado, Kan.

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MAGIC, ILLUSIONS, APPARATUS—NEW BARGAIN lists free. MCKWADE, 600 Martinique, Dallas, Tex. my30

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SET USED PUNCH FIGURES, \$15—PINXY, 64 W. Erie, Chicago.

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WANTED—BROOM ILLUSION, LEVITATION, good condition, reasonable. FAY, Crescent Canadian Shows, Port Alberni, B. C.

MISCELLANEOUS

MEXICAN JUMPING BEANS—EXPORTER. JOAQUIN HERNANDEZ, Alamos, Sonora, Mexico. my16

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TATTOO DESIGNS—PRINT YOUR OWN; Instructions three dimes. PROF. BILL, Box 4, Blackstone, Mass.

TAXIDERM Y

UNCLAIMED DEERHEADS, FUR RUGS, SPECIMENS, Bargains, Eyes, Supplies, Tanning. HOFMANN STUDIO, 996 Gates Ave., Brooklyn, N. Y. my30

TENTS FOR SALE

After the May 30 issue this heading will be changed to "TENTS—Second-Hand" and only advertisements for second-hand tents will be accepted for this column. We suggest our readers become accustomed to look for advertisements of New Tents in the various outdoor departments of The Billboard.

HEADQUARTERS FOR USED TENTS, ALL SIZES—UNIVERSAL, 849 Cornelia, Chicago.

NEW SIDEWALL, 6.40 OZ. WHITE DRILL, hand roped, 8 foot, \$24.00; 10 foot, \$28.00; 100 feet long. Tents, all kinds. KERR COMPANY, 1954 Grand Avenue, Chicago, Ill. my30

THEATRICAL PRINTING

FAIR CATALOGUES AND COMMERCIAL Printing. FOOTE PRINTING CO., Elizabethtown, Ky. my16x

NEARGRAVURE—125 LETTERHEADS, 125 Envelopes, \$1.39 (Embossed, \$1.89). Cash; postpaid. SOLLIDAY'S, Knox, Ind.

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WINDOW CARDS 14x22, 100, \$2.50—50% deposit, balance C. O. D. BELL PRESS, Winton, Pa.

WINDOW CARDS, ONE-THREE SHEETS, FOR all events, individual designs, special July Fourth Posters. Write for prices and samples. CATO SHOW PRINT CO., Cato, N. Y.

5,000 6x9 CIRCULARS; \$6.75 CASH, delivered. WAINRIGHT, Lakehurst, N. J. my30

WANTED TO BUY, LEASE OR RENT

MERRY-GO-ROUND—TWO OR THREE abreast. No junk. Reasonable for cash, not too far from Terre Haute. 1259 LaFAYETTE AVE., Terre Haute, Ind. my16

STRIP PHOTO OUTFIT, ALSO HOUSE TRAILER—AL DICK, Bloomington, Ind.

WANTED—CANDY FLOSS MACHINE OR other good money maker; full particulars. BOX C35, Billboard, Cincinnati. my30

WANTED—SECOND-HAND KNOCK-DOWN Bleacher Seats. Write JOHN W. ROBINSON, Hickory, N. C.

WANTED—SMALL ORGAN FOR KIDDIE RIDE. L. SHOUP, 216 So. Calhoun St., Ft. Wayne, Ind.

WANTED—USED HOCKEY GAMES. MEYER WOLF, Vermont Apts., Atlantic City, N. J.

WANTED—CANDY FLOSS MACHINE. MARSHAL, 242 W. Orange, Lancaster, Pa.

At Liberty Advertisements

5c WORD, CASH (First Line Large Black Type). 2c WORD, CASH (First Line and Name Black Type), 1c WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

BAR PERFORMER—High or Low Bars. Straight or Comedy. LOUIS OCVIRKS, 821 N. 10th St., Milwaukee, Wis. my30

PHILIP PIANTONE—Experienced, weight 140; also Hand Balancing and Comedy. Write 15 1/2 North Ashland Blvd. Chicago, Ill.

AT LIBERTY AGENTS AND MANAGERS

AGENT, UNIT, Manager, Publicity, Impresario or Artists' Rep for Organized Girls Band, Revue, etc. Young, well educated, fourteen years' experience, know looking. ED ROGERS, Ryan Hotel, Johnson City, N. Y.

AT LIBERTY—Advance Agent. Hustler, sober, always on the job. Have car, this year's model Chevrolet. Will consider any kind of attraction that will give a living wage. Must hit the road this month. BOX C-29, Billboard, Cincinnati, O.

AT LIBERTY BANDS AND ORCHESTRAS

THE FERGUSON ORCHES.

tra at liberty May 25th. Send for press book. Best of references; plenty of swing; three reeds, four brass and four rhythm. Strictly sober. Summer uniforms, plus tuxedo. Write or wire LES. BAGLEY, 415 Castle St., Geneva, N. Y.

AT LIBERTY—TWELVE-PIECE ORCHESTRA for summer location. Have just finished a thirty-four week hotel engagement. Will be available after June 27. Write full particulars to CAL PIDGEON and His Eastgate Hotel Orchestra. Billboard Pub. Co., Chicago, Ill. my16

DEL MACK AND HIS INCOMPARABLE MUSIC—Eleven-Piece Band desiring summer location. Write DEL MACK, Coshocton, O.

BERMUDEANS, 8 AND LEADER, SMOOTH swing, country club style, smart appearance, mess jackets, blue and gold stands, amplifiers, four vocalists. Available June 1st for hotel or club. ALAN CLEGG AND HIS, 191 Main Street, East Orange, N. J. my30

ELEVEN-PIECE COLLEGE BAND AVAILABLE around June 1st for location job. Organized three years. Photographs, records, references upon request. LYNN HACKLER, Hotel Broadview, Emporia, Kan. my16

LARRY GIBSON INTERNATIONAL ORCHESTRA available June 8th. Minimum 9 men; thoroughly equipped; a guaranteed attraction. Only locations considered. BOX 192, Macomb, Ill. my23

THE COLLEGIANS - LOUISIANA'S FINEST dance orchestra; full instrumentation, 14 sober young men, directed by experienced Violinist, who is conservatory graduate with master training. Finest references. Available June 1st for hotel or club. Write or wire RALPH R. POT- TLE, Head Music Dept., Southeastern Louisiana College, Hammond, La. my23

CHARLES VAGABOND and His Famous "Tone Control" Orchestra—Tone control registered and protected. This is the only tone control unit in America. Twelve men, songstress. Entirely new policy. Only first class and strictly bona fide engagements or representatives considered. Union, 2806 No. Harding Ave., Chicago, Ill. my16

DICK MARLATT and His Orchestra available after May 25th for summer work. Nine men and vocalist, own arrangements with special features. State terms; further particulars on request. DICK MARIATT, 831 College Ave., Adrian, Mich. my16

DOC COOK'S Columbia Recording & NBC Orchestra for Saturday and Sunday dates in metropolitan area. 608 New Brunswick Ave., Perth Amboy, N. J. my23

OPEN MAY 19—Paul Cornelius Radio Recording Orchestra, closing 6-month winter contract May 18. All expected modern band; nationally known; established ten years, playing all over the country in all branches of music business. Sweet and swing music, solo, ensemble and trio singing, novelty entertainment and showmanship. Director does M. O. and radio announcing with sellout ability. Stage presentation music stands; unusual large repertoire and up to date. \$850.00 Public Address System. Vibraphones, Chimes, Celeste to put color to the music. 11 young, hard working boys. Price reasonable. Straight salary, non-union. Write or wire care OLUB JOY, Kentucky's Leading Night Club (nightly thru WLAP), Lexington, Ky. my16

RAY NIESS and His Orchestra—Perfect synchronized rhythm. Feature Eleven Men, Choral Ensemble, Vocalists and Specialties. Presentation, radio and dance experience. Present location two years. Will cut or augment. Union, state all first letter. 6605 So. Green St., Chicago, Ill. my16

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY - A REAL troupe of Dogs and Pony; would like to join vaudeville or carnival in Michigan. BERT BRIGGS, Kalkaska, Mich.

FIVE RAISELL BROTHERS - FOUR ACTS, Hand-to-Hand Balancing, Comedy Tumbling, Pyramids, Revolving Ladder. Five young men; fine wardrobe; own transportation. State all. 2030 Dial Court, Springfield, Ill.

SINGLE MAN, 24, SIGN WRITER, AGENT FOR Mug Joint or anything. Travel anywhere. JACK PARKER, General Delivery, Sacramento, Calif.

ANIMAL CIRCUS OPEN for summer engagement. Ponies, Dogs, Monkeys, Goats, Bucking Mule. Complete unit, three people, so anywhere. A real attraction for summer resorts. DAN MORIARTY, 23 Chester Ave., Waltham, Mass.

GARRETTA - Dog, Pony, Monkey Act. Featuring outstanding Performing and Trick Animals that are beautiful and well trained. Address GEO. E. ROBERTS, Manager, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

AT LIBERTY DRAMATIC ARTISTS

YOUNG ACTOR, 20, WOULD LIKE JOB WITH some dramatic stock or repertoire company. Can play line of characters. Young juvenile leads and any kind of straight roles. Do not double on any instrument. But will double as prop boy, assistant stage manager or anything you have to offer. State highest salary and length of season. Have been in show business for past five years. JOHN C. KLEMEK, 2641 W. 15th Place, Chicago.

INGENUE - 21, 5 ft. 2 in., pretty brunette, Rep. stock experience. Personality songs. General business and ingenue, 22, 5 ft. 2 in., attractive black-haired brunette; rep. stock experience. Song, Dance Specialties. Rare advanced. Work together. BOX 708, Billboard, 1564 Broadway, New York.

AT LIBERTY MAGICIANS

FIRST-CLASS MENTALIST AND CARD MANIP- ulator. Feature attraction, suitable any kind of show. Have Reo sedan. WILLIAM WAL- LACE, Chepachet, R. I.

AT LIBERTY - Magicians and Illusionists, notice Madeleine Seyman, Escape Artist, A-1 Jazz Pianiste, lobby display, can leave on wire. Misrep- resentation cause of this ad. Address 1201 Mary- land St., Los Angeles, Calif. my16

MASTER MAGICIAN - Lecturer, ten years of professional practice; Magic for any occasion. Can deliver the goods; fit anywhere. Age 26, single, character. Desire reliable connection. JOSEPH REACH, 268 Kent Avenue, Brooklyn, N. Y. my16

AT LIBERTY MISCELLANEOUS

CRYSTAL GAZER would consider lady Astrologist or Palmist as partner. Booked with carnival and fairs. State if you have car or tent. RAJAH NAM- REH, Billboard, Chicago.

METROPOLITAN CIRCUS Revue Unit of Variety presenting Trained Animals and Novelty Acts. Park and fair managers wanting good attraction write. GEO. E. ROBERTS, Manager, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

SCENIC ARTIST—Non-union, age 48, 25 years' experience in dramatic stock, musical shows and studios, also outdoor. Can paint signs. Write or wire. JACK PLATZER, Co. 2489 O. C. C., Holly Springs, Miss.

YOUNG MAN wants to thoroughly learn show busi- ness. Fast typist, bookkeeper, cashier and ticket selling experience. Talented amateur actor. Steady, dependable. BOX 601, Stockton, Calif. ju6

AT LIBERTY MUSICIANS

CELLIST DESIRES EN- gagement. Good schooling and routine in all lines. Write or wire CELLIST, care Martin House, Anderson, S. C. my23

A-1 TROMBONIST WANTS JOB NOW OR later. All essentials, read, fake, take off, range, tone, modern, also fine Singer. Will cut it. Band must be good and pay off. Plenty experience name and recording bands. All of- fers considered, distance no object if job is good. Panics, nix. S. BURNS, Abilene, Kan.

AT LIBERTY - TROMBONE, SWING AND tone, also arrange up to minute. PAUL McCURDY, 423 Fairmont Ave., New Castle, Pa.

AT LIBERTY MAY 20th - 1st or 3d ALTO SAX doubling Baritone and Clarinet. Write, don't wire, ALVIN (LEONARD) KRUMM, Union Hotel, Oelwein, Ia. my23

CELLIST - YOUNG LADY, EXPERIENCED IN theatre, hotel, radio, symphony, union. DOROTHY GENE PHILLIPS, 3007 15th Ave., Chattanooga, Tenn.

CORNETIST WANTS CONCERT WORK - OR- chestra, band, brass, choir, solo. Experienced. H. HERFORTH, Park Mansions, Pittsburgh, Pa. my30

AT LIBERTY - TENOR SAX-CLARINET, TONE, take off. Baritone voice worth featuring. Young, sober, neat appearing. Prefer swing band. Panics lay off. AUSTIN LITTLE, 1901 Bascobel St., Nashville, Tenn.

EXPERIENCED FIRST TRUMPET, ARRANGER, Vocalist would like job with an organized band. East preferable. BOX C-40, Billboard, Cincinnati. my16

PIANO PLAYER AND DRUMMER WITH li- brary for 10-piece dance band want steady work with 7 to 10-piece band. Location or travel. Bands starting with steady work ahead, write us. Address BOX C-42, Billboard, Cin- cinnati.

PLAY SIX-STRING GUITAR AND VIOLIN - Can hold down chair on either instrument, also arrange. Plenty experience all lines. Have car. VIRGIL DAVIS, 206 Pearl, Joplin, Mo.

SAX TRIO, MODERN, ALL ESSENTIALS AND doubles. Interested only in reliable college dance band to insure continuance of university education. References. BOX C-44, Billboard, Cincinnati.

TRUMPET, JUNE 1ST - READ ANYTHING, tone, only high-grade band playing first- class hotel or night club. Write PERCY HOMER, Onarga, Ill. ju6

TRUMPET - EXPERIENCED. WRITE FULL particulars. F. BELL, 806 Howard Ave., Al- toona, Pa. my23

A-1 DRUMMER - Experience the best. Vibra- phone, Sing, fast reader, cut shows, full solid swing. Appearance, sober, reliable. State all truth- fully. BILL GAILOR, Apt. 114, 225 W. 15th St., Minneapolis, Minn.

AT LIBERTY - Sousephone player, white, age 28, would like to hear from dance band in or around Springfield. ROBERT BATES, 564 S. Limestone, Springfield, O.

AT LIBERTY - A-1 Dance Drummer. Read, fake, union. Have new drums. Reliable and sober. Write or wire. RAY L. LONG, Palace Hotel, East Moline, Ill.

DRUMMER, 23, experienced, fast reader, cut shows, flashy outfit, including vib. Swing; neat appearance; union. State all truthfully. BOX 710, Billboard, 1564 Broadway, New York City.

FAST DRUMMER - Swing, Dixieland or sweet. Long experience all lines, routine, ability, appear- ance. Handle anything; fine outfit. Do Sock Xylo- phone Specialties. BURNS, 3959 N. 19th Place, Milwaukee, Wis. my23

GIRL SINGER - Swing Sax. Available June 15. Recording, radio and cinema experience. Now feature vocalist and instrumentalist with a world- famous all girls' orchestra. Play a fast Trumbaue- style Swing Sax; also have many doubles, including my own beautiful Portable Organ. Conservatory graduate, composer of Dinah series tunes. Would like connection with reputable booker for feature with male trio of quartet that doubles instruments. A novelty group for radio, recording, stage and screen. However, would consider feature vocalist and instru- mentalist with a name band if proposition is right and future attractive. Have numerous references and dif- ferent recordings. Magnificent wardrobe and display of instruments. Send all mail with complete details to EDYTHA (DINAH) LONG, Superior, Neb.

GIRL, SAX, FLUTE, Clarinet, Piano, Sing. Young, read, fake, college graduate, Bachelor of Music degree. Experienced all lines. MUSICIAN, 45 Kron, Rochester, N. Y.

PIANO, TROMBONE, TRUMPET - Trombone fide tone, range, solo voice. Trumpet excellent tone, style, dependable first man, willing play Second Piano, all essentials. Piano and Trumpet can pro- duce four special arrangements weekly. All union; can join short notice; appearing below address May 16-17. MILTON HENKIN, care State Theatre, Sandusky, O.

AT LIBERTY PARKS AND FAIRS

AERONAUTS, BALLOON Ascensions and Parachute Drops. Lady or Gent. Trapeze Performance in Mid-Air. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my30

ARMSTRONG'S FAMOUS COMEDY FORD ACT - Well known. Literature. ROSCOE ARM- STRONG, Montezuma, Ind. my30

BALLOON ASCENSIONS FURNISHED, REA- sonable. Death-Defying Parachute Acts. ARMSTRONG BALLOON CO., New Canton, Ill. my23

BALLOON ASCENSIONS - NOW BOOKING parks, fairs and celebrations. Boy and girl Parachute Jumpers. Trapeze performance in mid-air. Write or wire JACKSONVILLE BAL- LOON CO., Jacksonville, Ill. my23

CANNONBALL BENTLEY'S 10 MOTORCYCLE Maniacs, Thrills, Spills and Races, Twelve- Foot Blindfold Leap, Crashing Flaming Wall, Stunt and Comedy Riding, 3, 5 and 7-Lap Races. Write or wire MANAGER, Box 275, Pittsfield, Mass. my30

DOUBLE TIGHT WIRE - LADY, SLACK WIRE, Rolling Globe, Gent, Juggler, Magician. As good as the best. Write for prices and literature. THE CHRISTYS, Keokuk, Ia. ju20

FOUR HIGH-CLASS FREE ACTS - DOGS, Pony, Mule. Fairs, Parks, Celebrations, Cir- cus. HAPPY DAYS SHOW, Blanchard, Mich. my23

HIGH-DIVING CAT AND DOGS, NEAR FIFTY feet; Tight Wire Performing Cats and Dogs, One Dog Blindfolded. A crowd-getter. GIB- SON AND GIBSON, Carthage, Ind. my23

MOTOR SOUND TRUCK - FAIR TIME WILL be here soon and so will the political cam- paign. Sound Cars will be in great demand by both. Better contract now. Don't wait until it is too late. Microphone, Phonograph, Radio Amplified Service guaranteed. SOUND SYSTEM SERVICE, R. D. Wagner, 1909 N. Capitol, Wash- ington, D. C. my30

PUNCH AND JUDY SHOW FOR PARKS, ZOOS - First-class performance. ANTHONY HART- NEY, R. F. D. No. 2, Box 345, Lowell, Mass. my23

ZIKE'S EDUCATED HORSES, FEATURING RED- skin, the Horse with the Master Mind; Tony, the Flame Jumper and Dancer; Platinum, Liberty Jumper and Dancer, and Billy, Hind Leg Shet- land. Fair secretaries, agents, write, wire. A. M. ZIKE, Sidney, Neb. my23

A THREE ACT COMBINATION, consisting of a High Trapeze and Swaying Pole, 130 feet high, with a 600-foot Slide for Life as a climax. A spectacular exhibition of skill and daring, without life net or other safety devices. This act has ex- ceptional drawing power. Also have two platform acts, one a Spanish Wire Act doing Juggling, Baton Spin- ning, Plate Spinning, Sharpshooting, Robing and Disrobing on the Wire; the other a Hand Balancing Act doing Handstands on Tables, Chairs, Blocks, Roller Skates and many other feats of strength. Beautiful wardrobe and fine equipment. Also furnish bond to guarantee our appearance. Address BOX C-389, Billboard, Cincinnati, O. ju27

AERIAL COWDENS, double Trapeze, Comedy Revolving Ladder, Illuminated Swinging Ladder. All standard acts. Celebration managers write for prices. Literature on request. Address Bill- board, Cincinnati, O. my30

AT LIBERTY for Parks, Fairs and Celebrations - Comedy Slack Wire Combination Juggling. In- doors or out. CECIL WOODS, P. O. Box 518, Poplar Bluff, Mo.

CLOWN DOING ACTS - Clown Motorcycle Cop on Funny Machine, Comedy Juggling Act with Boom- erang Hats, etc., fast Comedy Wire Act, Come-In, Walkarounds, etc. Reasonable. ART ATTILA, Walkarounds, Chicago.

LINDSEY GAYNOR TROUPE - Produce Five- Piece Clown Band, three people Comedy Acrobatic Act, two man Tight Wire Act, two man Comedy Hat Juggling Act and Comedy Clown Numbers. Address care The Billboard, Chicago, Ill.

PAMAHASIKA'S Famous Bird Circus - Forty large Acting Birds, handsome White Cockatoos and beautiful Macaws. This act works in anywhere; also out in the open. It's marvelous. See it and you will always want Pamahasika's Real Acting Birds. Ad- dress GEO. E. ROBERTS, Manager, Pamahasika's Studio, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAGmore 5536.

SPECIAL FOR Parks and Fairs - Aerial High Bar Acts, Ground Tumbling and Bathing Beauty Dancing Girls. M. MANSFIELD, 524 W. Market St., Warren, O. my16

AT LIBERTY PIANO PLAYERS

DANCE PIANIST AND AR- ranger. Good rhythm, modern chorus, age 28. Write or write JOE MITCHELL, Exposi- tion Hotel, Aurora, Ill.

LADY PIANIST DOUBLING SAXOPHONE - Also Crayon Pictures. Address MUSICIAN, 1602 Exchange St., Keokuk, Ia.

SWING PIANO DOUBLING ACCORDION - Read, modern take off on both, union. Work in either small, join combination or big band. Prefer location. Plenty of experience and can cut it. GENE MCCORMICK, Sigel, Ill. my23

AT LIBERTY - Lady, age 30, modern Pianiste, double stage for acts or bits, nice specialties for week or longer, versatile and experienced performer. State all in first. Med or week-stand tent preferred. Address PIANISTE, care of 206 E. Main St., Union City, Ind.

PIANIST - Young man, single, union; desires reli- able opening, years of professional experience with the best. Weekly salary must be guaranteed. RAYMOND DEMPSEY, Franklinville, N. Y. my16x

PIANIST - Unit, ballroom, resort, etc. Union, sober, age 28, seven years' experience. Also have Sax man doubling Clarinet, Violin. Write or wire PAUL BERLIN, 4288 Archer Ave., Chicago, Ill.

PIANIST - Good reader, concert and dance, hotel, radio, cafe, etc. Location West preferred. Write, give full particulars, LARRY SCHEBEN, 520 W. Sixth, Little Rock, Ark.

PIANIST AT LIBERTY about June 5th - Do some arranging and have library of specials. Double Third Trumpet. Age 30, neat, sober, reliable, union. Write all. BOX C-41, Billboard, Cincinnati. ju6

AT LIBERTY VAUDEVILLE ARTISTS

BLACKFACE MUSICAL Comedian for mad show. Plenty changes, produce afterpieces. Old friends please write. TOT YOUNG, 1824 E. 81st Terrace, Kansas City, Mo.

ONE HUNDRED AFTERPIECES - Black Comedy, 5 Comedy Musical Acts, Magic, Cartooning, Rag Pictures, Singing and Talking, Laughing Songs, Trumpet Calls for Ballyhoo. Understand Medicine business, cleaning off lot, getting my props, paint- ing signs. MUSICAL SIMS, General Delivery, Al- lertown, Pa. ju6

PAMAHASIKA'S FAMOUS PETS - A feature in any show, anywhere. Forty Animals and Birds. Nothing like it anywhere. Managers looking for a good, clean novelty will make no mistake if you secure this attraction. Address GEO. E. ROBERTS, 515 West Erie Ave., Philadelphia, Pa. Tel.: SAG- more 5536.

BARNES BUSINESS

(Continued from page 36)

haul here is a long one, some three miles, and the lot soft and sandy, which necessitated some hook roping to place the wagons. Altho all departments were busy up to 1 o'clock, the doors opened on time to a fair afternoon and a very substantial attendance that night. The long haul at Fresno delayed the de- parture of the train that night, so the arrival in Bakersfield was not until about 7:45. The lot here is alongside the railroad tracks. The Crafts Carnival was making a week stand in this busy oil center. Orville Crafts and Roy Ludington were at the afternoon per- formance.

Paul Eagles, feed man from Los An- geles, who has been supplying the Barnes show for years and all circuses that come to the Far West, paid Man- ager S. L. Cronin and the show a visit at Bakersfield, altho he had left the cir- cus only a few days before at San Fran- cisco. Paul had been pinch-hitting for Bill Colp, legal adjuster, from the time show left Los Angeles until Colp re- turned at San Francisco. Bill Colp had been quite sick. Bill Moore, who was on the Barnes show in 1923 and re- turned this year for the first time since then as a ticket seller, has been trans- ferred to legal department as Colp's as- sistant.

The run from Bakersfield to Modesto, the last of the four towns to be made this year in the San Joaquin Valley, is some 200 miles. Many were the com- ments around the lot that it would be one of those days—a late arrival. How- ever, the run was made in splendid time. The show train arrived in Modesto a few minutes before 9 a.m. The haul to the lot is six blocks, all paved. The menag- erie was corralled and the doors opened on time to the usual fair attendance that Modesto always gives. The night crowd was splendid.

From Modesto the show moved to Oakland for a three-day engagement, where splendid weather was no small factor in giving the circus six perform- ances of substantial trade.

UNDER THE MARQUEE

(Continued from page 36)

ing been with the original Gollmar Bros.' Circus, Sun Bros.' Circus, Al W. Martin's "Tom" show, Culhane, Chase and Weston's Minstrels.

WORD comes to Solly that there will be indoor circus "doings" in Columbus, O., next winter. The Pepper Club, a most powerful organization in that city for activities, has a contract with the Cole-Beatty show for a winter engage- ment. Recently a representative of the Ringlings was in Columbus and closed a deal with the Shrine to put a Ringling circus in there.

RAY BRISON closed with Sam Dock's Silver Bros.' Circus at Beaver Dam, Va., May 15, having had privileges for several years, and returned to his home at St. Thomas, Pa. Show opened at Etrick, Va., May 9. The Lavernes have joined with Deep Sea pit show. Brison states that Silver Bros. is a nice show, every- thing painted and all trucks lettered.

GEORGE B. REARICK closed with the Barnes show in San Francisco April 25. Was in clown alley. He opened 12 days later with George King's Orchestra in San Bernardino. States that Don Cash and Frank Carry, last year on Hagen- beck-Wallace, have produced a big num- ber on Barnes, the Modernized Clown Band, and that it is going over big. Rearick adds that he will be married to Alice Morrell about September 1. She has been pianist and featured enter- tainer with his dance band the last 16 months.

THE FOLLOWING town high-school bands recently turned out to greet the Tom Mix Circus: Klamath Falls, Ore., 40 pieces; Bend, 35 pieces; The Dalles, 35 pieces, and Pendleton, 35 pieces. The pep music from the younger generation brought old and young to the streets at the noon hours. The bands played one hour in the business district at in- tersections. These bands are creating much human interest between the towns and show people. Cliff McDougall has been promoting the bands.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by DON KING—Communications to 25 Opera Place, Cincinnati, O.

138 Mfrs. Display Latest in Premiums at Chicago Exhibit

Premium field in active comeback since demise of NRA—expected to reach \$600,000,000 total this year—show sales run into millions

CHICAGO, May 9.—An increase of approximately 50 per cent in the premium business of the country is in prospect for this year, according to Howard W. Dunk, secretary of the Premium Advertising Association of America, in session this week at the Palmer House. Last year's premium business amounted to the staggering total of \$400,000,000, Funk stated, and this year it is expected to reach \$600,000,000. In conjunction with the sessions of the Premium Advertising Association, the sixth annual National Premium Buyers' Exposition was held May 4 to 8, inclusive. There were 138 exhibitors, whose displays covered the entire range of premium goods.

There has been a tremendous increase in the use of premium goods during the last year, especially since the removal of NRA restrictions, and premium dealers have staged a remarkable recovery. Today the business is in an exceedingly prosperous state and constantly growing in importance. Many new markets are constantly opening. Even undertakers and automobile finance companies are now giving premiums and there is scarcely a line of business in which they are not used to some extent. With increased advertising campaigns this year in practically all lines, the use of premiums as a stimulant to business has taken a tremendous spurt. This is resulting in the development of many new items, as well as new methods of handling premium campaigns.

While most of the exhibitors at this year's premium buyers' exposition were from New York and Chicago, there was also a large number from Ohio and Wisconsin and a few from Pennsylvania, Maryland, Michigan and New England.

Orders taken at the exposition were heavy. Secretary Dunk stated that during the first day of the show orders for \$800,000 worth of premiums were placed, there being one order for \$100,000 worth of teakettles. Total orders during the five days ran well up into the millions.

At the general sessions of the Premium Advertising Association on Tuesday there were a number of talks on various phases of premium advertising. Among the speakers were: Evalyn E. Grumbine, associate publisher and advertising manager of *Child Life Magazine*, on the subject *The Importance of Juvenile Premiums in Marketing*; John L. Harvey, of Blakett-Sample-Hummert, Inc., on *The Hows and Whys of Premium Selection*; Andrew M. Howe, associate editor *Printers' Ink Publications*, on *Merchandise Rewards for Dealers' and Jobbers' Salesmen*, and E. G. Bentley, Brown & Williamson Tobacco Corporation, on *A Successful Premium Policy*.

A. B. Coffman managed the exposition and handled the job exceptionally well. Exhibition booths were attractively framed and some of the exhibitors showed a great deal of ingenuity in displaying their wares to best advantage. Comparatively few entirely new items were shown, but there was an endless variety of articles ranging from 10-cent items to articles selling for \$5 to \$10. Exhibits of china and glassware and molded products made from bakelite and other more or less similar materials were features of the week.

Utility Cutter

Banthrico, Inc., showed a Streamline Utility Cutter made of white metal and combining in one piece a shredder, mixer, slicer and mincer. A handy item that should go well as a premium.

Metal Playing Cards

A novelty shown by L. F. Grammes & Sons, Inc., was a metal playing card. In appearance they are like an ordinary playing card and are quite flexible. They have the advantage of being practically indestructible and even after hard usage

have the appearance of a new deck. The same firm also showed metal Christmas cards that are very attractive. Done in several colors and designs and recessed for insertion of name.

Handy Triple Sifter

A triple sifter which does a thoro job of sifting by putting the flour or whatever it is desired to sift thru three screens of varying mesh was shown by the Washburn Company. Has a handy feature in that the handle instead of being riveted to the sifter is attached by a band which can be removed for insertion of a new handle if necessary. The same company also showed an ejector fork with a clever arrangement whereby potatoes or other vegetables may be picked up and automatically ejected from the tines.

Picturescope Is Novelty

A novel bakelite item on display at the show was the Picturescope, made by Harry Davies Company. Made in the form of a movie camera about three inches long, the casting holds a 16 millimeter film containing 20 views and is so made that the film can be wound back and forth, allowing the showing of the 20 views, which are seen thru a highly polished convex lens.

Flat Midget Lighter

Sensing the need of a tiny flat lighter that can be carried in the vest pocket without a perceptible bulge, Strikalite, Ltd., has produced such a lighter in a size of one by two inches and about a

(See 138 MFRS. on page 60)

Popularity of Kitchen Appeal Premiums Heartens the Industry

The accelerated demand for premiums of kitchen appeal, especially for introducing new products and new services into the home, has not only served to broaden the market in this direction, but to provide the industry once more an opportunity for a fair margin of profit.

The appeal of articles for kitchen use is universal with women, and for a merchandiser to pass up premiums designed for the woman's laboratory is to fail to make the most of an excellent opportunity. The majority of housewives spend more time in the kitchen than any other room in the home. No other medium could do a better job than the carefully selected, useful, quality premium for kitchen use.

More and more manufacturers are learning that the use of kitchen-appeal premiums, either regularly as on a coupon redemptive basis or thru the medium of special offers, is the most rapid, effectual and economical method for gaining women patronage. And realizing that something like 90 per cent of all purchases are made by

Retail Advertising Increases in Nation

Retail advertising in newspapers of 65 major cities of the United States increased 4.6 per cent during the week ended April 25, compared with the corresponding period of 1935, it is reported.

During that week a total of 17,475,302 lines of retail display advertising was printed, reflecting a gain of 767,583 lines over the 16,707,719 carried during the same period last year.

Since January 1 the same publications carried 270,526,404 lines, a gain of 6,126,540 over the 1935 figure of 264,399,864 lines for the same period.

Glassware Going Strong

NEW YORK, May 9.—As predicted in this department of *The Billboard* some time ago, glassware sales are beginning to show a greater rise than many other items in the industry.

The New York Times carried this prediction in the Wholesale Merchandise Department to fulfillment on its business page this week with the report that "orders for summer glassware specialties picked up sharply in the wholesale market this week. Retailers placed large orders for pitcher and glassware sets suitable for the serving of beer and iced tea. They also bought high-ball glasses liberally. The merchandise was wanted in time for special promotions to be opened by the stores about the middle of next month. Dressed glass tea sets were purchased by premium houses as well as department stores for early delivery."

With glassware buying at high peak at this time there is a greater certainty existent that the outdoor market is beginning to hit its stride in even better form than was expected.

Glassware was always an important item in the wholesale merchandise industry. The general usage to which this item can be placed is remarkable. Its appeal continues to outrank many other leading premium merchandise and will continue to do so for many outstanding reasons.

As stated here some time ago, it is important for the industry to give more of its attention to glassware because of its unique display value as well as its popular price, and the fact that the price variance is so great that various grades of this merchandise are effective for sales in any price range.

Early Resort Season Helps Premium Sales

The early-resort season which the country is enjoying is boosting premium sales heavily.

There have been more large orders booked within the past few weeks, which is an unusually early start for the resorts, than at any similar time in many years.

The general opinion is that there is a definite trend to larger premium usage at this time at the resorts and that resort men have found that much greater profits ensue when sales encouragement is from the premium field.

Resorts along the Atlantic Coast have been in full bloom for some weeks. Many of these spots have been enjoying record early-season crowds. Coney Island, Long Branch, Asbury Park and Atlantic City report some of the largest crowds in many years in the past week. The concessioners all along these Boardwalks have taken advantage of this fact and have instantly opened for business with complete displays.

The unusually large crowds attracted at this early part of the season were also found to be better spending crowds and money has been much more free than it has been in past years.

The general belief is that because of this fact the actual opening of the season will see some of the greatest crowds in years.

The East has been enjoying fine weather conditions, and with continuance of this balmy weather the premium firms are getting some of the best business in years.

It is also interesting to note the many new types of concessions and premium displays which have opened this year. The concessioner is giving the public what it demands in a new way.

Trend Is Toward Better Design in Accessories

The present trend of design in decorative accessories and home furnishings is toward better looking merchandise, better working and less costly, in response to the public demand. Because of the very nature of gift, decorative accessory and novelty merchandise the matter of good design is of greater importance in this field than in any other. The manufacturer, the designer and the distributor play equally important parts in supplying the needs of the leading merchandisers as reflected by the demands of the public for this type of goods.

In an expression by four of the leading designers of this country, they reveal that the common objective of the designer is to shorten the distance between good design and consumer appreciation by education of the consumer. It is pointed out that simplicity will remain the keynote of modern design for 1936 in the home furnishing and home decorative fields, and that while modern decoration is in a period of evolution the trend in the direction of beauty achieved thru form, functionality and color has been established. Also a greater effort is being made to keep pushing the present trend toward modern.

(See TREND IS on page 60)

Toilet Goods Group To Meet May 26-28

The first annual convention of the Toilet Goods Association will be held May 26 to 28 at the Hotel Biltmore, New York, it has been announced. Plans are being completed for an interesting and valuable program for the association's initial meeting.

The association is an outgrowth of existing associations, including Associated Manufacturers of Toilet Articles and Perfume and Cosmetics Institute.



**Factory Bargain Lot
PHOTO HANDLE
POCKET KNIVES**

Assorted Models. Regular Size. Polished Steel, 2 Blades, Brass Bolsters and Lined.

**A New Deal — Big Buy
Per Dozen, \$2.25
Five Dozen for \$10.00**

Send for New Catalog.
ROHDE-SPENCER CO.
Wholesale House,
223-25 W. Madison St., Chicago.

NEW ITEMS

"Handyman" Soldering Iron

A new Arkett soldering iron is being marketed by the Arkett Manufacturing Company, formed by Charles B. Farrell. The new machine, which is an improvement over the former Welds-It tool, described some time ago in these columns, is a small size, suitable for distribution as a premium item to automobile owners and others having occasion to do any metal repair work of any sort. It can be used with little experience by any handyman, and is not primarily a shop tool, altho it can be used for smaller shop work as well. Its essential improvement consists in a tool end attached by means of a set screw. This replaces the usual sleeve connection and allows the end to be easily replaced when it is worn out or when the end tends to become welded onto the body of the tool proper. Tool operates direct from a storage battery, running from two to six volts, or may be used with a small stepdown transformer working off an electric light outlet. It is designed to retail for \$2.

wear and tear on machines but to add greatly to ribbon economy. Agents are finding this item really popular with schools and offices or wherever there are typewriters, early orders indicate. The cost is very reasonable considering its usefulness and appeal.

"Wild West" on Stamp Set

One of the several rubber stamp picture sets being marketed by the Fulton Specialty Company is termed "Wild West." It consists of a set of picture stamps, 3/8" sign markers, ink pad, six crayons, paper pad and ruler. The rubber stamps depict Indians on the war-path, covered wagons, cowboys and other figures associated with early Western frontier days. The rubber stamp outline figures are mounted on varnished handles.

Radio Going Well

The new five-tube General portable radio, introduced by General Wireless Laboratories, Inc., is meeting with an exceptionally fine response, the manager of that company reports. It is ideal for picnics, the beach, the mountains, and is small, light and compact. The portable is made in three smart styles, black leatherette, tan airplane cloth and gray airplane cloth. It can operate wherever there is electric current, either A. C. or D. C.

Mystic Cleaning Pad

The Arkett Manufacturing Company is commencing the manufacture of a new product known as Mystic Shine. This is a combination of three chemicals in a cleaning pad, for use on household work, automobile windows and other places, achieving instant results. It is especially designed for polishing metals, glass, etc. Item is ready for wide distribution as a premium item.

Texas Centennial Tie

A tie for the Texas Centennial is being featured by the Legion Tie Company. This has a Texas Centennial Exposition emblem imprint. The center motif of this emblem is a larger star, Texas being famous as the Lone Star State. There should be a nice volume of business with this tie at the exposition. It is made in all colors. Legion also manufactures ties for premium give-aways. These ties can be had with any name or slogan imprinted.

Typewriter Cushion

A new typewriter cushion that eliminates desk vibration, prevents slipping and quiets the machine from 40 per cent to 50 per cent is announced by Ball Bros. Company. It is made of sponge rubber, with an air-chamber to aid in softening the touch and absorbing the noise, and is attractive in appearance. The cushion is said to save not only

Wooden Novelties, Bright Pottery Items in Demand

The opening of the outdoor season has already had a stimulating effect on the sale of wooden novelties and flashy pottery and garden ware, which enjoyed good success during the past season or two following its introduction to the industry. Alert merchandisers, remembering the popularity of items having a predominance of flash and color, lost no time this year in promoting sale of these items. Sales have not been limited to any particular section, for much of this goods is being used to attract tourist attention, and the touring season has now opened in earnest thruout the United States.

Wall plaques, garden-maid flower pots, garden ornaments, animal families and miniatures, wind vanes, all gayly decorated in bright colors, are being sold in large volume. Some unusual designs in birdhouses have even made these attention-gettings items.

Gay and colorful lines of flower vases, bowls, aquariums, pot ferneries, lamps and bird baths, embodying some truly distinctive designs, are finding constantly increasing favor.

An encouraging note is reflected in the trend this season for a little better quality merchandise than was heretofore the case, meaning a like increase in margin of profit for the industry. This is of particular interest to those merchandisers who have in times past found this field unprofitable due to several bad conditions within the field itself and have turned to other lines.



STUFFED DOGS

B201 — Standing and Sitting 7" Dogs. Has voice and bright colors. **\$9.50**
Per Gross

B2031 — 7" Pile Plush Dogs. Assorted. **\$1.95**
Per Dozen

B2025 — 9 1/2-inch Sitting Rabbits. Per Dozen **85c**

- B202 — Fly Swatters. Gr. \$ 2.85
- B203 — Needle Books. Gr. 1.35
- B204 — Parasols. Doz. 2.00
- B205 — Asst. China Head Canes. Gr. 8.50
- B206 — Maple Finish Canes. Gr. 18.25
- B207 — Zino Pot Cleaners. Gr. 3.50
- B208 — Copper Pot Cleaners. Gr. 4.50
- B209 — Med. Size Hi-Hat Monkeys. Gr. 5.00
- B2010 — Paring Knives. Gr. 9.00
- B2011 — Tick Tock Scouring Pads. Gr. 9.00
- B2012 — Dice Ash Trays. Gr. 2.75
- B2013 — Palmetto Soap — 5 bars to box. Box14
- B2014 — Cold Cream Soap. Gr. 4.98
- B2018 — Sun Visors. Doz.85
- B2017 — Rubber Seat Cushions. Gr. 10.00
- B2018 — Face Powder. Gr. 8.00
- B2020 — Baseballs. Gr. 9.50
- B2021 — Tennis Rackets, reg. size. Doz. 5.50
- B2022 — Special J. H. Golf Balls — 3 dozen lots. Doz. 2.50
- B2023 — Amer. Boy Ball & Bat Sets. Ea.55
- B2024 — Whistle (Siren or Police). Gr. 4.00
- B2026 — Darts. Gr. 3.25
- B2027 — Furniture Puzzles. Doz.40
- B2028 — Rubber Bathing Caps. Gr. 5.95
- B2029 — Large Teaball & Tray. Doz.85
- B2030 — Tooth Pick Knives, Czecko. 5 Bl. Gr. 1.65
- B2032 — Steel Rules. 5 ft. Doz. 1.95
- B2036 — Celluloid Dolls. Doz.75
- B2037 — Opera Glasses. Doz. 1.95
- B2038 — Sun Glasses. Gr. 7.20
- B2039 — Mercedes Double-Edge Blue Blades. 100. 3.85

New 164 Page Catalog on request! State your business.

25% Deposit Required on C. O. D. Orders.
JOSEPH HAGN COMPANY
"The World's Bargain House," Dept. BB,
217 W. MADISON ST., CHICAGO, ILL.



TIES

Large complete assortment of first quality Ties at unheard-of prices. All full cut, made for long wear, Great Variety of Colors.

90c Sample Doz.
\$10 Gross.

\$80 Hundred Doz.

ORDER TODAY. 25% With Order, Bal. C. O. D., plus postage.

**CONTINENTAL
MERCANTILE CO. 414 B'WAY
NEW YORK, N. Y.**

NOVELTIES

- Google Eye Balloons. Gross. \$3.50
- 3" Mouse Toss-Ups. Gross. 4.50
- Humpy Dumpty Toss-Ups. Gross. 2.75
- Mouse Stick Balloons. Gross. 2.00
- Mouse Stick Balloons. Gross. 3.50
- Cat Heads, Large. Gross. 3.50
- Designed 10 in. Stick Balloons. Gross. \$3.00
- Balloon Reed Sticks. Gross. .85
- Jap Flying Birds. Gross. 1.25
- Jap Humming Birds. Gross. 2.75
- Colored Fur Monks. Gross. 4.50
- Colored Fur Monks. Gross. 9.00
- Jap Crook Canes. 100. .85

CATALOG FREE.

BRAZEL NOVELTY CO., 1700 APPLE ST., CINCINNATI, O.



**THE NEW
BROADWAY
WATCH**

Guaranteed for one year. It is good looking and will keep accurate time.

7 Jewels \$3.75

Have you tried the New Lapel Watch, the fastest selling watch for the summer, a wonderful salesboard or premium item.

7 Jewels \$3.95

25% deposit, balance C. O. D. Sample Watch, 25c Extra.

CONSOLIDATED WATCH CO.
65 Nassau St., N. Y. CITY

ATTENTION!!!



Race Horse Lamp shown is a real attraction at \$9.00 per doz. Sample, \$1.00 each. We carry a large line of Plaster Lamps, Dogs, etc. Send for our free catalog now ready.

CLEVELAND STATUARY MFRS.
3927 Payne Ave., Cleveland, O.

No. 123. Copyrighted.

MEN'S POLO SHIRTS

Latest Model. White, Blue and Yellow, Mesh Weave, \$4.00 Dozen. Assorted Colors, Extra Quality Celanese, \$6.00 Dozen. Sample 6 Shirts, \$3.00.

EUREKA SHIRT CO., 307 W. 38th St., N. Y. C.

GORDON'S SUMMER SPECIALS

Hot Items at Low Prices

- SUN GLASSES. 25c seller. Doz. \$.72
- RUBBER BEACH BALLS. Doz.70
- SWIMMING TUBES, 12 in. Doz. 1.00
- TROPICAL HELMETS. Doz.72
- STRAW COOLIE HATS, 12 in. Doz.80
- SUN VISORS. Doz.72
- BASEBALLS. Doz.70
- GLOTH SAILOR HATS. Doz.65
- FOLDING FANS. Gross.90

1/3 Deposit on Orders, Balance C. O. D. Send for New Summer Catalog containing Hundreds of Items.

GORDON NOVELTY CO.
933 BROADWAY, NEW YORK CITY

Boxes of Betteware

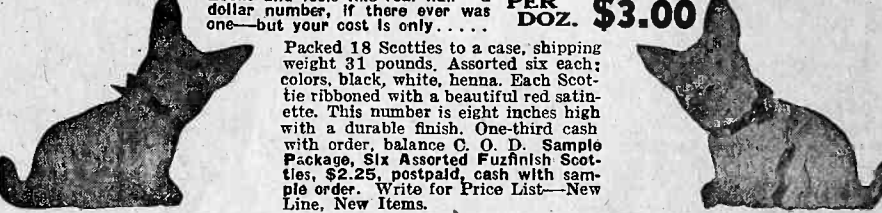
A new line of Betteware refrigerator boxes has been designed and placed on the market by Northern Industrial Chemical Company. It is the purpose of the new type boxes to replace containers for food in glass or enamel. Gay in color, light in weight, non-shatterable, the boxes will not absorb or give off odors or tastes to foods, and are so designed that they may be stacked for economy of space in the refrigerator.



**IT'S NEW—IT'S HOT
Goodrich Shear Hone**

Take a pair of shears—a few strokes—zip they are sharp—the sale is made. Also sharpens pocket knives and stainless steel kitchen knives to a razor edge. Large 3" stone made of sharp electric furnace abrasives. Sample, 10c; Doz., 80c; 18 for \$1.00. Postpaid. **GOODRICH CO., Est. 1864, 1500 West Madison, Dept. SB-5, Chicago.**

NEW — EXCLUSIVE — DIFFERENT — FUZZFINISH SCOTTIES



Looks and feels like real hair—a dollar number, if there ever was one—but your cost is only.....

Packed 18 Scotties to a case, shipping weight 31 pounds. Assorted six each; colors, black, white, henna. Each Scottie ribboned with a beautiful red satinette. This number is eight inches high with a durable finish. One-third cash with order, balance C. O. D. Sample Package, Six Assorted Fuzzfinish Scotties, \$2.25, postpaid, cash with sample order. Write for Price List—New Line, New Items.

PER DOZ. \$3.00

CREATED IDEAS, INC., 901 Evans St., Cincinnati, O. "The Home of New Ideas"

GET A LOAD OF THESE

WITHOUT A DOUBT—THE BEST BUY IN RADIO TODAY.

This 1936 Sensational Airplane Dial Radio amazes all who hear and see it. Volume production makes this buy possible. Take advantage now before prices advance. There's nothing in the market today costing 3 times as much that can touch it.

5 TUBE RADIO | 5 R C A

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Beautiful 2-Tone Walnut Cabinet, 10" wide, 7" high, works on A. C. or D. C. Current. Super-Tone Quality. Powerful Dynamic Speaker. No ground or aerial required. Set and Tubes guaranteed. Everything brand new and comes packed and sealed in Air-Cushioned Cartons. Catalogue on request.

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\$6.45 In Lots of 6
\$6.95 Sample
F. O. B. New York. 25% Deposit. Order Now Before Prices Advance.

MIDWEST SPECIALS



BB22 — NOVELTY CIGARETTE EXTINGUISHER ASH TRAY. Bisque dog standing on ash tray made of bright colored bisque. Dog has a 4 1/2 bar tail. When squeezed, the dog performs. A very clever new item. Per Dozen, \$1.20; per Gross, \$12.00.

Sample, Prepaid, 25c in Stamps.

B100 — BEACON MAGNET & MINGO BLANKETS. Case Lots, Each. \$ 1.50

B101 — BEACON SHAWLS. Case Lots. Each. 1.90

We have on hand for immediate shipment: Bingo Cards, Hoop la Blocks and Hoops, Cane Rack Nets and Rings, Knife Rack Rings, Stock Wheels, Dart Boards, Snow Cone Machines and Supplies, Fruit Drink Powders, Juice Joint Glasses and the most complete line of carnival merchandise ever presented. Order from this ad, using numbers as listed; thank you. 25% with order, balance C. O. D. NEW CATALOG SOON.

- B102 — 17-Piece TEA SETS, Large Pot. Case Lots. \$ 1.00
- B123 — OAK TOSS-UPS. Gross 7.00
- B108 — Heavy PARADE CANES, best quality. Gross 16.50
- B109 — PARADE CANES, medium wt., Silver inlaid handles. Gross 10.00
- B110 — PARASOLS, Floral Cloth. Gr. 8.50
- B112 — BALLOONS, Circus and Carnival Prints. Gross. 2.50
- B114 — CANDY, large, flashy giveaway. Per thousand packages 10.00
- B116 — TOOTH PICK KNIVES, 3 blade, Jap. Gross75
- B119 — BOUNDER BASE BALLS, Dz. 1.15
- B121 — BASE BALLS, Special. Dozen.80
- B122 — SWAGGER STICKS, Bright Colors. Gross 8.00

SPECIAL Indian Design Blankets, Each. 1.25

MIDWEST MERCHANDISE CO.
1026-28 BROADWAY, KANSAS CITY, MISSOURI.

ness, has left New York for San Francisco to join his brother in the Acme Novelty Company. The Acme company was originally called the Goldfarb-Silver Novelty Company. Sidney has a host of friends in the East and they wish him well on his venture into Western States.

The Midwest Merchandise Company, Kansas City, has recently acquired additional storage space of 12,000 square feet to take care of the new carnival merchandise arriving from the Orient. Midwest now brings in its shipments from Japan by water all the way, coming up the river from New Orleans by barge.

The General Sales and Drug Company, of Chicago, announces the appointment of M. Roth as general manager. Roth was formerly associated with the Mills Sales Company in charge of its Chicago office. With the wide experience Mr. Roth has had in this field and with the many friends he has made, the General Sales and Drug Company says it will be able to better serve its ever-increasing trade.

MARRIAGES

(Continued from page 30)

ner Brothers' scenarist, to Frances Sage, actress, in Los Angeles April 30.

FARTHING-WEBER — John (Jack) Farthing, of Philadelphia, and Eathrel Weber, of Newark, N. J., both concessioners, May 4 in Washington.

FINNEY-KITCHEN—Jack Finney, musician, and Joan Kitchen, Pittsburgh dancer and singer, in Bradenton, Fla., April 26.

HARKINS-DOHERTY—Daniel J. Harkins, curator of Franklin Park Zoo, Boston, and Loretta Agnes Doherty, Charlestown, Mass., in Boston April 30. After a West Indies cruise they will live in Charlestown.

HOUGHTON-STEVENS — Will Boegman Houghton and Verna May Stevens in Calvary Baptist Church, New York, May 16.

HEYBURN - EICHELBERGER — Weldon Heyburn, MGM contract player, to Jane Eichelberger in Beverly Hills, Calif., May 5.

HUDSON-ADDISON—Howard Hudson, motion picture executive, to Victoria Addison, nonprofessional, at Venice, Calif., May 3.

KING-ERWIN—Delmar R. King, announcer at Station KMOX, St. Louis, and Georgia Erwin, radio singer, recently.

LEVOY-BORDEN—Gordon Levoy, motion picture attorney, to Renee Borden, film actress, at Tijuana, Mex., May 3.

MILLER-HART — Byron Strongman Miller, son of Byron DeWitt Miller, recently retired head of the Woolworth stores, to Florence Seymour Hart, known on the Broadway stage as Peggy Hart, recently at Grace Episcopal Church, Utica, N. Y. Miss Hart began her career with the Bonstelle Players in Detroit. She left the cast of Boy Meets Girl at the Cort Theater, New York, to be married.

RUBY-PERCY—Harry Ruby, songwriter, and Eileen Percy, film columnist and former screen actress, in Yuma, Ariz., May 2.

STARK-O'ROURKE — Charlie Stark, announcer at WMCA, and Mary O'Rourke in Philadelphia May 4.

Coming Marriages

Harold Bock, National Broadcasting Company publicist, to Sybil Chism, organist, in Hollywood late this month.

Births

Seven-pound son to Mr. and Mrs. Hamilton McFadden May 4 in Los Angeles. Father is 20th Century-Fox director and writer.

A daughter, nine pounds and eight ounces, to Mr. and Mrs. E. H. Ballard, recently in Duncan, Ariz. Father is a magician. The newcomer has been named Doris Eugenia.

A 7½-pound daughter, Eleanor, in New York to Mr. and Mrs. George Barrie May 3. Father is former radio announcer at WIP, Philadelphia, and currently a member of the March of Time cast.

A son, seven pounds four ounces, to Sunda Love, radio actress, at Edgewater Hospital, Chicago, May 4.

A daughter, six pounds, to Mr. and Mrs. Dan Baroni Jr. April 22 at Chicago. Mother is known professionally as Ginger Pearson.

To Mr. and Mrs. Frank W. Bering a seven-pound son April 13 in Chicago. Father is manager of the Hotel Sherman, Chicago. Mother is the former Mabel Mahaffie, who appeared on the stage as Joan Winters.

A daughter to Mr. and Mrs. George Kelch, of Bridgeport, Conn., recently. Kelch is control engineer of Station WICC, Bridgeport.

To Mr. and Mrs. Clyde Davis a six-pound girl, Maryetta, April 15 at Kansas City, Mo. Father is with Western States Shows.

To Mr. and Mrs. Claude Bremer, Rochester, Minn., a 10-pound boy May 6. Father is owner of the Bremer Midway Attractions.

Divorces

Walter A. Rogers, of Barnett Bros. Circus, from Ruth Rogers, Cleveland, in Macon, Ga., May 1.

Lillian Bernhard Glucksman, blues singer and member of the team of Bernard and Henrie, in the Chicago courts May 7 from Emanuel Glucksman, president (See DIVORCES on page 77)

BETTER THAN EVER!

- DOUBLE-EDGE BLUE STEEL BLADES — 5s. Guaranteed Quality. 1,000. \$2.75
SINGLE-EDGE BLADES — 5s. Cellophaned, with Back. 100. 50c
FLY SWATTERS — With Long Handles. Doz. 20c
FLY RIBBON — Best Quality. 100. 73c
MOTH TABS — 10c Seller. Dozen. 23c
CLAYSEL LATHER SHAVING CREAM — 75c Tube. Doz. 70c
PALM & OLIVE OIL LATHER SHAVING CREAM — 75c Tube. Dozen. 70c
PALM & OLIVE OIL BRUSHLESS SHAVING CREAM, 75c Tube. Gross. 7.50
DENTAL CREAMS — 60c Tube. Vogue or Billmore. Dozen. 60c

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Great Sale-While They Last
MEN'S STRAP WATCHES—10 1/2 Ligne Swiss Chromium Cases, Gilt Dials. \$22.00 Price Tag In Box. In Lots of 6, 8-Jewel, \$3.00 Ea.; 16-Jewel, \$4.00 Ea.
NEW STYLE LAPEL FOB WATCHES, Swiss Mvt., Asst. Colors, 6 J.—RB. \$3.50 Each. 15 Jewels—RB. \$4.00 Each
ELGIN & WALTHAM LAPEL WATCH—3/4 Size, 7-Jewel, Black Enamel, Knife Edge. RB. In Lots of 6, Each \$4.00
WALDEMAR CHAINS AND KNIVES. \$3.00 Dozen Sets
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15-Jewel, \$2.50; 17-Jewel, \$2.75.
SPECIAL PRICES FOR QUANTITY USERS. 25% Deposit, Balance C. O. D. Send for Catalog.
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SOME OF OUR LEADERS
Whistling Birds (Good Quality). Gro. \$2.00
Parasols (24", 8 Ribs). Gross. 8.50
Straw Hats (Colored). Gross. 4.00
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ALKALINE SELTZER TABLETS
In Bulk or Packed on Cards.
JOBBER—WRITE FOR PRICES.
We carry a complete line of Admission Tickets and Trade Checks. Write for Quantity Prices.
FULL LINE OF PEDDLER'S SUPPLIES.
Deposit, with All Orders.
ST. LOUIS SPECIALTY CO., Inc. 9 South Broadway ST. LOUIS, MO.

MEN—WOMEN ???
OVER 300% PROFIT—At Last SOMETHING BRAND NEW
Sell Homes—"Silverite Christian Mottoes," Sparkling, Brilliant, Dazzling, Sparkle Like Diamonds. Costs 5c—Sells 25c (In 100 Lots)
Prices—12 Samples, \$1.00; 25 Assorted, \$2.00; 50, \$3.00; 100, \$5.00 Postpaid in U. S. A. Cash with order only. None C. O. D. No free samples.
391—As for me and my house we will serve the Lord. 394—I am the way, the truth and the life. 395—Be strong and of good courage. 396—God shall supply all your needs. 397—Commit thy way unto the Lord.
New Changeable Signs, 6 & 4 lines—size 14"x22". Stamped Price \$1.50. 2 Samples, \$1.00. Postpaid. 12 Signs, \$3.75, F. O. B. Chicago. 100 Signs, \$25.00, F. O. B. Chicago. SIDMANSINES, 417 South Dearborn St., Chicago, Ill.

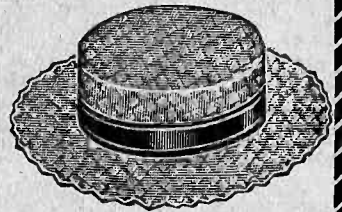
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It's New! 6 1/2 inch Celluloid Carnival Doll

Per Gross 9.25 Per Dozen .80 B34N141



The Hat of the Season Per Gross 8.00 Per Doz. 70c Miniature Straw Hat, 6" overall. Has two-color band. Here is the hat that will go to town this year.

- B51N3—FLAG BOW PINS. Per Gross .45
B51N32—4x6" GILT SPEAR COTTON FLAG. Per Gross. 2.10
B52N13—8x12" GILT SPEAR COTTON FLAG. Per Gr. 3.60
B52N14—10x15" GILT SPEAR COTTON FLAG. Per Gr. 6.00
B52N16—12x18" GILT SPEAR COTTON FLAG. Per Gr. 7.20

N. SHURE CO. Adams and Wells Sts. CHICAGO

Your New MONEY SAVING GUIDE



IS NOW! READY!

Send for it Today!

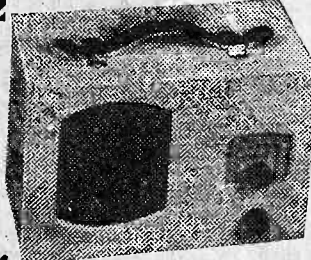
Everything that's new in fast-selling Novelties, Concession Goods, Premium Merchandise and Specialties, will be found in Our New 1936 Catalog. This book presents the finest and most extensive lines of Imported and Domestic Merchandise we have ever offered.

OUR PRICES DEFY COMPETITION!

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

5 TUBE GENERAL PORTABLE RADIO



Another General Scoop!

A pushover for the big summer money. Ideal for Picnics, the Beach, the Mountains, etc., and costs no more than ordinary sets. It is small, light, compact. Size: 9 1/4" x 5 1/4" x 6 1/2". Easy to carry. Weighs only 6 1/2 lbs. Extremely sensitive. Operates wherever there is electric current. A. C. or D. C. Latest type rectangular illuminated airplane dial. Offset dynamic speaker giving full, undistorted tonal quality. Built-in Antenna. All RCA licensed tubes, including one metal. Quality luggage case in three smart styles: beautiful black leatherette, tan airplane cloth or grey airplane cloth. Complete with removable cover that protects front of set while traveling. Packed in air-cushioned cartons. Thousands will be sold. Get your share of this business. ORDER YOUR SAMPLE VARIETY OF SIX (2 of Each) TODAY!

\$8.45 in lots of six

\$8.95

Sample Set 25% with Order, Balance C. O. D. Set and Tubes fully guaranteed.

GENERAL WIRELESS LABORATORIES, Inc. 240-B W. 23rd St., New York, N. Y.

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"Life-Like" Animals made from real fur. SCOTIE DOG, as illustrated, 15 1/2 in. high, 18 in. long. Doz. \$21.50 Same as above, 13 in. High, 15 in. Long. Doz. \$16.50 Same as above, 10 in. High, 12 in. Long. Doz. \$9.00 STUFFED DOGS & TEDDY BEARS Made of plush, dressed as Cowboys with Chaps and 10-Gal. Hat. 21 in. High, Including Hat. Doz. \$22.50

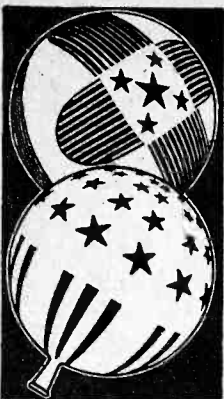


We manufacture a complete line of Stuffed Animals ranging in price from \$4.00 to \$48.00 per Dozen. 25% Deposit, Balance C. O. D.

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Two new "all-over" prints that are very colorful. Three-color print job on the upper balloon; four-color print job on the lower balloon. Also supplied in patriotic colors only, if desired.

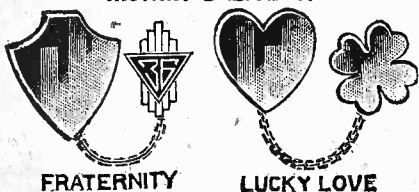
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FRATERNITY GUARD PINS AND DOUBLE LUCKY LOVE PINS.
Gold Finish.

\$1.35 DOZEN—\$15.00 GROSS
INSTANT DELIVERY.



Send \$2.00 for No. 9 Line of Engraving Goods. Samples of PINS, BRACELETS, RINGS, etc.
H. PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.
Specialists for Demonstration Items.

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We carry a Complete Line of Goggles, Field Glasses, Microscopes and Optical Merchandise. Our prices are the lowest anywhere.
NEW ERA OPTICAL CO. Write for Catalog BF48.
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EXCLUSIVE PATTERNS!
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E. Z. WAY AUTOMATIC STROPPER
W. M. MFG. COMPANY,
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GREATEST MONEY MAKER EVER!
NEW TYPE—ONE-STROKE PLUNGER WITH INK GAUGE.
New Line of Pens, Pencils Combinations and Sets at Low Prices Now Ready.
SAMPLE ASSORTMENT 50c
JACKWIN PEN COMPANY,
48 W. 28th Street, New York City.

ELGIN—WALTHAM WRIST WATCHES
Brand-New Cases. Metal Bands. Send for Catalog. Biggest Bargains in Used Watches and Diamonds in the Country.
H. SPARBER & CO.,
106 North 7th Street, St. Louis, Mo. **2.95**

WASHES WITHOUT WATER!
PALOMAR—The Sensational Hand LOTION. Washes, Whitens, Softens, Perfumes all in one application WITHOUT WATER! Rolls off dirt in lumps. Boys, it's a natural. Pastest Pitch you ever saw! Sells two bits. Sample, dime.
DOPKINS COMPANY, 645 Fifth Ave., New York.

Thank You for Mentioning The Billboard.

PIPES for PITCHMEN

by **BILL BAKER**
(Cincinnati Office)

IT WILL BE OF . . . interest to road folks to learn that Zip Hibler and Doc Joe Williams have practically covered the country during the past year. In his first pipe in some time Zip writes from Tulsa, Okla.: "Outside of this town and Phoenix, Ariz., we received very little hospitality. In these two cities the merchants and city officials seemed to realize that road folks as a class are humans and worthy of some consideration. Service readers are good. Also they grant free readers to small salesmen over 60 years of age. We get the right to demonstrate and sell American-made goods from doorways and lots. As a consequence demonstrators can be seen working all over town and the citizens are pursuing their ways with a clearer conscience and a better understanding. Texas always was a liberal State, but we couldn't work in such cities as El Paso, Fort Worth and Dallas. California is wonderful when it comes to climate, but med workers don't stand much of a show. However, in San Francisco, Los Angeles and a few other spots you can work under a reader providing your article doesn't conflict with the big merchants. Why people of intelligence should condemn a man for being on the dole and then refuse him the right to earn a respectable living is beyond me. We are now wondering what the outcome must eventually be for the profession."

D. F. (HOOT) MCFARLAND . . . cards from Bucksport, Me.: "Bangor was as usual. Will go from here to Bar Harbor just to get the jump on the rich, then down the Coast to Van Buren (not Van Buren, Ark.), and I may have to swing in the last two miles on a grapevine, with a bow, too. Bob Burns, the robins have been here some time, and the flies aren't far off. I mean the wood flies that you eat while trout fishing. Maine is a good pitch country if you are a pitchman. But remember that some of the ablest show people were born and reared in these parts and you have to be good to get by."

"THIS IS THE FIRST . . . time in many moons that I have written a pipe in to good old *Billboard*, but I never fail to read Pipes and look forward to my copy each week," scribes John S. Evans from Goliad, Tex. "I have joined the Ta-Co Medicine Company for season. We have a mighty nice outfit and are playing to crowds each night. However, the weather has been against us, but hope for summer weather most any time. We have on the show 'Doc' Compton, owner and lecturer; his wife, cashier and secretary, Miss Patsy, Doc's daughter, sings, dances and plays in the acts; Joe Mullins, director and producer, accordion, piano, sax and other instruments, besides straights; Chet Umpleby, black comic, singer, piano and dancer; Johnny and Myrtle Evans, bits, leads, comics, piano-accordion; while 'Half-Pint' Evans, plays comic and is one of the youngest in the business but a real scream; Billy Davis does toby songs and dances; Jack and Mercedes Hamilton work in piano and acrobatic numbers; Vernon LaRue, guitar and songs. Wesley is electrician and mechanic. Doc Compton has eight automobiles on the show, five housecars, platform built on a four-wheel trailer with an 18-foot runway, all canvas new and everything painted silver, a public-

address system and bally car. This is one show that works clean and the whole troupe is congenial. For the information of anyone who plans to come to Texas to work medicine, be sure before you start that you have your State, county and city license, for if you don't the big bad Rangers will get you, but with your license paid and a square shooter you can work and get over the top. Let's have more Pipes from medicine shows."

"I HAVE BEEN . . . in the show world for 27 years and still I hate to write this pipe, tho I have been threatening to do so for three years," tells Doc G. (Tex) Worthe from Tremont, Pa. "I have been operating a med show for years and usually carry from 11 to 17 people and have never missed a pay day. But what gets my goat is the inconvenience some people can cause by asking for jobs, giving you a pitiful tale of woe by explaining all about their hard luck and then requesting you to wire jump money. Usually in cases like this the show manager can get other acts just as good who don't request money. But with a human sense of sympathy the manager will end up by sending for the people he figures need the work most. Then, as in my case recently, he finds that instead of joining they have used the money to go in the opposite direction. The couple I refer particularly to wired me from Greenville, N. C., requesting money to join. Being in need of such a team in forming my troupe for the season, I wired them the money. I allowed them over a week to make the 400-mile jump, but up to this writing they have failed to put in an appearance and by so doing have not only caused inconvenience, but I also had the pleasure (?) of driving 300 miles to rent a lot, bill a town, pay the reader in advance, deposit light money, etc., only to find I had no show to play the date. While I do not mind losing the money, as those things happen occasionally, still I think it my duty to warn brother showmen and to urge them to beware of the leeches that cause us so much grief and inconvenience."

JOHN LOONEY . . . writes from Conford, N. H., that he is now on the Bockus-Klonis Wild Animal Circus. He opened recently and finds business fair.

GUMMY JACK R. CURRENT shoots one from Greeley, Colo.: "Pitched here Saturday to a good passout. The town is open to your o. m. on private property. My man Johnson worked Loveland Saturday to good business. Open on street corners until 5 p.m. on your o. m. Heard Slim Clark was in Loveland ahead of me Saturday with pan lifters. We will jump into Denver for a couple of weeks and then over the divide to Salt Lake, then Idaho, Washington, Oregon and California for the winter. I look for a good season and notice plenty of iron dollars in circulation in Colorado. Crops in fine shape. Just read a pipe from Bob Grisson. Hope he gets a good b. r. together. Well, boys, let's have pipes from more of you."

"ATLANTA SEEMS TO . . . be in better shape than any city I have been in for some time in the South," reports John H. Jones. "There seems to be more work going on, more buildings

IT SELLS PLUNGER FILLER VAC ZIP! ONE PULL—IT'S FULL!

EVERYTHING IN FOUNTAIN PENS & SETS.
JOHN F. SULLIVAN
458 Broadway, NEW YORK CITY.
Fast Service Sully.

Prepare Your Stock—Compare Our Prices

No. 122 NEW WHITE STRAW TROPICAL HELMETS
Double Eye-lets—Adjustable Elastic Head Bands. Full Crown and Brim Shape.
Dozen \$1.60

No. 8—Oak Mickey Mouse Balloon with Ears. Gross \$3.00
No. 2735—The American Mao Dolls, High Metallo Hats, Beads and Earrings, Feather Dress and Feather Back. Dozen 75c
No. 114—Spanish Tex Hat with Chenille Ball Fringe. Dozen 80c
No. 1389—Metallic Hi-Hat Fur Monkey. Gross \$4.00
No. 237—Gold G-Man Badges. Doz. 40c

NEW CIRCUS BULLETIN NOW READY—NEW LOW VALUES. Send for Your Copy—FREE.

NEW TEXAS CENTENNIAL CIRCULAR NOW READY.

GOLDFARB NOVELTY CO. "The House of Service."
116 PARK ROW NEW YORK

5000 WALTHAM AND ELGIN Hunting Movements in New Open Face Chromium Cases.

16 Size, Cased in 1000 or Engraved:
7 Jewel \$2.75
15 Jewel 3.75
17 Jewel 4.75
12 Size, Cased in Round, Octagon or Engraved:
7 Jewel \$3.25
15 Jewel 3.75
17 Jewel 4.75
20% Dept. Bal. C. O. D. Send for Free Catalog.

THE NEW YORK JOBBERS
74 BOWERY, New York, N. Y.

Save 80%
Buy your Sundries, Specialties, Supplies, Blades, etc., direct from manufacturer through our Mail-Order Department. All orders mailed postpaid by us. We have everything. Send for FREE mail-order catalog.
THE N-R MFG. CO.,
Dept. H-61, Box 353, Hamilton, Ontario.

300% PROFIT
IN NEW SELF-STARTING NO FLINT CIGAR LIGHTERS
Lights itself—Sells itself. Logical successor to Flint Lighter. Retail 50c, costs you \$2.00 a Doz. Get Sample and Sales Plan, 25c.
NEW METHOD CO.,
Box B-42, Bradford, Pa.

1000 BARGAINS
AGENTS UNDERSSELL STORES.
Clothing, Dry Goods, Shoes, Notions, School Supplies, Novelties, Sales Boards, Razor Blades, Sundries, Cosmetics, Perfumes, Food Products, Soaps, Carded Goods, Specialties, Etc. Free Catalogue.
RELIABLE JOBBERS,
Dept. 258, 504 S. Crawford, Chicago.

GET YOUR PENS FROM MY CHICAGO OFFICE
Save Time and Money. My Pens write. It's All in the Pen Point. Everything that's New in the Fountain Pen Line. Send for New Price List.

BANKER PENS AND BANKER PENCILS.
JAS. KELLEY, the Fountain Pen King,
487 B'way, N. Y. C.; CHICAGO, 180 W. Adams St.

AMERICA'S LEADING MANUFACTURER OF FELT RUGS
Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

MEDICINE HEADQUARTERS
A Complete Medicine Show Line. Immediate Service. Wholesale Catalogue upon request
GENERAL PRODUCTS LABORATORIES,
Mfg. Pharmacists, 137 E. Spring St., Columbus.

ELGIN-WALTHAM
RAILROAD MODEL 16—SIZE
7 JEWEL \$2.50
15 JEWEL 3.25
17 JEWEL 3.50
DEPOSIT REQUIRED—BALANCE C.O.D.
SAMPLE WATCH \$50 EXTRA—QUANTITY BUYERS WRITE
BERKMANS Dept. 14-5745 NYC

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

under construction and most of the large shops working full time. I haven't seen a pitchman working here yet and I seem to be the only one. There must be a reason. Probably they have all left for parts up north. Altho I have had a tough winter here, due to illness, I think I will pull out all okeh. However, I still have a tough spell now and then and have to quit work for a while. I am traveling with that oldtimer, Bill Edwards the pencil man. The boys who were here last winter know him. He is a good fellow and always ready to help out a square shooter. The reader here is reasonable on private property. Was glad to see one from Joe Morris and sorry to learn of Art Cox being in the hospital. Let's hope for the best. Wonder where Jack Young is. What's happened to Pencil Whitey? Where is Bert Cullen putting in the time? Ditto for Dick Wells, Paddle Pete Fisher, Max Coggeshall, Mary Ragan, Carl Herber. The Pipes seem to be losing space and I am trying to keep up my end in the good work. Was glad to see that W. Griffin managed to get it at Birmingham. I will probably see Willard on Maxwell street in Chi. Wonder if Ed Shook has left New Orleans yet. Will continue to look for good spots and places where I can buy *The Billboard*. Vaudeville is still in vogue here with two houses running eight acts each."

HAROLD CASE WRITES . . . from Rushville, Ind.: "Think I'll hold off and not hit the road until the Indiana fairs begin. Things are going to keep me pretty close around Rushville this season. Glad to see in *The Billboard* where so many of the boys have the biz rolling their way. Hope they will continue to pipe in and let us know how things are. So come on, boys, shoot 'em in and give old Bill the Skipper a break and make his column more interesting than ever."

"**PASSED THE BIG 4** . . . carnival April 29," tells Ricton from Nelson, Ga. "We followed them in our last three spots. A swell outfit and doing well. We are now in the hill country of Northern Georgia. Put off our invasion of Tennessee for a week or two. Still quite chilly down this way, but we are still packing 'em. We are first to show in this spot in five years. Doc Shannon, his missus and daughter attended the show recently. Turned them away that night. Doc Lang passed us in a new car the other day. Had a swell trailer too. Our show lot here is right on the highway and we see them all as they pass. Our little girl, Tiny Ricton, and Big Boy Norman are carving some mileage with the Milt Tolbert show. Visited the Cox show at Brandywine. Nice little

NEW PEN SENSATION!



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SLIP-NOT-TIES
Silk Lined—Latest Patterns. Woven Materials—Satin Stripes, Plaids, Solid Colors. Best 50c Seller. \$2.50 per Doz., Postpaid. Send for Sample Dozen, be convinced. Money refunded if not satisfied.
M. LEVINE, INC., 13 N. 18th Street, Philadelphia, Pa.

outfit and doing fine. Wish Bud Hawkins great success in his circus venture. Go to it, Bud. We intended booking Ellijay, Ga., but Nero landed it first. Hear Doc Dale had a blowdown. Hope it wasn't serious. Hear there's oodles of shows in Tennessee. But I should worry. There's always room for one more. Now in our 165th consecutive week without a layoff. Where's Daisy and King Leon. Sure would like to read the word from them."

ART NELSON . . . demonstrator, who had a run of several months at a Cincinnati chain store with naphtha crystals, opened last week in a Milwaukee store to good business.

"**JUST COMPLETED A** . . . 1,900-mile jump from Charles City, Ia., to Augusta, Me., cards D. F. (Hoot) McFarland. "Will be in Maine all summer and probably out of the pitch game. Expect to build a modest home here and put out about 1,500 fruit trees on a piece of land I own. In 10 years the missus and I can quit and pick apples. I plan on building up an auction business in this State. It's reasonably warm here but lots of rain in past weeks. Business in these parts is always fair or good, depending on your ability."

GEORGE J. (HEAVY) MITCHELL . . . pipes from Gary, Ind.: "Pitchmen's pay day was evident here in the Steel City recently. I requested that some of the gentlemen of the tripes and keister come in and lo and behold bright and early Saturday morning I looked up from my store and saw the bright and smiling face of Jimmy Miller, of garter fame. Falling in line with modern trends he now calls 'em 'radio health garters.' He immediately fell to and demonstrated that he could still get it with his 25-cent passout. He soon sold out all his stock, and what more can anyone ask? More power to him. Frenchy Thibaut was the next one to honor us with his presence. With his look of confidence and that wonderful smile he gets a good business and the customers like him. The next worker kind enough to grace our doorways was none other than Miller, the man who has sold more nickel plating and does more repeats than any other I have ever known in his line. He is a gentleman and a scholar from the old school and makes a convincing demonstration that really puts him and his product over. His wife, too, is the picture of health. Fine folks and a wonderful couple to know. A little farther along in another door we find a gentleman from the West, none other than Doc Johnson, who has been instrumental in distributing so many bottles of that pain killer. Doc is a World War veteran and carries an empty sleeve. He works on that 'Hurricane Deck,' as he calls it and exhorts the good people to visit their druggist and doctor at regular intervals, never knocks and never leaves the customers under the impression that he wants to hog all the business. He knows his med, too. He is another from the old school, always ready to welcome every road worker to his castle and the latch string on the side door

is always out. Otis Scott is in the store with me, a man who can furnish you with every barber's necessity anyone ever thought of. He has built up a real repeat business since coming here and the local boys like the kind of merchandise he handles. He is ace with all the boys and has a very pleasant wife. It is a pleasure for me to work with so fine a group of folks. Remember we have plenty of room here for everyone. Come on over and it can be arranged."

"**ALTHO I HAVE** . . . read *The Billboard* for the past 20 years this is my first pipe," scribes B. G. Puntney, from Ponca City, Okla. "Have handled a number of special sales articles and am now making out pretty well with exercisers. Met Curley Waller, with his sunny smile and curly white hair, in Shawnee. He is making and selling a shoe shine stick. It is a good article and he is doing well. Met Lone Wolf Hart, with his magic money trick, in Seminole. He was heading for the East. Some parts of Oklahoma are good and some bad, but if they get a few good general rains things will pick up all over that State. The depression is about over in these parts. Will work on up thru Kansas, Nebraska, Iowa and Minnesota as the heat drives me north. Will send in a pipe now and then. Very sorry to learn that Mrs. Bill Messina, of Menlo Park, Calif., has been ill. Here's to the bunch on the West Coast."

ACCORDING TO WORD . . . from Jack Knebel, New York City, John Clement Branscombe and Rae Staron were married May 2, New York. Johnny is also known as The Great Clement, mentalist, and the former Miss Staron is a curler demonstrator. Jack Knebel, Branscombe's partner, was best man. Clement says he is going to break his bride in on the mental act.

FROM HAMMOND, LA. . . . Bob Posey pipes: "Strawberries are still in the money and Mississippi's vegetable crop is starting off well. Things could be a lot worse. I would like to read pipes from Al Decker, Jim Osborne, A. L. Richards and Gummy Jack Current."

JACK (BOTTLES) STOVER . . . cards from Harrisonburg, Va., that he is still going high, wide and handsome on the leaf. Says Mike Wharton and Col. Matland are going over big with sharpeners and that "Barrel" Rodeffer, Kid Higgins and the Shefflett Brothers are still getting their share.

"**WORKING ALABAMA** . . . and Georgia to fair business," tells Mrs. Jack Dunn, from Gadsden, Ala. "Met the Lance boys at Dallas, Ga., on court Monday, May 4. Had not seen them in six years. Met M. L. Cummings, the prison evangelist, and Edward Long, with jar wrenches, at Carrollton, Ga., trade day, May 5. Seems that the farmers are very busy. The only days thru here are court days, trade days and Saturdays. Heard recently from Frank Kaske and missus. Sorry to learn of Paul Wynniger's death."

Motor Transportation Dept.

We solicit your co-operation by sending us letters concerning difficulties and complications you encounter while traveling the highways or visiting cities and towns. We want to know the problems of showmen, so we may publish information of interest to all. Address your letters to Motor Transportation Department, *The Billboard*, 25-27 Opera place, Cincinnati, O.

THE SENATE at Washington on May 8 passed by voice vote and with scant debate a bill to authorize an expenditure of \$488,000,000 of federal money in the fiscal years 1938 and 1939 to aid States in the development of a national highway system. The measure had already been passed by the House and now goes back to that chamber for conference on minor amendments. On all items except one calling for \$50,000,000 for an outright federal expenditure for the elimination of grade crossings States would be required to match federal contributions dollar for dollar.

THE FOLLOWING item giving the definition of a trailer and taken from *The World's Fair*, of Oldham, Eng., should interest truck, trailer and house-

car owners in this country: "The definition of a trailer was given at Boston on Wednesday during the hearing of a case in which Frederick John Palmer, haulage contractor, of Austerby, Bourne, was summoned for using a motor lorry for a purpose which made it liable to a higher rate of duty. It was stated that the lorry was drawing a hay baler, but the Road Fund license covered the lorry only and not a trailer. Palmer contended that a hay baler is not a trailer.

"Superintendent Dawson quoted Lord Blackburn's definition of a trailer: 'So long as the thing which is drawn is on wheels and capable of being drawn then, no matter what it is called, no matter what it may be used for, it must, in my opinion, be regarded as a trailer within the meaning of the Road Traffic Act, 1930.'

"The superintendent added that there were exceptions, such as plows, for which provision had been made under the Act. "A fine of £2 was imposed. Palmer was also fined 10s. for failing to have the trailer equipped with a braking system."

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Shaving Cream Assortment, 60c Sizes, Dozen	.65
Dental Cream Assortment, 60c Sizes, Dozen	.65
Deal—10 Blades, Shaving Cream & Styptic, Deal	.08
Deal—Dental Cream, Tooth Brush & Holder, Deal	.09
Razor Blades, Double-Edge, 100 Blades	.25
Paokard Blades, Double-Edge, 100 Blades	.40
Mills Blades, Double-Edge, 100 Blades	.45
Blade Honos, Each in Box, Dozen	.36
Shaving Soap, Each in a Box, Gross	1.80
Double-Edge Razors, Metal or Bakelite, Each	.07
Fly Swatters, Fine Wire Mesh, Dozen	.20
Fly Swatters, Soft Rubber Head, Dozen	.30
Fly and Insect Spray, 8-Oz. Can, Dozen	.75
Moth Tabs, Ass'd. Odors, Medium Size, Dozen	.25
Moth Tabs, Ass'd. Odors, Large Size, Dozen	.45
Sun Glasses, Jr. Celluloid Lens, 12 on Card, Dozen	.40
Sun Glasses, Glass Lens, Ass'd. Colors, Dozen	.75
Sport Goggles, Glass Lenses, Winged Nose Rest, Dozen	1.50
White Shoe Polish, 4-Oz. Bottles, Dozen	.36
Bowl Deodorants, Cello. Wrapped, Dozen	.30

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MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Boswell, F. C., 6c
Howard & Fuller, 10c
Brewer, C. H., 6c
Lavan, Pauline, 6c
Burns, J. W., 13c
Lenhart, Ray, 3c
Clark, Geo., 22c
McNally, Arthur, P. 6c
Clay, E. P., 6c
Dixon, Edward, 6c
Durham, Bill, 5c
Freeman, R. C., 5c
Newman, Mrs. N. E., 12c
Goodwin, Mart., 20c
Phillips, J. D., 4c
Gray, Roy, 5c
Hall, Geo. L., 6c
Hammond, E., 38c
Pounders, Al S., 6c

Ladies' List

- Adams, Mrs. Mary
Adams, Mrs. Gladys
Adrian, Trudy
Allen, Mary Nell
Allen, Prairie Lilly
Appleby, Mrs. Edna
Arlen, Bea
Ayres, Mrs. Lena
Babylon, Lena
Bailey, Lula
Bailey's, Maudie.
Bailey, Melba
Baker, Mrs. Janie
Baker, Mrs. Louise
Barry, Mrs. George
Beneff, Mrs. Ben
Bentley, Mrs. S. D.
Bevan, Mary
Bibby, Mrs. Pearl
Binks, Ruby
Birnsey, Imogene
Biron, Pearl
Black, Mrs. Delight
Blades, Mildred
Blake, Alice
Blanch, Mrs. DeLara
Bludsworth, Mrs. Mary
Borrington, Elvira
Bowman, Mrs. E. A.
Boyd, Anna
Boyer, Mrs. Chas. G.
Brooks, Mrs. Howard
Brown, Dorothea
Brown, Mrs. E. B.
Burlison, Madam
Campbell, Mrs. Ollie
Carroll, Mrs. Marion
Cartoll, Nancy
Cary, Gussie
Cass, Hazel
Cass, Hazel
Cessna, Melba
Clark, Helen
Clarke, Mrs. Marion
Clayton, Una
Ochedell, Alice
Clossop, Elizabeth
Cobb, Mrs. Wallace A.
Coffey, Mrs. Clementine
Coleman, Corda
Coleman, Jennie
Cook, Sara & Dea
Conolly, Evelyn
Conway, Mrs. Harry
Cornalia, Iula
Correair, Ruth
Costello, Mrs. Frank
Crane, Parica
Crawford, Mae
Crooks, Mrs. W.
Cruise, Mrs. H. C.
Culbertson, Mrs. Andy
Cupps, Pearl
Curtis, Mrs. Myrtle
Dale, Ione
Daniels, Mrs. Doris
Davidson, Dorothy
Davis, Mrs. Daisy
Davis, Mrs. Gena
Dawson, Mrs. Graham F.
Dayton, Madalyne
DeCoul, Nora
DeDuke, Jean
DeLannoy, Iona
Dean, Jerry
Delaney, Betty
Delano, Ruth
Dew, Mrs. D. W.
Diebert, Helen
Dinning, Vern
Dixon, Mildred
Dobbins, Mrs. Sara
Donahue, Mrs. Connie
Dorothy, Tatkoed
Dorsey, Mrs. Vera
Dougerty, Muriel
Drayton, Helen
Dubois, Jeathea
Duffee, Edna
Dumpling, Dolly
Duncan, June
Dunn, Palma
Durham, Mrs. M. D.
Ecker, Mrs. Chas. W.
Ellison, Jane
Ellsworth, Lydia
Eske, Madam
Esta, Madam
Estridge, Miss
Evans, Hazel
Farris, Mrs. Ann
Floyd, Ruth
Fontelle, Mrs. Patricia
Forth, Mrs. Allen
Frazure, Madam
(Martha)

- Melville, Mrs. Ralph
Melville, Mrs. Thelma
Meto, Pauline
Metz, Mrs. Grace
Metz, Mrs. Helen
Meyers, Mrs. Irene
Michel, Leona I.
Miller, Babetta
Mitchell, Mrs. Geo.
Morgan, Hila
Morton, Alvira
Mrquies, Mrs. Majel
Murray, Ginger
Murray, Peggy
Murrill, Mrs. Flow
Neal, Mrs. Anna
Neville, Maxine
Newman, Mrs. N. E.
Nieberle, Mrs. Louis J.
North, Cecelia
O'Connell, Mercedes
Orr, Mrs. Odell
Ott, Jewell
Parker, Miss Boots
Parker, Mrs. H. L.
Parker, Mrs. Raymond
Paul, Mrs. Josephine
Pengilli, Mrs. H. B.
Perkins, Mrs. Arthur
Perry, Mrs. Jenny
Perry, Mrs. Rose
Perry, Mrs. Mabel
Pierce, Mrs. Dot
Ponder, Sheila
Pope, Mrs. Concha
Porter, Grace
Prescott, Ann L.
Purvis, Mrs. Frances
Quick, Gladys
Quinn, Ruth
Raffel, Mrs. Arline
Ramoni, Edythe
Ramos, Goletta
Ramsey, Estella
Reano, Mrs. Billy
Reechee, Mitzie
Reed, Jessie
Reed, Lillian
Reid, Lucille
Reid, Helen M.
Rench, Louise
Rice, Jamie
Richee, Mitzie
Rinchart, Mrs. Jack
Rison, Mrs. Teddy
Ritchie, Marie
Roberts, Shirley
Roberts, Virginia
Rocco, Mrs. Hazel
Rogers, Mrs. Blannie
Rogers, Mrs. H. E.
Roland, Mrs. Blannie
Romig, Catherine E.
Rosch, Mrs. Elizabeth B.
Ross, Sophia
Rowan, Hazel
Ryan, Dee
Ryan, Dorothy
Samelson, Mrs. Nellie
Sanders, Mrs. Doris
Sanders, Mrs. Inita
Schneider, Mrs. E. J.
Schofield, Dorothy
Scott, Mildred
Shahni, Signa
Sharo, Mrs. Bernice
Shawcross, Alice
Sherman, Mrs. Carl
Sherman, Mrs. Rose
Sherwood, Roberta
Shinkle, Genieve
Sisty, Alice
Shoots, Mrs. Red
Signor, Mrs. Art
Skinner, Mrs. Otis
Slarcker, Mrs. Duke
Smeins, Mrs. Rose
Smith, Mrs. Chris
Smith, Mrs. Pauline
Smith, Mrs. Tracey B.
Smuckler, Mrs. Marie
Sorensen, Mrs. Robert
Spot, Dolly
Stack, Irene
Stanley, Bessie
Stanley, Mrs. Tesey
Stantliff, Sallie
Stokes, Ray
Summers, Viola
Swindese, George H.
Taft, Thelma
Taylor, Phyllis
Terrill, Mrs. Jeanette
Terrill, Mrs. Mary J.
Teska, Mrs. Bertha
Thomas, Mrs. Nick
Thomas, Ruth
Thompson, Babe
Thompson, Effie
Thompson, Miss M.
Thorpe, Mrs. N. A.
Thorpp, Mrs. Ernest
Thorpe, Mrs. Sussie
Timmers, Mrs. S. P.
Tinnell, Stella
Toothman, Miss Ossie
Udonitz, Dolly
Usher, Mrs. Herb
Valentine, Mrs. Henry Betty

Letter List

NOTE—The mail held at the various offices of The Billboard is classified under their respective heads, i. e., mail at the Cincinnati Office will be found under the heading of the CINCINNATI OFFICE and mail at the New York Office will be found under the heading of NEW YORK OFFICE, etc.

Gentlemen's List

- Abbott, Geo.
Acker's Show
Adair, Jack
Adams, A. H.
Adams, Geo.
Adams, Jack
Adams, John
Adams, Mike (Red)
Adams, Willie E.
Ajax, Sword Swallower
Akers, Taylor
Aldin, Alfred
Aldinger, Gabe
Alamo Carnival Co.
Alexander, Specks
Alberts, Albert
Albright, E. Deacon
Aldrich, Billie
Aleo, R. S.
Alfred, Jack
Ali, Walter (Luke)
Allen, Billie
Allen, Charles B.
Allen, J. C.
Allen, Doc (R. C.)
Altman, Dave
Alvis, Ray C.
Ambler, Walter
Amok, James
Amok Head
Anderson, Jackie
Anderson, M.
Andrechuk, Theo.
Andres, Peter
Angel, J. S.
Annon, Karl
Anthony, Milo
Anthony, M. B.
Antwine, Prof.
Arbuckle, H. R.
Aredo, Joe & Pearl
Arley, Towes
Armstrong, Milo K.
Arnold, Jerry
Arnold, John E.
Arnot, Jack
Art & Leon
Arthur, Chas. A.
Asher, Charles
Atkinson, J. Floyd
Augler Bros. Messrs.
Austin, Albert A.
Ayses, Bobby
Backwald, Wm.
Baird, Des. Wm.
Baker, Carl
Baker, Joe S.
Baker, Lloyd
Baker, Red
Baker, Joe S.
Baker, W. H.
Balderson, Art
Baldridge, W. R.
Balow, Charles
Baney, W. E.
Bangs, Jerry
Banks, Bennett E.
Barham, Bruce
Barkoot, Halien
Barnes, Dr. W. B.
Barnett, M.
Barnhart, Clifford
Bar, Clyde Eugene W.
Barrett, Bill
Bashaar, Chas. W.
Bates, C. A.
Bates, Guy
Bath, A. J. (Hubby)
Baty, Joe
Beach, James M.
Beables, W. H.
Beaman, Roy (Pollock)
Beard, Arthur F.
Beard, Bill
Bearfoot, Chief
Bearing, Steve
Beasley, Jas. S.
Beatty, P. T.
Beatty, P. J.
Bedford, Bobby
Bedonie, Salem

- Beebe, Ellis T.
Beers Barnes Cir.
Beham, Archie
Behoe, Earl R.
Behringer, Al
Below, Charles
Bell, A. H.
Bell, Moses
Bellis, R.
Belmont, Cirenio
Benesch, Frank G.
Benge, James G.
Bement, Arlie
Bennett, Fred
Benoit, Frank (Franchy)
Benson, Jack C.
Benton, E.
Benton, Earl G.
Benton, Frances-Francis
Bequette, O. D.
Berg, John (Slim)
Berkourtz, Sam
Berkowitz, Dave
Bernard, Billie
Berry, Curly
Berry, Harry
Berry, Thomas
Bertram, Bert
Betty, Jack
Bey, Ben
Biggs, Harry
Bills, Dr. J. C.
Bilyou, Percy
Bink, Geo.
Bird, Wiki
Bird, W. E. Willie
Bizzell, Frank
Blackfoot, Blackie
Blackstone, Doc
Blackstone, Joe
Blackstone, Vic
Blair, Bud
Blake, Fred
Blake, W. A.
Bland, Richard
Blumingham, V. W.
Boardman, Orlando W.
Bobbio, Accordionist
Bockman, Ted
Bolder, LaVaughn
Bond, B. K. (Dad)
Bond, Rex
Borkland, Corporation
Boude, Clifton
Boulware, LeRoy E.
Bousum, Robert
Bowell, Walter
Bowers, Ray
Bowin, Richie C.
Bowlegs, Chief
Bowman, F. J.
Boyd, Jimmie
Boyes, Chick
Boykyn, Arthur L.
Bozwa, George
Bradham, Charlie
Brady, King
Branch United Show
Brandt, Fred
Brandyberrry, L. S.
Brandystein, Albert
Bray, L. M.
Breez, Harry
Bresk, A. J.
Brennan, Merle
Brent, Jim
Bresnahah, Ernie
Bright, H. B.
Britt, Tom
Britton, Jack
Brockhoff, Wm. Carl
Brodie, W. N.
Bronson, Hal
Brooks, Bill
Brooks, Jack & Maude
Brooks, Sam
Brower, J. J.
Brown, Al
Brown, A. C.
Brown, Buster
Brown, Harry
Brown, Henry (Red Hot)
Brown, Jo Jo
Brown, J. R. (Brown)
Brown, Leslie
Brown, Pat
Brown, Wally
Brownell, Duke
Brownell Jr., W. H.
Brunage, Jack
Bruno, Louis
Bruno, Russell
Bryan, Jack
Buckland, Wm.
Buckly, Dick
Buffington, Joe
Burdick, Ira
Burgius, Harry
Burk, K. L.
Burnham, Joe
Burns, Jack
Burton, Frank
Burton Jr., Steve
Bush, Earnest
Bush, Hurley
Byers, C. W. & J. W.
Cadigan, Edw. J. Co.
Calahan, Arthur
Caldwell Jr.
Calkins, Fred
Callahan, Ray
Callander, Pete
Camp, Texal C.
Campbell, Carl C.
Campbell, Frank
Canars, Victor
Canfield, Don
Cantrell, Dallas
Carney, Wm.
Caritoni, Frank
Carlies, Jack
Carlisie, Frank
Carney, Jack
Carrier, Harry
Carrigan, Johnnie
Carroll, Dave
Carsons, The Juggling
Carter, Billy
Carter, Felix
Carter, Jimmie
Carter, Wrey
Caruso, Johnnie
Carver, Adem
Catalano, Tony
Cauble, A. M.
Cauble, J. E.
Cauble, R. I.
Cave, Wm. J.
Cestaro, V. L.
Chalkias, Wm.
Chambers, Earl
Childre, Lew
Childs, Solie
Choates Comedians
Choen, Harold
Chrisman, Taga
Chrison, John
Christ, Peter A.
Christopher, Joe
Christy & Higgins
Christy, Wayne
Christy Obrecht Players
Church, Clarence
Clafin, Tuffy
Clark, C. K.
Clark, Edgar F.
Clark, L. R.
Clayton, Eugene
Cleaning Com-pound Co.
Cllek, V. C.
Cobor, Frankie
Cockrell, Geo. W.
Cody, Bill
Cody, Harry M.
Coggshall, J. R.
Cohee, G. Rex
Cohen, Milton
Cole, Dad Clyde O.
Cole, Edward R.
Cole, Frank
Coleman, James
Collar, Chas.
Collier, Ralph
Collins, Doc
Collins, D. W.
Collins Minstrel
Colohan, Arthur
Colton, Tex (Red)
Compton, F. A.
Congo & Santos
Conley, Eddie
Conh, Harry E.
Conner Harold
Conway, Frank
Conway, W. S.
Cook, Chas. G.
Cooke, Al "Tiger"
Cooke, W. M.
Cooper, Felix
Cooper, Joe
Cooper, Leroy
Cooper, V. V. Doc
Copeland, H. N.
Copeland, Maurice
Corbin, Tom
Corbitt, William
Corr, Buddie
Corraia, John
Costa, Bob
Costa, Geo.
Costa, Steve

- Elwell, Donald
Engesser, Geo.
Engleeser, Joe
Ephraim, John
Epperson, Royle (Epp)
Epple, Sam
Epstein, Ellis
Eskow, Jim
Evangeline Shows
Fahay, Frank
Fainan, Joe
Fake, Harry F.
Falcons, The Fearless
Farino, Mike
Farnan, Joe
Farr, Pete
Farrar, Verlin
Farrell, E. E.
Farrell, Jimmie, of Dayton, O.
Faust, Ben
Fegley, Harry
Ferguson, Danny
Ferguson, Earl C.
Ferguson, Frenchie
Ferguson, Jesse
Ferguson, Joe
Ferrante, D.
Ferral, Billie & Bonnie
Fields, Jackie
Fiesta of 1935 Co.
Fierney, Ed
Filly, H. Garth
Fime, Al
Fingerhut, J.
Fischer, Dr. Chas.
Fisher, Roy
Fitch, Harry H.
Fitz & O'Lean
Flannagan, Mickey
Flechette, Ray
Fleetwood, Opola
Flore, Joe
Floyd, Armies Wonden
Flynn, F. E.
Forker, C. F.
Ford, Al
Ford, Dewey
Ford, John Harley
Ford, Tom
Forth, Allen
Foss, J. D.
Foster, Esq. F.
Foster, Frank
Fouse, Oakey
Fox, Fred (Goldie)
Foy, Bob
Fox, Robert
Francis, Roy
Frantz, Jerry
Frederick Am. Co.
Freeborn, James
Freeman, Geo. H.
Freeman, R. C.
Freeland, J. G.
Friedricksen, Knud
Fuller, Lew
Fuller, Robert H.
Fulton, Lester
Gabby Bros.
Gaffney, Wm. H.
Gage, Robt. H.
Gagnon, Bert
Gallagher, C. P.
Gallagher, Pat & Mickey
Gallagher, Paul Pat
Galloway, Eddie Leo
Galvin, John
Garfield, Doc
Gaskill, Jack
Garrett, Alex R.
Gatchell, H. S.
Gaylor, Bob
Gazink, Geo.
Geisler, Henry
Gemmisse, Ben
George, Bert
George, Eli
George, Frank
George, Joe M.
George, Williams
Gerard, Charles
Gerber, Joseph
Gibbons, Guy
Gilbert, Geo. C.
Gilbert, Harry
Gibberts, Ole
Gill, Chas. E.
Gill, Chas. Fossum
Gillet, C. E.
Gilligan, Geo. D.
Girard, Harry
Glam, Ray
Glassman, Nathan
Glen, Red Wm.
Glover Carnival Co.
Glover, Geo. R.
Glyn, Nick
Godwin, Bert C.
Gottz, Austin
Golden Eagle Carnival Co.
Goodman, Wm. Sparty
Goodwin, Mart
Goodwin, E. E.
Gordon, Alvin
Gordon, The Diving
Goss, Robert (Silas Evans)
Gough, O. W.
Gould, Joe
Goulde, Jacques E.
Graham, J.
Graham, Jack
Grant, Frank Babe
Grant, Fred D.
Graves, Marion
Gray, Bea Ho
Gray, Bruce
Gray, Joseph
Gray, Tracy
Green, Curtis
Green, Edwin T.
Green, Silad, Show
Green, Col. W. E.
Greenwood, Capt.
Gregory, L. B.
Grey, Chas.
Griffin, Jeff.
Griffin, H.
Griffin, Willard
Griffith, Jack
Griffith, L. J.
Grimes, Harry C.
Grimes, J. T.
Grimes, Loren
Grimsley, A. M.
Groffo, Miller
Grosblat, Joie
Grover, Bob
Grundon, Howard
Gwinn, Calvin Cowboy
Gwinn, Johnnie
Haas, Frederick L.
Haas, J. Harvey
Haberman, Bennie
Hagelman, Wm.
Hall, Bud
Hall, Freddie
Hall, John
Hall, Loun D.
Hall, Perce
Hall, Robert
Hall, Walter D.
Hall's Colored Minstrels
Hallstrom, D. C.
Hallock Jr., W. A.
Hallman, Louis E.
Hamilton, Arch (Jay)
Hammon, Johnnie R.
Hammond, Bill
Hammond, Steve F.
Hanna, H. L.
Hanson, J. J.
Hao, Al
Harold, Sam
Hardesty, Joe
Harley, Albert
Harley, Jess L.
Harper, Harry
Harper, P. E.
Harrigan, Edw. J.
Harriman, Mison
Harrington, E. A.
Harrio & Mario
Harris, Bing Earl
Harris-Eskew Rodeo
Harrison, Edw. S.
Harris, Sailor
Harsock, Byron
Hart, C. K.
Hart, Louis
Hart, Paul
Hartig, Wm.
Hartigan, Pat
Hartwick, Johnnie E.
Hartzberg, C. A.
Hartze, Charles
Harvey, Henry
Harvey, Will
Häufel, Wayne
Hauser, Fred
Haverstock, Harvey
Hawthorne, Jack
Hayatake, Uki
Hayden, Jim
Hayes, Morgan
Heath, Russell
Heffron, Dr. J.
Helman, Jim
Henderson, Jimmie Victor
Henderson, Ernest
Henderson, Lewis
Henderson Stock Co.
Hendry, F. A.
Hennessee, Red
Henry, Speedy
Hentzleman, Ralph E.
Herbert, Jack
Herbert, Paul
Herrington, Bob
Herschner, Ted
Hess, A.
Hewitt, Wm. Judkins
Hibbard, H. B.
Hibler, A. B.
Hickman, T. R.
Hightower, J. A. Red
Higgs, Arthur
Higgins, James
Hill, Col. Delbert E.
Hill, J. E.
Hill, Monk
Hill, P. C.
Hill, Red
Hillman, Carl E.
Hines, Jophin
Hinkle, Milt
Hinslaw, Ray
Hinton, Charles & Florence
Hinton, Roy E.
Hobbs, Gordon
Hockburg, Jack
Hodges, Jimmy
Hoel, Frank
Hoffman, Henry
Hoffman, Norman
Hoffman, Peter
Hoffman, Doc
Hollerness, R. R.
Hollender, Joe
Hollingsworth, Dean
Holly, A. F.
Holmes, Billy
Holtzer, Al
Holtzman, F. M.
Hooper, Earnest
Horn, Henry
Hoskins, Troy
Housner, Sam
Howard, John E.
Howard, Mysterious
Howard, N. C.
Howe Bros. Side Show
Howell, A. H.
Howell, Fred M.
Hubbard, Cliff
Hudspeth, Fred
Hudspeth, T. C.
Hug, L. J.
Hull, Capt.
Hull, Jimmy
Hull, Hubert
Hull's Comedians
Hunt, Jimmie
Huntington Nickel
Huntington, Alex
Hunter, Hubert
Hunter, Thad
Huntley, Spencer
Hyatt, Paul S.
Hyland, Dick
Hyland, Jack
Ingleston, R. H.
Ingram, J. S.
Idom, Alfred
Irvin, Jack
Irwin, Bobby I.
Jackson, Dick
Jackson, R.
Jackson, Doc W.
James, J. F.
James, Whitler
Jaynes, S.
Jennings, Ted
Jeter, Van L.
Jobert, Stanley
Jobers, Vincent O.
Johns, Vincent O.
Johnson, Aerial
Johnson, Bob
Johnson, Close Pin
Johnson, Geo. R.
Johnson, Russell T.
Johnson, Stove Pipe
Johnson, Toby
Jones, Eugene Red
Jones, Georgia Ball
Jones, Lester
Jones, Pig
Jones, Red
Jones, Roy
Jordan, Voice of Wisdom
Julius, Harry B.
Justus, Romaine
Kaeser, Rudy
Kahle, Harry
Kane, Elmer Joe
Katz, Sammy
Kane, Lester F.
Kane, Robert F.
Kararan, Daggers of Death
Karr, M. Arthur
Kaus, A. J.
Kay, Nick
Kell Bros.' Circus
Kelley, Lewis
Kelly, L. A.
Kelly, T. W.
Kemp, Bob
Kempton, Kermit
Kennedy, H. D.
Kennedy Shows
Kennedy, Lewis
Kennedy, Leon
Kennedy, Tom
Kentucky Clocker
Kerns, Edw. C.
Kerrow, Geo. H.
Keyes Joy Land Show
King, A. J.
King, Allen
King, Clarence
King, Geo.
King, G. M.
King, Harry
King, Kinkade, T. H.
Kinko, Prof.
Kinzy, John J.
Kinzer, Jas. B.
Kirche, Leonard
Kirk, Lyle
Kirmel, Kaiser
Kirwin, Joe
Klein, E. M.
Klings, The
Knauff, L. N.
Knight, Geo. Jack
Knight, Hugh
Knock, Conrad
Knudson, Cellond Henry
Koban, Kaichi
Kolb, Matt
Koran, L. E.
Kranz, Al
Kraft, Perry E.
Kramer, Renita
Krieder, Edward
Kuba, Frank J.
Kugler, Fred
"Palooka"
Kugler, Prof. Jaa
Kuhn, John M.
Kumali, Buster
LaBarrie, Babe
LaBerta, Otis
LaBrel, Geo.
LaLenna, Frank
LaMont, Dave
LaPurl, Chas. Doc
LaRose, Danny
LaRouch, Dannie
LaRue, Bobbie
Lamar, Col. Leon
Lamont, Charlie
Lamont, Geo. A.
Lamore & Frances
Lamore, J.
Lamson, Bert
Landick, Olyn
Lane, Malcolm J.
Langford, Harry
Larmour, Edmond
Latell, Harold E.
Lattin, Walter
Laughney, Frank
Laurie, Mike
Lavine, Larry
Lavine, Mike
Lawrence Entertainers
Lawson, Happy
Lay, Bill
Layton, W. C.
Lazell, Elmer
Lazone, Elmer
LeRoy, Billy
LeVeré, Jack
Lee, Dick
Lee, Francis M.
Lee, J. F.
Lee, Julian
Lee, C. F. Tex
Lenard, Eddie
Lessor, Jake
Leubacker, Ernest
Levitt, John M.
Lewis, Bert
Lewis, Chas. Show
Lewis, Geo. H.
Lewis, H. J. Red
Lewis, Irving
Libby, Frank
Libsey, Edw.
Likliter, Russell
Lind, Oscar Ed
Lineback, Roy
Linton, Alex
Lional, David
Little Beaver, George
Little Fox, Chief
Littlefield, Jack
Livingston, Harold
Llewellyn, Beryl
Locktee, Gus & Lovelia
Logan, John
Logan, Sandy E.
Long, Dr. A.
Long, Claud Kid
Long, Isaac A.
Lottridge, Harry

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- Lowe, Robt.
- Lowry, Ralph
- Lozano, Celestino
- Lumford, Jimmy
- Lunford, Ray
- Lush, Doc
- Lyda, T. B.
- Lyon, Delbert
- Lyon, Pat Ager
- Lyon, Steve
- MacLean, Jas. (Pretty Boy)
- McCall, H. L.
- McCallester, H. E.
- McCarthy, D. F.
- McCarthy, Emmet
- McCarthy, Jas.
- Paul Babe
- McClellan, D. E.
- McClaughan, C. S.
- McCullough, Chas. Red
- McCoy, Chuck
- McCrane, Rube
- McCulley, W. T.
- McCune, Wm.
- McDougal, Scotty
- McDonald, Wanzo
- McFarling, Willard
- McGowan, Ken
- McGlone, Vernon
- McKabe, Rosler
- McKay, Bob
- McLane, J.
- McLaughlin, Donald & Gene
- McMahon, R. F.
- McMahon, Pete
- McMillan, Geo.
- McNally, Luther V.
- McNeely, A. E.
- McPherson, Eugene
- McSpadden, John R.
- M. & M. Show
- Machel, Bob
- Mackey, Chief
- Maden, Sr.
- Magee, Harry H.
- Mahan, Bob
- Mahoney, J. L.
- Malors, Jack
- Maller, Frank
- Malley, Francis S.
- Mansfield, Robt.
- Mansholt, H. M.
- Marcelles, Bud
- March, Walter
- Maretta, R. E.
- Marcus, Geo.
- Markley, Dave
- Marko, Geo.
- Marks, B. D.
- Mars, Walter J.
- Marshall, Chester
- Marshall, Herbert
- Martell, Jerry
- Martin, F. B.
- Martin, Tom
- Martinez (Curley)
- Martinez, Sr. Luis
- Martin, Joe
- Martin, M. R.
- Massey, the Mystic
- Massey, Albert J.
- Mathews, Geo.
- Matsimato-Agawa Troupe
- Mattson, Bernard
- Maximo, Mechanical Man
- May, Jackie
- Mayman, Gilbert
- Mays, B. V.
- Meade, Tommy
- Meadows, C. W.
- Mellingner, Sam H.
- Melton, Buddie
- Melville, Bert
- Mercer, Chas. W.
- Messick, K. O.
- Meyerden, Lloyd
- Meyers, Benny
- Meyers, Carl
- Meyers, Dutch
- Meyers, F. H.
- Middleton, Sidney
- Miles, Pat
- Miller, Bob
- Miller, Chas. Joe
- Miller, Eli
- Miller, Frank
- Miller, Fred
- Miller, F. W.
- Miller, Jack
- Miller, John
- Miller, Leo
- Miller, Leon
- Miller, Mervin
- Millican, Jack
- Mimic World
- Minsky Supreme
- Mitchell, Alex
- Mitchell, Charles
- Mitchell, Circle
- Mitchell, Stock Co.
- Mitchell, Geo. J.
- Mitchell, Geo. M.
- Mitchell, G. L.
- Mitchell, Miller J.
- Mitchell, Pete
- Mitchell, Sam
- Mitchell, Steve G.
- Mitchell, Theodore
- Mittendorf, Louis
- Mix, Art
- Moan, James
- Money, Whittie
- Montague, Bertie
- Montgomery, Clark
- Moon, R. E.
- Moore, Hap
- Moore, Rector
- Moore, Tommie E.
- Mooze, Vernon
- Moosey, Harry
- Morgan, Frank
- Morgan, Frank L.
- Morgan, Louis
- Morris, Chas. (Glassblower)
- Morris, H. C.
- Morris, Jimmy
- Morris, Joe D.
- Morris, J. Raymond
- Mortenson, Mort
- Morton, Rex
- Moss, K. C.
- Morris, Robt. & Iva
- Motts, Fred
- Mulaly, Tommy
- Mullens, Jimmie
- Mullins, Jack
- Mund, Sunny
- Murphy, W. A.
- Murray, Arthur
- Murray, James
- Myers, Ralph
- Nabone, R. J.
- Neathery, C. T.
- Neupert, Clarence
- Neiser, Henri
- Nelson, Whitey
- Nelner, Ray
- Nepo, Geo.
- New, John A.
- Newberry, John
- Newman, Art & May
- Newman, Frank (White Head)
- Newman, Ted
- Newton, Earl E.
- Northon, Robt. E.
- Nix, Bunny
- Nock, Mr. and Mrs.
- Norris, Bob
- Norwood, Jesse
- Nuzzo, Tony
- O'Brien, Thos.
- O'Connell, Francis
- O'Connell, J. J.
- O'Malley, J. P.
- O'Rourke, Howard
- Oberman, Harry
- Odum, Homer
- Ogden, Billy
- Ohuret, Fred G.
- Oliver, Otis
- Orbogian, Geo.
- Ormer, Perry
- Osborn, Alton T.
- Oshwa, Prince
- Ossified Roy
- Ott, Fred
- Owens, Buck
- Owens, Tex
- Pablo Sr., Juan Jr.
- Palmer, Jack
- Palmer, Doc
- Palmer, Don & Della
- Palmer, E. E.
- Palmer, Pete
- Parker, Dick
- Parker Sales
- Palmer, E. E.
- Palmer, E. E.
- Parker, Dick
- Parker Sales
- Parrish, Billy
- Patrick, Wayman
- Patterson, Herb
- Patterson, J. C.
- Paul, Impersonator
- Payne, Jimmie
- Payton, Chas.
- Pearline, Harry
- Pearson, Jack
- Pearson, Oscar
- Peck, Bert
- Peke, Blackey
- Pelon, Peter L.
- Perdue, Elmer
- Periwinkle Players
- Perkins, Frank D. Cy.
- Perry, J. L.
- Perry, Jack
- Perry, Verne
- Peterson, Dick
- Petocher, Andrew
- Pettie, Geo. Slim
- Peyton, Blackie
- Pfeifer, E. W.
- Pierce, Ralph J.
- Pierson, H. A.
- Phillips, Edgar
- Pickard, Wm. J.
- Pike, Blackie
- Pine, Andy
- Pinkston, J. W.
- Pitt, W. J.
- Pittillo, Harry L.
- Pixley, G. W.
- Place, Lewis E.
- Pollitt, John A.
- Pomroy, H. L.
- Pope, Ansel G.
- Pope, G. R.
- Pork Chops
- Porter, La
- Potts, Harvey
- Powell, Art
- Powers, Rex
- Prather, Henry H.
- Premont, Ted
- Price, Ben
- Price, Ray
- Proctor, James R.
- Purl, Billy
- Quincey, Tom J.
- Quinn, John
- RAgoulde, Rajah
- Rader, Chas. E.
- Rakes, Edw.
- Rawlinson, Chas.
- Ray, R. E.
- Ray, Engomar
- Reagan, Walter J.
- Reagan, Bob
- Reamer, Frank
- Reano, Prof.
- Reaves, J. D.
- Red Fox, Joe
- Redding, Fat
- Redding, G. F.
- Redmond, Prof.
- Reece, J. W.
- Reed, Chick L.
- Reed, G. W. Bill
- Reedy, Maynard
- Redfield, H. B.
- Redman Jr., Dr.
- Reed, Mike
- Reichbach, Ben
- Reid Gr. Show
- Reid, Thos.
- Reighard, Geo.
- Reiner, Frank
- Reinhardt, Geo.
- Reiter, Emil O.
- Remsen, Art
- Reno, Edw. A.
- Reno, Paul
- Revilli, Chas.
- Rice, Cecil C.
- Rice, Harold Abe
- Rich, Jimmy
- Richards, Jimmie
- Richards, or Kitty
- Richards, G. C.
- Richmond, Bald
- Riggs, J. L.
- Riley, Art
- Riley, E. G.
- Riley, Harry
- Rimmer, Billy
- Rish, John
- Rittley, Harry
- Robbins, Wm.
- Roberts, Joe
- Roberts, J. S.
- Roberson, Geo.
- Robinson, Ross
- Rocco, R. W.
- Rockwell, E. W.
- Rodgers, Bill
- Roger, Albert
- Rogers, Jim
- Rogers, Ralph
- Rogers, Gene
- Romelli, Tony
- Rooney, Jimmy
- Rosen, Joe
- Rosen, Mike
- Rosenberg, Geo.
- Rosenberg, Sam J.
- Rosewall, Abe
- Ross, Doc
- Ross, Jack
- Rotnour, J. B.
- Round Tree & Shorty
- Rowan, Doc
- Ruberts, Chas.
- Ruffing, W. S.
- Rush, Jas. C.
- Russell, Geo. L.
- Russell, Mel R.
- Ruston, Jas. R.
- Ryan, Jack
- Sabinger, David
- Salsbury, Saul
- Sampson, Jack
- Sampson, Walter
- Sanders, L. B.
- Satterlee, Alfred
- Saunders, Jas. R.
- Savoldi, Joe
- Sawyer, Bennet B.
- Sawyer, Tom
- Sax, Albert
- Scatterday, R. O.
- Schaffer, Ray
- Schaffner, Neil E.
- Schelle, Louis
- Schiefelbin, Max
- Schluchter, H. G.
- Schofield, Ed
- Schofield, Jos. (Blackie)
- Schofield, Jos.
- Schreckengost, Arden
- Schubach, Tex A.
- Schuler, Roy
- Schwabenberger, Ambrose
- Scott, Geo. W.
- Scott, Walter Red
- Sealo, the Seal Boy
- Sears, Howard
- See, Bunny
- Sellers, Geo.
- Sells, Virgil
- Selly, Joe
- Seymour, W. O.
- Shaffer, C. C.
- Shaffer, Lee
- Sharkey, Geo.
- Sharon, Alfred Joe
- Sharon, Jack
- Sharrock, Lowell
- Shaw, Maurice
- Shaw, Maurice
- Shaw, Maurice
- Sheehan, Bob
- Shelton, Marvin
- Sherman, Tex
- Shields, Purl
- Shields, Wilmet
- Shmidt, Louis H.
- Shore, Arthur
- Shorty, Ice Water
- Showalter, Vic
- Shugart, Dr., Show
- Shuttie, Ferris
- Shuttle, Wheel
- Siladi, John
- Silver Streaks, The
- Silver Tongue, Chief
- Simmonds, Alex
- Simmonds, Harry
- Simmons, Sam
- Sims, Amos, & Co.
- Singleton, H. D.
- Sisco, Hank
- Sizemore, Asa
- Sketter Kall Co.
- Slappy, Eugene
- Sloan, Doc H.
- Slossor, Shots
- Sloute, Verne L.
- Slover, B. A.
- Small, Leo
- Smiley, James
- Smith, C. H.
- Smith, C. M. Sid
- Smith, Chris M.
- Smith, Fletcher
- Smith, Frank
- Smith, Gordon
- Smith, Herbert R.
- Smith, Jack
- Smith, Odie
- Smith, O. M.
- Smith, Rollin
- Smith, Roy H.
- Smithy, Swing
- Smitty, J. D.
- Smythe, Bill
- Snell, P. J.
- Snider, Shorty
- Snyder, Dutch
- Snyder, Skeet
- Solar, Joe & Dot
- Solomon, Tildon
- Sorensen, Asger
- Soret, Joe
- Soret, Joe
- Southern, Bert
- Spain, Kay
- Sparks, Joe
- Sparks, Ted
- Spencer, Bill
- Sperlock, Red
- Sprague, Paul
- Sprague, Ralph
- St. Johns, Art
- Stanley, Mark
- Stanley, Mike
- Stanley, Harry
- Star, Jimmie
- Stark, Lehman
- Steadman, Lonnie
- Stears, Melvin
- Stebbins, Paul
- Stegman, Carl
- Stegman, Roger
- Stennett, Bill
- Stephens, John R.
- Stetson, Jack
- Stevens, G. W.
- Stevens, Thos.
- Stevenson, J. D.
- Stone, G. B.
- Stone, W. E.
- Stout, T.
- Stork, David
- Sullivan, John L.
- Stove Pipe
- Street, Billie
- Stuckey, Monte
- Summers, Jimmy
- Summers, V. S.
- Swain, W. I.
- Swan, Tex
- Swindell, Geo. H.
- Swires, Lefty
- Sylow, Henry C.
- Szita & Anis
- Tait, D. W.
- Talley, Richard
- Tarbes, Max
- Tate, Jimmy
- Taylor, F. W.
- Taylor, R. Ferris
- Taylor, Cecil
- Taylor, Russell R.
- Taylor, Wm. B.
- Testers, Freeman
- Terry, G. H.
- Tervay, Eugene
- Thatcher, Bob
- Thomas, Bob Okla.
- Thomas, F. L.
- Thomas, H. O.
- Thompson, C. A.
- Thompson, C. C.
- Thompson, Mike
- Thompson, Steve
- Thornburg, Ray & Al
- Thrall, Fred
- Tinnell, Dan
- Todd, Edward
- Todd, Jas. Buster
- Tom, Frank
- Tompkins, Geo. S.
- Towe, Paul
- Townson, C. M.
- Tracy, Frank
- Tracy, Frank
- Traiton, Frank H.
- Traver Carnival
- Travers, Roy
- Travis, Jas. E.
- Tronson, Tube
- Trout, Max
- Tullis, Wm. A.
- Tullus, T. O.
- Turner, Gary
- Tweedy, Chas.
- Twist, Egan
- Tyree, Earl
- Tyree, O. H.
- Underhill, Howard
- Upton, Al
- Usher, Herb
- Valentine, Harry
- Van Hountes, Sam
- Vandiver, C. P.
- Vaughn, A. B.
- Vernon, Wally
- Victor-Victoria
- Vinson, Happy
- Virgil the Magician
- Wagner, Robt. L.
- Wagner, R. C.
- Walker, Broadway
- Walker, James Tim
- Walker, Jimmy
- Walker, John Tex
- Wallace, Tex
- Walters, Sidney
- Walz, Doc
- Ward, T. F.
- Warren, the Wizard
- Washington, Father
- Tombone
- Wasserman, Sol
- Watkins, Ira
- Watkin, Pierre
- Watts, Doc T.
- Weatherly, E. C.
- Weaver, J. R.
- Webb, Jolly
- Webb, Tex
- Weber, Harry S.
- Weisman, John
- Weiss, Carl
- Weldon, Icel
- Weldon, Prof. A.
- Wells, Jimmy
- Wells, Sam
- Walsh, Elvin
- Wesselman, L. B.
- West, Al
- Westcott, Earl
- Western, Bill or G.U.
- Western, J. W.
- Westfall, W.
- Westly, Baldy
- Weyman, Buddy
- Wharton, M. H.
- Wheary, Harry
- Wheeler, Ned
- Whitaker, Wm.
- White, Carl
- White, Earl S.
- White, G. W.
- White, Gaylord S.
- White, Juan
- Whitfield, Walker
- Whitfield, H. E.
- Whorrall, Roy E.
- Whiggins, Winnix
- Wiliver, Wally
- Willard, Flying
- Williams, Bub
- Williams, O. J.
- Williams, E. E.
- Williams, Fanchon
- Williams, Harry K.
- Williams Jr., B. F.
- Williams, Joe B.
- Williams, John
- Williams, Clarence
- Williams, Johnny
- Williams, Les C.
- Williams, Stove
- Williamson, Carl
- Willie-West & McGinty
- Willis, Billy
- Willis, Jack
- Willis, J. W.
- Wilno the Great
- Wilson, E. B.
- Wilson, Earl V.
- Wilson, Everett
- Wilson, Fred
- Wilson, Grady
- Wilson, Harry E.
- Wilson, J. C.
- Wilson, Robt. Carl
- Wilson, Robt. W.
- Wilton, G.
- Winniman, Sully
- Winters, Billy
- Winters, Fitz
- Winters, Floyd & Kitty
- Winters, the Juggler
- Winters, Winnoc
- Wise, David A.
- Wise, Whittie
- Wish, Jack
- Wolfe, Benny
- Wolfe, W. W.
- Wood, Frank H.
- Wood, Ray
- Woodcock, Clow
- Wood, Pat
- Woods, Marcus J.
- Woods, Punk
- Woods, R. L.
- Wonder, Tom & Betty
- Word, Earl P.
- Wordley, Ralph
- Worman, Nat
- Worsley, I. A.
- Worthington, Eddie
- Wright, Fred W.
- Wright, Warren
- Wylie, F. C.
- Yancey, Geo. P.
- Yancey, Chas. Egoff
- Yogi, Rajah
- York, Capt.
- York, Billy Toby
- Young, Ernest
- Young, George
- Young, J. K.
- Young, John
- Young, Mansfield
- Youngs, Aerial
- Youngs, Samill
- Zangar
- Zaylor, W. T.
- Zeller & Urlbrn
- Zemer, Fred J.
- Zeno, L.
- Zingoni & Zira
- Zingoni, Robert
- Zingoni, Charles B.
- White, Jess L.
- White, (Texas Slim)
- Williams, Art Paul
- Williams, Clyde
- Williams, N.
- Wilson, Marriott
- Young, Solly
- Zinbad, Dr.
- Zingoni & Zara
- Zulong, Prince E.
- Mead, Jack
- Meier, Joseph (Freiburg)
- Milakis, Constant. G.
- Miller, Joseph
- Miller, L. C.
- Nathan, Larry
- Nealon, James A.
- Newsham, Nicholas
- Nichols, Jay
- Nye, Thos
- O'Donald, Geo. J.
- Olson, Wm. B.
- Parker, Charlie
- Parks, Wm. M.
- Pasner, Philip
- Phelan, Chas. (Strong Man)
- Phillips, S. H.
- Polack, Irving J.
- Prudhomme, Arthur
- Purtle, Earl
- Quinn, James
- Rankin, Howard H.
- Reilly, Ray R.
- Riche, Neal
- Riley, Charles
- Roemer, Sidney
- Rogers, Charles H.
- Russell, M.
- Sears, P.
- Sheeley, Jack
- Shepard, C. E.
- Sheray, Kader
- Sherwood, Vincent
- Siegel, Jack
- Simpson, Sam
- Smith, Cyril
- Spivens, Bill
- Stanley, Jack
- Kord, Whitey
- Harris, Jack
- Hartmann, Owen
- Harvey, Ken
- Heise, Henry
- Homer, Joe
- Jones, Charles
- Kahtroff, Morris
- Kennedy, Andrew
- Krause, Jos. H. (Ken)
- Lamell, Jack
- Lauder, Chas. A.
- Leland, Fred
- Linker, Tommy
- Littleson, Robert
- (Whisky Bob)
- Loftus, Arthur
- Lorimer, Jon
- Lustig, Billy
- McCarthy, J.
- McGarrigle, J. A.
- McGregor, L. B.
- McNamara, David
- Malcolm, Manipulator
- Malone, Jim
- Marcus, O. W.
- Egoff, Charles (Plitts Yellow)
- Endicott
- Evans, Bill
- Flam, David
- Hillbrook, T. R.
- Franks, Mr. & Mrs. Frank
- Germano, Tony
- Gerard, Jay
- Glaser, Marcus
- Glazer, M. A.
- Glovitch, John
- White
- Gould, Joseph
- Graulich, Kurt
- Green, Jackie
- Hilliard, Roy E.
- Harrison, Russell
- Harrington, Ben (Red)
- Hodgini, Albert
- Hudspeth, T. O.
- Jaudon, R. Z.
- Jackson, R.
- Karpman, Angelo
- Karpman, (Igg)
- Kelley, J. C.
- Kelly, Edward (Professional Ice Skater)
- Kelly, Mr. & Mrs. P. B.
- Korppi, W. W.
- Lamson, Bert
- Landrum, Gerald
- Laul, Arthur
- Layman, John W.
- Lee Jr., Thos. H.
- Leeman, Herbert
- Lind, Artie
- Ludwig, C. B.
- McCarty, Freddie
- McGuire, F. C.
- Mack, H.
- Manos, Pete
- Maxine, Gabriel
- McMahon, Charley
- Miller, B. J.
- Milligan, Arthur A.
- Moeller, James
- Mohoney, E. T.
- Mortenson, Mort
- Murry, Tom (Bosa Canvasman)
- "Nadeano"
- Noble, Ralph
- Ogle, Douglas
- Olsen, Arnold
- Owerr, B. O.
- Phillips, Edgar
- Rhyan, Joe
- Perry, Joe
- Powell, Halton
- Powell Jr., Albert
- Price, Arthur
- Rice, A. S.
- Rose, Robert
- Rose & Stone
- Rosen, Mike
- Rupp, Frank
- Schultz, Jack
- Shawver, Langdon
- Melton
- Shipley, Mr. & Mrs. Earl
- Silver Tongue, Chief
- Smith, Chris M.
- Spencer, Ray'd
- Stahl, Chas.
- Stoddard Amusement Enterprises
- Taylor, Rex
- Thomas, "Tats"
- Tiffany, Chas.
- Tint, Al
- Ton-E-Ka Medicine Show
- Todd, Mike
- Tollman, Reynolds
- Ubag, Sabas L.
- Ward, Harold
- Wentworth, W. L.
- Weydt Amuse. Co.
- White, "Whitney" W. M.
- Wiseman, Frank
- Ziller, Mr.
- Zingoni & Zira
- Calkins, Mrs. Pearl
- Clayton, Mary Lou
- Coddington, Mrs. M. L.
- Daniels, Doris
- Drayton, Kathleen
- Ellingson, Helen
- Gilbert, Mrs. Reba
- Harmon, Mrs. Ada
- Hogged, Fleeta
- Jane
- Hooper, Mrs.
- Juanita
- Kelly, Mrs. Edith
- Liberty, Aldis
- Louise, Madam
- McCarthy, Mrs. Fred
- McDowell, Mrs. Thelma
- Muir, Mrs. Mabel
- Murphy, Patsy
- Raglan, Eva
- Rivenbank, Marguerite
- See, Mrs. Eddie
- Sheeks, Mrs. Tennie
- Talley, Rosa Lee
- Wilson, Mrs. Alice
- Wilson, Mrs. Betty
- Woods, Opal
- Gentlemen's List
- Alfred, Jack & June
- Anthony, Brownie
- Arnold, Jack
- Arthur, Billy (Dude)
- Atkin, Al
- Atkins, George & Ethel
- Barlow, Dick
- Benton, Frances
- Braun, Charles
- Bresnahan, R. J.
- Brewer, Allen
- Bryer, R. L.
- Carlos, Don
- Carter, J. B.
- Cato, Henry
- Cecil-Cecilia
- Church, J. M.
- Clark, E. E.
- Clark, I. J.
- Conaroe, Lewis
- Cooper, V. B.
- Copell, H. N.
- Costa, Zeke
- Crockins, Fred
- Drayton, J. M.
- Earl, E. M.
- Fields, Snow Ball
- Fields, Tod & Dorothy
- Finning, George
- Fletcher, Avery
- Garrison, B. P.
- Gatrell, Red
- Gavins, Joe
- Godbey, Goody
- Goodwin, Happy
- Gordon, W. O.
- Grugan, LaPoint
- Haberman, Bernie
- Hale, Slim
- Hart, Capt. John S.
- Hart, E. J.
- Hester, Bart
- Hester, Joe
- Hughes, Thomas
- Fuzzy
- Hull, Jimmie
- Humphries, Chet
- Hubert, Ethel
- Ialey, Willard S.
- Kemmerling, Skinny
- Kline, Ernie
- Krause, Joseph
- H. Kemo
- LaBerta, Robert
- Lavelle, Buddy
- LaLouise
- Lenagar, P.
- Lewis, Bill C.
- Ludwig, C. B.
- Madison, James
- McCain, Johnnie
- Miller, Eli
- Morris, Charles E.
- Nation, Al
- Oswald, R. W.
- Pepper, Abe
- Proctor, George H.
- Propper, Stanley
- Rice, G. L.
- Richardson, Carl
- Rish, John
- Roberts, B. C.
- Roberts, Bob
- Roche, Sam Walt
- Runge, H. E.
- Sanders, Lillard
- Scogins, Robert
- Scott, Fred
- Silver Tongue, Chief
- Sims, Hi
- Stanley, Jack
- Twine, Hobart
- Walker, E. Robert
- Wall, Mickey
- Whittinghill, Jack
- Williams, Dr. Leslie
- Williams, Frank
- Woods, Johnnie
- Wynnegar, H.
- Yager, R. E.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg., Eighth and Olive Sts.

Ladies' List

- Ali, Walter
- Allison, Gladys
- Barbee, Ray
- Brown, Connie
- Brown, George
- Brown, Russell
- Butcher, O. J.
- Carton, Eddie
- Cowan, Mrs. May
- Curtis, Mrs.
- Margaret L.
- Daniels, Mrs.
- Davidson, Mrs.
- George E.
- De La Wezajas
- Marguerita
- Jennings, Mrs. Susie
- Madden, Alma
- Manners, Betty
- Jean
- O'Shea, Mrs. John
- Phillon, Mrs. Opal
- Pratt, Mary
- Price, Mrs. D. M.
- Rosenbaum, Mrs. Ted
- Ross, Mrs. Eileen
- Stanley, Mrs. N. A.
- Swires, Mrs. Carl
- Wilson, Mrs. Wm.
- Wyatt, Mrs. Billie

Gentlemen's List

- Adams, Vern
- Astera, Mantio
- Beaumont, Jack K.
- Bird, W. E.
- Boelke, E. J. (Al)
- Boyles, Duke
- Caruthers, Rondie
- Clarke, Paul Leslie
- Coffelt, W. R.
- Conway, John
- Darlington, C. W.
- Davidson, B. H.
- Davis, Harry & Fernie Sutton
- De Rossignob, Louis
- DeVoe, Ray
- Ellis, R. C. (Cotton)
- Farley, Victor
- Fontinelle, Bob
- Exalander, Benn
- Freedy, H. T.
- Hanging, Steve F.
- Heller, George
- Harrison, Happy
- Henry, Bull Dog
- Hisco, Harry
- Hodgini, Ted & Joe
- Ingleston, Bob H.
- Jones, Buster
- Krause, Joseph H. (Ken)
- Kruse, F. H.
- Leroy, Geek
- Letta, G. F.
- Levine, Joe
- Ludwig, C. B.
- Mason, Darby
- Mayes, R. J.
- McDonald, Mac
- McLaughlin, Bill
- Melzer, Mr.
- Miller, F. W.
- Miner, Jack
- Morgan, Hila
- Motherwell, T. R.
- Nelson, H. L.
- O'Connor, Thomas Joseph
- Owensby, J. E.
- Pasha, Bill
- Pope, Billy
- Ready, R. M.
- Roberts, Armstrong
- Robinson, Rolfe
- Roma, Prof.
- Roy, Lee & Pals
- Saari, Guss T.
- Shankland, Rex
- Shelton, Toby
- Silver Tongue, Chief
- Smith, G. L.
- Smith, Jack J.
- Smith, Tom
- Springate, John
- Stevens, J. J.
- Tate, Ralph
- Twohouse, Chief
- Valentine, George
- Wash, Joe
- Warm, Jay
- Watkins, T. F.
- Webb, Clyde
- "Needles"
- Wentworth, W. L.
- Wilson, Robert
- Wingfield, Harry D.
- Wolf, Elmer E.
- Woods, Rusty

MAIL ON HAND AT DALLAS OFFICE
401 Southland Life Bldg., 1416 Commerce St.

Ladies' List

- Allen, Mrs. Katy
- Anthony, Mrs. Milo
- Austri, Mrs. Ella
- Badger, Mrs. Harry
- Brink, Dwight C.
- Byron, Bill
- Calvera, Roy
- Carney, Jack
- Clarke, Harry
- Connors, Steve
- Copeland, Ray
- Cox, Dr. L. M.
- Croskey, Harry
- Davis, Harry
- Davis, Joe
- DePreister, Lawrence
- Demnat, Haddo
- Dennis, Jack
- Derer, Charles
- Diamond, Billie
- Durrant, George
- Dyer, John S.

MAIL ON HAND AT CHICAGO OFFICE
600 Woods Bldg., 52 West Randolph St.

Parcel Post

- Broderick, Mrs. Paul, 4c

Ladies' List

- Allen, Hazel
- Astrella, Mrs.
- Bernard, Ethel
- Bush, Gladys Mae
- Busse, Mrs. Mary
- Caroux, Pauline
- Clayton, Mary Lou
- Clayton, Mrs. Frank
- Dean, Donna
- DeLoris, Doris
- Evans, Mrs. Bill
- Firanza, Madame
- Foley, Marie
- Agnes (Director, Jack & Jill Players)
- Fredrik, Mae
- Gomez, Augie
- Graber, Betty
- Lorraine
- Gutkin, Sophie
- Hart, Ervil
- Hart, Irene
- Hayes, Mrs. Theresa
- Henry, Elsie
- Hughes, Mrs. V. L.
- Johnston, Mildred

IMPERIAL SHOWS, INC. WANT

High-class Cookhouse, Grab Joint, Popcorn, Taffy, Apples, Cotton Candy, Ice Cream, American Palmist, Penny Arcade. Can use Attractions for Side Show and Talker. Can place two or more Platform Shows. Address East Peoria, Ill., week May 11; Rock Falls, Ill., week May 18.

WANTED WANTED WANTED

All kinds of Rides and Concessions. Only Park 250,000 Population. Write or wire what you have.

MILAN DIKLICH

100 Clinton St., Johnstown, Pa.

AMERICA'S CLEANEST CARNIVAL GREAT SUTTON SHOWS

MT. VERNON, ILL., MAY 18-23. POLICE CARNIVAL. First Show Down Town in 12 Years. ROBINSON, ILL., MAY 25-30, IN CITY PARK, IN HEART OF TOWN.

WANT TO BOOK exclusive for the season. Cook House, Corn Game, Pop Corn, Frozen Custard, and WILL PLACE Ball Racks and any Clean Stock Concession.

WANT Colored Cornet and Slide Trombone Players for Band, and Blues Singer. Will furnish complete frame up for Geek Show; also place any good show. We have 6 major Rides, 3 Kid Rides, 8 Shows and Colored Band.

Our Fairs start in July. Marlon, Ill., 11-18; Mt. Vernon, Ill., 18-23; Robinson, Ill., 25-30. We travel by rail and get there.

WANTED FOR MOXAHALA PARK

UNDER NEW MANAGEMENT • ZANESVILLE, O.

OPENS DECORATION DAY

CAN USE Loop-o-Plane and other good Rides. WE WANT legitimate Concessionaires for Popcorn, Peanuts, Sandwiches, Penny Arcade, Shooting Gallery and other Flash Games. Wire, write at once. GEORGE ANAGNOST, Manager.

WANTED a Carnival for the American Legion Celebration

Week of June 29 to July 4, at Penn Yan, N. Y.

Rides, Concessions and other Attractions. Correspond with GEORGE D. WOOD, JR., Adjutant, Johnson Costello Post 355, Box 362, Penn Yan, N. Y.

ATTENTION CARNIVAL MEN ATTENTION

BEFORE PURCHASING SEE

THE JOHN ROBBINS COMPANY

340-42 THIRD AVENUE PITTSBURGH, PA.

LOWEST PRICES LOWEST PRICES

Largest Line of Fair—Carnival—Bazaar—and Bingo Merchandise

KRAUSE GREATER SHOWS

WANT TO JOIN AT ONCE,

Ferris Wheel, Loop-o-Plane, Loop Rides. Will give exclusive for season on above. Opening for other Shows, small Animal Show, Monkey Circus, Fun House, Mechanical Show, Fat and Midget Shows, Outlaw, Life, small Drome or any other not conflicting. Will sell exclusive on Frozen Custard, American Palmistry, Long Range Gallery, Merchandise Wheels, Candy Floss, Candy Apples, Scales, Penny Arcade, Fishpond, Pitch-Till-Win, Country Store and other Concessions open. This show can offer 25 Fairs, 15 starting in August and lasting until Thanksgiving, and 10 this coming winter in Florida. Also 8 Home Weeks and Celebrations this summer. Address this week Maysville, Ky.; next week, Ashland, Ky.

"LOOK" Owners of Outdoor ATTRACTIONS

If you have an attraction that is not booked solid and want open time filled in, an outdoor representative will be pleased to handle same on percentage basis only, following attractions preferred; Circuses, Wild West Rodeos, Air Circus, Auto Dare Devils, Donkey Baseball, Fireworks Display, or what have you? Write or wire

BOX D28, Billboard, Cincinnati, O.

WANTED

FERRIS WHEEL AND TEN-IN-ONE SHOW. Give exclusive with Krause Greater Shows, to join this week in Maysville, Ky., or next week in Ashland, Ky. Can offer eight Home Coming Weeks in Pennsylvania, and twenty-five Fairs, fifteen this fall and ten in Florida this winter. Address BEN KRAUSE, Manager, Krause Greater Shows.

It Helps You, the Paper and Advertisers to Mention The Billboard.

WANTED

36 WEEK SEASON INTERMOUNTAIN SHOWS, Inc.

Playing Fairs, Rodeos, Celebrations in Idaho, Washington, Oregon, Utah, Montana, Nevada; Union Stock Show, Oregon; Cherry Festival, Idaho, and best 4th July spot in the Northwest. Want Concessions (no ex only cookhouse). Want flashy Bingo Game, Athletic and 10-in-1; also Girl Show. Will furnish tops. Want Baby Rides. Week May 11, Glens Ferry, Ida.; week May 18, Caldwell, Ida.

WANT

Good reliable Ferris Wheel Operator; also Swing Help. Boozers and chasers don't answer. Open Tuesday, Orion, Ill. WM. HOFFNER.

WANT

Cook House, Concessions, Ball Games, Candy Floss and Electrician. Marysville, Kan., week May 11; Hiawatha, Kan., 18. MOMAHON SHOWS.

Hartmann's Broadcast

ONE of the most pitiful cases in circus history was the demise early last week of the James M. Cole Wild Animal Circus in Cleveland after an existence of only four days. It was a jolt to many, creditors included, but nobody probably suffered more than the performers, staff personnel and workmen, many of them left penniless and hungry after spending their last dollar for transportation to join the show in the hope of a season's work. Many of these people, too, probably passed up other engagements and are "out in the cold" now, a time when it is no easy task to obtain work for which they are fitted.

Regrettable as the blowup was, it serves a lesson—a lesson that Barnums cannot be made over night, that a thorough knowledge of the managing end of a circus is imperative and that sufficient capital is a necessity. We have in our possession letters from prominent people recommending James M. Cole for his honesty, reliability and integrity, but nobody seemed to know anything about his financial status. We do not doubt that he was sincere in everything he said or did, but, in our opinion, he "bit off more cake" than he could eat by attempting too large a show, especially since his knowledge of circus management was limited and capital far from being sufficient. We do not like to discourage "shoe stringers," for many a big institution today was founded on a shoe string, still it is out of all bounds to attempt to organize a circus unless the "road is paved" properly (and only thoroughly experienced men can do that), without money enough to carry on at least for a few weeks if money in sufficient amount fails to come in at the ticket office. Experienced circus men point out that it was foolish to even attempt to run a spring or summer circus in Cleveland, as the Buckeye city has its big annual winter (indoor) circus and there is not much patronage to be had after that. The situation, they say, is about the same in Detroit, where the James M. Cole Circus was originally scheduled to open, but the engagement was postponed.

That Owner James M. Cole was sincere and meant well was proved by the fact that he stuck with the show to the end. On the final day he received two checks, one for \$47 representing a refund and the other for \$100 as a guarantee that the Stadium, where the show appeared, would be available on the Sunday following the blowup for a speech by Father Coughlin. Instead of scrambling with this money Cole turned it over to those performers and workmen who were sadly in need of food and for this deed he deserves praise. Actors, they say, are born, not made, but with circus owners and managers it is the opposite, we are inclined to feel.

↑ ↑ ↑

WHAT is a fair license fee for a carnival company? Not an easy thing to answer, yet the question was put to us by an American Legion post last week. And here's how we answered it:

One must be familiar with the amusement situation locally so far as licenses for various kinds of amusements are concerned, otherwise it is impossible to tell what a fair fee for carnival companies would be. A show located downtown, if that is possible, would have a much better chance and therefore would be in a position to pay a higher fee than one which might be located a distance from the center of town.

Carnival or other traveling amusements should be licensed for regulation purposes only, with a small fee assessed so that the authorities can say what can operate. This is said also for the reason that tented amusements, and especially carnivals, generally appear under auspices and in the majority of cases of this kind license fees are waived anyhow. This fee for regulation purposes should be based upon what the local amusements are paying to operate, gauging it proportionately.

When traveling shows are licensed for strictly revenue purposes the fees are made so high, mostly as a result of agitation on the part of permanently lo-

ated amusement people, that they defeat their own purposes thru shows not coming in at all unless auspices succeed in having the license fees waived, and the lovers of this form of amusement, when the fees cannot be waived, are the ones who have to suffer, or be satisfied with what the localites give them, on quite a bit of which amusement fare they might already be fed up.

With high licenses also keeping out shows many people from a city or town in which such conditions exist will go out of town for the amusements they want and in consequence the towns or cities which have reasonable licenses will benefit. In other words, a city or town with a high carnival license fee is cutting off its nose to spite its face.

We would like to have carnival managers give us their reaction on this.

↑ ↑ ↑

WEEK before last we told you about Dick Collins' return to the carnival field as a press representative. Milton Morris now comes thru with a nice word about Dick's work, and anybody acquainted with Milt knows that letters from him are few and far between.

"I think this is the first time," writes Milt, "that I have ever written you a letter as a commentator or observer, but my subject is worth while. Last week while the Johnny J. Jones Exposition and Dodson's World's Fair Shows were playing in Washington at the same time it was most gratifying to note the wonderful comeback of a press agent who has been out of the carnival field for some years. Washington is my home and I am there each year in the spring when a show is there. Never in all my time has a press agent obtained such publicity. Dick Collins of Dodson's World's Fair Shows, had 35 stories and crashed the front page seven times with hits. I counted these stories myself and did not take the press agent's word for them. In view of the fact that the Dodson show did not use the press as an advertising medium, I am of the opinion that Collins' work was remarkable."

LAST CALL

FOR THE OPENING SPOT

WANTED Concessions of all kind for May 21, Bellmore, L. I. Like to hear from some one with Snake Show, also High Dive Act.

PRUDENT'S AMUSEMENT SHOWS

124 Cedar Ave., Patchogue, L. I. Phone 315.

WANTED Shows & Concessions

GOODING'S RIDES BOOKED

JUNE 15-20, INCLUSIVE.

Must be strictly legitimate. Will be placed on the main street.

NORTHWESTERN OHIO VOLUNTEER FIREMEN'S CONVENTION,

Bowling Green, O. C. M. GALLIHER, Chairman.

CELEBRATION COMMITTEES

NORTHERN MINNESOTA AND DAKOTAS.

Let Us Furnish Your Free Acts and Midway Attractions.

WANTED—Shows and Rides with own transportation. Book Shows 35%, Rides 25%, Cook House, \$30.00, Slum and Grind Stores, two for \$25.00; Ball Games, Ice Cream, Popcorn, etc., \$10.00. Low Five come on. Ed and Henry Heth write. WANT Free Acts. Low salary and Concession Privilege. Celebrations start May 23, near Minneapolis. E. J. McARDLE, Enterprise Attractions, 1405 Yale Pl., Minneapolis, Minn.

CAMPBELL BROTHERS EUROPEAN SHOWS

Want Shows, Attractions with or without outfits, anything of an entertaining nature for big city spots. Flashy Bingos, Cookhouses, Scales, Diggers, Ball Games, Circus and Vaudeville, Novelties, Auto Races, Freaks, Legit Concessions. Complete Colored Show, Musical Show, Rodeo, Bannerman, Merchant's Tickets, Space Man, experienced Assistant Manager. Open May 18th. Address CHARLES KYLE, Mgr., Philadelphia Moose Club.

HAPPY DAYS SHOWS, Inc.

Want for twenty-six celebrations and fairs, Tilt-Whirl, Rides, Scooter and Motor Drome, with or without transportation. Exclusive Diggers and Legitimate Concessions only. Old Hickory, Tenn., this week; Sturgis, Ky., week May 18th; Martinsville, Ind., week May 25th. COL. T. L. DEDRICK, Mgr.

WANTED RIDES—Merry-Go-Round, Ferris Wheel, Chagblane and Kiddy Rides. CONCESSIONS—Grab Joint, Popcorn, Candy Apples, Candy Floss, American Palmistry, Photo Gallery or any other legitimate Grind Stores. Will book one or two clean Shows. Must have own outfit. Playing Church Festivals and other strong organizations. Open May 27 to June 6, Natrona, Pa., with other good towns to follow. Address L. G. POPKIN, 340 Third Avenue, Pittsburgh, Pa.



The Readers Write

LA-GOLDIE, describing herself as the Queen of Neon Tubes, sends a complaint from San Diego, Calif. She complains to this corner because "I have learned you like the truth," by which I am flattered. To set the records straight, your correspondent is not in on the

fight, simply and solely because he is in no way connected with it and knows about the presumed subject only thru the kindness of the complainant.

La-Goldie saw an article in *The Billboard* of May 2 in which Ben Riley, of the Newark (N. J.) Dime Museum, gives credit to Namy Sallh, the museum owner, for being the originator of the so-called neon tube act which features the performance of Edna Price. La-Goldie wants to be allowed to say that "after I worked my neon tube act in Mr. Sallh's Museum last winter for four days, my act was copied. I am the originator of the act, which I have been working since last summer. I am still doing so at the present time. Not only can I prove this by some prominent showmen connected here in San Diego with me, but also by a man I understand you know very well. He is the man who helped me design the act—Frank Sterling."

captivating appearance. Six green pedestals are brought into use between formations. Turn has unlimited comedy and dog-fan value." It is a pleasure to offer the re-review without charge.

ANOTHER complaint, addressed to this publication some time ago, has just reared its head after being lost in the shuffle. It is from Lillian Zenda, mentalist, who writes: "For two weeks in succession you have published a statement that 'Zenda' is appearing at the Eighth Street Museum in Philadelphia. Will you kindly correct this statement? The error probably comes thru some person using a name similar to mine. My name has been protected by copyright for many years. I am not at the Eighth Street Museum, but am playing theaters (her letter was written during the week of March 7). During the summer season I will be with O'Brien Bros. European Museum, Revere Beach, Mass. Thanking you for the correction. Radiantly, Zenda."

CLOUDY phone call, taken by an office hand, from a Mr. Brock, of New York: . . . "A. V. Downs, who married the widow of Con T. Kennedy, thus becoming known to people in show business, was pushed or fell out of a window in the Lucien Hotel, San Antonio, on April 15, and was killed instantly. At the request of Downs' family, I wired an undertaker in Texas and was informed that he was buried by Mrs. Dora Downs and his personal effects were taken by her." Con T. Kennedy was the well-known showman of the carnival bearing his name.

FROM a Midwestern circus musician: "Some 'truck shows' offer band men the so-called 'starvation wages.' I saw an offer to one from a show whose top salary is \$14 per week, with no sleeping accommodations at all furnished. Employees have to find their own place to sleep. Other small truck shows offer even \$12 and \$10 and 'find your own place to sleep.' You will agree, I think, that these shows want people to work for 'starvation wages.'"

CORA WILSON, CFA, Larchmont, N. Y., screams: "So you've gone high hat on me, eh? You rubbed elbows with me last Friday at noon right on Broadway and there was nary a sight of recognition on what passes for your face. I couldn't find any Irish confetti to throw at you, so I let you get away with it. You know what Irish confetti is, of course, but if you do not, this is to announce that it is a brick." How could I have missed the beaming physiognomy of dear old Cora, the pride of Westchester County and its most charming hostess?

Cetlin & Wilson Shows

Staunton, Va. Week ended May 2. Auspices, American Legion. Location, fairgrounds. Weather, good. Business, fair.

Opened Monday night to a very poor crowd but both attendance and business increased nightly. Wilno, the human cannon ball, free attraction, was the talk of the town. This being the hometown of the show, everyone was busy entertaining friends during the week. Radio broadcasts on Sunday, Tuesday and Wednesday from Station WWSA, Harrisonburg, with members of the *Paradise Revue*, Great Wilno and Blair's Scottish Highlanders. Wednesday night a street parade was held with the following participating: Blair's Band, *Paradise Revue* girls on a float, Wilno's cannon and car, sound wagon, Wall of Death float, U-Drive-It cars, Weber's ponies, Carrell's Monkey Circus, Smilo (the clown), Hot Harlem Band and a police escort. Failed to mention in last writeup that Smilo, formerly of Ringling Bros. Circus, is with the show for the second season, doing street advertising and entertaining children on the midway. A very successful Children's Matinee was held on Friday. Irene McIntyre and Claude Sechrest were secretly married in Martinsville on April 30, but the secret leaked out and everything is peaceful. T. W. Kelly a visitor, on his way to Richmond. Visits were exchanged with Marks Shows people, who were exhibiting in Charlottesville. Walter L. Main Circus was day-and-date with the show on the same grounds on Monday. Local newspaper generous and complimentary of the show. Caterpillar the top-money ride, with the Twin Loop-o-Planes second. Art Parent and Joe Merrill's *Paradise Revue* top-money show. Speedy Merrill's Wall of Death second. In fact, all shows and rides had the best week of season so far.

GEORGE HIRSHBERG.

NOW!
Cone Deliveries
Any town, any day,
any quantity



250 N. B. C. Branches
to serve you "on the lot"

Want to "travel light" on your cone supply? Then send us your itinerary, and we'll supply you with oven-fresh, extra-crisp, National Biscuit Real Cake Cones at every stop along the way!

This service means you can end breakage, losses and hauling worries. What's more your cones will taste better and sell better because they're fresher. Mail us your list of towns today—and we'll send you prices and free samples at once.

NATIONAL BISCUIT COMPANY

449 W. 14th St., New York, N. Y.



WANTED FOR BIG MERCHANTS FESTIVAL ON STREETS, ORION, ILL., MAY 14, 15 AND 16.

Shows with own outfits, Concessions. Also for the following dates: American Legion Festival, on Square, Alexis, Ill., May 20, 21, 22 and 23; Merchants' Celebrity on streets, Joy, Ill., May 27, 28, 29 and 30; American Legion Festival, on streets, DeWitt, Ill., week of June 1. We are booked solid until September 12. Pay your wires; we pay ours. All our dates are under strongest auspices, on main streets.

FEATURE ATTRACTIONS CO., ORION, ILL.

P. S.—Ruby wants Concession Agents! Come on! WANTED Cook House, starting Alexis, Ill.

WILL BOOK ELEPHANT

Twelve Consecutive Weeks Advertising Work Must be gentle. State all particulars.

BERT HAMMOND

807 Victory Bldg., Philadelphia, Pa.

WANTED

CONCESSIONS FOR SEASON'S WORK IN PHILADELPHIA AND VICINITY.

Cook House, Ball Games, Pitch-Till-Win and all kinds of legitimate Grind Stores. Ride Help of all kinds. Man to operate Light Plant. **JERE SHAW**, Conshohocken, Pa., week May 11.

REO BROS.

Want Dog and Pony Act. West Chester, Pa., Saturday.

AT LAST! WE HAVE SOLVED ALL YOUR PROBLEMS WITH OUR BRAND NEW BINGO CARDS

THE ONLY COMPLETE SET MADE THAT SERVES ALL PURPOSES.

- 3,000 Different Combinations.
- Size 4x4 3/4—the right size for Lap Boards, Special Games, Theatres and Clubs.
- Numbered consecutively from 1 to 3,000.
- A Red Serial Number for each Set.
- Padded 25 Cards to a Pad (eliminating waste).
- Packed 20 Pads (500 Cards) to a Package, 6 Packages (a complete set) to a Carton.

E. S. LOWE & CO.

233 West 42nd St., New York, N. Y.
PHONE WISCONSIN 7-7557

\$2.50

Sample Package of 500 Cards. Send for Free Sample and Quantity Price. Specify if jobber, Operator, etc.

WANTED MT. VERNON, N. Y.

FIRST SHOW IN FIVE YEARS. OPENING MONDAY, MAY 18TH. Cookhouse—Corn Game—Duck Pond—Shooting Gallery and all Legitimate Concessions. Ten-in-One and other shows that don't conflict. Show consists of six major rides and Kiddie rides. Write or wire.

WESTCHESTER UNITED SHOWS

552 Seventh Avenue, Suite 405-7, NEW YORK. Telephone Chickerling 4-4178. **EDDIE ELKINS**, Manager. **MIKE KORRIS**, General Agent.

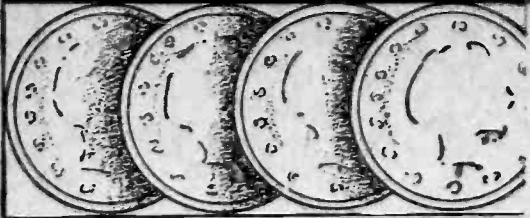
WANTED RED ONE!

SOL'S LIBERTY SHOWS, Inc.

« « « **WANT** » » »

Dog and Pony Show. Must be good and snappy, including January Act, for Hippodrome, Bloomington, Ill., week May Eleventh; Moline, Ill., week May Eighteenth.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

—Communications to Woods Bldg., Randolph and Dearborn Streets, Chicago.

THE BIG FIVE

Distributors, jobbers, manufacturers and operators are prone to look upon themselves as the Big Four in the amusement-machine industry, sometimes completely overlooking the main cog in the wheel that is going around and around so merrily.

"We are the men who are responsible for the success of the industry," they reason, "and it is to us that credit for the phenomenal success of the business must be given."

However, when all the analyses are made and the figures have been added, subtracted and divided, we must face the obvious fact that the largest of the group, which is not really in the Big Four at all but the Big Five, is the location owner.

"Oh, sure, largest in numbers," you say, dismissing the location owner with a wave of the hand. The location owner refuses to be so easily dismissed. He leads the field in more ways than in strength of numbers. The ultimate success or failure of the entire industry and even of every new device that is introduced to the trade depends finally upon him.

Whether or not you like to face it, the location owner, with all his importance and all his power, is the Head Man of a great industry. He is the man directly responsible for the cascades of nickels and dimes that are furnishing a livelihood to hundreds of thousands of people. Without him, the operator, jobber, distributor and manufacturer would be in the position of rowboat salesman in the middle of the Sahara desert. They might have good products—but they would have simply the products and not the profits.

Let's paint a composite picture of the location owner. After taking a look at Joe Doakes in Nutley, N. J.; Wilbur Blank in What Cheer, Ia., and Elmer Blurb in Cactus, Tex., we can figure out what kind of a fellow Mr. Location Owner is.

Right at the outset we learn that he is a respected business man in his community. Maybe he is a druggist, a hotel owner, a cigar store proprietor or a restaurateur. Regardless of his business, he is doing his level best to make it pay his taxes for his contribution to city welfare, pay the men who work for him and support his family in the manner in which they would like to become accustomed.

He is the "little fellow" who has been most badly buffeted by a series of catastrophic incidents over which he had little or no control. He wasn't responsible for the depression, but he had to learn to like it. Neither was he responsible for the competition that entered his field and operated on the theory that meager profits from 100 stores are better than reasonable profits from one store.

He has learned to use red ink in his ledger without crying about it. He had to if he wanted to survive.

He thanks his lucky star that coin-operated amusement machines came along at the time they did and effected his rescue. As soon as he saw what they would do for him he put his heartiest stamp of approval on them.

He makes no apologies for the machines on location in his store and fails to see why he should. He knows that they are furnishing clean amusement to his customers and are paying a substantial part of his overhead. He has proved to his complete satisfaction that the machines bring new customers into his place of business and that they develop steady customers.

He has his troubles, certainly. In some cases he is annoyed by people who do not understand. Occasionally he is worried by self-appointed censors of public freedom who haven't taken the trouble to learn anything specific about what they are condemning.

He is frankly puzzled by these annoyances. Being in almost constant touch with the machines, he can see no reason why he should be forced to submit to such irritations. That he has gone along so uncomplainingly is probably due to the fact that he is, all in all, a gentleman—a thrifty, industrious, conscientious gentleman trying to get along in the world.

If he is not a good citizen, then there are no good citizens. He is the average man in the average community, solid and substantial. He wants to increase his business. He is willing to listen to suggestions and is eager to give his amusement machines the opportunity to enjoy a maximum amount of patronage.

It is the fault of the remaining members of the Big Five, largely, that he has not been better educated concerning the machines that have been such a help to him. The operator, particularly, has been at fault in many instances.

The operator can be forgiven for his oversight. He must talk about percentages, locations, service calls and a hundred other things. It would be easy, however, for him to add to his conversational stock something like this:

"You and I, Mr. Location Owner, are partners in one of the world's fastest-growing and best industries. We have a right to be proud of what we're doing. We're bringing employment to quite a few people right in this town, and we have a right to feel good about that. We're bringing enjoyment to hundreds of people here, too, and that's fine.

"But that isn't all we're doing. We're furnishing employment to men by the hundred thousand. Thru these machines we're keeping great factories working at peak capacity. We're giving employment to thousands of truck drivers. We're building freight receipts for the railroads. We're keeping lumber mills in operation and we're causing foundries to operate at a profit. Even the glass business that we're responsible for is no small item. Why, man, the list of people we're giving a lift is almost endless.

"Yes, sir. We're partners in a great business. It's a legitimate enterprise and it's on the upgrade."

Something like this above speech is what the operator should say to his location owner. Maybe the reason he doesn't always do it is that he hasn't thought things out for himself. After all, his job should keep him pretty busy.

But he must learn to think about the other members of his partnership. Operator, jobber, distributor, manufacturer and location owner must all realize that the time-worn maxim: "A chain is no stronger than its weakest link," may be trite, but it's still true.

Not one member of the group can exist without the others. Any strife between the various factors in the industry can only result in harm to the entire industry. The operator who takes unfair advantage of his location owner is hurting himself just as much as he hurts the man with whom he is doing business, and he is also closing a market for the jobber and the manufacturer. And so it goes, all along the line. The manufacturer who fails to co-operate with his distributor has hurt everybody. The distributor who misleads an operator has slowed down the whole machinery.

Always, regardless of where the trouble starts, the location owner feels the ultimate jolt—and the location owner, with the power to allot space to the machines or order them out of his store, is always the Head Man.

In extolling the virtues of the location owner, we are talking, of course, about the right kind of location owner. That operators have been wise in their selection of locations is almost universally true. Of course, there are incompetent operators and these men have sometimes selected the wrong kind of location owners. When you see a pin-ball game in a confectionery store across the street from a public school, you can be reasonably certain that the operator and the location owner will eventually eliminate themselves from the business. When you see an obsolete machine in a run-down store, you know that amusement machines are going to lose another operator and another location owner. If you can't force yourself to feel sad about the prospect, nobody will blame you.

(See THE BIG FIVE on next page)

N. Y. Senate Passes Skill Game Measure

ALBANY, N. Y., May 6.—The Senate today passed the bill introduced by Senator Joseph Esquirol, Democrat, of Brooklyn, to amend the law so as to permit the use of a machine or device operated by inserting a coin of no greater denomination than 10 cents.

Under provision of the bill operation of the game must be dependent on the skill of the operator and no money or prize token may be "thrown" by the machine. It also provided for the use of a machine containing merchandise which may be removed thru the skill of the operator.

Magistrate Believes Bridge Game of Skill

NEW YORK, May 9. — Magistrate Anthony F. Burke decided in West Side Court last week to let the Court of Special Sessions judge whether bridge teachers who conduct duplicate tournaments for a card fee are guilty of maintaining a gambling establishment.

Mildred Lovejoy and Mrs. Adelaide Neuwirth, bridge instructors and tournament players, who were arrested when the police raided the Lovejoy Bridge Studio during a five-table duplicate match, were paroled pending trial before Special Sessions.

Luminaries of the bridge world, which has been stunned by the first police raid on a bridge game during the decade of contract duplicate's popularity, thronged the courtroom at the hearing. They staggered into the spring sun somewhat dazed at the court's stand.

While debating the question as to whether or not bridge was a game of skill, Laurence H. Axman, attorney for the bridge teachers, compared the game with that of playing pinball. Magistrate Anthony F. Burke was undecided whether both bridge and pinball were games of skill. However, his remarks at one time showed that he was of the opinion that both bridge and pinball were games of skill when he said:

"But that's evidence of skill. You give a certain kind of twist—sort of out English on the ball, so to speak—and the same thing, to my mind, applies to bridge."

Rudy Gattar Manages Detroit Park Arcade

DETROIT, May 9.—Rudolph Gattar, formerly well known in the coin-machine business in the East, arrived in Detroit Tuesday to manage the coin machine and penny arcade concession or Manager Paul Heinze at Edgewater Amusement Park here. The arcade has about 100 machines, including many old-style arcade machines which are tagging an unexpected revival in popularity. It is one of the most popular indoor spots in the park this season.

Gattar was formerly head of the Gattar Novelty Company, coin-machine manufacturer, Philadelphia, and in recent years has been a sales representative with the International Mutoscope and Cell Company, New York.

Officials Visit in Dallas

DALLAS, May 9.—Homer Capehart, vice-president of Wurlitzer Company; Irving Summers, of Modern Vending Company, New York, and Eddie Ross, of the Oriole Company, Baltimore, spent several days here this week en route to a brief vacation in Mexico.

While in Dallas they entertained with a party at the Log Cabin night club, at which prominent coin-machine men and their families were in attendance.

THE BIG FIVE

(Continued from preceding page)

Pinball location owners, let it be said to their credit, are fast educating themselves. They realize that they cannot possibly afford to invest substantial sums of money in games that must be changed at regular intervals. They know that they cannot satisfactorily service the machines. Being business men, they readily admit that the operator is a necessary part of the business and that he is entitled to a fair profit on his investment.

They are willing to pay a good salary

to any clerk who can earn it. They know that a man who can sell goods is valuable and so they are willing to pay the operator for his efforts in bringing additional revenue to the store. They realize, too, that a good man with a good product demands a good price. They know that skill awards are good business, because they move merchandise, and they know that the operator who is conducting his machines on a profitable basis will install the type of games that encourage repeat play.

They want new games when they're new and popular and they realize that the operator who is on his toes and who is making a legitimate profit on his investment will reinvest more quickly than the operator who is cutting percentages and barely making a living.

Location owners have seen what amusement machines can do for them and they know that the devices are a necessary part of their business if the business is to operate at a profit. The revenue from coin-operated machines has been a veritable lifesaver. For that reason location owners are fast becoming alert to possibilities for still greater revenue in other fields of the amusement-machine industry. If the machines they have already tried are so highly satisfactory, they reason, the thing to do is try still further utilization of coin-machine ideas. They are asking operators about cigaret machines, diggers and vending machines of all kinds.

And there's music! They are becoming more and more enthusiastic over coin-operated phonographs. The radio industry has taught them that music is a magnet that will attract people from every walk of life. The place of business that has music, they have seen to their complete satisfaction, also has crowds, and because music is directly profitable it is so much the better.

So popular are the coin-operated music machines becoming that manufacturers are exerting the last ounce of effort to keep up with orders. One location owner tells another and operators find that the location men in certain localities where the benefits of the music devices have been made apparent are demanding immediate installation of the machines.

Many astute operators, seeing others in the business with as many as 300 fine music machines, are beginning to realize that here is extra, non-conflicting revenue.

Here again, with the increasing popularity of music, countless thousands of people are benefiting.

Maybe the location owner doesn't care about the phonograph record company, but he is doing a great deal to keep it in business. With more than 10,000,000 records used annually by the coin-operated machines, the recording companies have found a steady, reliable outlet for their product. The orchestra that records for phonograph records also profits highly.

The music machines are intricate devices requiring skilled labor in their construction. Metal, wood and glass used in them must be of excellent quality and the purveyors of those products benefit all along the way.

Whether or not the location owner realizes or cares, he is helping to restore not only his own prosperity but that of the nation when he has a music machine installed in his place of business.

What appeals to him about the situation is that his reward is more than a definite material profit. Customers, hearing pleasant music, are put in a pleasant frame of mind and remember his place of business, subconsciously, in a favorable light. They may not realize why, but they will come back.

The operator can learn much from his location owners. Most of all, he can learn that he is in a respectable business that is doing an amazing amount of work in the relief of business stress. He can learn to be proud of his occupation.

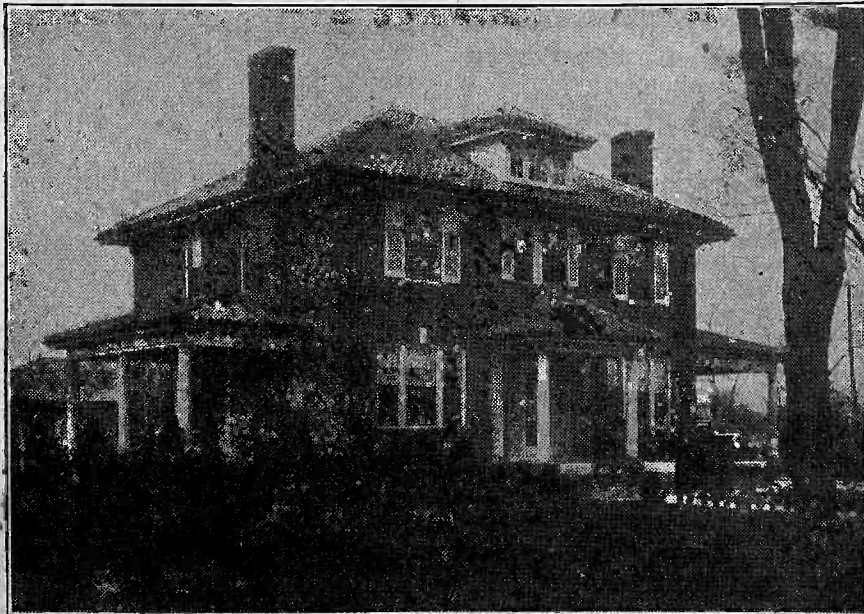
One glance at his location owners can show him that it's a far, far cry from the early days of the industry to its present state of advancement. Undesirable elements have been eliminated with commendable speed, considering the obstacles that have been faced.

Mr. Operator, you can change your mental attitude. You are in a sound business. You are in a business that will grow better as your pride in it increases. You are in a business that calls for a high degree of ability and skillful management on your part. If you regard it as something unworthy or unimportant you have no right to be in it and the chances are that you won't be, at least for long.

It is your job to educate your public in your territory to the importance of your occupation and its right to continue to exist. You must let people know that you are offering a definite amusement service that is worthy of their patronage. Unless you have a firm, unshakable belief in those things, yourself, you can't convince anyone.

Of course, if you are the kind of operator who is going to be in business five years from now, you don't need to be told that you are an important business executive deserving of the utmost consideration. You know what you are entitled to receive, and you're doing your best to get it. You're building up the respect, friendship and admiration of the men with whom you do business and in so doing are preparing a solid foundation for an industry that gives every evidence of towering to what would have seemed, a few short years ago, unbelievable heights.

What part you play in this progress is entirely up to you and the men you select as your location owners. Between you, you can make the world at large learn to regard the coin-machine industry as the important business it really is. GEORGE B. ANDERSON.



THE BEAUTIFUL HOME OF H. F. MOSELEY, RICHMOND, VA.—Mr. Moseley is owner and manager of the Moseley Vending Machine Exchange, Richmond.

If You Are Now Selling

SALESBOARDS
PIN GAMES
COIN MACHINES
PREMIUMS OR
TRADE STIMULATORS

to Retail Stores
—either Full Time
or Side Line—

Cash in Quick

—ON THE FASTEST
SELLING DEAL ON
THE STREET TODAY!

You'll Say

"IT'S THE GREATEST TRADE
BOOSTER OF ALL"—WITH
A MONEY-BACK
GUARANTEE—

This Famous Deal

SELLS TO EVERY
RETAIL STORE!

Not a One-Time Proposition
But a Fast Repeater That Not
Only Pays You Liberal Front
Money Commissions, But Full
Repeat Commissions, Plus Big
Cash Bonuses

Are You Interested?

Write or Wire at Once for
Free Pocket Sales Kit

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BASEBALL SALES TALLY CARDS

and all kinds Coupons for Operators. Daily and Weekly Series. Names, and Numbers in Nat. and Amer. Leagues, with either Amer. Ass'n, Pacific Coast, International, Western, N. Y. P., Southern or Texas Leagues. 2, 3 or 4-way Baseball Series and Pull Tickets. 2 Aces, 3 Aces, Square Deal, Raffle Cards, Seven Lucky Numbers, Economy Play, Newspaper Headlines, Daily Doubles, Tips, Games, etc., galore. Get new copyrighted confidential Course of Instructions, just out—"HOW TO START IN THE BASEBALL TICKET BUSINESS." Price, \$50.00. Full particulars FREE! Make \$300.00 weekly. Send \$2.00 NOW for \$5.00 worth Assorted Samples, Catalog, Rules and Particulars. Refund first order. (Est. 1919. Ref.: Dun & Bradstreet). Season is here. Rush! Wire or write

FERGUSON MFG. CO., Dept. 10
322 N. Senate Avenue, Indianapolis, Ind.

MONEY - BACK GUARANTEE

Put 'N' Take . . . \$15.00	Carlota \$16.00
Cue 15.00	Bomber 16.00
Scream 13.00	Par Golf 10.00
5 and 10 12.00	Rapid Transit . . . 12.00
Cheer Leader . . . 11.00	Big Game 9.50
Fifty-Fifty 11.00	Cross Road 10.00
Tri-A-Lite 10.00	Chicago L. 6.00

One-Fourth Deposit With Order.

Write for trade-in allowance on new machines.

VEECH SCALE CO., DECATUR, ILL.

BALAMO B

\$149⁵⁰

Complete with Rock-O-Pac.
Undoubtedly the most versatile Payout Game of the Day. 50" Cabinet, Multiple Coin Chute, Changeable Odds, \$10.00 Top Award.

JOBBERS AND OPERATORS

We are Southern Illinois and Missouri Distributors for "Alamo" and all Rock-Ola Products. Immediate Deliveries.

Remember — We will accept your Used Equipment as part payment on "Alamo."

BESSER NOVELTY CO.
3020 OLIVE ST., ST. LOUIS, MO.

Amusement Machines Provide New Hardwood Lumber Market

More than 10,000,000 feet of hardwoods is used in manufacture of coin-machine cabinets during 1935—glass, electrical and other industries are also benefited

CHICAGO, May 9.—Business men in the glass, electrical, furniture and other industries supplying materials and parts to the coin machine industry have learned recently thru their trade magazines and various other sources many of the economic facts of the coin machine industry and how their businesses have been helped by it. One example of this is a reference to the coin machine industry contained in the address of C. D. Hudson, manager of the National Wooden Box Association, before the Southern Hardwood Producers' meeting, held at New Orleans recently. Under the heading of *New Markets*, Mr. Hudson stated, in part, as follows:

"One of the unexpected developments of the last three years, of interest both to hardwood lumber manufacturers and to box and crate producers, is the sudden appearance in drug stores, restaurants, hotel lobbies and amusement parlors of machines known as bagatelle or marble games. We are informed by the National Association of Coin-Operated Machine Manufacturers that during 1935 approximately 200,000 of these amusement tables were manufactured. These cabinets each contain an average of approximately 30 board feet of lumber and 18 square feet of plywood. Allowing for waste, it may be computed that 40 board feet of lumber was used in the manufacture of each cabinet, thus utilizing a total of 8,000,000 feet of hardwoods, mostly birch and poplar.

"In addition to this large volume of amusement tables, the manufacturers report the sale of 25,000 coin-operated phonographs during 1935. It is estimated that 1,500,000 board feet of hardwoods was used in producing these phonographs. An additional 2,000,000 to 3,000,000 feet of lumber was used in producing various types of coin-operated vending machines.

"The majority of these machines required crating or boxing for delivery. Many of them are moved from place to place, thus requiring a type of crate that can be re-used for numerous trips. We learn that a large volume of this business has been moving in fiberboard in spite of the fact that a well-designed wooden

crate or box, easily opened and closed, might readily serve for upwards of 10 trips and thus reduce the packaging cost to a minimum. This is a field that should have been occupied 100 per cent by the lumber and box industry."

Detroit's Film Row Likes Amusement Games

DETROIT, May 9.—Coin-controlled games are still in high favor with Detroit showmen. Besides the many machines of various types installed in theaters, there are two games crowded into the Film Exchange drug store, which is the center of the local industry. A Madcap and a Torpedo machine are there at present, offering a variety of attractions to film men, and they are heavily patronized.

There is usually a group of players and spectators around each machine at any hour of the business day from early morning to evening. Altho the store is badly pressed for space, the amount given up to these machines is well worth it, according to Irving Belinsky, proprietor, and the machines in themselves help to divert the attention of customers who are waiting to be served by the rushed clerks during business hours. In addition, they serve to draw people into the store, and those who come in usually stay to get something to eat or some of the other thousand drug-store needs.

Oh, Please, Mr. Berman!

DETROIT, May 9.—"The Billboard is one of the greatest papers in the country today," Louis Berman, operator of the Champion Automatic Music Company, said this week.

"I've practically stopped reading newspapers and read The Billboard instead. It gives the news from all over the world and it's especially great for learning facts."

Mills Futurity Changes The Operation of Bells

CHICAGO, May 9.—The newest of all reel-type machines, the Mills Futurity, marks a radical change in the Bell and vander industry. Mills Futurity is a machine that arouses the sporting blood of the player and keeps him sold thru its profit-sharing feature. There is no such word as lose on the Futurity. The player either gets a reward or a part ownership of a future reward and, along with the keenest interest, the most consuming suspense ever derived from a coin-operated machine.

The Futurity dial indicates the status of the Futurity—which is a reward of 10 checks to be paid out when machine has missed making any regular reel payout 10 times in succession. On each miss the pointer advances one notch—all within clear vision of the player. In fact, the Futurity window now becomes an even greater center of interest than the reels or the jackpot, and in size it overshadows both. Its large pointer moves with smooth pumplike action, clicks firmly into place. As soon as it chucks up three or four advances it has a hold on the player that keeps him staying with the machine in order to get the Futurity Award. When he reaches six or seven he keeps pulling for misses—for a reel reward would send the Futurity back to zero, and who wouldn't rather collect ten than three?

The Futurity forestalls all criticisms because it gives everybody what he wants. It has been engineered with accuracy and efficiency—and the one word that characterizes it best of all is practical. The Futurity is a practical machine.

Women Making Impression

NEW YORK, May 9.—Babe Kaufman, who for many years has been claiming the title of "America's Only Woman Coin-Machine Distributor," today informed *The Billboard* that it looks as if she'll have to eliminate the above slogan from all future advertising copy.

Babe says: "I notice Clara Heinz, of Memphis, claims the honor of being the leading woman coin-machine distributor. That statement shatters two of my pet distinctions in the coin-machine business. Now I know I'm not the only woman distributor and also that, as Miss Heinz claims, I guess I am not the leading distributor."

Babe offers no arguments to Miss Heinz but is happy that the women folk are making an impression in the business. She invites Clara Heinz to call at her office whenever she comes to New York or to look her up at the next coin-machine show in Chicago.

"We'll show those men a few tricks when we get together," claims Babe.

Supreme Awaits 'Rithmatic Game

NEW YORK, May 9.—Willie Blatt, of Supreme Vending Company, Inc., is waiting for the Daval Manufacturing Company's new counter game, 'Rithmatic.

Willie says that it is one of the greatest counter games ever to appear on the market. He claims that the game is attractive to the player because it features no scorecard and because the play is so easy to understand. He also reports that the game's play is entirely different from any other counter game.

The game is unusually beautiful from a modern design standpoint. The case is of highly polished aluminum colored with an orange lacquer. The base features black and gleaming polished aluminum stripings arranged in modern fashion. There is a circular center-frontispiece, which frames the instructions for the game.

The game's play is actually simple arithmetic. Division, multiplication, addition and subtraction are the features on four reels, with one reel being the "equals" sign and remaining stationary at all times. The idea is for the reels to align themselves in such manner that they correctly solve the problem they present.

Blatt claims: "This is the first counter game of its kind ever to appear on the market. It is so easy to understand and so quiet in operation and so beautiful that I feel it will be even a greater seller than both the Penny Pack and the Tit-Tat-Toe games, which Daval Manufacturing Company presented. We are preparing for an immediate coverage of New York, New Jersey and Connecticut. Delivery will be made in large volume within a week or two. The games are already going thru the production line. This is only the first of the new games which Daval Manufacturing Company will present. There are many others. An automatic counter game will be introduced very shortly called Auto-Punch, and a new novelty pin game called Panama will be announced soon."

United Automatic Sales Moves to Larger Quarters

NEW YORK, May 9.—United Automatic Sales Company, Eastern distributor for Mills Novelty Company, located at 693 Broadway, has moved out of the store front to Room 501 in the same building.

Sam Getlan explains the move was necessary because of the large demand for Tycoons and Double Headers. United's new quarters have been renovated and painted and make a fine appearance.

Games Company Gets Charter

ANDERSON, S. C., May 9.—Nocturnal Games, Inc., with principal place of business here, has been chartered by Secretary of State W. P. Blackwell to operate places of amusement. The authorized capital stock is 20 shares, no par value. Officers: A. P. Carter, president; William D. Brown, vice-president; L. W. Jackson, secretary-treasurer, and T. Barney Smith, manager.

"THE HOUSE OF SERVICE"

Get Our Prices Before You Buy

PAMCO GALLOPING PLUGS, PAMCO PALOOKA, PAMCO RED SAILS, PAMCO PINCH HITTER

WESTERN'S RACES, SNOOKER, SOCK IT AND PUNCH-A-LITE

GOTTLIEB'S BROKERS TIP AND DAILY RACES

NEW AND USED NON-PAYOUTS—WHIRLPOOL, RODEO AND BONANZA TICKET MACHINES AND TICKETS FOR EXHIBIT MACHINES

(LOTS OF 10 75c)

You Buy Right From "THE HOUSE OF SERVICE"

COIN AMUSEMENT SUPPLY CO.

1353 A SYLVANIA AVE.

TOLEDO, OHIO

CASH ON THE LINE!

WE WILL BUY 1 OR 100

BALLY DERBYS :- JUMBOS :- PEERLESS

or any other large payout tables

State best price.

Must be A-1 condition.

MANN NOVELTY CO.

4815 Cottage Grove Ave. Chicago, Ill.

BALLY'S HIALEAH \$139.50

Shipment guaranteed same day order received. - One-third certified deposit. ROLFE STANLEY, 719 Walnut St., Houston, Tex.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



MAMMOTH PACIFIC AMUSEMENT MANUFACTURING COMPANY plant entirely devoted to the production of amusement machines, always teeming with activity, under the able direction of Fred C. McClellan, president.

Weekly MUSIC Notes

Wurlitzer's Rep Tosses Gala Party

ST. LOUIS, May 9.—Walter Gummershimer, district representative for Wurlitzer in Southern Illinois and Missouri and with Pete O. Brandt owner and operator of the Walbil Novelty Company here, entertained the operators of that territory at a dinner and stag party at the York Hotel, this city, Saturday night, April 25.

Tables were set at 7 o'clock and after a splendid dinner P. O. Brandt turned over the gavel to Walter Gummershimer, who acted as toastmaster for the balance of the evening. Those at the speakers' table, besides Brandt and

Gummershimer, all of whom were called on for short talks, included Homer E. Capehart, Harry Drollinger, R. R. Ledebaer, Allen E. Roberts, Leo Biederman, Robert (Bob) Bleekman, Jack Donley, O. F. Kramer, Harvey Carr, M. H. Rosenberg, L. L. Richardson, R. K. Roland, H. C. Hoag, Dan (Hap) Morlang and Frank B. Joerling.

Immediately following the dinner the winner of the new Wurlitzer Simplex Phonograph, which was given as a prize for the five best answers to the question: "Why Operators Buy the New Wurlitzer Simplex," was announced. The winner was Mike Kapilla, of Staunton, Illinois.

R. J. Weber Theatrical Agency, of St. Louis, furnished the talent which provided the entertainment for the evening. Among the performers who amused and entertained the assembly admirably were the Meyer Twins, Eva Lucas, Arline DuBoix, Mickey Rogers, Janet Smith, Bernice Myers, John Mayer, Irene Hol-

(See WURLITZER'S REP on page 74)

N. O. Music Machine Ops Fight High License Tax

NEW ORLEANS, May 9.—Deciding to wage a strong fight to bring about a reduction in the exorbitant license tax fee asked by the administration on music machines, the New Orleans Music Machines Operators' Association held this week one of the best attended and most interesting gatherings since its

inauguration several months ago. With more than 30 members attending, surpassing by two to three members the total enrollment of a month ago, practically everybody had something to say about his experiences and gave some suggestions about profitable changes in rules and by-laws.

For several weeks the association has been up against a rising tendency on the part of several members to refrain from adhering to rules on locations and slicing of fixed percentages, but with a more stringent set of rules and regulations adopted the biggest offenders of the past now seem to be the leaders in maintaining the organization's goal.

Operators were adamant in their complaints against the \$12.50 a year paid on the phonographs, which is on par with the license tax on pin games and slots. The majority appeared in favor of a suggestion that dealers be licensed under a blanket rule, with one tax be paid by a firm and the amount fixed on a sliding scale for the number of machines on locations.

Secretary Melvin Mallory announced that the association was progressing in increase of membership and in financial status. He said that 30 members were in good standing and up to date in payment of their \$1 monthly dues. He suggested that the dues be slightly increased, however, so that more ambitious plans may be drawn up in the future.

The meeting was presided over by President Jules H. Peres.

City Music Company Concentrates on Jobbing

DETROIT, May 9.—The City Music Company, operated by Fred Gersabeck, reports constantly increasing business in the music field. The company is distributor for Michigan and part of Ohio for records of Brunswick and affiliated companies.

The company is planning to open a branch store downtown, with convenient parking facilities, to allow operators to have a more convenient location to purchase their records.

The company has recently discontinued the direct operation of all machines and will concentrate entirely on the jobbing field. With the new location a new line of pin games and other amusement machines may be added, Gersabeck said.

Music Machines Gaining Popularity in Pittsburgh

PITTSBURGH, May 9.—Coin-operated phonographs are coming into their own here, a checkup among local night clubs and cafes reveals.

More and more modern phonograph machines are being installed in clubs where the customers demand music. Several spots that use orchestras have phonographs on hand, used between band sessions.

John Maganotti, manager of the Plaza Cafe here, states that the phonograph which he recently installed is both economical and convenient. He has on hand a varied assortment of records to please his crowds.

The modern cabinets have helped the recent installations in the swanky clubs. They give the appearance of a highly attractive piece of furniture welcome in any home or club.

New Detroit Firm To Operate Music Machines

DETROIT, May 9.—Champion Automatic Music Company has been formed at 1751 Taylor avenue here by Louis Berman to act as exclusive operator of the John Gabel music machines in the Wayne County territory. Berman was formerly with the Gabel company as distributor and operator in the New York territory.

Prospects look good in Detroit, Berman reports, with 10 times as many locations available as can be supplied at present, echoing the opinion of other operators of music machines in this city.

"There is a big field for the music machine," Berman said. "The John Gabel machine, I believe, can be made a very popular one in the Detroit field. There are plenty of locations around in which a good machine can be placed. Music is becoming just as necessary to a successful business establishment as the merchandise it sells. It helps to put people into a buying mood."

Sheet-Music Leaders

(Week Ending May 9)

Based on reports from leading jobbers and retail music outlets from Coast to Coast, songs listed are a consensus of music actually sold from week to week.

Sales of music by the Maurice Richmond Music Corporation, Inc., are not included, due to exclusive selling agreement with a number of publishers. Acknowledgment is made to Mayer Music Corporation, Music Sales Corporation and Ashley Music Supply Company, of New York; Lyon & Healy; Carl Fischer, Inc.; Gamble Hingad Music Company and Western Book and Stationery Company, of Chicago.

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

Radio Song Census

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

Only songs played at least once during each program day are listed. Idea is to recognize consistency rather than gross score. Period covered is from Friday, May 1, to Thursday, May 7, both dates inclusive.

Lost	29
Melody From the Sky	27
You	25
Touch of Your Lips	22
Love Is Like a Cigaret	21
Robins and Roses	21
Goody, Goody	20
I Don't Want To Make History	20
You Started Me Dreaming	20
All My Life	20
There's Always a Happy Ending	19
Is It True What They Say About Dixie?	17
Tormented	16
All My Eggs in One Basket	15
Stoppin' at the Savoy	15
Glory of Love	13
I'll Stand By	13
Wake Up and Sing	12
Blazin' the Trail	11
Rhythm Saved the World	10
What's the Name of that Song?	10
Basin Street Blues	9
Dinah	7

Holland Reports Bigger Music Receipts in Southeast

CHICAGO, May 9.—Back from an extensive trip thru the southeastern part of the United States, Earl Holland, sales manager of the phonograph division of the J. P. Seeburg Corporation, reported business as being "wonderful."

"The most impressive observation of the entire trip was the higher average of the music operators in the entire territory," said Holland. "These music operators are all doing a very fine business and their spirits are exceptionally high."

"I also noticed that these operators have learned the most important angles of successfully operating coin-operated phonographs. These fellows realize the importance of changing their records often, keeping their phonographs looking clean and attractive and giving the locations the type of music the patrons enjoy."

"They all realize, too, that a machine out of order results in location and financial losses to them. Consequently they are quick to make the necessary repairs to get the machine working again."

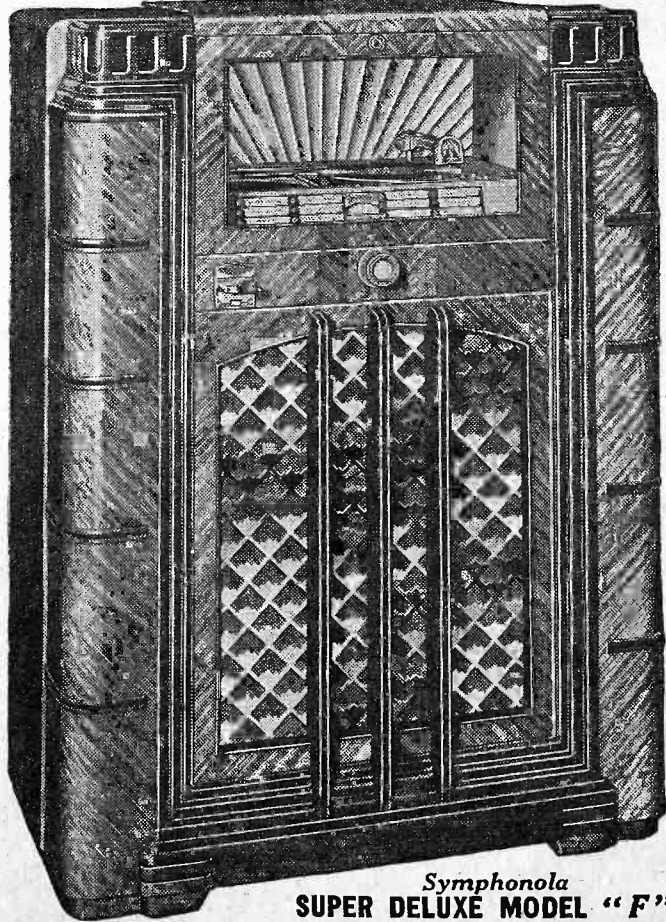
"I say with all honesty that the consensus of the hundreds of operators I called on was that Seeburg High Fidelity Symphonolas give them no mechanical trouble to speak of. When a Seeburg machine does get out of order it is just a matter of a small adjustment in a few minutes' time before the machine is running perfectly again."

A RECORD SALE! BRAND NEW COLUMBIA AND OKEH PHONOGRAPH RECORDS AND ALBUMS AT A SONG!

500,000 Classical Records—Operatic, Symphonic, Standard and Instrumental, Domestic Records—Popular, Hillbilly, Race, Hot Dance and Religious, Foreign Records—Columbia-Spanish, Mexican, Cuban, Italian, Russian, Ukrainian, Polish, Slavish, Hungarian, Greek, Turkish, Portuguese, Jewish, Lithuanian, French, German, Swedish, Norwegian, Danish, Scandinavian and many other languages. The largest variety and quantity of records ever offered at such a sacrifice. Do not miss this opportunity. For more complete details, phone, write or visit us.

12" RECORD ALBUMS \$2.50 Doz. BARTH-FEINBERG, Inc. 17 Union Square, NEW YORK

THE SEEBURG FRANCHISE IS MORE VALUABLE



Symphonola SUPER DELUXE MODEL "F"

The Instrument without "Service Headaches"

J. P. SEEBURG CORPORATION

1502 DAYTON STREET CHICAGO ILLINOIS

THE LEADER FOR OVER 30 YEARS!

Victor and Blue Bird Records WARP LESS—WEAR BETTER

They'll stand summer heat!
They play longer!

Now that summer's coming, remember this important feature.

JAMMED MACHINES DON'T GET THE NICKELS!

When your machine won't work, don't always blame the machine itself. It's made for long service, but can't take warped records. Be safe—get ALL the nickels—use Victor and Blue Bird Records.

GET ON OUR FREE MAILING LIST

ARE YOU ON OUR FREE MAILING LIST?
SEND THIS COUPON NOW!



RCA Manufacturing Co., Inc., Dept. B.
Camden, N. J.

Please put my name on your free mailing list.

Name

No. Machines

Street Operated

City, State

We will put your name on our free list to receive special announcements, other interesting mail.

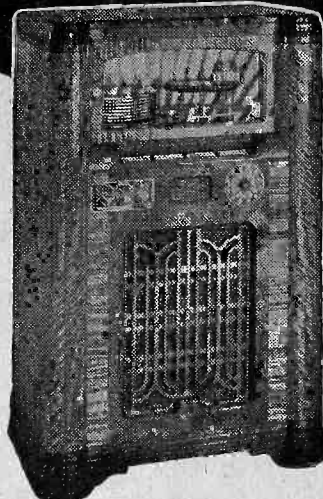
SUCCESSFUL OPERATORS CLAIM PROOF of PROFIT is in the CASHBOX!



A. A. Seger, Asbury Park, N. J., says, "36 Wurlitzer-Simplex has everything it takes to attract spenders."



Glenn Liebig, Mascoutah, Ill., says, "A beautiful, life-like instrument that should set a new record for profits."



J. B. Hart, Northern Automatic Music Co., Charles City, Ia., says, "New Simplex models are great! Don't see how you could improve them."



E. A. Hall, Beckley Music Store, Beckley, W. Va., says, "A beautiful job—wonderful tone."

WURLITZER SIMPLEX

America's largest and most successful operators—men who are cleaning up big profits operate with the Wurlitzer-Simplex—the automatic phonograph with the beauty and tone that gets and holds the best locations—piles the nickels, dimes and quarters into the cash box. Write, wire or phone for Wurlitzer-Simplex Proposition—the cleanest, safest operation in the coin machine industry. **THE RUDOLPH WURLITZER MANUFACTURING COMPANY, North Tonawanda, New York.**

SOLD ONLY TO OPERATORS

Ten Best Records for Week Ended May 11

	BLUEBIRD	BRUNSWICK	DECCA	VICTOR	VOCALION
1	B6359—"You Started Me Dreaming" and "Tormented." Wingy Mannone and orchestra.	7656—"Organ Grinder's Swing" and "You're Not the Kind." Hudson-DeLange Orchestra.	761—"Melody From the Sky" and "Honolulu Stars and Hawaiian Guitars." Jan Garber and orchestra.	25296—"All My Life" and "It's No Fun." Fat Waller and orchestra.	03218—"Sweet Birds" and "Yip, Yip, Yowie, I'm an Eagle." Sweet Violet Boys.
2	B6362—"Is It True What They Say About Dixie?" and "Moonrise on the Lowlands." Willie Bryant and orchestra.	7654—"Small-Town Girl" and "You Can't Judge a Book." Orville Knapp and orchestra.	760—"Would You?" and "I've Got a Heavy Date." Henry King and orchestra.	25245—"It's Been So Long" and "Goody, Goody." Benny Goodman and orchestra.	03219—"She Come Rolling Down the Mountain" and "Hop Pickin' Time in Happy Valley." Sweet Violet Boys.
3	B6361—"All My Life" and "The Right Somebody To Love." Willie Bryant and orchestra.	7651—"Is It True What They Say About Dixie?" and "Streamline Strut." Ozzie Nelson and orchestra.	759—"You're Toots to Me" and "Ooh Looka There, Ain't She Pretty?" Bob Crosby and orchestra.	25295—"Us on a Bus" and "Christopher Columbus." Fats Waller and orchestra.	3214—"Lost" and "I'll Bet You Tell That to All the Girls." Henry Allen and orchestra.
4	B6360—"It's No Fun" and "Rhythm Saved the World." Wingy Mannone and orchestra.	7650—"Clarinet Lament" and "Echoes of Harlem." Duke Ellington and orchestra.	758—"Ridin' to Glory on a Trumpet" and "You Gave Me the Runaround." Clyde McCoy and orchestra.	25293—"Tormented" and "Every Once in a While." Richard Himber and orchestra.	03207—"No Path of Sunshine" and "Pretty Blue Eyes." Arthur Duhon.
5	B6343—"You" and "You Never Looked So Beautiful." Stew Fletcher and orchestra.	7649—"Robins and Roses" and "Everything Stops for Tea." Orville Knapp and orchestra.	757—"The Touch of Your Lips" and "Twilight on the Trail." Bing Crosby with Victor Young and orchestra.	25281—"Moon Rose" and "Garbo Green." Fats Waller and orchestra.	3201—"After You've Gone" and "You're a Viper." Stuff Smith and Onyx Club Boys.
6	B6320—"Lost" and "A Melody From the Sky." Mezz Mezrow and orchestra.	7641—"You Started Me Dreaming" and "Don't Say a Word—Just Dance." Music in the Russ Morgan manner.	756—"Lovely Lady" and "Would You?" Bing Crosby with Victor Young and orchestra.	25254—"Wake Up and Sing" and "A Melody From the Sky." Eddy Duchin and orchestra.	3200—"I Don't Want To Make History" and "Taint No Use." Stuff Smith and Onyx Club Boys.
7	B6335—"Jungle Nights in Harlem" and "Hot Feet." Duke Ellington and orchestra.	7640—"Christopher Columbus" and "All My Life." Teddy Wilson and orchestra.	755—"I'll Stand By" and "A Little Robin Told Me So." Henry King and orchestra.	25291—"You" and "You Never Looked So Beautiful." Tommy Dorsey and orchestra.	3191—"Goody, Goody" and "Is It True What They Say About Dixie?" Wingy Mannone and orchestra.
8	B6345—"The Touch of Your Lips" and "I Hope Gabriel Likes My Music." Stew Fletcher and orchestra.	7637—"The Hills of Old Wyoming" and "It's a Sin To Tell a Lie." Music in the Russ Morgan manner.	751—"It's a Sin To Tell a Lie" and "The Call of the Prairie." Victor Young and orchestra.	25271—"Lost" and "There Is No Greater Love." Guy Lombardo and orchestra.	3190—"Sweet Violets" and "Honeysuckle Rose." Putney Dandridge and orchestra.
9	B6339—"You're an Eyeful of Heaven" and "Toddlin' Along With You." Jan Garber and orchestra.	7636—"I Don't Want To Make History" and "I'se a-Muggin'." Hal Kemp and orchestra.	750—"You Started Me Dreaming" and "Am I Gonna Have Trouble With You?" Henry King and orchestra.	25297—"I'm a Fool for Loving You" and "Moonrise on the Lowlands." Fletcher Henderson and orchestra.	3189—"Dinner for One, Please, James" and "A Beautiful Lady in Blue." Putney Dandridge and orchestra.
10	B6287—"Don't You Tear My Clothes" and "Betty Dupre." Lock Bros.	7626—"The Touch of Your Lips" and "Lost." Hal Kemp and orchestra.	739—"Lost" and "The Touch of Your Lips." Jan Garber and orchestra.	25277—"The Touch of Your Lips" and "Yours Truly Is Truly Yours." Ray Noble and orchestra.	3169—"I'se a-Muggin'" and "I'se a-Muggin' Musical Numbers Game." Stuff Smith and Onyx Club Boys.

AMERICAN SALES CORPORATION
 CHICAGO, ILL.
 936 WRIGHTWOOD AVE.,
 LOOK . . . into our proposition. Don't be like the fellow who failed to look around when someone walked out with his overcoat. Write us for our credit plan. It's open to good operators. WRITE TODAY.

ASK FOR CREDIT.
Lee S. Jones

P. S.—Don't let the spring fever slow you up.

Rock-Ola Installs Latest Equipment

CHICAGO, May 9.—Many prominent coin-machine people have remarked on the fact that if people outside of the coin-machine industry could only get an inside view of a large coin-machine factory they would appreciate more the magnitude of the industry.

Therefore *The Billboard* publishes in this issue a photograph which illustrates perfectly the power and importance of the industry. The photograph accompanying this article was taken in the plant of Rock-Ola Manufacturing Company, Chicago. It shows a battery of three huge double-end tenoners which were installed in the Rock-Ola plant May 1 at a cost of \$48,000.

Rock-Ola officials state that the tremendous investment was necessary in order to meet the terrific demand for the fine cabinets used in Rock-Ola products, particularly the Rock-Ola Multi-Selector phonographs. These are among the most modern and high-speed production tenoners ever introduced into the industry. Each one is run by 15 separate motors, and as far as lumber is concerned they can do almost anything but talk. Seven or more separate and distinct operations can be performed at both ends of the board at one time. As can be seen from the photograph, both sides of these monster machines are performing these multiple operations at the same time. These tenoners can shape and cut off lumber in one operation—they can cut any number of grooves in one operation—they can rip and shape at the same time—to give just a few of the operations these machines are called upon to do.

An hourly production record shown *The Billboard* man revealed the fact that at the Rock-Ola plant right now one beautiful and highly finished Rock-Ola Multi-Selector cabinet is being turned out every two minutes. A similar record shows that cabinets for Rock-Ola pin tables and pay tables are turned out at the rate of five every minute.

As visitors to the Rock-Ola plant have discovered, the entire factory presents a smooth-running picture of combined efficiency and high-speed mass production. Rock-Ola officials claim that in their finishing departments they have established the fastest finishing schedule ever known. And they point out that with this high-speed production only the finest grade of stains, lacquer and enamels is used.

Fast and continuous escalators take the finished Rock-Ola products to the packing and shipping departments, from where they are speedily transferred to loading platforms and to Rock-Ola's private switching yards. Almost at any time 10 or 12 trucks are to be seen backed up to Rock-Ola's platforms, and it is not at all unusual to find 15 or 20 cars waiting for loads on the private switching tracks.

Just as a matter of statistics, it should be mentioned that the Rock-Ola plant has a total production area of

over 600,000 square feet. The plant itself covers over three and one-half city blocks. It should also be mentioned that the plant is run on standard hours and all employees are paid at the highest prevailing wage scales.

Midwest Merchandising Co. Moves to Larger Quarters

CHICAGO, May 9.—S. and M. Moses, of the Midwest Merchandising Company, report that business has increased to such proportions that they have been forced to move to new quarters at 554 W. Adams street. New location covers 3,000 square feet, about three times as large as their old location.

All the service men in the organization wear gray uniforms with the name of the firm in red letters on the back. The company is now operating vending machines and phonographs. In their new quarters they will also repair and have manufacturing facilities. Midwest Merchandising Company now has five service cars and from all indications if business continues will be forced to put on more.

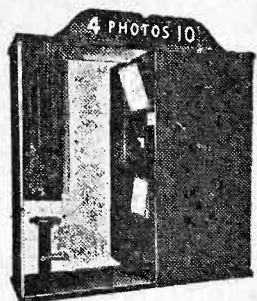
WURLITZER'S REP—

(Continued from page 72)

Ioran, Renee Collier, Thelma Black and Marie DeVoe.

About 350 were in attendance in the Grand Ballroom of the York Hotel. Among those present were Dan Baum, Joe T. Turner, Kenneth Ebmeier, Charles Woods, L. E. Horton, J. F. Donley, Fred Hill, Joe Ramsey, Thomas H. Lonie, Fred Wells, Stanley Sprague, Eugene Weingarten, Jimmy Allen, E. C. Schwarztrauber, Ed Paul, William Rueschoff, Ed Eagle, John C. Steward, George O'Gibey, W. E. Neal, Brean Greer, Oliver R. Simon, Edward Hackmann, Joseph L. Doran Jr., Dan R. Landsbaum, Abe Jeffers, R. W. McAllister, Barney Fredricks, George L. Marschal, T. L. Cummins, Mike Kapilla, John Hambush, Glenn Liebig, Harry Davies, John Kling, Phil Parson, John Parson, Art Heimke, Delbert E. Veatch, Norwood E. Veatch, Charles L. Kagels, William J. Carr, James A. Peoples, Shirley Hatridge, W. A. Wood, William Durhill, Edward Paulsen, George J. Schneidner, O. K. Greif, Jack Beckmann, Robert Nicholas, Fred F. Pollnow Jr., Les Reuter, Oliver Woodmansee, Fred Repohl, Paul Moline, A. A. Skeens, H. C. Zenz, C. J. Pollnow, Ike and Lou Morris, M. A. Donnelly, George Ermantraub, Clarence Goodhart, Peter Goyda, Edmund A. Eller, William Judge, C. C. Holt, Selden Blumenfeld, R. B. Shrewsbury, Joseph Hoffman, E. R. Summy, Frank McHosley, P. J. Van Der Hack, Jesse Ripley, C. W. Busch, W. A. Edwards, Ridge Robert E. Walker, O. L. Walls, Art H. Daily, J. T. Fitzgibbons, Claude Berners, Edward Saunders, Samuel Marfia, George Fury, E. J. Conrath, Koplo Brothers, W. H. Taylor, T. A. Pritchett, Joe Cantl, Michael Ogilvy, Walter Bowman, Melvin Corrigan, V. A. Sieve, Glenn P. Gerken, G. M. Husted, W. J. Conboy and John D. Kling.

The Most Profitable 4-for-10c Photo Machine on the Market!



QUARTERMATIC

Owners are averaging \$200.00 weekly with QUARTERMATIC! It's fireproof, waterproof and WEATHERPROOF, made from 1/16th inch steel to stand roughest usage in all kinds of weather. Automatic cutter and counter on camera just one of numerous new efficiency features. Get the facts.

Write Dept. B for Descriptive Circular

MARKS & FULLER, Inc.

44 EAST AVENUE, ROCHESTER, N. Y.

Ball Fan	Genco Baseball	\$12.00 EACH	Traffic A \$21.00
Big Game	Kings of the Turf		Playball 33.00
Cheer Leader	Par Golf	2 FOR \$22.00	Collection Books, Each \$.10
Cross Country	Pippin		Ball Gum, Per bx. .15
Cross Roads	Rapid Transit	3 FOR \$30.00	Marbles (all sizes & colors), Ea. .05
Five and Ten	Rock-Ola "21"		Electro Pak, latest Model E-23 4.50
Flying Colors, used 3 weeks, like new	Spot-Lite		20 ft. Cords, 20c extra.

GENERAL AMUSEMENT GAME COMPANY
 637 ALBANY AVE., HARTFORD, CONN.

BASEBALL TALLY CARDS

All kinds of Coupons for Operators. 120 Tickets, Names and Numbers, American and National Leagues, \$13.20 per Gross. We make all kinds of Tip and Jackpot Cards.

Write for Quantity Prices. Distributors Wanted.

TRI-STATE NOVELTY CO., INC. BRISTOL, VA.

SOUTHERN OPERATORS KNOW THAT AUTOMATIC MAKES FIRST DELIVERIES ALL NEW GAMES.

AUTOMATIC AMUSEMENT COMPANY
 683 Linden Avenue, MEMPHIS, TENN.
 1304 Throckmorton Street, FT. WORTH, TEX.

IN STOCK — INSTANT SHIPMENTS

Hialeah \$139.50	Parl Mutuel . . \$177.50
Multiple 142.50	All Stars 115.00
Double Score . 115.00	Peerless 115.00

Sam Broudy Is Featuring Men's Suits as Premiums

NEWARK, N. J., May 9.—Sam Broudy, of Jersey Trading Company, premium supply firm, again presents the operators with a new premium stimulant for the season. This time Sam is featuring men's suits of linen, crash and Palm Beach material. The prices are reasonable. They range in the \$3 and \$4 class and the suits are said to be the newest idea in men's wear for the hot summer days.

Jersey Trading Company will feature a complete stock of the suits. Broudy claims that the firm has introduced many innovations in premium merchandise for the trade, this is the first time in its history it has attempted to establish men's wear as a definite attraction for the high-score play of the games. He believes that the suits will prove unusually great stimulants for greater play of the games.

He is backing his belief on the advance orders which he has already received on the suits. The firm will so arrange it that any size can be had by the operators.

The firm's Philadelphia offices also will feature these suits.

Fitz Puts 'Em Back To Work After Spell of Celebrating

NEW YORK, May 9.—"The party's over, boys, and we've got to get back to work again," were the words John A.

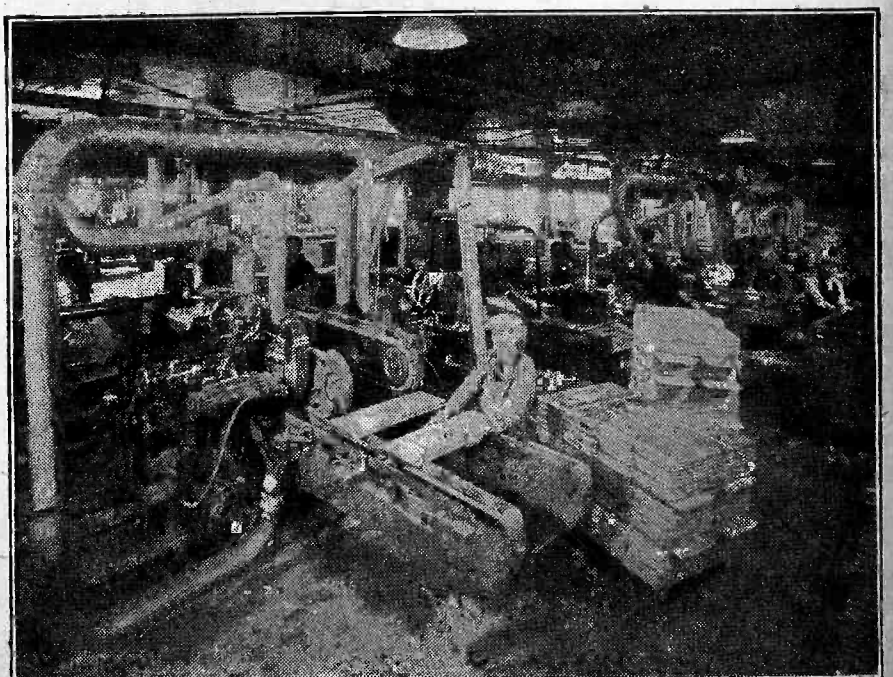
Fitzgibbons, Bally Manufacturing Company Eastern distributor, used the other day to break up a gathering of employees and customers in his new Bally Building.

Jack claims that some of the men are still around and about the place talking about the great time they had at the firm's silver anniversary celebration. The party was so much enjoyed here that some of the men remained over continuing the festivities.

The firm is now getting started again and has arranged for large shipments of its games. "Many operators will be featuring the new Bally games in the mountain resorts and at the seashore this year," Fitzgibbons reported. He also believes that there will be a greater sale of Bally games than has ever been seen in this part of the country in many years. He bases this claim on the fact that there has been so great a demand for the new Bally Multiple, Reliance, Ray's Track and many of the other new games of the firm, such as the Hialeah, since the opening of the resort season.

Operators from New Jersey, upper New York State, Connecticut, Pennsylvania and other regions have been visitors to the new Bally Building this past week to see the firm's new games previous to deciding upon their resort operations, it is reported.

The Bally Baby is also expected to be a great seller during the coming resort season. Fitzgibbons also reports that both Herman Pollock and Lew Wolf, the firm's traveling salesmen, are reporting tremendous interest in the firm's new products everywhere in the East.



BATTERY OF THREE HUGE DOUBLE-END TENONERS installed recently in the Rock-Ola factory at a cost of \$48,000.

Races Did Things To This Fellow!

CHICAGO, May 9.—A visiting operator from Louisville recounted a most amusing incident to Jimmy Johnson as he partook of some genuine Western hospitality at Jimmy's beautiful bar.

The Louisville gentleman, in typical Dixie fashion, proceeded with his story as follows: "I have a helluva swell location right outside of Louisville proper. Making one of my collection trips Derby Day I noticed a heavy-set fellow getting a big kick playing your Races game. This was about a half hour before the Derby was to run. Thinking nothing more about it, I drove on to Churchill Downs.

"Well, coming back from the track I stopped off at this same location to get myself a couple of good cigars. Much to my surprise, here was this same fellow still playing Western's Races. I thought the guy was nuts, so I decided to strike up a conversation with him.

"You sorta like that game, don't you?" "Yeah," was the stranger's reply. "I've been playing this thing for almost an hour and a half." Realizing that Races had absorbed this fellow's interest to the extent that he didn't know he had been at it for over three hours, I asked him what he thought of the Derby.

"Playing as he talked, the stranger replied: 'I like Bold Venture and I'm going out to the track and plunk \$10 right down on his beezee. I'd better be leaving this place soon, I've got to meet the wife and some friends out at the track.'

"The stranger pulled out his watch and I don't know how many hours behind time it was. To make a long story short, this fellow came all the way from Glendale, Calif., and forgot to change his watch. When I told him that the Derby was over, that Bold Venture did win and that he was a little early for the 63d running of the Kentucky Derby, the Californian almost collapsed.

"I drove him back to the Brown Hotel and this guy kept moaning, 'All the way from Glendale to see the Derby and I didn't; picked the winner and didn't bet him; supposed to meet the wife and friends and didn't. Oh! Oh! Oh!'

"As fishy as this story might sound, it's absolutely the truth. I got to feeling so sorry for that guy myself I needed a couple of braces to fix me up.

"I tell you, Jimmy, that Races game of yours is sure a honey. While they don't all play it for four hours at a time like this California fellow, I have bet to see a game that so completely fascinates the players. They go for that big odds-changing feature and the fact that they can play all eight horses. I'd say that on an average each player will play about 25 cents into the machine."

Fence Buster Is Gottlieb's Newest Baseball Offering

CHICAGO, May 9.—If you had been in Dave Gottlieb's office the other day here is the proposition he would have put up to you:

"If you had your choice of being manager of a baseball team this season who would you rather be, Charlie Grimm, of the Cubs; Bill Terry, of the Giants, in the National League; Mickey Cochrane, of the Detroit Tigers; Walter Johnson, of the Cleveland Indians, in the American League; Allen Sothoron, of the Milwaukee Brewers; Donie Bush, of the Minneapolis Millers, in the American Association; Alex Gaston, of the Dallas Steers, or Ira Smith, of the Houston Buffaloes, in the Texas League?"

Each one of the operators and jobbers who happened to be in the office at the time had a different answer. One said: "The Tigers are sure to repeat, Cochrane's a cinch to win." Another supported the Cubs with: "Charlie Grimm knows now what he needs to have a winning team and the Cubs will be right on top at the end of the season." One of the boys from down Texas way came thru with plenty of praise for good old Ira Smith, manager of the Houston Buffaloes, who used to burn 'em across the plate in the big leagues. And leave it to Sam London, of the Milwaukee Coin Machine Company, to show he is a loyal ball fan by offering to back up his statement that "Sothoron will take the Brewers to the top of the association and keep them there."

The above discussion was coincidental with the advance showing of Fence Buster, Gottlieb's contribution to keep-

ing America's national pastime before the pin-game playing public. Unlike any other baseball game, Fence Buster utilizes an entirely new playing principle. Instead of playing one ball game, as is the case in most games, Fence Buster carries you thru the season as manager of one or more teams.

Insert a coin in the multiple coin slot and immediately the scoreboard lights up and flashes one of eight ball clubs with odds ranging from 2 to 1 up to 40 to 1 for finishing first, second and third. If, however, the team is not the one of your liking and hunch to win, or if the odds are not satisfactory, another coin inserted will add another team and change the odds. Additional coins up to eight will add teams until all eight are being managed. After that additional coins change the odds only. The teams that can be managed are the Chicago Cubs, New York Giants, Detroit Tigers, Cleveland Indians, Milwaukee Brewers, Minneapolis Millers, Dallas Steers and the Houston Buffaloes.

For territories on certain locations where multiple coin slots are not permitted Fence Buster may be had with the exclusive Gottlieb single mystery coin slot which works in the following manner. Inserting one coin into the slot will flash from two to all eight teams on the score board, with odds ranging up to 40-1.

After playing Fence Buster equipped with both the multiple coin slot and the single mystery coin slot, those at the preview were heard to say: "There might be some doubt as to how the teams will finish in their respective leagues, but there's absolutely no doubt that Fence Buster will lead the league all thru the season and come out in the end with championship money."

Many Contestants in Counter Game Contest

CHICAGO, May 9.—The judges of the Names New Counter Game Contest announced by Gerber & Glass have been so swamped with names submitted by contestants from all over the world and from 41 of the 48 States that they could not announce their decision for the winning name this week.

Practically all of the names submitted could be used, so the officials are having an exceptionally tough job of selecting the winner. Inasmuch as the judges have promised Gerber & Glass to carefully consider each and every entry, it has been a much greater task than anticipated.

Popularizing Duette Twin Vender in East

CHICAGO, May 9.—Jerry Werthimer, of the Ad-Lee Corporation, is making a trip thru the East, where he is popularizing the famous Ad-Lee Duette Twin Vender. Jerry is highly enthused with the response the Eastern firms are giving the famous Duette. Many firms have told him that Duette is rapidly replacing many of the old-style venders and that operators are highly elated over the larger earnings. They also like the fact that Duette vends two types of merchandise and has two separate coin chutes.

Mr. Werthimer expects to wind up his Eastern trip this week and when he returns home intends to have enough orders to keep the Ad-Lee factory going at top speed on Duette for many weeks to come.

The Ad-Lee company reports that a tremendous deal has been consummated with the Calvert Novelty Company, of Baltimore, for the sales of the Duette. The Calvert company intends to enthusiastically push the sales of Duettes. The firm enjoys the confidence of hundreds and hundreds of operators from miles and miles around. They withheld their order for the Duette Twin Vender until they put it thru rigid operating tests, then informed the Ad-Lee company that Duette lived up to its reputation in every possible respect and there-

fore the Calvert firm intended to endorse it and recommend its use on the routes of their operators.

Jack Staples, Washington's (D. C.) newest coin-machine jobber, operating under the firm name of the New Coin-o-Matic Distributing Company, has just placed a large order with Ad-Lee for the distribution of the Duette de luxe twin vender. Staples was formerly general manager of the Oriole Corporation for the Baltimore, Pittsburgh and Buffalo branches. Altho established only a short time, his firm has made such rapid strides that the Coin-o-Matic Distributing Company has already become one of the East's foremost distributors.

Staples writes that he is enthusiastically endorsing Ad-Lee's two-in-one de luxe twin vender and claims it to be one of the best merchandisers on the market.

Coin-o-Matic Takes Over New Pamco Ticket Game

WASHINGTON, May 9. — Pacific Amusement Manufacturing Company announces the appointment of the Coin-o-Matic Distributing Company here as exclusive distributor for Pamco Handicap, a new ticket game. A deal is reported to have been made recently between Ken C. Willis, for Pacific, and J. Staples, of the Coin-o-Matic Company, whereby the latter has obtained the "ex" for Maryland, Virginia and the District of Columbia.

Mr. Staples satisfied Pacific's representative that his concern could cover the generous amount of territory granted, in that Coin-o-Matic numbers among its personnel seven of the largest operators in this area. Coin-o-Matic has contracted for 100 Pamco Handicap ticket games and the initial shipment is now in transit.

Coin-o-Matic also represents Ad-Lee, Chicago manufacturer, and the Seeburg Corporation on its phonograph line. The firm's business has steadily increased over a period of years and today it is said to be one of the finest distributing organizations in this area. Louise Hicks, executive secretary of Coin-o-Matic, handles a great deal of the administrative, as well as sales detail business of the company.

Pamco's new Handicap ticket game, tested and proved for performance, is said to be one of the liveliest ticket game boards ever devised.

Eastern Chatter

NEW YORK, May 9.—Enthusiasm for manufacture of games in New York is growing by leaps and bounds. The manufacturers springing up here have been surprised and greatly pleased by the instant response they have received from Eastern operators, jobbers and distributors.

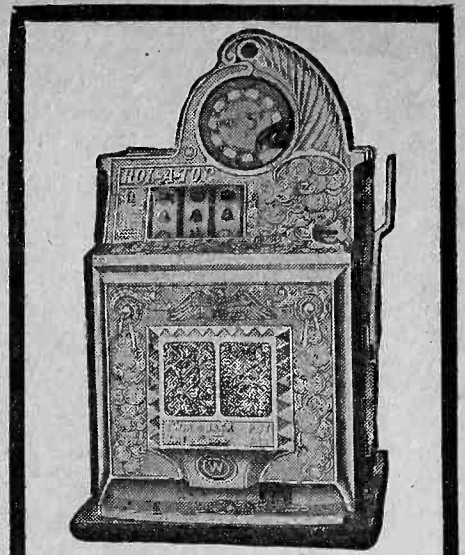
Dave Robbins, of D. Robbins & Company, Brooklyn, is traveling around the Midwestern States making exclusive territory arrangements with distributors for his Two-in-One vender.

Jerry Wortheimer, of the Ad-Lee Company, Chicago, running around New York taking plenty of orders on Duette, the twin vender.

Charles Litchman suggests that the manufacturers produce a coin-operated hanging machine. Charlie claims there is a wide market for a machine of this kind in the financial districts. The prospect walks up and drops a quarter in a machine and a noose falls down. Sam Getlan claims an electrocution machine could get 50 cents, being that it is more modern.

Dave Stern has established a fine reputation in Newark with both operators and jobbers. He's a regular fellow and the boys realize it.

Slugs are again back in the picture.



ROL-A-TOP BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built in 3 Models, Bell, Front Vender and Gold Award Built for 1c-5c-10c-25c Play

Made Only By **WATLING MFG. CO.** 4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE" Chicago

This time a series of raids by police on hardware stores has created a sterner situation than previously. *The Billboard* has long crusaded for the elimination of slugs from the industry except where they can be kept in control by the person using them. District Attorney Dodge pointed out that last year the telephone company alone reported 4,277,256 slugs were used in its coin boxes thruout the State of New York and that 3,984,773 of them were used in New York City. Cigaret machine men have also been affected, as have the subways and many others who have coin boxes. The industry so far hasn't been placed on the spot, but will be unless the use of slugs is correctly curbed. This is an appeal.

The Electropak continues its popularity with manufacturers and operators. A. B. Chereton, president of Electrical Products Company, Inc., of Detroit, reports that every manufacturer with the exception of one is now using this power unit as standard equipment. And that's real accomplishment.

Bill Rabkin's Mutoscope plant is stunning them with the rapidity with which it is introducing new numbers. At the present time the men are working overtime on Imperial, Hurdle Hop, Pokerino, Magic Finger, Photomatic and the new 1937 model of the Electric Traveling Crane. Six numbers at one time is a lot of production for any factory.

Daval's Rithmatic machine and Auto-Punch counter games have Willie Blatt, of Supreme Vending Company, all excited. Willie claims that the machines are among the greatest ever introduced in the industry. The Rithmatic is a four-reel game that works like a comptometer. It adds, subtracts, multiplies and divides and is one of the most unique counter games ever seen. The Auto-Punch is an automatic pay-out punching machine that really is a boon to modern manufacture. Many are extremely puzzled as to its means of operation. Willie is keeping the feature a secret.

Dave Robbins has just left for an extended trip, which will keep him away from his offices for some time. There is no doubt that when Dave returns he will have a huge bundle of orders for his peachy 2-in-1 Vender.

Charley Polgaar, big op over in Newark, claims that he has a new merchandising plan for the sale of ciggy machines and will be getting started verra, verra soon.

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

ODDS and ENDS SALE

(CONTINUED FOR ANOTHER SEVEN DAYS)

Tremendous Price Reductions

Electro-Ball, Super-Quality, Reconditioned and Brand-New Merchandise. Every item is a proven money-maker and is priced at truly sensational money-saving prices in this clean up sale.

PIN GAMES

- DAILY LIMIT, 1-Ball Automatic, Reconditioned \$49.50
- DAILY DOUBLE, JR., 1-Ball Automatic, Brand New 44.50
- INDICATOR, 10-Ball Automatic, Brand New 14.95
- TROJAN, 1-Ball Automatic, Brand New, Original Crate 59.50

COUNTER GAMES

- PAK-O-SIGS, Brand New, Original Crate \$ 5.95
- SANDS SKILL KATCH, Floor Sample, Automatic Pay 24.50

SLOT MACHINES, Reconditioned

- MILLS INDIAN HEAD, Side Vendor, Gold Award, Even Pay (Serial Nos. 312539, 311209, 311217, 303429, 318029) \$52.50

DIGGERS, Reconditioned

- NOVELTY MERCHANTMAN, Very Special (Serial Nos. 1115, 2234) \$89.50
- ELECTRIC HOIST, No. 3216, Only 69.50

One-Third Cash Must Accompany Order, Balance C. O. D. No Personal Checks, Please.

ELECTRO-BALL CO., Inc. 1200 Camp, Dallas

We are Southwestern Distributors for SUPERIOR Salesboards selling to operators only, Never to Locations!

W. B. Specialty Firm Moves to Larger Quarters

ST. LOUIS, May 9.—The W. B. Specialty Company, of which William Betz is the owner and manager, moved to 3800 N. Grand boulevard May 1. The new location is located on two of the main arteries passing thru St. Louis, 10 minutes from the downtown section and 15 minutes from the Municipal Bridge. The floor space is more than double that of the old location here and has ample parking facilities for customers.

The new quarters contain separate display rooms, one for automatic phonographs, one for slot machines and another for pin and automatic games. There are also several private offices and a separate mechanical workshop. The new quarters will enable Betz to give his many customers better service. He is now giving customers in the St. Louis territory free truck delivery directly to their doors on all machines purchased.

The W. B. Specialty Company is distributor for the J. P. Seeburg Corporation, Stoner Company and the Groetchen Tool Manufacturing Company in Missouri and Southern Illinois.

ROUTES

(Continued from page 33)

- Riddle's Circus Unit: Cissna Park, Ill., 14-16; Morocco 17-19; Brook 20-22.
- Robertson, John, Side Show: Niles, Mich., 11-16.

REPERTOIRE

- Billroy Comedians, Billy Wehle's: Concord, N. C., 13; Kannapolis 14; Lexington 15; High Point 16; Greensboro 18; Burlington 19.
- Bishop Tent Show: Mechanicsburg, Pa., 11-13; Newport 14-16.
- Blythe Players: Lebanon, N. J., 11-16.
- Choates Comedians: Dongola, Ill., 11-16.
- Princess Stock Co.: Clinton, Mo., 11-16.
- Roberson Players: Manito, Ill., 11-16.
- Sadler's Own Co.: Pecos, Tex., 14-16.
- Toby Players: Parsons, Kan., 11-16.

CIRCUS AND WILD WEST

- Aterbury Bros.: Lancaster, Wis., 14; Prairie du Chien 15; Boscobel 16.
- Barnes, Al G.: Portland, Ore., 12; Longview, Wash., 13; Aberdeen 14; Tacoma 15; Seattle 16-17; Yakima 18; Everett 19; Bellingham 20; Mt. Vernon 21; Wenatchee 22; Coulee City 23.
- Beers-Barnes: Radford, Va., 13; Christiansburg 14; Narrows 15; Floyd 16; Salem 18.
- Bockus & Kilonis: Danielson, Conn., 13; Norwich 14.
- Cole Bros.-Clyde Beatty: Evansville, Ind., 12; Owensboro, Ky., 13; Louisville 14; Lexington 15; Covington 16; Cincinnati, O., 17-18; Middletown 19; Richmond, Ind., 20; Dayton, O., 21; Zanesville 22; Wheeling, W. Va., 23.
- Hawkins, Bud: Hodgenville, Ky., 13; Springfield 14.
- Lewis Bros.: Ypsilanti, Mich., 13; Ann Arbor 14; Pontiac 15; Mt. Clemens 16; Port Huron 17.
- Mix, Tom: Baker, Ore., 12; Ontario 13; Emmett, Ida., 14; Boise 15; Nampa 16.
- Norris Bros.: Conway, Mo., 12; Buffalo 13; Urbana 14; Hermitage 15; Weaubleau 16.
- Polack Bros.: Ft. Smith, Ark., 11-16.
- Ritgling Bros. and Barnum & Bailey: Brooklyn, N. Y., 11-16; Washington, D. C., 18-19; Baltimore, Md., 20-21; Wilmington, Del., 22; Atlantic City, N. J., 23.
- Reo Bros.: Media, Pa., 13; W. Chester 16.
- Seal Bros.: Syracuse, Kan., 14.
- Silver Bros.: Libertytown, Md., 13; Emmitsburg 14; Ft. Loudon, Pa., 15; Fannettsburg 16.
- Vanderburg Bros.: Plainfield, Ill., 14.
- Webb, Joe B.: Hyannis, Neb., 13; Hemingford 14; Chadron 15; Rushville 16; Gordon 17; Valentine 18.

CARNIVAL COMPANIES

- (Routes are for current week when no dates are given.)
- Acme United: Brodhead, Ky.
 - Alamo: Avondale, Ga.
 - All-American Expo.: Yankton, S. D., 16-23.
 - Anderson-Strader: Ellis, Kan., 11-14; Hays 16-23.
 - Arena: Rural Valley, Pa.
 - B. & M.: Fairfax, Okla.; Shidler 18-23.
 - Bach, O. J.: Cohoes, N. Y.; Mechanicville 18-23.
 - Bantly's Greater: Bradford, Pa.
 - Barfield's Cosmopolitan: Chattanooga, Tenn.
 - Barker: Sullivan, Ill.
 - Barkoot Bros.: Toledo, O.; Howell, Mich., 18-23.
 - Beckmann & Gerety: (Grand & LaCleda) St. Louis, Mo.; Alton, Ill., 18-23.
 - Bee, F. H.: Elizabethtown, Ky.
 - Berger, Louis J.: Pontiac, Mich.
 - Eig 4: Rome, Ga.
 - Big State: Baytown, Tex.
 - Bill's Greater: Clinton, Ky.
 - Blue Ribbon: Corbin, Ky.
 - Bremér Attrs.: Decorah, Ia., 18-23.
 - Broughton Bros.: Silsbee, Tex.
 - Bruce: Murfreesboro, Tenn.; Dayton 18-23.
 - Buck, O. C.: Stratford, Conn.
 - Bunts Greater: Maryville, Tenn.; Knoxville 18-23.
 - Burdick's All-Texas: Brenham, Tex.
 - Byers Bros.: Kirksville, Mo.
 - Campbell United: Frederick, Md.
 - Central State: Blackwell, Okla.
 - Cetlin & Wilson: Philadelphia, Pa.
 - Christ United: Girard, O.

(See ROUTES on page 78)

LUCKY CHARMS

- Elephants, Horses, Camels, Donkeys, Etc. Prices Ranging from 75c to \$1.00 per Gross. Send 25c for Sample Assortment.
- SPORT SUN GLASSES, Asstd. Colors, Adjustable Frames, Dozen \$1.25
 - SUN GLASSES, Heavy Shell Frames, Curved Lens, Smoke, Amber, Etc. Dozen 1.20
 - STRAW TROPICAL HELMETS, Doz. 1.50
 - HIGH HAT FEATHER DOLLS, Cane and Beads, Earrings, Gross 9.00
 - IMPORTED LASH WHIPS, Gross 4.50
 - REGULATION COWBOY FELT HATS (First Quality), Dozen 1.50
 - MINIATURE STRAW HATS With Feathers, Gross 4.00
 - MACON AIRSHIPS (Complete With All Parts), Gross 4.50
 - WORKERS, Each35
 - JUMPING FUR MONKEYS, Gross 4.00
 - SILK PARASOLS, 24", Gross 14.40
- 25% Deposit With All Orders. Free Price List of OTHER Fast Sellers.
- EPSTEIN NOVELTY CO., INC.**
130 PARK ROW NEW YORK CITY



MARABOU DOLLS

In Great Demand Will Produce Larger Quantities for 1936 GET IN THE DOUGH! Follow the experience of the successful Concessionaire and Scalemen.

ATTRACTIVE Marabou Doll Originated by Ben Hoff, Two Sizes: 12" and 18" AND MENAGERIE Horse—Cat—Dog—Elephant—Scotty, Etc.

Price Range 10c EACH from 25% deposit With Orders, Balance C. O. D. Send \$2.00 for Complete Sample Line of All 1936 New Models.

Bamboos—Swagger Sticks—Black and Cherry (Mahogany). We have a Complete Line of CANES These Canes at Very Low Prices. Write! All Kinds of Feathers Suitable for Plaster and Other Items. We Have No Catalog.

NEW ART TOY & FEATHER CO. 29 East 10th St. (Stuy. 9-0688), New York City

Concessionaires CARNIVAL-PARKMEN!

LINE UP WITH the LEADERS FOR THOUSANDS OF NEW ITEMS—AT AMAZINGLY LOW PRICES

Blankets—Lamps—Clocks—Chromeware—China—Aluminum—Radios—Plaster—Canes—Slum—Balloons and Novelties.

CONTINENTAL PREMIUM MART

3RD & WELLS STS., MILWAUKEE, WIS.

CATALOG IS NOW READY

Send for Your Copy Today



FREE: HOT OFF THE PRESS: FREE

WRITE for Copy of Our NEW CATALOG Today. The Largest Line of Concession Goods on the Market—at Prices that Defy Competition.

Concessionaires—Park Men—Novelty Men—Pitchmen—Digger Operators—Scalemen. All the Best Bets of the Season in a Nutshell.

New Flashy Chrome Ware—Mirror Radios and Cabinets—Clocks—Robes—China—Novelties, Etc.

WISCONSIN DE LUXE CORP.,
1902 No. Third Street, MILWAUKEE, WIS.

J. J. PAGE SHOWS

Want for Harlan, Ky., next week, followed by American Legion Celebration, Pikeville, Ky.; Bluefield, Beckley, Oak Hill, Logan, Keystone Fourth of July Celebration and War, all West Virginia. Conditions very good, working day and night, shows with or without own outfits. What have you? Want Concessions of all kinds, reasonable rate; no exclusive except Cook House and Corn Game. Good opening for Kiddie Rides. Charlie Phillion wants Cook House Help. Everybody address J. J. PAGE, Cumberland, Ky., this week; Harlan, Ky., next week.

DIXIE MODEL SHOWS, Inc.

Opening BLUEFIELD, W. VA., Monday, June 1st. Location East End Ball Park.

SHOWS—Want Ten-in-One to join on wire, Doc White answer quick. Want Minstrel Performers and Musicians, Fat Show of merit, Five-in-One, Animal Show, Monkey Show or Autodrome, Motordrome, Mechanical City, Midget Show. Howell, will you be there? Will furnish outfits to showmen having worthwhile shows. RIDES—Want Baby Eli Wheel and Dual Loop-o-Plane. CONCESSIONS—Want Pennyland, Long Range Gallery, Ball Games, etc. All address J. P. BOLT, General Manager, High Point, N. C. P. S.—Want Lindy Loop Foreman to join on wire.

MILLER BROS. SHOWS

Playing best still date season ever contracted this territory. First in every spot. Will book or buy Caterpillar and Chair-o-Plane. Can place and furnish outfit for Half-and-Half and any other high-class Grind Show not conflicting. Can place Concessions of all kinds. Bob Zerm wire "Jockey" Roland. "Curley" Hyde wants Tilt-a-Whirl Foreman. Our route: Norton, Va., this week; Jenkins, Ky., week May 18th; McRoberts, week May 25th; Hazard, week June 1st. Big Fourth celebration followed by eleven proven Fairs.

BROWN NOVELTY SHOWS

Opening May 25 in Southern Ohio. Wanted—Legitimate Concessions using stock only. Can place Shows of merit with own outfit. No girl show. F. Z. VASCHE, Mgr., Dayton, Tenn., week May 11; then 1006 Central Ave., Cincinnati, O.

JUMBO GIVE-AWAY

Packed 200 to Carton, \$2.00 Per Carton. 1,000 Packages, 10.00

25% Deposit with All Orders, Balance C. O. D. Send for FREE ILLUSTRATED 1936 CATALOG.

Our Candy is Guaranteed To Stand Up in All Weather.

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

Concessionaires . . .

NOVELTY SUPPLY FOR

FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC.

Catalog with New Low Prices

THE TIPP NOVELTY COMPANY
TIPECANOE CITY, OHIO

CARNIVAL WANTED

STATE FIREMEN'S CONVENTION

Week of June 20, HAGERSTOWN, MD. Have permit for closed town.

Hughey Bros. Shows Want

Shows not conflicting. Good proposition to Side Show with own outfit. WANT legitimate Stock Concessions. WANT AT ONCE Colored Musicians for Band. Salary and percentage. Reliable Ride Foreman and Help on all Rides come on. This week Pembroke, Ky.

FRISK GREATER SHOWS

OPEN SEASON AT NEW PRAGUE, MINN., MAY 16.

WANT clean Shows with own outfits. Candy Floss, Ice Cream open. Concessions that put out stock. Reasonable rates. No racket. Merry-Go-Round Foreman and Ride Help write. Celebration Committees write. All address New Prague, Minn.

EYERLY LOOP-O-PLANE

Write for Our Special Finance Plan. ABNER K. KLINE, 3024 Olive St., Kansas City, Mo.

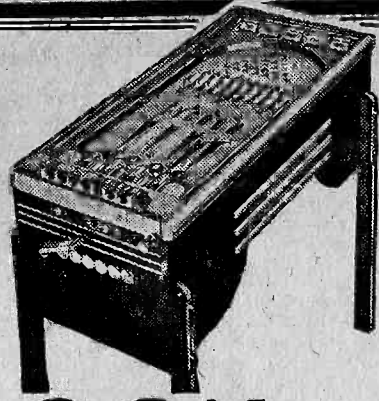
MUSICIANS WANTED

All Instruments. Address E. D. STROUT, care Hennies Bros. Shows, Granite City, Ill., this week; Kewanee, Ill., next week.

MOTORIZE

Write for Our Finance Plan. CHAS. GOSSE, Standard Chevrolet Co., East St. Louis, Ill.

IMMEDIATE DELIVERY



★ ORDER TODAY ★

on TYCOON

Acknowledged by veteran operators to be the fastest money-making machine ever built! Famous Mills \$40 an hour coin chute makes \$30, \$40 and \$50 daily takes commonplace. Beautiful, flashy, quality cabinet. Easily transportable in ordinary passenger car.

\$149⁵⁰

AC Pack \$5.00 Extra.
DC Pack \$7.50 Extra.



DOUBLE HEADER

Brand New Game Sensation featuring one-inch ball. The most outstanding skill one-shot table ever made. Big, steady money-maker.

\$115⁰⁰

AC Pack \$5.00 Extra.
DC Pack \$7.50 Extra.

1/3 Cash or Certified Check Deposit With Orders.
Balance C. O. D.

MILLS EASTERN FACTORY DISTRIBUTOR

UNITED

AUTOMATIC SALES COMPANY

693 BROADWAY

NEW YORK, N. Y.

WANTED

Musicians all instruments, Lady Performers, Concert People, Sideshow People. On account of disappointment WILL BOOK Candy Floss.

BARNEY BROS. CIRCUS, Pierre, S. D.

WANTED

TO OPEN HERE MAY 23.

Pit Show, Ball Game. All Privileges open. Banner Man, Property Man, Canvasmen, Circus Team. Fast Biller, single Clown. Clarence Auskings wire. Cook House open.

WIZIARDE NOVELTY CIRCUS.
Westmoreland, Kan.

WOLF SHOWS WANT

Shows with or without own paraphernalia. Give X on Corn Game to party that has other Concessions to place. BOOK Ball Games, Knife Rack, High Striker, or any legitimate Stands. Open May 23. Address BOX 2725, Bloom & Lake Sta., Minneapolis, Minn. P. S.—Want Kiddie Rides, 7-Car Tilt-a-Whirl.

SAM E. SPENCER EXPOSITION SHOWS

WANTS Hawaiian Show with lots of Music. Shows with own outfits 75/25. Musical Revue, Fun House, Plant Show. Helen Young come on. Candy Apples, Devil's Bowling Alley, Pitch-Till-You-Win Hoop-La. Stock Wheels are all open. Custard open. PLACE Merry-Go-Round or Tilt-a-Whirl, Whip. Free Act to join on wire. St. Marys, Pa., this week; Warren, week May 18.

MINSTREL ENTERTAINERS

Side-Show People, Girl Revue, Man for Grind Show, legitimate Concessions.

ESTHER SPERONI SHOWS

Sterling, Ill., this week.

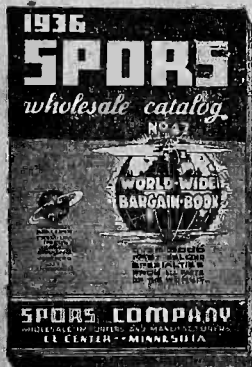
WANT TO BUY

CHAIROPLANE, ELI WHEEL No. 5.
ANDY ANDERSON,

Northern Hotel, Chattanooga, Tenn.

WANTED Carnivals, Concessions, Rides, Shows, etc. Centennial Jubilee, first week July. Address OSCODA BOARD OF COMMERCE, Box 5, Oscoda, Mich.

3000 BIG BARGAINS



AT WHOLESALE PRICES.

Hundreds of items from many parts of the world are shown in Spors Catalog, 186 pages chock full of Fast Sellers and 15 Money Making Plans for Agents, Jobbers and Dealers. This Catalog is free—send for it Today.

SPORS CO.,
5-36 Erie St.,
Le Center, Minn.

Big Demand for Grand Slam

CHICAGO, May 9.—Announced to the trade in a recent issue of *The Billboard*, Grand Slam, new massive pay-out machine by J. H. Keeney & Company, is reported to be more sought after than any other payout this company has ever produced.

The game incorporates many clever principles, including selective skill shots, fluctuating odds, light-up signals and a "master runway" good for 40 to 1 that "keeps 'em coming back fast," according to Keeney executives.

The Keeney organization, identified with the building of coin-operated devices for more than a quarter of a century, has commanded a great deal of respect for its products. With Grand Slam now in dealers' hands in every part of the country, Keeney states they are in capacity production to meet any demand.

DIVORCES

(Continued from page 61)

dent of Mentone Film Company, New York.

Dorothy R. King from Delmar R. King, announcer at Station KMOX, St. Louis, in that city April 23.

Flonnie Kennedy from H. D. Kennedy at Cleveland, Tenn., recently.

World of Mirth Has Big Opening

ALEXANDRIA, Va., May 9.—Gate receipts have been upped nearly one-third over last year's figures for the opening engagement of World of Mirth Shows here this week, according to an executive of the organization.

The show ushered in its new season auspiciously and drew heavily from the Washington metropolitan area. Fair weather has prevailed. The engagement, sponsored by the Alexandria Volunteer Fire Department, opened Monday on the Mount Vernon Memorial Highway showgrounds. More than 3,000 persons passed thru the marquee entrance to the midway opening night, and gross receipts seemed to climb steadily as the week progressed.

General Manager Max Linderman brought five more cars of equipment than last year. Fifteen shows and as many rides were ready for the opening, with several new features, including Mrs. Charles Kidder's European Illu-

sions. Two attractions, Carlson Sisters, fat girls, and "Crimes of the Century," are ready to operate at the organization's next week's engagement.

Max Linderman returned today from a hurried trip to Buffalo with a contract that sets his show for the Kenmore-Tonawanda (N. Y.) Celebration early in July, the celebration the centennial anniversary of the founding of the two cities.

Happyland Shows In Regular Season

LINCOLN PARK, Mich., May 9.—After playing four weeks at two location with a small outfit, Happyland Shows officially opened their season here late last week under the auspices of American Legion. Weather has been mostly good and the lot jammed with people. Thru splendid co-operation of the committee, the show was well advertised. The Sons of the Legion Drum and Bugle Corps played concerts on the midway.

The staff includes William G. Dumas and John F. Reid, owners-managers; Stanislaus Latislaw, publicity; R. J. Quick, electrician.

Rides: Merry-Go-Round—Laurel E. Dickey, foreman; Charles Rucker, Robert Carr and Martin Delaney. Tilt-a-Whirl—Otto Hughes, foreman; Lee Largent and Leo Paul. Duplex Wheels—V. L. Dickey, foreman; Charles Roberts and Michael Kosinski. Kiddie Auto Ride—Buck Allsup, foreman; Wilfred Mellatte. Dual Loop-o-Plane—Bob Krem, owner-manager. Kiddie Airplane—V. L. Dickey, owner; James Roberts, foreman. V. L. Dickey's Chairplane being overhauled and repainted and will be set up on next location, with Jerry Hart as foreman.

Shows: Motordrome—R. V. Ritz, owner-manager; Capt. Ritz, Bessie Ritz and Buster Darling, riders; Fred Bedford, openings; Pearl Sargent and Lloyd Anderson, tickets—Capt. Ritz has three riders on the wall at the same time—is rehearsing a fighting-lion act. Upside-Down Family—Ray Tahash, owner; R. P. Clark, manager. Side Show—John Rea, owner-manager; Elmer Fincher, front; Jolly Donia, fat girl; Laverne, magician; Prof. Johnson, musical act; Mrs. Johnson, electric chair; Helen Rogers, big snakes; Jean, half lady; Mrs. Rea, mentalist; Paul Rogers, tattoo artist; Jerry-Ann, added attraction; Dale Armstrong, truck mechanic. Snake Show—John Rea, owner; Arnold Raybuck, manager; Shorty Smith, entertainer. Arcade—Mr. and Mrs. Joseph Alexander, owners and managers.

Concessions: Ray Tahash, cookhouse; Allen, four; Boyles, six; Miller, three; Slewinski, two; Wood, one; Watson, one; Barton, one; Matteson, one; Kolns, one; Parkin and Ross, two.

Johnny J. Jones Exposition

Washington, Ten days ended May 2. Auspices, Tall Cedars of Lebanon. Location, 15th and H street, N. E. Weather, cool first three days, perfect ending. Business, good.

The largest gross at the annual Washington stand since 1926.

With the Dodson Shows a mile away and the World of Mirth pulling into Alexandria, Va., also many showmen now living in Washington and Director E. Lawrence Phillips' thousands of friends who knew him when he was connected with the Senators ball club, there were many visitors. Among the many celebrities entertained by the show's official hostess, Mrs. Hoda Jones, included Dr. William Mann, head of the Zoological Gardens; Mel and Guy Dodson, along with their gentral press agent, Dick Collins; Mrs. Mabel Kidder and son, Mr. and Mrs. Don Montgomery, Max Linderman and Billy Breese, of World of Mirth Shows, and many others.

The "grand old man" of 92 years, Ephriem Phillips, father of Lawrence, with his other fine boy, Arthur Phillips, were daily visitors. Relative to the two shows day-and-dating here, a friendly feeling existed between the two big enterprises. The Dodson personnel visited the Jones midway, the Jones personnel the Dodson midway. An opposition filled with friendliness prevailed all thru their engagements. Taking into consideration that Washington is a large city, with a population of about 750,000, should 20 per cent of this population be show-going people there would still be enough to not only support two outdoor shows, but the indoor as well.

WALTER DAVIS.

Best SELLER

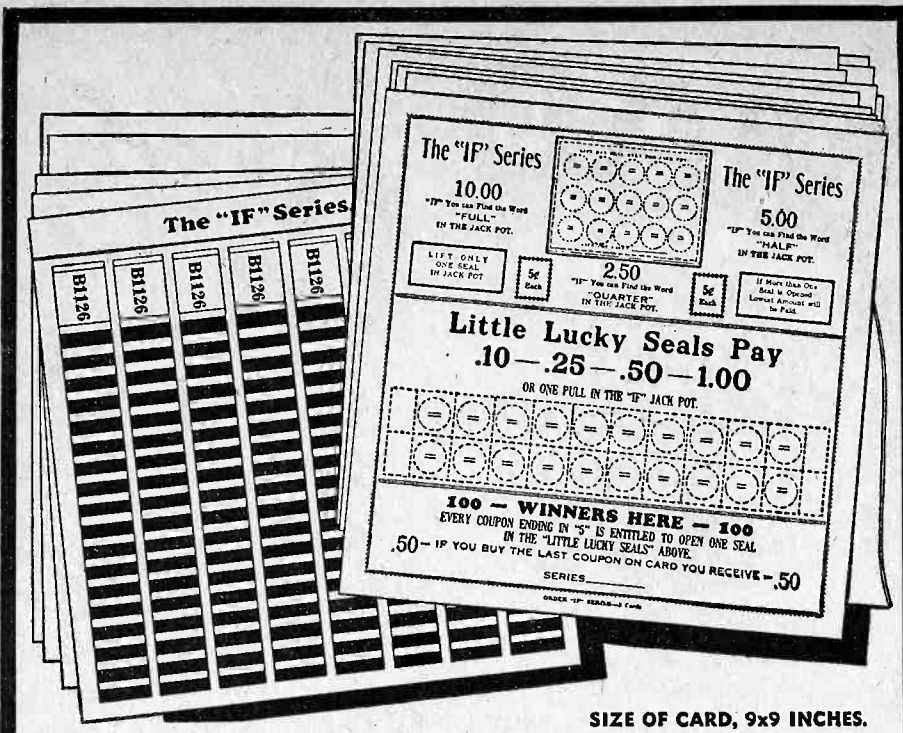
Best MONEY-MAKER

Best INVESTMENT

For 4 Straight Months TYCOON

7 PLAY PAY TABLE TYCOON \$149⁵⁰

MILLS NOVELTY COMPANY
4100 FULLERTON AVENUE
CHICAGO



SIZE OF CARD, 9x9 INCHES.

THE IF GAME

1,000 Coupons on Cards or 1,000 Coupons in a Jar.

A New ROTARY AWARD SYSTEM that sells every coupon.

Twelve or less Payoff Cards sell 1,000 Coupons. Coupons mounted on five cards (not attached to the payoff cards) 200 each. Jar operator places the 1,000 all in one Jar. Every coupon sells. — NO HALF SOLD OR UNUSED SETS OR JARS. New Payoff Card System makes the last 50 or 100 coupons as attractive and desirable as the first ones sold on the set. Jack Pot Awards and other awards are always the same on every Payoff Card, thus offering all awards over and over again until the very last coupon is sold. Merely set up a new Payoff Card when the "Pull Jack Pot" seal is found in the lower seals.

TAKES IN \$50.00 (Every coupon sells, due to the ROTATING PAYOFF CARDS)
AVERAGE PAYOUT... 25.00

AVERAGE PROFIT... \$25.00 (On card style or Jars)

Prices Including Tax

Mounted on Five Cards, with 12 Eased Payoff Cards.
1 Set \$3.85—6 Sets \$21.50—12 Sets \$39.50
Coupons loose in box for Jars, including 12 Eased Payoff Cards.
1 Set \$3.30—6 Sets \$18.00—12 Sets \$33.00

Leaders in Manufacturing Baseball Tally, Jack Pot Tips, Jar Coupons, etc. Write for Catalog.
GAY GAMES, Incorporated. GUY NOEL, President. Muncie, Ind.

Rainbow, a New Payout, In Production at Keeney's

CHICAGO, May 9.—Ray Becker, general sales manager of J. H. Keeney & Company, Chicago, announces production of a new low-priced pay-out game, Rainbow. The machine is said to incorporate an attractive principle of scoring and to come within the requirements of operators' association executives, jobbers and operators who've seen it.

Rainbow, according to Becker and Jack Keeney, makes its entry into the pay-out field with a low price tag, yet bidding for honors with payouts listed at higher figures. The game incorporates nine skill shots in its primary scoring area at the top of the board, each skill lane determining the value of pay-out holes farther down in the secondary field. Every pocket is a pay-out pocket, the course of the ball above setting the value of the holes below.

The coin chute on Rainbow advances a new idea in scoring. For it takes one nickel with regular conventional pay-out scoring, then a second nickel to double up on the odds values. This 1-2 nickel idea comes within well-regulated methods of playing games, according to Keeney. It offers players an added incentive to play the machine and offers more in the way of winning additional points, in Keeney's opinion.

Built in a cabinet size 44x22 inches, Rainbow is said to appear massive even though its dimensions are slightly less than Grand Slam, its de luxe running mate. According to Becker, Rainbow is now on display at nearly all leading jobbers, with operators manifesting keen interest in the new game.

ROUTES

Continued from page 76)

- Coleman Bros.: New Britain, Conn.; Hartford 18-23.
- Colley, J. J.: Okmulgee, Okla.
- Conklin's All-Canadian: Ottawa, Ont., Can.; Kirkland Lake 18-23.
- Corey Greater: Phillipsburg, Pa.
- Crafts 20 Big: Fresno, Calif.; Merced 19-24.
- Crowley United: Moberly, Mo.
- Cumberland Valley: Sweetwater, Tenn.
- Cunningham Expo.: Barnesville, O.
- Curl's Greater: London, O., 16-23.
- DeLuxe Shows of Amer.: Stapleton, S. I., N. Y.
- Dennett & Knepp: Chillicothe, O.; Williamson, W. Va., 18-23.
- Diamond Attrs.: Astoria, Ill., 13-18; Clayton 20-25.
- Dixie Belle: Hawesville, Ky.
- Dixie Expo.: Guthrie, Ky.
- Dodson's World's Fair: Pittsburgh, Pa., 11-23.
- Eliman: Kenosha, Wis.
- Endy Bros.: Mt. Carmel, Pa.; Tamaqua 18-23.
- Evangeline: Picher, Okla.; Miami 18-23.
- F. & M.: Lewisburg, Pa.
- Fair at Home: Dover, N. J.
- Falls City: Jeffersonville, Ind.
- Florida Expo.: Homerville, Ga.
- Frisk Greater: New Prague, Minn., 16-23.
- Georgia Attrs.: Donalds, S. C.; Ware Shoals 18-23.
- Gibbs, W. A.: Independence, Kan.; Sedan 18-23.
- Gold Medal: Lincoln, Ill.
- Golden State: San Francisco, Calif., 16-25.
- Golden West: Denver, Colo.; Greeley 18-23.
- Gooding, F. E.: Springfield, O.
- Gooding Greater: Muncie, Ind.
- Great Coney Island: Ponchatoula, La.
- Great Olympic: Dyer, Tenn.
- Great Sutton: Marion, Ill.; Mt. Vernon 18-23.
- Greater American: Ottumwa, Ia.
- Greater Dickerson: Kenbridge, Va.
- Hames, Bill: Amarillo, Tex.
- Hansen, Al C.: East St. Louis, Ill.; Washington Park, East St. Louis 18-23.
- Happy Days: Old Hickory, Tenn.; Sturgis, Ky., 18-23.
- Happyland: Redford, Mich.
- Heller Acme: Port Reading, N. J.
- Hennies Bros.: Granite City, Ill.; Kewanee 18-23.
- Hilderbrand United: Marshfield, Ore.; Medford 19-24.
- Hodge, Al G.: Logansport, Ind.; Peru 18-23.
- Hoffner, Wm.: Orion, Ill.
- Howard Bros.: Gloucester, O.
- Hughey Bros.: Pembroke, Ky.
- Imperial: E. Peoria, Ill.; Rock Falls 18-23.
- Intermountain: Glens Ferry, Ida.; Caldwell 18-23.
- Joe's Playland: Webb City, Okla.; Blackwell 18-23.
- Jones, Johnny J., Expo.: Charleroi, Pa.
- Joyland: Lansing, Mich.; Saginaw 18-23.
- Kaus United: Cambridge, Md.
- Keystone: Ford City, Pa.
- King's United: Paris, Ill.
- Krause Greater: Maysville, Ky.; Ashland 18-23.
- Landes, J. L.: Emporia, Kan.; McPherson 18-23.
- Lang, Dee: (2800 N. Union ave.) St. Louis, Mo.
- Lewis, Art: Ansonia, Conn.
- Liberty National: Uniontown, Ky.
- McGregor, Donald: Pittsfield, Ill.
- McMahon: Marysville, Kan.; Hiawatha 18-25.
- Majestic Expo.: Tazewell, Va.
- Majestic Midway: (19th & Gravois) St. Louis, Mo., 11-23.
- Marks: Martinsburg, W. Va.; Philadelphia, Pa., 18-23.
- Metropolitan: Palmetto, Fla.
- Midwest: Hartford City, Ind.
- Miller Bros.: Norton, Va.; Jenkins, Ky., 18-23.
- Miner Model: Phoenixville, Pa.; Keiser 18-23.
- Pan-American: Zeigler, Ill.; Dixon 18-23.
- Pearson: Shelbyville, Ill.
- Peerless: Weston, W. Va.
- Perras Expo.: Steelville, Mo.; Bland 18-23.

REBUILT GAMES

THIS WEEK'S SPECIALS

- TRAFFIC A \$14.50
- BIG FIVE, JR. 37.50
- DE LUXE '46 37.50
- PEARL HARBOR 23.50
- ROCKETS 9.50
- AUTO DART 14.50
- EXHIBIT BASEBALL 29.50
(Automatic Payout)
- RODEO 10 BALL 29.50

YOUR CHOICE

Bally 3 in Line
Mills Balance
Exhibit Starlite
Spotlite
Beam Lite

\$6.50 EACH

RUSH YOUR ORDERS

1/3 Down, Balance C. O. D.
IT'S NOT A SALE UNTIL YOU'RE SATISFIED

GERBER & GLASS

914 DIVERSEY BLVD. - CHICAGO

WANTED FLOOR MAN

For Roller Rink. Reliable, dependable. No drinkers wanted. R. F. BAILEY, Morrison, Ill.

- Porter's United: Noel, Mo.
- Pollic & Latio: Sturgis, Mich.; Mt. Pleasant 18-23.
- Reading United: Portland, Tenn.
- Rogers & Powell: Fisher, Ark.
- Regal United: De Kalb, Tex.
- Royal American: Memphis, Tenn.
- Royal Amusement Co.: New Albany, Miss.
- Rubin & Cherry Expo.: Decatur, Ill.; Peoria 18-23.
- Russell's Midway: Baltimore, Md.
- Shamrock: Mathis, Tex.
- Sheesley Midway: Portsmouth, O.
- Siebrand Bros.: St. Francis, Kan.
- Silver State: Laramie, Wyo.
- Small & Bullock: Cramerton, N. C.
- Smith Greater Atlantic: Altavista, Va.
- Snapp Greater: Washington, Mo.
- Sol's Liberty: Bloomington, Ill.; Moline 18-23.
- Spencer, C. L.: Bells, Tenn.; Paris 18-23.
- Spencer, Sam: St. Marys, Pa.
- Speroni, P. J.: Sterling, Ill.
- State Fair: Ogden, Utah.
- Strates Shows Corp.: (30th & Tasker sts.) Philadelphia, Pa.; (E. Westmoreland & Arming sts.) Philadelphia 18-23.
- Sunset Am. Co.: Ft. Madison, Ia.; Muscatine 18-23.
- Tidwell, T. J.: Hobbs, N. M.; Carlsbad 18-23.
- Tilley: Canton, Ill.; Elgin 18-23.
- United Shows of America: Peoria, Ill.
- Valley: Fort Davis, Tex., 11-13; Balmorhea 15-18.
- Volunteer State: Neon, Ky.
- Wade, W. G.: Monroe, Mich.; Highland Park 18-23.
- Wallace Bros.: Clinton, Ill.
- Weer: Niles, Mich.; Dowagiac 18-23.
- West Bros. Am. Co.: Washington, Ia.
- West Coast Am. Co.: Susanville, Calif., 20-27.
- West Coast: Pendleton, Ore.; Walla Walla, Wash., 18-23.
- West, W. E., Motorized: Caney, Kan.
- Westchester United: Mt. Vernon, N. Y., 18-23.
- Western State: Wichita Falls, Tex.
- West's World's Wonder: South River, N. J.
- Winters Expo.: Canonsburg, Pa.; McDonald 18-23.
- Work, R. H.: (Lafayette & Albert sts.) Baltimore, Md.
- World of Mirth: New Brunswick, N. J.
- Yellowstone: Santa Fe, N. M.
- Zeiger, C. F., United: Salt Lake City, Utah; Rock Springs, Wyo., 18-23.
- Zimdars Greater: Danville, Ill.; Kankakee 18-23.

Additional Routes

- (Received too late for classification)
- Brown Family Am. Co.: Odum, Ga., 11-16.
 - Dandy Dixie: Virgilina, Va., 11-16.
 - DeForrest Show: Crossville, Tenn., 11-16.
 - Elmer, Prince, Mentalist: Underwood, Minn., 11-16.
 - Felton, King, Magician: Olathe, Kan., 11-18.
 - Lewis, Margaret: (Roxy) Salt Lake City, Utah, 11-17.
 - McNally Show: Napanoch, N. Y., 11-16.
 - Marine-Firestone Co.: Amarillo, Tex., 11-16.
 - Mathieu, Juggling: (Rialto) Chicago 11-16.
 - Miller, Al H., Show: Carnesville, Ga., 11-16.
 - Parker's California Show: Pine, Ariz., 13; Young 14-15; Pinedale 16-17.
 - Procter's, George H., Monkey Village: Russell, Kan., 11-16.
 - Randall & Banks: (Starland) Winnipeg, Can., 11-15; (Ritz Club) Superior, Wis., 16-23.
 - Sharpsteen Show: Stockbridge, Mich., 11-16.
 - Simpson, Carl: (Fay) Providence, R. I., 11-16.
 - Texas Max Show: Sanderson, Tex., 11-16.



CANDY CRUSHED CHERRIES SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.

100 to carton — Per Carton \$5.00
20% Deposit, Bal. C. O. D. Send for FREE Illustrated Catalog.
50 EAST 11th St.,
DELIGHT SWEETS, Inc. NEW YORK CITY

HAPPY ATTRACTIONS WANT

Shows and Concessions. Have own rides. Opening in Coshocton, Ohio, May 16 to May 23.
HAPPY POWELSON, Coshocton, Ohio.

WANTED QUICK

Enlarging Band—Trumpet, Trombone, Baritone, Bass. Long season. Salary sure. Wire or come on. Team doing two or more Acts. **MANAGER, Silver Bros. Circus, Libertytown, Md., Wednesday; Emmitsburg, Thursday; Ft. Loudon, Pa., Friday; Fannettsburg, Saturday.**

WANTED TIGHT WIRE WALKER

To join at once. State all first letter.
HERBERT WEBER
Al G. Barnes Circus, Tacoma, Wash., May 15; Seattle, 16-17, or as per route.

WANT

Bingo, Frozen Custard, Pitch-Till-U-Win, Cigarette Gallery, Ball Game, Fishpond, Popcorn, Hoop-La, or all other Stock Concessions, \$10.00. Good proposition for Ride Men, guaranteed salary. Write, wire or come on immediately.
GREATER DICKERSON SHOWS, Kenbridge, Va., all this week.

CARNIVAL WANTED

VETERANS' CELEBRATION,
Week of July 4th.
COMMANDER OF V. F. W. POST, Mountain View, Mo.

TO SELL JOHN DILLINGER IN WAX, \$25.00. Deep Sea Diving Outfit with Suit and Pump, Helmet, \$75.00. Stair Illusion with Mirror, \$50.00. Mail **R. L. RALSTON, 4700 13th Ave., So., Minneapolis, Minn.**

BRUCE SHOWS — WANT —

For Legion Carnival, downtown, Murfreesboro, Tenn., this week; Strawberry Festival, Dayton, Tenn., to follow. Have new Side Show complete, Pat Delaney wire. Talkers, Freaks, Fat Women, Glass Blower, Cornet and Trombone, Colored Band, Dancers for Girl Show. Billy Boswell, wire. Bill Franks wants Shows, Big Snake, Working World; Showmen with outfits.

BREMER MIDWAY ATTRACTIONS

WANTS Man for Platform Snake Show. Spider come on. Man to take over Ten-in-One. WANT Girl Show, Circus Side Show. Have Tops, Panel Fronts, Banners for all Shows. Foreman for Chair-plane. WILL BOOK Loop-o-Plane and clean Concessions. Show opens Decatur, Ia., May 18. Address **BOX 22, Rochester, Minn.**

BEERS-BARNES CIRCUS

WANTS Man with Ponies, Dogs, Monkeys, own transportation. Obert Miller, Kirk Adams wire. Boss Canvasman, Circus Cook, useful Performers all lines. Tierney Troupe wire. All state lowest salary. Radford, May 13; Christiansburg, 14; Narrows, 15; Floyd, 16; Salem, 18; all Virginia.

SILVER FLEET SHOWS WANT

Ball Games, Fish Pond, Cig. Gallery, Pitch-Till-Win, any Stock or Grind Concession, \$10.00. Also Corn Game, \$15.00; Ride help. Brass for Jig Show. Grind Shows with outfit. Talker for Jig Show. Eddie Farrell wire. Fair Secretaries in Kentucky, Indiana, Illinois and Tennessee write. Have some open dates. **F. A. OWENS, Manager, Lewisport, Ky.**

WANTED

Can use few more Concessions. Also Shows of all kinds. Girl Show get in touch with us. CAN USE Free Act. **CUNNINGHAM EXPO. SHOW, Barnesville, O., May 11-18.**

WANT TO BUY

SMITH & SMITH CHAIRPLANE. Must be late model. State all in first letter. **FRED HENRY, Jacksonwald, Pa.**

OPERATORS WAKE UP!!
 to the "GEM" penny play cigarette machine and STEP UP your PROFITS



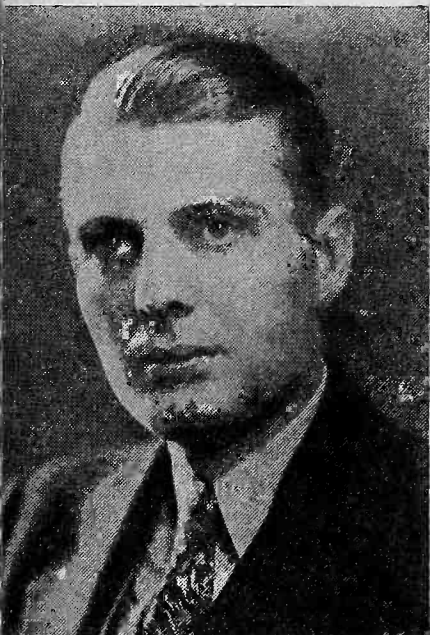
only \$12.95 FOB CHICAGO

WAKE UP to the earning power of the GEM Penny Play Cigarette Machine and STEP UP your collections. GEMS insure a steady income from every location. It's America's most beautiful machine, the most popular among operators and the public. Try a sample GEM on our 7-day offer. You'll come back for more.

GARDEN CITY NOV. MFG. CO.
 4331 E. RAVENSWOOD AVE.
 CHICAGO, ILL.

Royal Distributors, Inc., Renovates Its Quarters

NEWARK, N. J., May 9.—Royal Distributors, Inc., 1125 Broad street, has carpenters, painters and decorators busy renovating the showrooms, stockrooms and offices. Dave Stern, proprietor, has been working diligently and is going ahead by leaps and bounds. His business is improving at rapid strides and Dave is one of the most popular jobbers in the state. Dave's customers are always treated on the square and they have the utmost confidence in their dealings with him. As one of his customers put it, "Dave's a right guy."



KEN C. WILLIS, chief field representative for Pacific Amusement Manufacturing Company.

Mills Advertising Wins Distinction

CHICAGO, May 9.—Mills Novelty Company advertising has won national and international distinction and is placed at the top rank among the most prominent advertisers of American business concerns. Last year more articles and notices concerning Mills advertising ran in the advertising and selling magazines of the country than that of any other advertising concern.

The year before, in the 13th Annual of Advertising Art, Mills advertising led with 10 mentions. Its closest competitor in this compendium having only six mentions. All of the large concerns in every line of business, advertisers who spend millions of dollars yearly, try to get representation in the annual.

This year in the same annual Mills advertising has nine mentions and has just received the award for having produced the best black and white trade paper advertisement for the year. Mills advertising also has heavy representation in traveling advertising and 50 Book Shows of the American Institute of Graphic Arts. Seven Mills specimens are to be found in this exhibition.

Mills Novelty Company has its own print shop, which is known as Mills Novelty Company Press. The Mills company also has an immense mailing department of its own.

Automatic Amusement Firm Opening in Oklahoma City

MEMPHIS, May 9.—Automatic Amusement Company, with general offices in Memphis, will open a branch office in Oklahoma City about May 15, according to S. L. Stanley, general manager. This will be the firm's fourth office.

The company began its expansion in September, 1934, with the opening of the Ft. Worth office under the able direction of Helen Savage, who has shown North Texas operators what Automatic service is really like. A few months ago the Houston office was opened, with Rolfe Stanley as part owner and manager, and already his large volume of business shows how well South Texas operators like Automatic service.

"One of the main features of Automatic service is the making of first deliveries of popular machines to operators regardless of expense involved in getting first shipments delivered into the territory," General Manager Stanley says.

"Frequently we ship machines from factories to territory points by express in order to serve operators on time, and in two instances we have rushed machines to delivery points by air express. The only extra charge for this service is our customers' good will."

The Oklahoma City office will be under the direction of C. G. Armstrong, who is at present in that city arranging a lease on an attractive and well-located building. Additional offices to be opened in San Antonio and Dallas are on Automatic's immediate expansion program.

Rock-Ola's Alamo Breaks Records

CHICAGO, May 9.—When all is said and done the function of a coin-operated machine is to make money for the operator. When a machine fulfills this function to an extraordinary degree, then that machine deserves all the credit and praise that can be given it.

Rock-Ola officials state they are extremely gratified with the exceptional earnings records being made by Rock-Ola's new one-shot, Alamo. The Billboard was shown reports from Texas, for example, telling of Alamo's triumphs in the fertile pay-table territories of the Southwest. And from California come similar reports, telling of Alamo's success along the Coast. And in glowing terms New York State acclaims Alamo as a great and powerful money maker.

Reports such as these make encouraging reading to every coin-machine enthusiast. They spell good tidings for everyone interested in the welfare of the industry. When a manufacturing plant can turn out a distinguished product that fulfills its function of earning money for the operator—then there can be no doubt as to the well-being of the coin-machine business!

'MAD CAP'

STONER'S GREAT NON-PAYOUT GAME!

\$47.50

ELECTRO-PAK available at small additional charge



STONER CORPORATION
 Aurora, Illinois

AMERICA'S BEST NOVELTY GAME!
MAD CAP \$47.50

Operate 1c & 15c Cigarette Machines, Gum and Peanut Machines, and Scales, in addition to Pin Games! Write for our Complete Catalog of New and Used Vending and Amusement Machines.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

JUMBO PROFITS
 Fastest Selling Novelty Item of Today

400-Hole 5c Six Cutout Board, complete with 6 JUMBO FOUNTAIN PENS, four times as large as ordinary pen. Takes in \$20.00. Pays out \$4.50 worth of cigarettes (30 Packages). Nets \$15.50.

Operator's Special Price \$4.75 for Sample, \$4.50 in Lots of 10 or More. ORDER NOW.

H. G. PAYNE COMPANY
 312-314 BROADWAY NASHVILLE, TENN.

UPREME VENDING COMPANY INC.
 557 Rogers Ave., 1416 Webster Ave., 922-8th Avenue,
 Brooklyn, N. Y. Bronx, New York. New York, N. Y.

BANG! THREE MINUTES TO GO! WIN WITH BANK NITE. BANG!

A Salesboard that increases the same interest as your local theater Bank Nite. Write for information. State your business.

GLOBE PRINTING COMPANY

1023-27 Race St., PHILADELPHIA, PA.	22 West 23d St., SAN ANTONIO, TEX.
418 S. Wells Street, CHICAGO, ILL.	248 Marietta St., N. W., ATLANTA, GA.
1352 N. E. First Ave., MIAMI, FLA.	3502 1/2 McKinley St., TACOMA, WASH.
227 S. Presa St.,	

GIVE YOUR PLAYERS REAL BASEBALL!



SAVE YOUR PROFITS! RECORDER PERMANENTLY REGISTERS ALL PAYOUTS
CHAMPS is cleaning up for operators—it's bringing back the big profit days again. **HOWEVER**—it is saving all those big profits for the operators by permanently recording **ALL** payouts. Let this sensational baseball game go to bat for you **—today!**

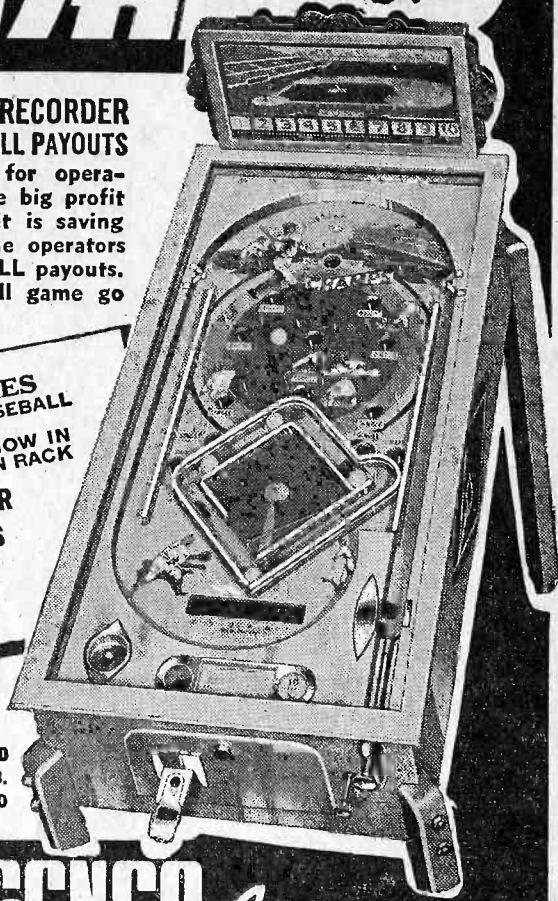
PLAYING FEATURES
 ● CAPTIVE BALLS
 ● RUN THE BASES
 ● TEN BALL PLAY

REAL BASEBALL ACTION
 ● RUNS SHOW IN LIGHTS ON RACK

ORDER YOURS TODAY

\$54.50

TAX PAID
 F. O. B.
 CHICAGO



RUSH YOUR ORDERS TODAY FOR CHAMPS

GENCO Inc. 2625 N. ASHLAND CHICAGO, ILL.

Werts' Baseball Book Aids in Building Sales

MUNCIE, Ind., May 9.—Fred W. Werts, of the Werts Novelty Company, Inc., here, has designed a new Mateo Daily Baseball book which he claims has tripled the sales of Daily Baseball.

The object of the book is to have the numbers under the seal correspond with the daily high score. Any person that has the winning combination, whether it pays out for merchandise or cash, gets a chance at the seal. If the two combinations under the seal correspond with the ticket the customer has he receives the additional pot. Some make this a jackpot and add to each book until it is hit.

The Mateo Daily also has a reserve pot. The jackpot looks to be one chance in 120, but considering that two teams must win one day's score it is really a 600-to-1 shot figuring it as a pari-mutuel.

Some spots are using this as a plan to stimulate the sales of merchandise. They give away a coupon with each 25-cent sale good on a specified date. The man holding the ticket with the winning combination of the two teams that win high score wins the free merchandise and also gets a chance at the jackpot. If the two-team high-score figures correspond with the numbers under the seal the winner is given \$20 worth of free merchandise.

This makes a jackpot similar to the jackpot on slot machines. Dealers using these cards claim they have increased their sales from three to five times.

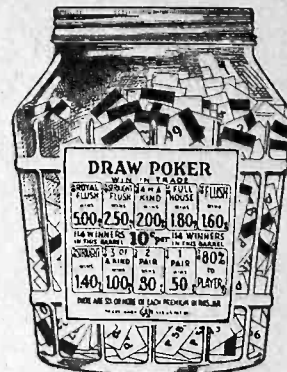
Mutoscope Hurdle Hop Arouses Much Interest

NEW YORK, May 9.—Hurdle Hop, new novelty miniature skee-ball game manufactured by International Mutoscope Reel Company, Inc., has aroused a great deal of interest here. The game is now in production in both ticket and non-ticket models.

Bill Rabkin, popular and genial president of the firm, reports that ever since the first announcement of the game his offices have been literally flooded with inquiries. Bill wants it known that his plant is hard at work getting into production on Hurdle Hop and that commitments already made by certain large distributors cause it to become almost impossible for him to guarantee complete shipment everywhere immediately. At the same time, he reports, the factory is hard at work on Photomatic, which is becoming one of the most outstanding machines of the summer season, and the Magic Finger, Pokerino, Imperial and the 1937 model of the Electric Traveling Crane. All these machines are keeping the firm unusually busy at this time.

Bill states that he is seeking a new name for his Electric Traveling Crane so as to tie up with the modernism which he has built into the 1937 model. If any operator, jobber or distributor believes that he has a name which will mean the same as the present one and which will at the same time be modern and different, he will find Bill ready to listen.

FLASH! DRAW POKER A PROVEN WINNER



"America's Fastest Seller"

Takes In \$174.00
 Pays Out 135.00
PROFIT . . . \$ 39.00

Sample Barrel \$3.00
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The new **BANK JAR** now taking the country by storm.

JACKPOT STARTS AT \$7.00
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Sample Complete With **JACKPOT Card** . . . \$3.00
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ORDER NOW!
NATIONAL PREMIUM CO.
 1322 Dodge St., Omaha, Nebr.

15 NEW Salesboard Ideas

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BE SURE YOU GET IT!

Write, Stating Your Lines or Business, to

HARLICH MFG. CO.

1401-17 W. Jackson Blvd., Chicago, Ill.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

BEAUTIFULLY COLORED PILLOWS

On High Luster Satin, Dozen \$6.00 | On Quality Sateen, Dozen \$4.00
 (Size 20x20, Including FRINGE.)

FREE CATALOG—LARGE VARIETY DESIGNS—MOTTOES—COMICS—PATRIOTICS, "ROOSEVELT," etc. 25% Money Order Deposit Required, Balance C. O. D.

For Quick Action, Wire Money With Order.
WESTERN ART LEATHER CO.
 1646 Arapahoe St. (Manufacturers), DENVER, COL.

USED SLOT MACHINES

5c and 25c Watling Blue Seal Single Reserve Jackpot Bells, Serials All Around 4,200	\$11.00
25c Callie Single Reserve Jackpot Bells, Serials Around 37,000	11.00
5c, 10c, 25c Mills Single Reserve Jackpot Bells, Front and Side Venders, Serials over 219,000	12.00
5c Jennings Escalators Double Jackpot Front Venders, Serials 109,751	29.00
5c Jennings Escalators Double Jackpot Bell, Serial 111,834	38.00
5c Jennings Victoria Single Reserve Jackpot Bell, Serial 100,997	12.00
5c and 25c Mills Silent Escalators Dbl. Jackpot Front Venders, Serial 285,000 to 297,000	34.00
25c Mills Escalators Silent Double Jackpot Bell, Serial 270,434	34.00
5c Watling Blue Seal Double Jackpot Front Venders, Serials 48,071, 48,074	24.00
25c Pace Bantam Single Reserve Jackpot Bell, Serial 9518	15.00
5c Duchess Double Jackpot Front Vender, Serial 11,425	25.00
1c Jennings Little Duke Single Reserve Jackpot Side Vender, Serial 2,405	16.00
5c Mills Skyscraper Silent Double Jackpot Bell, Serials Over 33,000	49.00
25c Mills Grey Front Gold Award Bells, Serials Over 300,000	47.00
1c Mills O. T. Double Jackpot Bell, Serial 3,009	28.00
5c and 25c Jennings Single Reserve Jackpot Bells, Serials Over 70,000	7.00
5c Mills Dial Side Vender	30.00
5c and 25c Mills Gooseneck Double Jackpot Bells, Serials Over 290,000	28.00
Single Safes \$15.00 Double Safes	20.00

USED PAY TABLES

MYSTERIOUS EYES, Counter	\$25.00	HARMONY BELL, Counter	\$40.00
PAMCO PARLAYS	55.00	PEERLESS TICKET, Like New	85.00
MILLS O. T. PAY TABLES	26.00	Late Model CHAMPIONS	12.00
JUMBO, Tickets	46.00	REPEATER	55.00
MAMMOTH	50.00	GIANT	40.00
STAMPEDES	25.00	BALLY DERBYS, Cash	62.00
DAILY DOUBLE	40.00	BONANZA	25.00
HI POCKETS	35.00	PROSPECTORS	30.00
FORTUNE	45.00	RAMBLER, 10-Ball Ticket	70.00
DAILY LIMIT	68.00	WHIRLPOOL, Ticket	25.00
CARIOCA	18.00	Late SPORTSMAN, Visible Chutes	20.00
PUT 'N' TAKE, Front Door Payouts	16.00	Late Model ROCKETS	10.00
JUMBO, Cash	42.00	SUNSHINE DERBYS	50.00
DOUBLE UP	47.00	TROJAN	40.00
RODEO	25.00	RED ARROWS	15.00
DE LUXE 46	38.00	TRAFFIC A, Ticket Payouts	18.50
ACE	25.00	WESTERN SWEEPSTAKES	20.00
SPARK PLUGS, Counter	10.00	5c PONY BURTHMEIR J. P. BELL	18.00

1/3 Deposit, Balance C. O. D.

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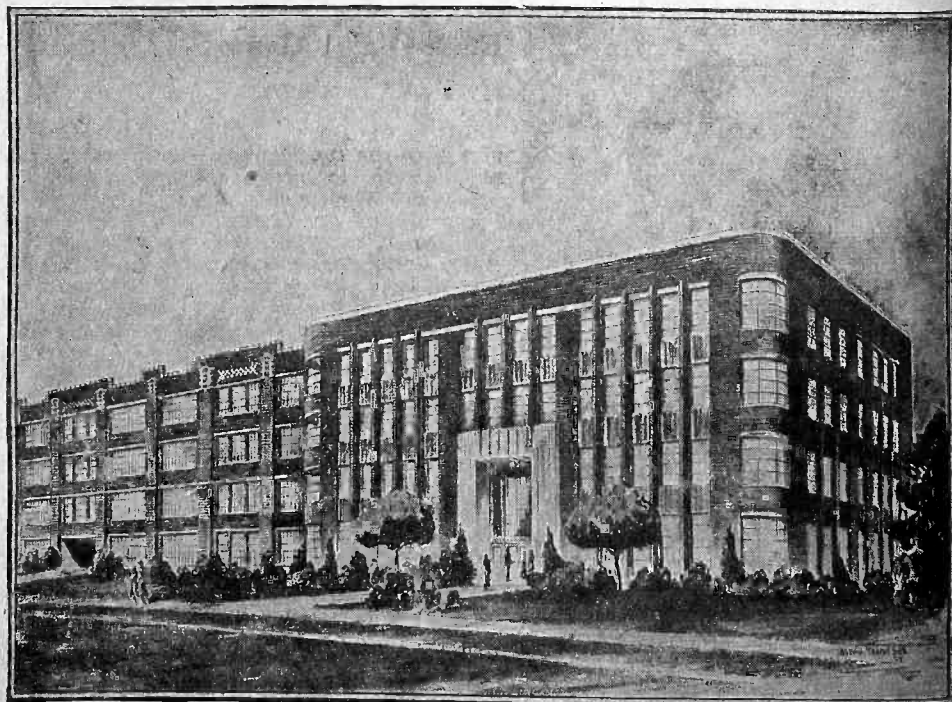
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 1410-12 CENTRAL PARKWAY CINCINNATI, O.



MILLS NOVELTY COMPANY'S FACTORY BUILDING.

WHY PAY MORE

WHEN YOU CAN GET **MULTIPLE CHUTE**
ADJUSTABLE CHANGING ODDS, ONE BALL
PAYOUTS AT SUCH LOW PRICES?



Big, massive, beautiful machines, rich in colors! Measure 50" long and 24" wide!

EITHER GAME

\$125

Ticket Game, \$135. Electropak equipped (batteries optional).

D. C. Adaptapak, \$5 extra. Check Separator, \$5 extra. Mint Vender, \$10 extra. 2 or 3 Ball Play, \$5 extra.

IMMEDIATE DELIVERY



These games must be good! Others are trying to copy. BUT — They can't beat our price or quality. They can't give immediate delivery!

DAILY RACES

Play 'em "across the board" with DAILY RACES, the game with real race track Mutuels! The first nickel in the multiple chute flashes name of horse and its odds for Win, Place and Show. Each additional nickel adds another horse and odds change. If all eight horses are played, additional nickels change only the odds. DAILY RACES is the operator's chance to collect as much as 40c, 75c, \$1.00 or upwards in nickels on each play. Mechanical adjustment for tight or liberal awards. Get in on this "sure-thing" . . . place DAILY RACES today—the game that accomplishes more than products selling for as high as \$500.00!

SINGLE MYSTERY COIN SLOT

For the territory and the particular location where multiple coin slots are not permissible Gottlieb machines can now be had for single slot, taking only one coin at a time. For example on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.

D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

BROKERS TIP

The nearest duplication of the Frenzy, Excitement and Suspense of a real Stock Exchange! As each nickel is inserted into the multiple chute, a Commodity and prices for its Bonds, Preferred Stock and Common Stock are flashed on the "Quotation Board." If prices are not satisfactory, each nickel changes the prices and adds another Commodity. After all eight Commodities are secured only the prices change. Odds run up to 40-1 and are subject to mechanical adjustment for tight or liberal awards. You're not speculating when you invest in BROKERS TIP! Order now!

Chicago Coin Making Shipments on System

CHICAGO, May 9.—First samples of Chicago Coin's new odds-changing straight novelty game, System, are going forward to the firm's leading distributors and jobbers. From reports already received, the Chicago Coin firm has, without a doubt, struck another winner. Letters are pouring into the Chicago Coin office demanding information on the ingenious new machine. It seems that operators cannot get over the idea of an odds-changing device on a straight skill novelty game.

System is a five-ball game, excep-

tionally simple, but clever in its play and appeal. In the light rack there is a double set of numbers ranging from one to nine. These are lighted by making the corresponding holes on the playing field. Also in the back rack are two dials. One gives the odds for a winning score, the other gives the number of points the player must make for a winning score. If the player feels that the number of points to make is too high he shoots for the points-to-make skill hole, which changes the points-to-make number in the light-up rack.

For instance, if the player must make 26 points and has shot four of his balls and then feels that he cannot make the required number of points with his last ball, he then shoots for the points-changing skill hole. If he makes the hole points to make may be lowered to 23, which the player can surely make by dropping last ball into a scoring pocket. If the player isn't satisfied with the odds, which may be two free games, the number of free games for a winning score may be raised to 10 by dropping a ball in the odds-changing pocket. Messrs. Wolberg, Koren and Gensburg, of the Chicago Coin firm, assure all operators that System is carefully and perfectly engineered so as to give 100 per cent operating satisfaction.



Also With 5c Label.

ORDERS GALORE!

DRAW POKER JAR

1740 Tickets Takes in \$174.00
PAYS OUT \$135.00
NET PROFIT \$39.00
SAMPLE \$3.00 TAX PAID \$2.50

Operators, write for prices on refills for all types of Jars. Also new Jackpot Jar Deal. All Prices F. O. B. Peoria.

PETERS SALES and SERVICE,
225 Merriman St. Peoria, Illinois

Amusement Machines

Intrigue U. Students

PITTSBURGH, May 9.—Pin games invaded the campus of the University of Pittsburgh here last week when the students, celebrating the annual May Day festivities, amused themselves with this pastime.

The Pittsburgh Sun-Telegraph ran a three-column cut showing several of the students waiting in line at a chance to play the games. Their superiors openly admitted that the cleverness of some of the contraptions fascinated them.

NEW MATEO DAILY BASEBALL BOOK

A Pari Mutual Daily
Dealers are tripling their Daily Sales. A 600 to 1 shot on Mateo. Order 1 dozen today.

\$2.00 Per Dozen, \$13.50 Per Gross

Add 10 per cent government tax.
New low price on Daily Base Ball. Jobbers, Distributors, write.

WERTS NOVELTY CO., Inc., Muncie, Indiana



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DAY OR NIGHT

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MOSELEY VENDING MACHINE EXCHANGE

INCORPORATED

00 BROAD STREET,
RICHMOND, VIRGINIA

We Are Authorized Distributors for All the Leading Manufacturers in the U. S. A. We Also Repair, Buy and Trade All Kinds Standard Machines. Reference: Central National Bank or Any Richmond Bank or Commercial Agency.



00 Broad St.

H. F. Moseley, Pres.-Treas.

BRAND NEW MACHINES

- Bally All Stars\$115.00
- Bally Pari-Mutuel 177.50
- Bally Multiple 142.50
- Bally Hialeah 139.50
- Bally Reliance Dice Mach. 5c 119.50
- Bally Reliance Dice Mach.25c 124.50
- Daily Races 125.00
- Evans Rollette 262.50
- Mills Double Header 115.00
- Mills Tycoon Battery Model 149.50
- Mills Tycoon Plug-In Model 154.50
- Paces Races 5c Play..... WRITE
- Paces Races 25c WRITE
- Pamco Palooka 189.50

- Pamco Galloping Plugs.....\$149.00
- Ray's Track, 5c and 25c... WRITE
- Check Sep. Model, \$20.00 Extra
- Gottlieb's Fence Buster WRITE
- Bally Baby Counter Game, 1c or 4 Coin Play 17.50
- Champs 49.50
- Clearing House Counter Game 17.50
- Mad Cap 47.50
- Ponies 57.50
- Tit-Tat-Toe Counter Game. 17.50
- Keeney's Rainbow WRITE
- Rock-Ola Alamo 149.50
- Rock-Ola Phonograph No. 1 WRITE
- Rock-Ola Phonograph No. 2 WRITE
- Brokers Tip 125.00
- Turf Champs WRITE
- Smacks WRITE
- Metal Stands for Smacks... 2.50
- Grand Slam 127.50

SLIGHTLY USED and FLOOR SAMPLES

- 10 Tit Tat Toes, used 2 wks.\$11.50 Each
- 1 Rock-Ola Black Magic Dice 35.00
- 10 Penny Packs 7.50
- 10 Penny Smokes 5.00
- 2 Paces Races, 5c Play... 255.00
- Perfect condition, serials No. 1114 and 1410.
- 5 Daily Limits, new F. S... 57.50
- 8 Peerless 65.00
- 1 Exhibit Giant Cash Pay.. 30.00
- 5 Bally Derbys 55.00
- 4 Q. T. 5c Play Venders.. 30.00
- 5 New Yorkers 17.50
- 1 Eclipse 15.00
- 1 Keeney De Luxe 40.00
- 3 Frisky 7.50
- 1 Giant 30.00
- 1 Bally Rambler F. S..... 55.00
- 5 Big Games, 1c..... 10.00
- 1 Banker 8.00

- 5 Traffic A\$ 9.50
- 5 Golden Harvest 37.50
- 1 Traffic B 8.50
- 1 Traffic C 6.00
- 15 Red Arrows 10.00
- 15 Champions 10.00
- 12 Rockets, take lot at 8.00
- 1 Sunshine Derby, like new. 40.00

SUPPLIES

- Batteries, per case.....\$ 5.00
- Ball Gum, per case 10,000 balls 12.00

HIALEAH
\$139.50



\$115.00

DOUBLE HEADER

All Orders Must Be Accompanied by 1/3 Deposit in Form of Postal or Telegraph Money Order

WE ARE MANUFACTURERS' DISTRIBUTORS

For All the Above Machines
JOBBER—Write for Quantity Prices

See our two-page ad in May 9th issue of The Billboard as to our reputation with the world's largest manufacturers. You, too, may have the same confidence in placing your order with us.

New Orleans

NEW ORLEANS, May 9.—The grand opening of the city's second playland will have taken place by the time this is read and Louis Boasberg and Ray Bosworth should be duly congratulated for having spared nothing to make the spot one of the most attractive entertainment rendezvous in the city. Almost everybody who is somebody in the city was invited to attend the opening ceremonies May 1.

Hank Friedburg, New Orleans' coin-machine-row playboy, was at it again the other night when he played second lead in the final drama of the season of the Group Theater. The acting ability of Hank in this play, *The Sea Wife*, received special mention in all of the local dailies. One paper said: "The acting of Hank Friedburg in the supporting role was as good as anything seen here this season."

Harry D. Kaiser, one of the biggest music operators in Mississippi, with headquarters in the historical old city of Vicksburg, spent several days in New Orleans last week looking over some new stock. Harry now has almost three dozen machines on location in the Delta country, where he says business is booming. When Harry and Fred Barber, local manager of Electro Ball, began to chew the rag about Dallas and their circle of friends there, *The Billboard* correspondent was forced to withdraw with just so much news about Mississippi. Those Texans and their State, gosh!

Police of New Orleans believe that

with the arrest here last week of a 37-year-old racketeer they have caught one of the principals in an extensively working group which is allegedly distributing slugs and counterfeit coins thruout the South by the thousands. He was booked and will be charged with a State act relative to selling slugs. When taken into custody, mainly thru the efforts of the telephone company, which has suffered losses in addition to pin-machine men, police found 654 slugs in his home, which he admitted were what was left of 10,000 shipped to him out of St. Louis. He expected another shipment of 10,000 more in a few days, which he was to dispose of at 75 cents per 100.

Burt Trammell, territorial sales representative for Electro Ball, was in Memphis last week with A. C. Hughes, of the Dallas office. Both witnessed the opening of Electro Ball's new branch office at the Tennessee city. Burt will tour the Mississippi Delta country before returning to New Orleans.

Melvin Mallory, local branch manager for Stelle & Horton, Houston, has returned after a week's conference with H. H. Horton. Mallory says that the Houston office is pleased with the good work being done by the local office, operated as the Louisiana Amusement Company.

With more than a dozen pin games, all Bally manufactured; two diggers and numerous other novelty coin devices installed in addition to a new baseball score board for marking up of latest baseball results, the Sport Center, Louis Boasberg and Ray Bosworth's new sportland, had a gala opening May 6. Hundreds of the boys' friends gathered

to see the beautiful new spot, to shake hands with them and their manager, Mark Boasberg, and to try out the new machines. Situated at 305 St. Charles street, the Sport Center is in the heart of the city's business section. Boasberg is being assisted in operation of the new air-conditioned sportland by Jakey Atz Jr., son of the former Fort Worth baseball team manager, and Ralph and Roy Bosworth.

Due to his inability to complete renovation work in time, opening of Pontchartrain Beach by Harry Batt was delayed until May 10. A score of newest type pin machines, a Photomatic, diggers, cigaret and gum venders and other coin novelties are being installed to make it one of the most complete sportlands in the South. It is located in the center of the main drag and Harry looks for the biggest season in the history of the beach, believing that the sportland will prove to be one of the biggest attractions along with free acts. In addition to operating his two sportlands, Harry is well known in the coin-machine circle here as partner in the newly organized Dixie Coin Machine Company.

Frank Gleeson, resident manager for Mills Novelty, Chicago, announces that the company's display rooms, opened here last fall, will be closed but that he will continue to maintain a sales office here with C. B. Jones, territorial sales representative. Frank says that since warm weather has set in there has been an increased demand for the firm's new electric ice-cream counters and that new locations for Do-Re-Mis are being opened daily. Lou Bowser, Detroit territory sales manager for Mills, accompanied, of course, by his bride, spent part of his honeymoon in New

Orleans last week as the guest of Frank Gleeson. The Bowsers are touring the South. Frank reports that two new Mills operators have entered the music field. They are D. T. Cardinale, of Independence, La., who has bought a half dozen Do-Re-Mis, and Gaston Woods, Franklinton, La.

Automatic Novelty Sales Company has moved from 541 Camp street into a new and more spacious building on Gravier street. Firm operates pin games, gum machines and other coin novelties and owners report steadily increasing business.

Bob Rodham, mechanic for Electro Ball Company here, seems to be another machine man who is finding business good. Bob is sporting a brand-new auto.

A. C. Hughes, manager of music machine department of Electro Ball Company, Inc., is on his way to New Orleans after stopping over in Little Rock to address the newly organized Arkansas music operators' association. As usual, Hughes will meet his old pal Ed B. Stern, district sales representative for Seeburg here. Burt Trammell, territory salesman for Electro Ball, is also due back at the end of the week after witnessing the opening of the firm's new Memphis branch May 1. Burt toured a good part of Tennessee this week in the interest of Seeburg's Symphonolas.

F. J. Sansone, Morganza, La., operator, was in New Orleans last week and took on an additional number of Rock-Ola Multiselectors. F. J. says that he finds business real good and that he will probably need some more machines ere long if business continues to the direction it's going now.

GOTTLIEB'S NEW BASEBALL PAYOUT Fence Buster

WITH WORLD'S GREATEST LINE-UP!

- Lowest Price Multiple Coin Chute
- Gottlieb's Famous Payout Mechanism
- 40-1 High Payout
- Automatic Award Adjustment for Tight or Liberal Awards
- Changing Odds
- Electro Pak Equipped, Batteries Optional
- Automatic Fuse



\$125

Electropak Standard Equipment, Batteries Optional Ticket Game **\$135**
D. C. Adaptapak, \$5.00 extra.
Check Separator, \$5.00 extra. Mint Vender, \$10.00 extra. 2 or 3 Ball Play, \$5.00 extra.
10 DAZZLING COLORS.
Beautiful Duotone Cabinet, measures 50" long by 29" wide.

IMMEDIATE DELIVERY

SINGLE MYSTERY COIN SLOT
For the territory and the particular location where multiple coin slots are not permissible Gottlieb machines can now be had for single slot, taking only one coin at a time. For example, on Daily Races, by inserting one nickel player gets 2 to 8 horses and odds as high as 40 to 1.

D. GOTTLIEB & CO., 2736-42 N. Paulina Street, CHICAGO

SOMETHING NEW IN baseball! Player acts as manager of one or more baseball teams out to win the championship! Each nickel inserted in this new, brilliant FENCE BUSTER changes odds paid for championship, Runner-Up and Third Place, and adds another team on the Light-Up Rack. If all eight teams are acquired, additional nickels change only the odds until satisfied. As many as 8, 10, 20 and more nickels easily taken in on a single play. Odds run high as 40-1 which may be automatically adjusted for tight or liberal awards. Action is fast and snappy—no waiting for a completed game — no delays to hold up play. Players can't resist acquiring more and more teams and trying to boost the odds. FENCE BUSTER is surprising even the most skeptical operators with its ability to draw

tremendous income. Just wait and see what this remarkable baseball machine does for you when you put it to bat in your toughest spots. Order FENCE BUSTER now!

Genco Plant Is Busy on Orders for Champs

CHICAGO, May 9.—The demand for Genco's popular baseball game Champs is responsible for all the hustle and bustle at the Genco plant these days. According to officials of the firm, Champs is being accorded approval from operators, distributors and operators everywhere.

Dave Gensburg states that operators have reported that they have had Champs contests in many locations. In his way interest in the game has been stimulated and kept at high pitch.

Altho Champs is reported as having a greater-than-average earning capacity, Genco, Inc., claims that it is saving profits for the operator. The recording device is cleverly concealed inside the cabinet, where it cannot be tampered with, permanently registers all payouts. In this way the operator does not have to take the location owner's word for the payouts and all suspicion is allayed. The operator has to do is to open the front door and check the recorder with the previous reading, and he has an accurate account of all payouts. The operator reimburses the location owner accordingly.

The baseball play of Champs is truly realistic. Practically all plays of real baseball may be re-enacted on the playing field. As soon as the coin is inserted four captive balls line up at the

home field. Then as balls are shot by the person playing the game into the single, double, triple, home-run and sacrifice-hit holes the captive balls re-enact players running the bases. All plays are vividly portrayed in lights on the backboard. For instance, if a captive ball is at second base and another one is at first base the players standing at first and second bases in the light rack are automatically illuminated. All runs are recorded on the light-up backboard so that the player may know at all times how many balls he has left to play. Balls played are visible to the player.

Dave Gensburg says that Champs is one of the most fascinating 10-ball games ever produced by the Genco firm.

Fish To Feature New Games

HARTFORD, Conn., May 9.—Abe Fish, of General Amusement Game Company, reports that he will soon feature a number of games for the market.

Since the last vestiges of the disastrous flood which almost laid waste this city are passing rapidly, the operators are gathering themselves together once again, Abe reports, and are preparing for a big summer season. He has placed large orders for new games. Abe claims that much credit is necessary and that he is attempting to make some sort of an arrangement for the ops here which will benefit them in this direction.

HOLD EVERYTHING!!

If you are looking for bargains, here they are. Each used machine listed below is in first-class condition, ready for location. Limited supply—Don't wait—Wire today.

A. B. T. Archer (Ticket).....	\$12.50	Lightning	\$ 3.50
A. B. T. Auto Flash (Tape).....	9.50	Major League	3.50
Action (Large)	7.50	Pushover	3.50
Beacon	4.00	Rebound	3.50
Beamlite	5.00	Register	4.50
Big Bertha	3.50	Relay (Large)	3.50
Contact (Large)	3.50	Scorelite	5.50
Cheer Leader	10.00	Signal	3.50
Criss Cross	4.50	Sportsman Automatic 10-Ball Payout	12.50
Electro	3.50	Starlite	3.50
Fleet	3.50	William Tell	4.50
Flying Trapeze (Large).....	4.50	Advance Model 4 (Gum Ball).....	3.00
Golden Gate	3.50		

MIDWEST MERCHANDISING CO., 554 W. Adams St., CHICAGO

Regular Price **\$5.85**

While they last

-1 OR 100- \$2.50 EACH

- Send Money Order in Full - Immediate Shipment

FAST, EASY MONEY FOR YOU!

Ringer is a novel, fascinating straight Penny Counter Game. Simple, foolproof and automatically registers all pay-offs. Player wins 5 cents in trade whenever penny drops into the horseshoe. Pays for itself in a few days. Can be placed on every counter and bar.

A Beautifully Finished Machine!

Handsome striped chromium case, equipped with high grade tumbler lock. Stands 10 inches high, 5 1/2 inches wide and 4 inches deep. This close-out offer will move them fast. Our loss—your gain. **ACT QUICK!**

WALZER COMPANY · 428 Stinson Blvd · MINNEAPOLIS · MINN.



EXTERIOR VIEW OF MARKEPP'S TRAVELING DISPLAY ROOM—The unusual unit is creating a sensation wherever shown.

ATTENTION OPERATORS AND JOBBERS

SEND FOR OUR NEW CIRCULAR

Full of New Sales Boards
Premiums and Merchandise

LEE MOORE & CO.

180-182 West Adams Street

Chicago, Illinois

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

THEY CAN PLAY ALL 8 HORSES!



THEY CAN CHANGE ODDS BY INSERTING MORE COINS!



THEY CAN INSERT MORE THAN 20 COINS ON 1 GAME!



THAT'S WHY WESTERN'S

RACES

GOES OVER SO BIG ON ALL LOCATIONS!



24" x 50"

IMMEDIATE DELIVERY!

\$125.00 ★ \$135.00

Stancor Univertor Equipped—Batteries Optional Ticket Model Check Separator \$5.00 Additional

WESTERN EQUIPMENT & SUPPLY CO.

925 W. North Ave., Chicago, Ill.

Chris Heinz Is Lauded For Knowledge of Bells

MEMPHIS, May 9. — Chris Heinz, manager of the Heinz Novelty Company, is highly praised for his thoro understanding of the bell slot machine and his desire to always give his customers points on the operation of them that will be of help both in the operating and mechanical end.

Heinz's first experience was under the personal direction of A. H. Bechtol, of Daytona Beach, Fla., who was at that time in Memphis. He has always looked up to Mr. Bechtol as one of the most outstanding men in the industry and has always endeavored to give his customers the same fair dealings and conduct his business on the same basis as he was trained to do during his 12 years with Mr. Bechtol.

He has gained and held a constantly growing volume of business during the last four years and attributes this, first, to having had the opportunity of getting his training from that source, and second, to the mighty Mills organization, which has given him full co-operation. Mr. Heinz claims 95 per cent of all machines he recommends and sells are the Mills type.

They look on each customer as a friend, and if they think they can give any advice that would be of benefit to the operator in making a success of his part of the business they are ready and anxious to do so.

AERIALIST FATALLY

(Continued from page 3)

Hospital and succumbed five hours later. Show officials when interviewed stated that a faulty rope which parted at the snap caused the accident. There will be an inquiry by the local coroner in a few days.

The body after being viewed by the jury was released to show officials and was sent to Toronto, where cremation took place Saturday afternoon.

More than 300 show people attended the funeral services held in St. Mary's Roman Catholic Church here today. The ashes of the body were sent from Toronto to the deceased's family in Los Angeles. She is survived by her husband, who is with the Rubin & Cherry Exposition.

At request of local police the act was canceled for tonight. As a tribute to the trouper a very impressive ceremony was held on the midway, when all lights were extinguished for a two-minute period while a spotlight illuminated the 80-foot tower from which the performer had hurtled to her death.

NEW YORK, May 9.—Report reached here tonight that one of the girls of the Four Queens aerial act, booked by Jack Schaller with Conklin's All-Canadian Shows, was killed during a performance at Kitchener, Ont., Thursday.

Charles Vess, deviser of aerial acts, has an attraction by a similar title—Four Queens of the Air—booking thru George Hamid, Inc., which presentation is now with the World of Mirth Shows. On request of Conklin Shows to Hamid for another aerial act, to open with them the coming week at Ottawa, Ont., the Hamid firm has sent them the Flying Flemings.

LaBREQUE MANAGER

(Continued from page 3)

Professor Bartlett, of the State agricultural college (Rutgers), New Brunswick, and R. Quinn, counsel for the corporation, who is acting in the same capacity for Hamid. Later in the day the huddle was joined by General Mahlon R. Margerum, secretary-treasurer of Interstate.

Russ Henderson and his wife, Mabel, of Worcester, Mass., also arrived here, having come up from Palm Beach. Henderson will be assigned to Trenton concession superintending, with LaBreque handling exhibit sales, administrative work and promotional matters.

N. Y. GARDEN

(Continued from page 3)

reaction. Prizes aggregate \$1,000 and June 1 is the contest deadline.

Garden hasn't had any summer bookings to speak of, but the artificial winds are looked to make a difference on the account books to the tune of \$250,000 additional revenue, hot gap being from around June 15 to September 15, or about 90 loss days.

FAIR AT HOME SHOWS, INC.

12 Rides 3 Free Acts

WANT

High Fire Diver and Diving Girls. We Have Apparatus.

ALSO

Need Shows, good 10-in-1 or others Shows capable of getting real money with real crowds. Will furnish show outfit to reliable showmen.

Have few Concessions open; must be legitimate, as we carry no grift in any form. Wire Show, Dover, N. J., week May 11 to 16, or

GEO. W. TRAVER, Mgr., 39 No. Summit Ave., Chatham, N. J.

CAMPBELL UNITED SHOWS WANT

Shows, Rides, Legitimate Concessions. Good proposition for Corn Game. Can use one more Free Act, Colored Musicians, 4 Performers, Girls for Revue, Ferris Wheel Operator. Can place Diggers, Popcorn, Peanuts, Candy Apples, Workingmen that can Drive Truck. Address H. W. CAMPBELL, Frederick, Md.

WANTED RIDES AND SHOWS

Little Beauty Merry-Go-Round for Unit No. 1, opening Riverside, N. J., May 25. CAN ALSO USE a few more Rides and Shows for No. 2 and No. 3 Units. CONCESSIONS of all kinds. NO G-WHEELS. Each Unit is playing in the best of territory in Philadelphia and vicinity. Each Unit using big Free Attractions. WANTED—One Diving Girl, doing Trick and Fancy Diving for Capt. Swift's Diving Girls.

EXHIBIT PRODUCING CO., 207 Shubert Theater Bldg. 250 S. Broad St., PHILADELPHIA, PA.

WANTED FOR BARKOOT BROS. SHOWS

Three high-class Shows, two Platform Shows. Can place Tilt-a-Whirl and Kiddy Ride. Wanted Merchandise Concessions of all kinds. No X. Can place Ride Help. Week May 11th, Six Points, Toledo, Ohio; Howell, Mich., American Legion Festival, week May 18th; Flint, Mich., American Legion Festival, Davison

BARKOOT BROS. SHOWS

DENNETT & KNEPP COMBINED EXPOSITION, INC.

WANT—Loop-o-Plane, Loop-the-Loop, Kiddie Auto Ride, Pony Track and Scooter. Can place Grind Shows or any show of merit. CONCESSIONS—Frozen Custard, Penny Arcade and Legitimate Grind Stores of all kinds. Also want Promoters capable of handling any kind of promotion. Write or wire. Chillicothe, Ohio, week May 11; Williamson, W. Va., to follow. All mail and wires as per route.

PAN-AMERICAN SHOWS WANT

Sober, capable Athletic Show Manager with talent to operate same. Want Hula Show Talker-Manager with people and music to join at once. Can place sober Cook House Help. Answer to Zeigler, Ill., this week; Dixon, Ill., week May 18th.

TILLEY SHOWS WANT

Talker, Mind Reader and other Acts for Side Show, Mechanical Show, Fun House, Shows with or without own outfits. Also want Merchandise Concessions. Address Canton, Ill., this week; Elgin, Ill., next week.

WANTED FOR K. OF P. MAY FESTIVAL

Rides and Concessions, Shooting Gallery, Frozen Custard, Candy Apples, Peanuts, Popcorn, other Legitimate Concessions. No Wheels, as we have our own. Merchants giving away \$50.00 cash each night. Also want Free Acts, featuring Charles Siegrist Troupe. May 23 to 30. Address K. OF P. FESTIVAL COMMITTEE, Salem, Ohio.

WANTED

Workingmen all departments. Baker, Cook House Steward, wire. Opening Campgaw, N. J., May 15.

GORMAN BROS. CIRCUS

WANTS

FOR AMERICAN LEGION CELEBRATION, CHRISTIANBURG, VA., And Rest of the Season.

Ferris Wheel, Kiddie Rides, Shows of all kinds. Concessions come on. Like to hear from good High Free Act. Wire or write LEO BISTANY, Lynchburg, Va., this week; week of 18th, Christiansburg, Va.

AL WAGNER CAN PLACE for Sandy Beach Park, Russells Point, Ohio, opening May 25. Capable concession agents for all kinds of grind stores, including Buckets, Roll-downs, Flower, Bowling Alley, etc. All who have worked for me before, write. Will assure you nice season's engagement. Will Buy Bowling Alley in good shape. Must be reasonable. Also Fish Pond. All park-owned concessions. Everybody write or wire to Russells Point, O. MR. AND MRS. AL WAGNER, Mgrs.

WANTED

FERRIS WHEEL AND TEN-IN-ONE SHOW. Give exclusive with Krause Greater Shows, to join this week in Maysville, Ky., or next week in Ashland, Ky. Can offer eight Home Coming Weeks in Pennsylvania, and twenty-five Fairs, fifteen this fall and ten in Florida this winter. Address BEN KRAUSE, Manager, Krause Greater Shows.

WANTED AT ONCE

Steam Table and Griddle Men that can cut meat. GEORGE WELCH Marks Show, Martinsburg, W. Va.

WANTED MALE LION

For Wallace Act. Must be cheap for cash. Also Talker that does Magic or Punch. CAN USE Freaks and people in all lines with experience on Circus Side Show. CAPT. BEN LUSE, 2408 Denison Ave., Cleveland, O.

Order! Operate! PROSPER with PAMCO "GALLOPING PLUGS"

Just a Few Reasons "WHY" We Say—"TAKE IT!"

- First, there's a new element of FUN and COMEDY that's DIFFERENT!
- "Pamco's" Original "ODDS COMMUTATOR" is TWICE as BIG as before!
- Clever new "Horseshoe" Ball Trap! Smart New Ideas in BALL ANIMATION!
- 10 players can play at once! Multiple chute takes UNLIMITED nickels!
- New DISC-TYPE Escalator! BIG ROOMY PLAYFIELD! No "out" Holes!

PAYOUT MODEL \$149 TICKET MODEL \$159
Write or wire your "GALLOPING PLUGS" order direct to

CAROLINA NOVELTY COMPANY
R. B. BOX, Manager
108 N. MARTIN ST., ELIZABETH CITY, N. C.

Ken Willis Moves Up on Pamco Staff

CHICAGO, May 9.—From operator to designer to distributor and just recently promoted to the responsible position of chief field representative for Pacific Amusement Manufacturing Company gives the story in brief of Ken C. Willis, key man in the traveling sales staff of the well-known Pamco firm.

Willis began his coin-machine career in Los Angeles some years back when pin games were just coming into national prominence. His early operations were confined to merchandise vending machines of the digger variety, but when pin tables developed so rapidly he turned his hand to their operation. He also designed some of the finest that have ever been introduced.

Noteworthy among machines conceived and put into effect by Willis is Pacific's Lite-a-Line game, which today is considered one of the most popular playing principles ever devised to afford the game-loving public the amusement desired. Lite-a-Line was the first bowl-type machine ever built. As most coin-machine men know, it consists of a light-up board, bowl scoring drome, on which players can score points by means of skill, to light up lines of numbers on the board in back. Unlike other machines which vend tangible awards Lite-a-Line, strictly for amusement purposes only, has been approved by practically every municipality in the country as a game of skill. It reflects the sense of Willis, its originator, who developed the machine with every consideration for the manner in which it was afterward received. Pacific Amusement built Lite-a-Line for Willis and it became one of the country's most popular numbers. Having acted as exclusive distributor for Pacific in Texas on Lite-a-Line with tremendous success, Willis joined Pacific some time back on receipt of an invitation by Fred McClellan, president of Pamco interests.

His work in contacting and establishing distributors and jobbers on Pacific's line of pay-out equipment has been handled well, according to McClellan, who states that Willis not only establishes the Pamco line but completes his sales cycle by going out in the field to render an intelligent and efficient sales service for distributors and jobbers whom he contacts.

Having been president of Neutron Amusement Corporation, Dallas, Willis has a ready grasp on distributors', jobbers' and operators' problems. Being highly imaginative and full of original ideas and operating ideas, a chat with Ken Willis usually leaves the listener with something to "think about and act upon," as McClellan puts it.

Just recently completing a trip thru the South and Southeast, Willis' next move will be into the New England States. And to hear him tell it he's

"out to push the new Pamco pay-out line—as good as the finest on the market—for Fred McClellan, of Pacific, one of the industry's most responsible manufacturers who'll back up my representations."

Galloping Plugs in Hands Of Pamco's Distributors

CHICAGO, May 9.—In volume production, Galloping Plugs is said by Pacific Amusement executives to be in practically every large distributor's hands at this time.

Advance news, in the form of display folders, has been sent to jobbers. Exact reproductions of the Galloping Plugs' playfield have been screened in color on large posters to hang in distributors' and jobbers' display rooms. This, according to Irv McCarthy, general sales manager of Pacific, will permit operators to view the illustrative board of Galloping Plugs in two ways and tend to promote greater interest.

With the machine on display in dealers' showrooms reorders in considerable quantities have already been reported by Mr. McCarthy. He states the humorous aspects of the game, depicting comedy race horses, have "gone over big."

The machine is equipped with a new disc-type escalator multiple chute, takes an unlimited number of coins and always shows the last seven coins played. Pamco's new "twice-size" odds commutator is reported to be getting a splendid reception. It has three sets of numbers indicating changing-odds values on the win, place and show pockets. The Daily Double and Play-the-Field pockets offer plenty of player appeal.

A new horseshoe device, which moves up and down, also contributes largely to the appeal of the Galloping Plugs machine. It either captures the ball for a high payout or sends it roving toward other pockets.

The machine is completely devoid of out holes, so that a winner of some kind is assured to a group of players, providing enough gather around and participate. On test location Galloping Plugs is acknowledged to have run neck-and-neck with Pamco Palooka, and, in the language of Palooka operators, "that's giving some."

Chicago Coin Corp. Improves Payout Table

CHICAGO, May 9.—Always alert to improving its games from the standpoint of the operator, the Chicago Coin Corporation announces a new construction innovation to be engineered in all of its payout tables from now on. In the past operators have had great difficulty in performing the customary servicing to payout tables. Such parts as stepping switches, jacks, plugs, etc., were difficult and inconvenient to get to within the cabinet. So the engineers of the Chicago Coin firm decided to drastically change the stereotyped construction principles.

In servicing a new Chicago Coin payout table all the operator has to do is to unlock the back rack and lower shelf. There he will find all vital parts and

PAY TABLE PROFITS for NON-PAYOUT Operators!



WITH CHICAGO COIN'S

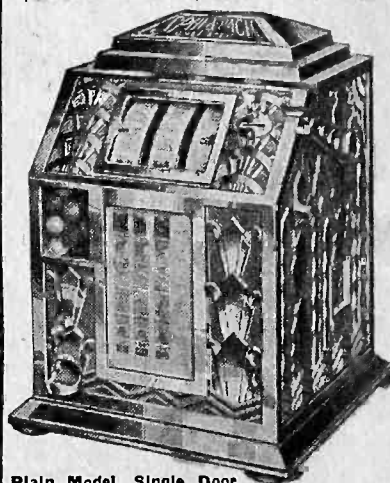
System

DE LUXE ODDS CHANGING NON-PAYOUT TABLE
PLAYER CAN CHANGE ODDS AND LOWER POINTS TO MAKE BY SKILLFUL SHOOTING **\$52.50**
IN PRODUCTION—ORDER NOW!

CHICAGO COIN CORP.
1725 DIVERSEY BLVD. CHICAGO ILL.
Cable Address: CHICOCO

"SPIN-A-PACK" CIGARETTE MACHINE WITH GUM VENDER

Hundreds of locations waiting for this new, 10 stop Reel Cigarette Machine. SPIN-A-PACK location tested and guaranteed for 2 years against mechanical defects. Average payout 50%. Double Door and Register are made for the purpose of allowing the operator to leave key with location for lower door. Register keeps track of all plays. Register shows through special window. Operator retains key for upper door. No one can tamper with register.

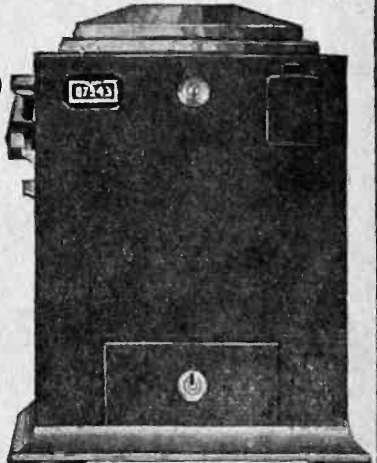


Plain Model, Single Door

Plain Model, **\$12.00**

With Register and Double Door, **\$1.50 Extra**

BALL GUM
15c a box (100 pieces)
CASE LOTS, 100 Boxes, \$12.00.
1/3 Deposit With Order.



Double Door and Register
1922 Freeman Ave., Cincinnati, Ohio

SICKING MFG. CO., Inc.

mechanisms except the batteries and payout unit, which are easily reached from the front door. The back rack may be disconnected instantly by removing two plugs from the jacks into which they are inserted.

Chicago Coin knows that the operators will be most appreciative of this new payout pin table assembly. It is constantly striving to improve its games and wants operators to feel free at all times to offer suggestions.

BLOOD PRESSURE

COIN MACHINES. Original, patented. The biggest hit of the year. Hundreds now on display. Ideal for resorts, amusement centers, etc. Operated with or without an attendant. Income as much as \$150 per week. Now at \$39.50. Send for illustrated circular. LAUFMANOMETER CORP., 4532 Park Avenue, New York City.

TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

2 BRAND NEW "HONEY'S"
*that "buzz" with PROFITS - that
 won't put the "bee" on you!!!*
GRAND SLAM

**SEVEN PLAY SINGLE
 MULTIPLE CHUTE**

**DISC-TYPE
 ESCALATOR
 SHOWS LAST**

**12
 COINS**
 50" by 25"



**MASTER
 RUNWAY**
 INCREASES ODDS
 TO 40 TO 1

"GRAND SLAM" is the BEST "BUY" in De Luxe Payout Tables you can get. 7 can play at one time! Nine "SKILL" Shots for fluctuating odds of 2 to 40 to one. "GRAND SLAM" has EVERYTHING and MORE than others — yet costs LESS! Take it!

\$127⁵⁰

RAINBOW
 NEW LOW PRICED PAYOUT TABLE
 by KEENEY—



\$99

2 PLAY CHUTE
 VARIABLE ODDS AS
 HIGH AS 20 TO 1
 AWARDS ARE
 DOUBLE IF
 2 COINS ARE
 PLAYED

A "HONEY" IN ACTION!
 A "HONEY" IN PRICE!
 A "HONEY" IN SIZE—
 44"x22"

"RAINBOW"
 plays 1 or 2 coins thru same chute. Second coin permits another SKILL shot — and odds DOUBLE-UP automatically!

"RAINBOW"

Is the LOWEST-PRICE QUALITY PAY TABLE on the market. If you want a Brand NEW Payout Table — TESTED and PROVED for HEAVY EARNINGS — order "RAINBOW"!

J. H. KEENEY & CO. 2900 S. Michigan Ave.
 CHICAGO, ILLINOIS
 IMMEDIATE DELIVERIES! IMMEDIATE DELIVERIES!

MERCHANDISE MACHINES

**Robbins Stimulates Biz
 With Gum Premium Plan**

BROOKLYN, May 9.—D. Robbins & Company, Brooklyn, manufacturers of the 1-cent double-column chromium-plated stick-gum vender, are furnishing free labels to purchasers of these machines. The labels read as follows: "Notice! This wrapper is redeemable for 2 cents in trade at this store." The operator pastes one of these labels on every 10th stick of gum which he places in the machine. Thus, 20 cents in trade is given away on every 100 sticks of gum sold.

As the operator's cost for the gum is only 25 cents per 100 sticks, the operator's profit is 30 cents net on each 100 sticks after paying 25 per cent commission to the merchant. Dave Robbins says that many operators of the double-column stick-gum vender are using this new "stimulating" plan and have found that it almost doubles the sale of gum.

**Harry H. Turner Elected
 To Head Texas Vending Ops**

DALLAS, May 9.—Election of officers for the Dallas chapter of the Texas Coin Vending Machine Operators' Association was held at the regular meeting at the Jefferson Hotel Monday night.

Harry H. Turner was elected president; Joe Williams, first vice-president; C. A. Seale, second vice-president; Maurice

Ablon, third vice-president, and John Backman, secretary-treasurer.

Local operators are again placing machines on location with the check system after several weeks' layoff.

**Stewart Is District Manager
 For Pack-It Co. of America**

DETROIT, May 9.—W. E. Stewart has been appointed district manager for the Pack-It Company of America for the 43 northern counties of Indiana. The Pack-It Company operates the Venitor-made Pack-It Shops. Appointment was announced from the offices of the company here this week by M. L. Joslin, general manager.

The new manager was formerly in the banking business in Hillsdale, Mich., and assistant cashier of the Commonwealth Bank, of Adrian, Mich. He was also officer of Prentice Screen Company, Adrian, and president of the Junior Chamber of Commerce there.

Stewart will make his headquarters at his residence in Adrian, traveling the territory from there.

New Vending Firm Formed

WEST PALM BEACH, Fla., May 9.—Mutual Vending Corporation, with principal office here, has been chartered to conduct amusements. Authorized capital stock is 100 shares, par value \$10 each. Incorporators are Ralph Cohen, Harry Halpern and J. Herman.

Detroit

DETROIT, May 9.—Samuel Devory, who was formerly a coin-machine operator in this territory, has taken Harry Sparage into partnership and formed the Northwestern Novelty Trading Company, opening a new wholesale establishment on West Grand River avenue.

Nathan V. Miller, operator of the Cigaret Vending Machine Company, reports that he is not active in the business at present. The company is still operating a number of cigaret venders, but the route is being managed for Miller by another party.

A. C. Wagner, operating the Automatic Distributing Company here, is completing work on a new type of vending machine, upon which he expects to complete patents shortly. The new machine, designed to market storage batteries, may be upon the market this summer.

F. B. Clark, Detroit operator, who operates under the name of Better Games Company, has just returned after spending the winter in the oil fields of Northern Michigan. His machines operated in the meanwhile by a member of his family, while he was devoting his own attention to the oil business.

The regular monthly meeting of the Skill Game Operators' Association was held last Tuesday at the Detroit-Leland Hotel. No important business came up. About 30 attended, despite the rain.

National Dispensing Corporation, manufacturers of a new type of soap dispensing machine, are establishing their machine in a number of important industrial locations in Detroit, building up a background of operating experience which will serve to prove the reliability of the machine. The company is building up the major centers near the Detroit territory before establishing national distribution.

The Automatic Merchandisers' Association of Michigan is planning to hold an organization meeting of delegates from the various regional bodies of which it will hereafter be made up. Date has not been set, but may be the latter part of this month. At that time plans for a State convention of the as-

sociation at Lansing will be discussed, probably to be held during the summer to allow maximum attendance of all Michigan operators for the first time.

The Angott Coin Machine Exchange Company, operated by Michael A. Angott Jr. and Carl Angott, is developing many new operators in this territory for Seeburg phonographs. The company is assisting operators in the organization of their routes and is making a special offer of established routes of about 10 machines to start a novice in the business. The attraction of a route already set up is reported to be a big inducement to the newcomer in the field.

Fort Worth Coin Chatter

FORT WORTH, May 9.—S. H. Lynch, of the Electro Ball Company, Dallas, visited the Panther Novelty Company and the local Electro Ball branch this week. Another visitor this week was Victor Cornelius, of the Southwest Coin Machine Company, Eastland, Tex., who visited showrooms of local coin-machine companies to look over machines.

Tax collections on marble machines in Fort Worth so far this year amount to \$9,671, according to reports from the State comptroller's department for this district.

Harvey Mize, of the Electro Ball Company branch, believes this section is becoming more "vending machine-minded," as he has succeeded in recently placing several cigaret, chewing gum and music machines where vending machines have never been placed before.

Schupan Visits St. Louis

ST. LOUIS, May 9.—Manny Schupan, of the Great States Manufacturing Company, Kansas City, Mo., was in St. Louis this week contacting jobbers and operators here in the interest of his firm's new counter Race Horse game. He reported splendid success on his trip thru the Middle West, on which he sounded out distributors and jobbers on A. E. Sandhaus' latest counter creation. While in St. Louis he appointed the Ideal Novelty Company distributor for the new game. An extensive advertising campaign will be started in *The Billboard* within the next several weeks.

JOE CALCUTT

The South's Largest Distributor

TYCOON

That fastest selling of all payout tables
beats them all for

PROFITS

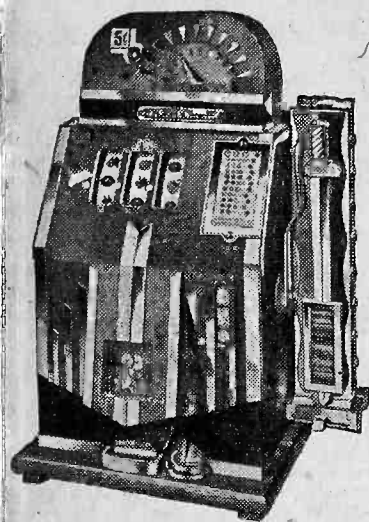
ONE SHOT--7 SHOT, A REAL MONEY MAKER

TYCOON is making history. It earns its price back almost at once. It tops the list of money-making games anywhere. TYCOON is the greatest table ever invented—way ahead of anything in the field. We have TYCOONS in stock ready to ship—along with all the other games—order yours today.



\$149⁵⁰
-

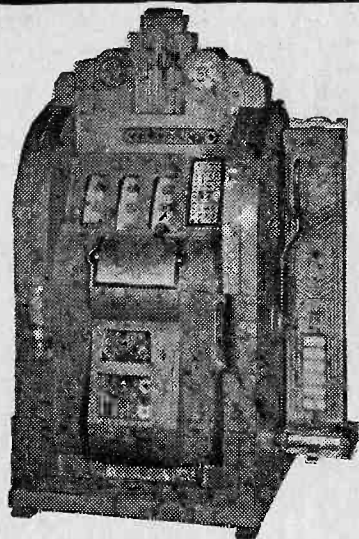
Jobbers Write
For Quantity Prices



MILLS FUTURITY BELL AND VENDER.

Its biggest number for the summer of 1936. Has that much-desired coin-machine feature: **GUARANTEED ACTION**. 10 blanks in a row turns player's money automatically. A new Improved Silent Bell, with or without Gold Award side vender. Large single jackpot.

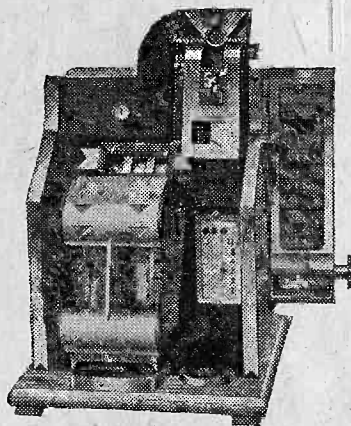
WRITE FOR PRICES on Both New and Used Machines.



MILLS EXTRAORDINARY GOLDEN BELL AND VENDER.

There never was a machine as beautiful or impressive as this prize winning model. Doesn't look like ordinary Bells and hence is most popular in refined types of location. Mills latest Improved Silent mechanism.

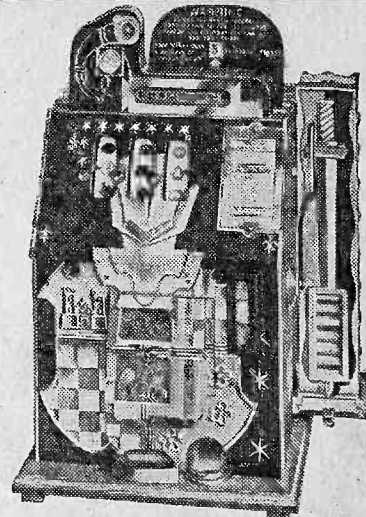
WRITE FOR PRICES on Both New and Used Machines.



MILLS Q. T. VENDER AND BELL.

Here's the fastest, neatest little automatic payout counter machine made. It's as strong and solid as the big Bells and just as free from service calls. Its reels spin 86-2/3% faster and it has **PAYING FREQUENCY**. Takes up only a square foot of counter space and weighs only 35 pounds.

WRITE FOR PRICES on Both New and Used Machines.



FUTURE PLAY GOLDEN VENDER.

Mystery Awards, Skill Control, Escalator Model. Mills new Future-Play Golden Vender has all the features of the famous Mystery Jackpot, plus the new idea, the Future-Play Indicator. This permits the player to look into window at top of machine and know in advance whether he will hit Gold Award, Jackpot, or just how many checks will be released on next play.

5c Future Play Golden Vender, built in 1c, 5c, 10c and 25c Play. WRITE FOR PRICES on Both New and Used Machines.

ORDER NOW FOR IMMEDIATE SHIPMENT!

JOE CALCUTT'S USED MACHINE BARGAINS

Your Orders Must Reach Us Before May 19th To Get These Bargain Prices. RUSH ORDER NOW!

USED AUTOMATIC PAYOUT GAMES		USED TICKET GAMES		USED STRAIGHT PIN GAMES		USED MISCELLANEOUS MACHINES		USED SLOT MACHINES	
1 A. B. T. Captain Kidd	Each \$57.50	16 A. B. T. Autodarts	Each \$12.50	4 A. B. T. Archers	\$12.50	3 One-Two-Three	Each \$4.95	1 Hershey Candy Bar Vender	\$8.00
2 A. B. T. Trans-Pacific	57.50	5 Bally Derbys	77.50	2 A. B. T. Winners	12.50	1 Genco Roly-Poly	24.50	7 Jr. Flying Colors	3.95
4 Big Bens, 5 balls	57.50	7 Bally Jumbos	54.50	1 Army and Navy	6.00	3 Sink or Swim	3.95	1 Mills Owl Lifter	21.50
9 Bally Champions	10.50	5 Bally Peerless	84.50	1 A. B. T. All Stars	9.00	2 Star-Lites	6.00	1 New Mills Confection Vender	9.95
4 Bally Prospectors	34.50			2 Beacons	6.50	3 Rock-Ola Screamos	16.00	9 Tempter Gum Venders	6.00
2 Bally Derbys	72.50			3 Bally Battle	17.50	1 Touch-Off	18.50	4 Western Electric Horse Race	
8 Bally Jumbos	49.50			2 Rock-Ola Bombers	14.50	2 Three-In-Lines	9.00	Pianos	27.50
4 Big Five, Sr., 2 or 5 balls	59.50			3 Rock-Ola Big Games	11.00	3 Torpedo	17.50	1 Jennings 1c Five Jacks	4.50
3 Daily Doubles	42.50			2 Beam-Lites	5.75	9 "C" Model Traffics	4.95	1 A. B. T. 5c Five Jacks	4.95
4 Double Up	49.50			1 Castle-Lites	4.00	2 Touch Downs	8.00	45 Mills Tickettes	25.00
7 Jennings Cocktail Hour	79.50			2 Cross Roads	12.50	8 "VEMCO" SPECIAL Marble	4.25	23 Penny Packs	8.75
8 Jennings Daily Limits	87.50			3 Cavalcades	6.50	Games		7 Mills Troubadour Phonographs	167.50
3 Liberty Bells, 10 balls	11.50			2 Dealers	6.00	40 Assorted Games, our selection, no two alike, 5 for	10.00	3 Mills Model 801 Selector Phonographs	122.50
4 Keeney Mammoths	37.50			2 Drop Kicks	3.95				
5 Mills Ten Grands	67.50			2 Hi-Lites	12.50				
7 Mills Pearl Harbors	27.50			3 Kings	9.00				
4 Senior Pamco Parlays	74.50			2 Live Power	4.95				
3 Keeney Repeaters	67.50			1 Exhibit Manhattan	4.95				
2 Rock-Ola De Luxe "46"	42.50			6 Mills Cannon Fire	6.00				
2 Rock-Ola Gold Award	34.50			3 Mills Balance	7.95				
1 Rockets, new style	9.00			1 Neontact	9.00				
1 Shells Game	57.50			3 Rebound, Jr.	4.95				
2 Stock Markets	72.50								
1 "A" Model Traffics	14.50								
6 "B" Model Traffics	13.50								

TERMS: On all used equipment 50% certified deposit with order, shipment C. O. D. for balance due.

THE VENDING MACHINE CO., 205-15 Franklin St., Fayetteville, N. C.

YOUR Distributor-YOUR Jobber is READY with **PAMCO GALLOPING PLUGS!**



SIZE
50"
x
24"
DISC-TYPE
ESCALATOR
•
10 COIN
MULTIPLE
CHUTE

U. S. PATENT
2,029,177

BRAND NEW PAYOUT TABLE— .. MODERN TO THE MINUTE WITH THESE REMARKABLE FEATURES

- First—There's much FUN and COMEDY injected into its SPECTACULAR play—Cartoon Race Horses "GALLOPING" down the track—Jockeys—Trainers—Bettors—"PLUGS"!
- NEW PAMCO "ODDS-COMMUTATOR"—TWICE SIZE of former "PAMCO" games. THREE SETS of ODDS change VALUES on ALL payout holes—"WIN"—"PLACE" and "SHOW"!
- TEN CAN PLAY AT ONE TIME—Bet 'em on the "NOSE"—or to "PLACE" and "SHOW"! "DAILY DOUBLE"—"PLAY THE FIELD"—BIG PAYOUT FEATURES! TEST EARNINGS \$80 PER HOUR!
- SNAPPY ACTION of CLEVER NEW "HORSESHOE" DEVICE DETOURS BALL for HIGH PAYOUT—or SENDS IT ROVING TOWARD OTHER HOLES!
- MULTIPLE CHUTE takes UNLIMITED NUMBER OF NICKELS. NEW DISC ESCALATOR ALWAYS SHOWS LAST 7 COINS. NEVER JAMS!
- ODDS CHANGE AUTOMATICALLY to establish the value of each selection. Players can CHANGE 'em AGAIN with ANOTHER COIN—or by SHOOTING FOR "SKILL" switch at top of field.
- CHANCE! SKILL! HUMOR! HORSE SENSE! ALL in "GALLOPING PLUGS"!

"PAMCO PALOOKA"

6 COIN CHUTE—CHANGING ODDS PAYOUT TABLE—EARNS 6 TIMES AS MUCH AS BELL MACHINES!

Yes—Mr. Operator: "PAMCO PALOOKA" is GOOD for SIX TIMES the MONEY you'd get from ANY bell or average pay table game. Put MORE "PALOOKAS" on location for MORE RICH REVENUES. It's Super De Luxe and priced right at

\$189⁵⁰

Check Separator and Checks Extra — Electropak Standard Equipment

PAYOUT MODEL

\$149

CHECK SEPARATOR FURNISHED WITHOUT EXTRA COST

TICKET MODEL

\$159

ELECTROPAK STANDARD EQUIPMENT BOTH MODELS

SEE "GALLOPING PLUGS" AT YOUR DEALER'S SHOWROOM.

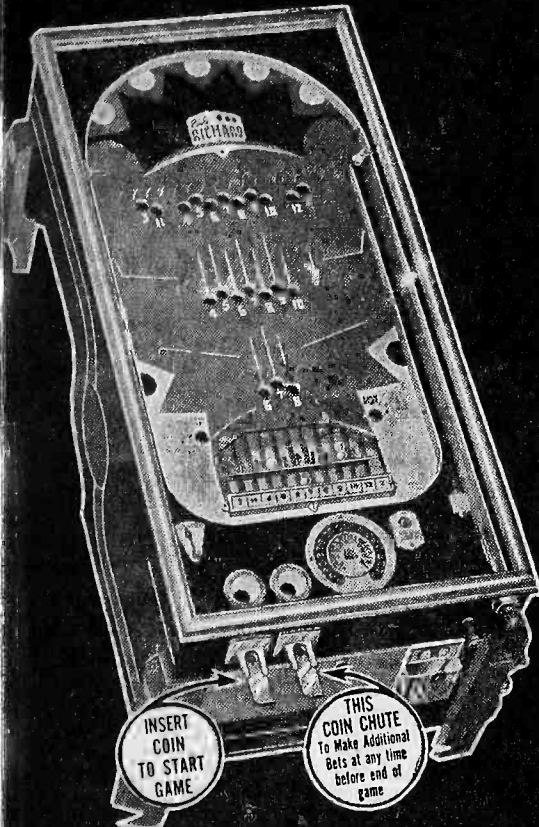
WRITE or WIRE YOUR SAMPLE ORDER TODAY!

PACIFIC

AMUSEMENT MANUFACTURING CO.
4223 W. Lake St. Chicago, Illinois
1320 S. Hope Street, Los Angeles, Calif.

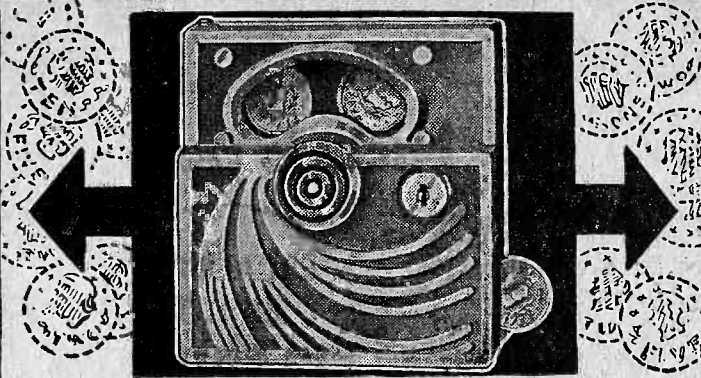
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◆ **BIG RICHARD** ◆ with Exhibit's New **Jack Pot**



INSERT COIN TO START GAME
THIS COIN CHUTE To Make Additional Bets at any time before end of game

\$149.50 COMPLETE WITH JACK POT



ELECTRIC EYE with Exhibit's New **Jack Pot**

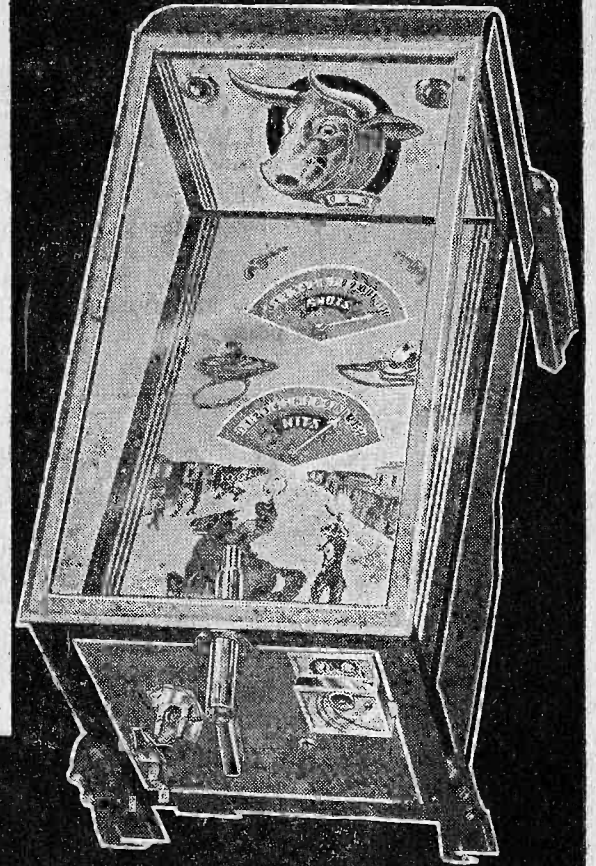
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You control the JACK POT Awards, —make them \$25.00—\$10.00—\$5.00 or MYSTERY—or anything you like, according to competition and territory conditions.

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Jack Pot Pays \$2.10 \$5.00
LAST PUNCH IN EACH SECTION RECEIVES ONE PUNCH IN RED JACKPOT TOP

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"America's New Bowling Game Sensation!"

(NOT A PIN GAME)

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Really takes in 8 or More Nickels per Game

As many as 8 PLAYERS can get on every game! And actually do—because HIALEAH has NO OUT-HOLES! One Player is bound to win! But you don't need 8 players to get plenty of extra nickels. One player will often feed 8, 10, 15 or more nickels into the chute—to cover additional horses and change the odds. ANIMATED ODDS CHANGER spins for every nickel played—changes odds on ALL POCKETS. 24 different odds for WIN, PLACE and SHOW are visible at all times—and this means BIG ODDS ALWAYS IN SIGHT!

You made money on every BALLY 1-SHOT—and you'll beat your best record with HIALEAH. Rush your orders now to insure PROMPT DELIVERY, as orders are piling up.

ESCALATOR SHOWS 12 COINS



50 in. by 26 in.

\$139⁵⁰

(TICKET MODEL, \$149.50) F. O. B., CHICAGO.

ELECTRO-PAK EQUIPPED

RELIANCE PAYOUT DICE GAME

Successful operators . . . men who make a habit of picking and operating winners . . . call RELIANCE the greatest profit-producer in 40 years! They're pushing RELIANCE machines out on their locations as fast as the factory can deliver them. Get your share of the biggest steadiest profits in coin-machine history. Hurry before the best RELIANCE spots are taken in your territory. Wire your order today!

NICKEL MODEL \$119⁵⁰

QUARTERS MODEL \$124⁵⁰



15½ in. Wide, 11½ in. Deep, 12 in. High.

HERE'S HOW IT'S PLAYED

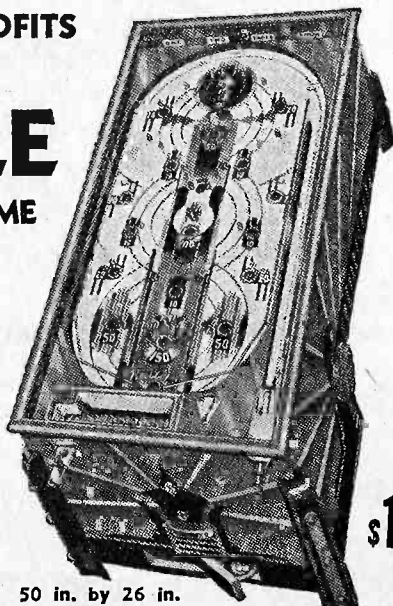
PLAYER WINS ON 7 OR 11 when "thrown" on First "throw" in Left-Hand Box. . . . LOSES ON 2, 3, OR 12 . . . In either case game ends and handle automatically locks. IF any other number (4, 5, 6, 8, 9 OR 10) if "thrown" . . . HANDLE TRIPS FOR FREE PLAYS. Dice remain in Left-Hand Box and player "throws" in Right-Hand Box till he "makes his point" (AND GETS PAYOUT) or "throws" a 7.

\$25.00 GOLD AWARD for 4 "naturals" in a row (\$5 Gold Award on nickel model)

MULTIPLY YOUR PROFITS WITH

MULTIPLE 1-SHOT PAYOUT GAME

Operates on 1, 2, 3 or 4 nickels—automatically MULTIPLIES EVERY PAYOUT BY NUMBER OF COINS PLAYED! Ideal for crowded spots, as it can be played by 1 TO 4 PLAYERS—and ALL players COLLECT on winners! One player may deposit 4 OR MORE coins in order to get ODDS-BOOSTER LIGHT, boosting ALL POCKETS to 50, 100 or 150. Escalator SHOWS LAST 12 COINS! Many MULTIPLES earn cost first week. Multiply your profits with MULTIPLE!



50 in. by 26 in.

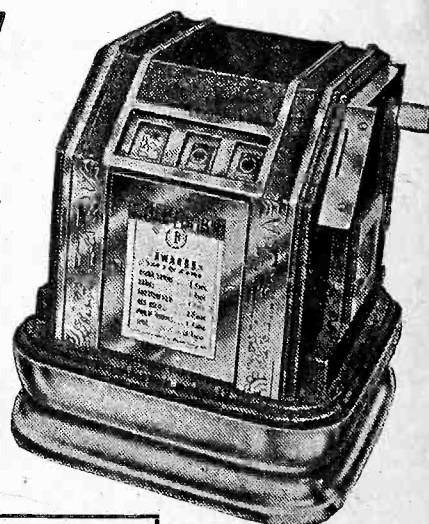
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3 Machines for the Price of 1

Only 7 in. high—but packed with 7 inches of the most powerful player appeal ever seen! And fits in the most crowded counter on your route. It's really 3 games for the price of 1—PENNY CIGARETTE GAME or 5-10-25-CENT TRADE STIMULATOR or NUMBERS GAME with 400 to 1 PAYOUT on Treasury Balance Numbers. Change reels and coin chute caps in 5 minutes—and get six months of steady profits any way you operate it! Somebody's going to flood your territory with Bally Baby—why not you?



Only \$17⁵⁰

COMPLETE with Interchangeable Reels, Award Cards and Coin Chute Caps. F. O. B. CHICAGO

7 in. High 6 in. by 5 in.

Above Games Licensed by Consolidated Pat. Corp. (Pat. No. 1,802,521) and Ace Pat. Corp. (Pat. No. 2,010,966.)

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**50 inch cabinet ★★ multiple coin chute ★★
ticket unit ★★ new pay unit ★★ mint vendor ★★
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IS A STRAIGHT MERCHANDISE
SALES PROPOSITION
(NO CANDY)

THAT IS SO ENTIRELY NEW
that its tremendous possibilities

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Through our extraordinary purchasing organization throughout the world we purchase merchandise direct from the makers' workshop to be enclosed in "CHEST O' GOLD" enabling us to give such extraordinary value in this proposition as to be absolutely astounding.

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THE FIRST AND ONLY SALES PROPOSITION ever created that actually gives tremendous value in merchandise to each and every member of your audience at every performance! And for a dime!

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FOR EVERY TENT SHOW AND MED. SHOW
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"CHEST O' GOLD"
SELLS TO YOUR AUDIENCE
AT 10c PER PURCHASE
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\$50.00 PER THOUSAND
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Packed in Units of 200 Packages
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WE GUARANTEE
THE SALE OF
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each and every performance.

CHEST O' GOLD
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at any time at
our expense for
full refund.



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| Brassieres | Gold and Silver Bracelets |
| Panties | Pearl and Jade Ear Drops |
| Step-Ins | Ear Rings |
| Ladies' Silk Garters | Gold Plated and Nickel |
| Men's Silk Neckties | Safety Razors |
| Silk Handkerchiefs | Pocket Compasses |
| Silk Sox | Vanida Pearls |
| Silk Scarfs | Peter Pan Pearls |
| Silk Suspenders | Costume Jewelry |
| Pearl and Bone Handled | Exotic Perfumes |
| Pocket Knives | Cosmetics |
| Leather Wallets | Beaded Bags |
| Leather Memo Books | Leather Hand Bags |
| Leather Key Cases | Silk Hand Bags |
| Silver Belt Buckles | Imported Vases |
| Leather Belts | Miniature Statuary |
| Fountain Pens | Imported Novelties |
| Fountain Pen Sets | Domestic Novelties |
| Propel and Repel Pencils | Toys—Games |
| Gold Plated Cuff Buttons | Dressed Dolls |
| Gold and Silver Tie Clasps | Baby Dolls |
| Fountain Pen Flash Lights | Incense Burners |
| Pocket Flash Lights | China Ware |
| Pocket Cigarette Lighters | Glass Ware |
| Table Cigarette Lighters | Silver Plated Bon Bon |
| Briar and Rosewood | Dishes |
| Smoking Pipes | Silver Plated Crumb Trays |
| Cigar and Cigarette | Silver Plated Sugar and |
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